

## Thoughts From The President

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Getting started with any task is always the hardest part. When I sat down to write this article I wondered, "What am I going to write about?" As it turns out, it's "getting started." While the majority of the membership took August off, five of us went to Corpus Christi (thanks to Rita Bailey and SOUTHWEST Airlines for the free airfare) for the Chapter Managers Orientation with Mary Hammond. Those officers unable to attend sent their goals and objectives for us to work with. After much discussion we are starting 1985-with the following goals:

- To provide for the financial viability of the DFW Chapter thru a series of activities
- To retain current membership plus attract new members
- To provide beneficial and informative meetings that address the needs of professional interests of the local membership of MPI
- Increase public awareness of the meeting planner profession, the MPI organization and activities through the media
- To provide the efficient operation of the MPI DFW Chapter and maintain accurate official records

Since our return from Corpus, all the committees have met at least once.

Judith Mathews, Vice President Programming/Education, and her committee have put together a tremendous year. Tentative site selections have been made and September's program should be most helpful. (Please note that September's meeting is on FRIDAY, September 27, at the Anatole due to a direct conflict with the Chamber of Commerce luncheon on the 26th.)

Lynette Owens, V.P. Membership, has put together a great membership program not only directing their attention at new members but a heavy emphasis on retention of our more tenured members. Part of the educational process of MPI is networking and sharing your successes as well as failures with your peers. We want you as a member but we also want you at the meetings (Mary Ross, V.L. Hooper,

Louise Fong, Harmon Hodge, Mary Ryals, Ted Olson, WE MISS YOU!) and need and want your expertise.

Connie Gray, V.P. Finance, has advised the Board that our financial situation is not great. (Ellen assures me this happens every year.) We are currently looking at having a Mini Trade Show to raise money and hopefully eliminate the first part of the year "lack of funds" syndrome. My question to you is:

1. SUPPLIERS—Would you participate by taking a booth or table?
2. PLANNERS—Would you attend?

If you have any suggestions on how we could raise money, please contact me or one of the other Board members. We need your help!

Janet Loveless, V.P. of Public Relations, and her committee are currently looking at ways to cut cost on the newsletter as well as generate some revenue through advertising sold in the Current.

Oh, If you have a "No Show" billing outstanding, please pay it. We hate to have to charge you but when we guarantee a place for you with the hotel and you don't show up, we have to pay.

Jeff Fuller will be heading up our Super Sports Team this year. Patty Watson did an outstanding job last year so we've given Jeff as much notice as possible so he can try and out do Patty's "Magic."

Kathy Holmes has agreed to handle our Awards Committee for Planner and Supplier of the year. If you would like to work on this committee, please contact Kathy.

I am currently putting together a committee for our "Chapter of the Year" presentation and would like to hear from you if you have time and would like to get involved. Pat Smith did an excellent job last year but has her hands full with her new position and her duties as V.P. of Administration.

I know you've heard time and time again, you get out of an organization what you put into it. It's an old saying but true. The 1985-86 Board anticipates the best year ever but we need your help to make it. Please, get involved!

## New Monthly Meeting Charges

Due to the increased costs involved with monthly meetings, the CFW Board of Directors has decided that the following monthly charges will be put into effect as of the September 27, 1985 meeting.

**Pre-registered Walk-Ins**  
 Breakfast and Lunch \$19.00 \$24.00  
 Dinners and Receptions \$22.00 \$27.00

Your cooperation is greatly appreciated.

## It's "No Show" Time!

Due to the increasing number of members "no showing" after responding YES to attend the monthly meetings, the DFW board has approved a new collection method in order to redeem these outstanding payments, which will become effective on Friday, September 27, 1985.

Upon completion of each monthly meeting, a statement will be sent to each "no show" member on the following day.

If payment is not received by the next month's meeting, this amount will be accrued to the current month's charge until full payment is received.

Your assistance in collecting these past due charges will be appreciated.

## July 1985 Final Prizes Awarded

Our final prizes from the 1984/85 year were given out at the Fairmont Hotel July meeting. The winners and gift were:

Ms. Mary Jo Simmons, Plaza of the Americas won Dinner for Two at the Fairmont  
 Mr. Jerry Swiggart, United Fidelity Life Insurance Co. won Dinner for Two at the Hilton/Ft. Worth.

Mrs. Lynette Owens, The George Graves Group won the Grand Prize for the year for signing up the most new members  
 —Trip for two to Paris or Frankfurt  
 —Compliments of American Airlines!

CONGRATULATIONS TO ALL THE WINNERS LAST YEAR!!! AND ESPECIALLY TO ALL OF THE MEMBERS WHO CONTRIBUTED SUCH GREAT PRIZES!!!

## Award Winners From 1984-85 Membership Campaign

Karin J. Patterson  
Marketing Administration Coordinator  
Mitsubishi Aircraft International  
Loew's Paradise Valley Resort  
Scottsdale, Arizona  
Roundtrip air for two to Phoenix by  
Delta Air Lines

Carolyn Smith  
Marketing Administrator  
NEC America, Inc.  
4 nights/5 days tennis or golf package  
compliments of George Graves Group  
- Lynette Owens  
To Saddlebrook Golf/Tennis Resort  
Tampa, Florida  
Roundtrip air compliments of Eastern  
Airlines

The prizes were given by random drawing to those individuals who had sponsored new members or were new members themselves during July 1, 1984 through July 1, 1985.

## New Members In July

The following became new members in July:

Saundra Blackwell, Director of Special Projects, Colortyne, Inc.  
John Kratzat, Manager Meeting Planner, University Computing Co.  
Kim J. Richardson, Marketing Services Assistant, Amigos Bibliographic Council, Inc.  
Cathy Dippel, Manager, Lodging Services, Electronic Data Systems  
Emily N. Norris, Conference Coordinator, Federal Home Loan Bank of Dallas  
Morrice M. Saddall, Meeting Planner, Electronic Data Systems  
Vicki G. Williams, Marketing Specialist, Myers Group, Inc.,  
Marc Fletcher, Director of Sales, Fairmont Hotel  
Rosemarie A. Mrzlak, Director of Operations, T.H.E. Meeting Planners  
Janet Tingdale, Marketing Representative, Southwest Airlines  
Richard W. Wright, Vice President, CMSI/Convention & Meeting Service Int'l.

## 1985/86 Membership Committee Formed

The first meeting of the newly formed membership committee met and discussed the format for the upcoming year. The program that was put into effect

mid-way through our 1984/85 year was so successful that very little, with the exception of new volunteers, has changed. We did form three specific areas of responsibility however. These include:

Membership Recruitment  
Membership Involvement  
Membership Retention

The Recruitment Committee will be responsible for soliciting new members, following up on our guests at monthly meetings, and hosting the new/prospective member reactions we will implement for the first time this year. Sally Gibbons, the Anatole Hotel, and Jeff Fuller of the Marriott Regional office and Brenda O'Quin, Gelco Travel will run this committee.

The Membership Involvement Committee responsible for welcoming our guests and new members at the monthly meetings, following up with a letter to each guest and new member, Membership Contest, etc. This committee consists of Judy Strain, Judy & Company, Nonye Fitch, Texas Stadium, Sara Duebendick, The Wernlie Group, Barbara Stone, Metro Hotels.

Membership Retention Committee responsible for the retention of current membership during renewal period. Contacting each member due for renewal and encouraging renewal or determining what is reason for termination. Contacting each member prior to monthly meeting to encourage attendance at meetings. This committee is comprised of Michelle Sanseverino, the Mandalay Four Season and Pat King, Texas Society of CPS's.

We have had requests from other members to work on our membership committee and are anxious to have them join one of these committees to assure maximum coverage. In the event you haven't signed up to work on a committee, we encourage you to get involved and help us to make the D/FW Chapter the Chapter of the Year this year!

**WOW...WHAT A SHOW !!!**

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ENTERTAINMENT, INC.  
*Barbara Daniel Rice*

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6309 N. O'Connor, Suite 122  
Irving, Texas 75039-3510 (214) 869-1519

## 1985/86 Membership Drive

We have begun another exciting year for the Dallas/Ft. Worth chapter of MPI's Membership Drive!

By now many of you have responded with gifts and donations for our new contest . . . and we THANK YOU AGAIN!!!!

Our September meeting will begin our new year and our contest will begin. This year, we will have a very simple procedure . . . each time you sign up a new member, your name goes into the hat for our monthly drawing. In addition, each month at our meeting, we will have a drawing for a door prize as well, so everyone can be a winner!

Here is a list of those who have sent in their donations to date:

Society of Petroleum Engineers  
Wyndham Hotel Dallas Market Center  
Hotel Crescent Court  
Special Arrangements, Inc.  
Hyatt Regency Dallas  
Magic, Inc.  
Kaleidoscope Tours  
Hyatt Regency/Ft. Worth  
Plaza of the Americas  
Harvey Hotel-Addison  
Dr. Pepper  
The Summit Hotel  
BDR Entertainment  
Sunbelt Motivation  
The George Graves Group  
Lady Love Cosmetics  
Doubletree  
Mandalay Four Seasons



Father time; our oldest charter member.

## MPI Board Retreat— Camradery Or Bust!

Recently, a few of our DFW board members had the privilege of meeting with other board members from MPI chapters in Houston and the Hill Country. Hosted by the Corpus Christi Hershey Hotel, the 2 day chapter managers orientation was instructed by Mary Hammond, chapter relations manager for Meeting Planners International.

Although a few board members (no scandal, please) were late to arrive, Mary covered a variety of subjects ranging from bylaws to organizational charts to goal sheets. I had no idea how structured MPI really is!

Anyway, as the orientation proceeded, Mary separated us into our individual chapters hoping for a think-tank atmosphere, where we could put what we learned on paper. Of course, we found out we all learned the same thing, just different viewpoints. What really made things difficult were the mounds of Hershey chocolate bars constantly staring us in the face. We all talked about chapter objectives and eventually put our comprised thoughts on paper. If only we had a recorder to hear our joint conversations going on at the same time.

By the end of Saturday, I felt we all became much better acquainted and felt more comfortable with how to run our MPI Chapter. In addition, we all added 6 lbs. of chocolate to our waistline, but there were no complaints.

Be sure to attend the September Meeting on September 27th. American Airlines has donated a door prize to be given away for two free tickets to the MPI meeting either in Phoenix or Boston.

### Free Ticket Anyone?

Southwest Airlines offers a Discount for your groups. Our discount program offers one (1) free ticket for every 11 purchased. The next time your company or organization plans a trip on Southwest take advantage of this special discount. Not only do you get a free ticket, but your fare is guaranteed for one year and there's no standing in long ticket counter lines.

If you need additional information on this program or any other services offered by Southwest, please call us at 353-6130.

**FLY SOUTHWEST  
JUST SAY WHEN**

## Around The Town . . .

Well, I'm sitting on hold, waiting for my favorite sales type to check the book and hoping that they really do have space when I started thinking about what's happened around town. Did you know:

Charlotte Aloe moves from Marriott Quorum to Regional Director of Sales  
Sherry Flood moves to the Irving Convention & Visitors Bureau as Director of National Sales

Freeman Companies moved to it's new headquarters on Ambassador Row, 634-1473

Louise Fong is the proud mother of son #2, Logan, born 6/24/85

Rhonda Stirling moves to the Melrose as Director of Sales

Ex Presidente—Ellen Beckert went public in Meeting News with her new shoe consulting business!!!

A big Dallas welcome to John Hyland, new Director of Sales at the Hyatt. John comes in from D.C.

Marty Evans moves uptown to the Lincoln as Director of Sales

The Arlington Sheraton has opened their doors

If you were looking for Hilton's Dick Champ, he has been making sales calls—in Mexico!!

Shuttlejack joins the Dallas marketplace with a new shuttle service and office on Royal, 484-7577

Oh! My sales type is back on the line, something about meeting room rental. I better pay attention. Listen, if you know of anything exciting happening, call me at 659-1122.

\$300.00 meeting room rental . . . get out of town!!!!

Be sure to catch Doug Heath on video tape at the September Meeting.



Typical MPI interested audience . . .

## SUZI FIVEASH

**MOST ADMIRES:** Her Father and President Kennedy

**TRAVEL FANTASY:** To Germany

**HOBBY:** Read and Sew

**FAVORITE FOOD:** Mexican

**FAVORITE COLOR:** Red

Suzi has worked for Club Corporation of America for six (6) years and is the assistant to the Sr. Vice President of Operations for Region I. Club Corporation of America is a management company that owns and operates 130 private clubs. They are nationwide and include City, Country and Athletic clubs. Her department plans all the regional meetings, plus a quarterly regional planning meeting.

Prior to working for Club Corporation of America, Suzi worked for Docutel Olivetti and was a travel agent in Oklahoma City. She is married and has a 2½ year old son.

Born: Kansas — raised in the Air Force, Birthday: March 23 — typical Aires.

## Welcome Back

Your September MPI Meeting will surprise and delight you!

- Do you know each and every service that a Convention and Visitors Bureau can provide for you?
- Did you know that suppliers can benefit just as much as planners?
- How small a convention can a CVB be bothered with?
- What is unique about our three member CVB's (Dallas, Ft. Worth, Irving)?
- When was the last time you phoned one of them with a new question or odd request?

The Dallas, and Irving, and Ft. Worth CVB's will be amazing you with their versatility, creativity, and in-depth knowledge of your meeting related needs and issues.

AND

The Loew's Anatole has spared no expense to present all this information in a snazzy, "high-tech" manner. With The Mistral, the night club on the ground floor of the Tower, Loew's will demonstrate to us all how exciting an "unusual venue" for a buffet lunch can be.

The date for this extravaganza is:

FRIDAY, SEPT. 27, 1985.

The location: Loew's Anatole, Stemmons Freeway at Market Center Blvd. The Mistral, in the Tower.

The time: 11:30 a.m.: Registration, and optional tour of the Loew's Anatole  
12:00 noon: Lunch  
12:45 p.m.: CVB Presentation

**1985 Professional Education Conference**

Meeting Planners International

Dallas Fort Worth Chapter of MPI  
 P.O. Box 47974  
 Dallas, TX 75247

**CALENDAR UPDATE**

**September 8-13, 1985**  
 MPI Institute I & II  
 Leesburg, VA

**September 27, 1985**  
 Luncheon  
 D/FW Chapter Meeting  
 Loew's Anatole Hotel

**October 24, 1985**  
 Dinner  
 D/FW Chapter Meeting  
 Fort Worth

**November 26, 1985**  
 Lunch  
 D/FW Chapter Meeting  
 Hyatt

**December 8-11, 1985**  
 Professional Education  
 Conference  
 Phoenix

**December 17, 1985**  
 Dinner  
 D/FW Chapter Meeting  
 Plaza of the Americas

**June 15-18, 1986**  
 Annual Conference  
 Boston

**December 7-10, 1986**  
 Professional Education Conference  
 San Diego

**June 7-10, 1987**  
 Annual Conference  
 Winnipeg, Manitoba

**December 6-9, 1987**  
 Professional Education Conference  
 Miami

**June 19-22, 1988**  
 Annual Conference  
 Seattle

**December 4-7, 1988**  
 Professional Education Conference  
 Nashville

**OFFICERS**

**President**

Latrell Smart ..... (Metro) 429-7382

**Vice President Membership**

Lynette Owens ..... 458-2021

**Vice President Programming**

Judith Mathews ..... 358-3395

**Vice President Administration**

Pat Smith ..... 655-6100

**Vice President Finance**

Connie Gray ..... 669-3377

**Vice President Public Relations**

Janet Loveless ..... 252-7476

**Board of Directors**

Norbert Dettmann ..... 242-0827

Jeff Fuller ..... 960-1206

Linda Hill ..... 386-9403

Betty Thomas ..... 630-8787

**International Directors**

Sally Gibbons—Supplier ..... 748-1200

Jerry Swiggart—Planner ..... 429-3803

**Immediate Past President**

Ellen Beckert ..... 688-1474

**Chapter Secretary**

Della Bolton ..... 689-4775

**MPI/DFW Current**

Janet Loveless ..... 252-7476

Committee Chairperson—

Irving Convention & Visitors Bureau

2121 W. Airport Freeway

Irving, TX 75062



## CHAPTER MEETING

**DATE:** FRIDAY, SEPTEMBER 27, 1985

**PLACE:** The LOEW's ANATOLE HOTEL, Mistral Night Club

**TIME:**

9:30 AM	Board Meeting
11:30 AM	Site Inspection (optional)
15:30 - 12:00 NOON	REGISTRATION and Reception
12:00 NOON - 12:45	LUNCHEON
12:45 PM - 1:30 PM	Program
	Adjourn

**PROGRAM:** The Dallas, Ft. Worth, and Irving Convention and Visitors Bureaus will present a full program on their services to both suppliers and planners. The Anatole will inform us on the possibilities of a high tech, unusual venue for an elegant buffet lunch. Parking is free.

**MEETING COST:**

ADVANCE RESERVATIONS	\$19.00
LATE RESERVATIONS AND WALK INS (Space available only)	\$24.00

**ADVANCE RESERVATIONS MUST BE MADE BY NOON, TUESDAY, SEPTEMBER 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 \$ \_\_\_\_\_, for \_\_\_\_\_ reservations for the September 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  
P.O. Box 47974  
Dallas, Texas 75247-0974