



# CURRENT

Meeting Planners International—Dallas Fort Worth Chapter

February 1986

## President's Message

by LaTrelle Smart



At last month's meeting you should have received your copy of the local Membership Directory. If you didn't, they will be available at the February meeting. If you did, the next time you see Ed Vant, Jr. and Della Bolton of CEL-

ANESE CHEMICAL CO. join me in thanking them for their time and reproducing the directory free of charge. (One of our major expenses last year) THANK YOU.

Our Nominating Committee is currently taking nominations for next year's officers. If you are interested or know someone who is, please call Marilyn McGuire at (214) 980-5111. The Committee also has the duty to nominate someone as our MPI International Director to replace Sally Gibbons (our supplier Director) who's term ends June, 1986. To be elected the new candidate must have three (3) years continuous membership in MPI and must also have served at least one (1) year as an officer or director of the chapter. The new supplier director's term is a two year term ending June, 1988.

Someone asked me the other day, "How do you go about selecting the Planner and Supplier of the Year?" The selection of Planner and Supplier of the year is based on an accumulation of points for contributions made to the meeting management profession. International assigns points in the following categories:

MPI International Services, MPI Chapter Services, Professional Recognition and Awards (publication, speaking engagements, and awards) If the candidate is a Certified Meeting Professional, his/her attendance at conferences.

Suzie Oliver is Chairman for the Committee. If you have any suggestions, I'm sure she would love to hear from you. Suzie may be reached at (214) 954-1419.

## March Meeting

The March monthly MPI Meeting will be a delightful opportunity to view the new Ellipse Ballroom at the Wyndham Hotel. It is a lovely addition to the hotel and adds an Oriental flair to their banquet capabilities.

Due to the high response by both the planners as well as the suppliers on the survey last fall for a desire to understand better communications skills that are needed in our profession, we will have the pleasure of a 45-minute seminar lead by a Dale Carnegie Speaker. She will give us information on how we can better express ourselves to get our point across and be accepted by those with whom we are communicating.

It promises to be a very fruitful and productive seminar that we will all be able to apply immediately, not only in our professional, but also in our personal lives.

This will not only be a good opportunity to see an exciting and new facility in the Wyndham Hotel, but also a great chance to learn how to better express ourselves. Be sure and mark Thursday, March 27th, at 12:00 noon, on your calendars as a "Must Attend Event"!

Norb Dettman, Chairman of the ByLaws Committee has recently completed a review of our current ByLaws. There were several changes that needed to be made to get our chapter ByLaws in line with International. The proposed ByLaw changes will be forth coming in the next month. Thank you Norb for doing such a great job in putting the changes together.

Last month's meeting at the Harvey House certainly was enlightening and well attended. What a beautiful facility. As a reminder for all you WALK INS, the space for the February meeting is limited. You MUST R.S.V.P. and preferably by Mail with your check enclosed. There will be NO walk ins. We would love to see you there, with a reservation. Don't be left out.

## February Meeting . . . "Food for Thought"

Thursday, February 27th

Be a participant in this month's meeting. For the first time in an MPI monthly meeting, you will have a chance to meet world class leaders in the field of food and beverage. Be sure to sign up for our seminar preceding the dinner.

The other highlight is the opportunity to visit and tour what is sure to become one of Dallas' most impressive hotel facilities—The Hotel Crescent Court. Located directly off of Cedar Springs and McKinney Avenue, it is really something to see. Free valet parking will be provided in addition to plenty of space in the self-parking garage.

The February meeting promises to be part of "The Leading Edge" . . . see you there.

- 4:00-5:00 pm —  
Kitchen and Konferences
- 5:00-6:00 pm —  
Innovative Food and Beverage Ideas for Successful Meetings — Seminar
- 6:00-7:00 pm —  
Reception and Tour of Hotel Crescent Court
- 7:00-8:00 pm —  
Dinner

## SPECIAL THANKS!

To Ed Vant of Celanese Company for the generosity of printing the new D/FW MPI Roster and to Della Bolton for her continued efforts and support helping with this Roster and our monthly meetings!

Another thanks . . . to Michele Sanseverino, Sales Manager, The Mandalay Four Seasons Hotel at Las Colinas for her assistance with Membership Retention and the use of the beautiful meeting facilities for our committee meetings. Thanks, Michelle.

Thanks to Canadian Consulate for supplying the postage for the January Newsletter.

## Membership Drive

by Lynette Owens

Our Membership Drive is moving along quite actively. It's quite simple to explain.

Each time you sign up a new member, your name will go into the envelope for the monthly draw. At the end of our chapter year in July, the person who has signed up the most members will win the grand prize, roundtrip for two to Paris, France, compliments of American Airlines.

### GRAND PRIZE

GEORGE GRAVES GROUP/  
SOUTHWEST AIRLINES

METRO HOTELS/AIRFARE

DALLAS DOUBLETREE HOTEL

SUNBELT MOTIVATION

AMFAC HOTEL AND RESORT

HYATT REGENCY/DALLAS

HOTEL CRESCENT COURT

HARVEY HOTELS

LOEWS ANATOLE

MANSION ON TURTLE CREEK

MANDALAY FOUR SEASONS

FORT WORTH CONVENTION  
& VISITORS BUREAU

SUMMIT HOTEL

American Airlines - Roundtrip for two to Paris

Roundtrip for two, two nights, Inter-Continental  
Hilton Head/breakfast daily

South Padre Hilton resort, two nights, three days

One night for two, includes brunch

Pegasus Tahoe luggage set

Sunday brunch for two - Papayas

Dinner for two - Antares Restaurant

Two sets lead crystal glasses

Two HRD workout bags

Weekend for two, one suite, with breakfast,  
champagne upon arrival

Addison - sunday brunch for four

Sunday brunch for four - anatole "Atrium"

Saturday brunch for two

Sunday brunch for two in Rhapsody

Even Extra - transportation to Ft. Worth/dinner,  
entertainment, hotel accommodations

Lunch for two - Gabriel's

## More on February Chapter Meeting

The Kitchen Workshop, which will be led by the chefs of the Hotel Crescent Court in their kitchens, will be attended by a limited enrollment of thirty MPI members. The Pre-Registration closed on January 10th, with a full attendance.

The 5:00 - 6:00 p.m. Seminar will feature a panel of three presenters on the theme **Food and Beverage for Successful Meetings in '86**. Joachim Green, Food and Beverage Director at the Sheraton-Park Central, will discuss "Hotels Adjust to Tighter Meeting Budgets and Changing Tastes." Mr. Green will celebrate thirty years in his profession next year. He has worked in Hotels around the world including Switzerland, Germany and Jamaica. Cynthia and Michael Jacobson are owners of Cynthia Michaels Decorating and Catering. They are one of the "Hottest" firms in Dallas today. Recently they decorated the Mansion on Turtle Creek for New Year's Eve. They have catered the groundbreaking lunch for the new Dallas Symphony Hall. In addition to catering in numerous cities around the Country, they will cater a party for 5,000 people when the Sesquicentennial Wagon Train comes to Dallas. Michael Jacobson will present to the seminar "Conferences and Catering in 1986."

"TODAYS Trends in Beverages" will be the topic of Becki Murphy, President of The Wine Association of America and Consultant to the Dallas Morning News. Ms. Murphy produces the annual American Wine Exposition which will be held this year in Dallas, March 8-10. Becki also owns her own firm, Vintage Productions. Her seminar topic will focus on the Trends Toward Lighter and More Healthful Beverages in Today's Meeting World.

February's monthly meeting will feature two high priority requests of MPI members: a topic on Food and Beverage For Today and an Educational Seminar apart from the dinner during which time participants may interact with the experts. **This will be the program for the month.** Nora Weaver will give a short synopsis of the seminar after the evenings dinner to inform members who were not able to attend.

Parking is available underground in 4,000 spaces or with the doorman. (We're sure he'd appreciate a gratuity.)

Planning Committee Members: Brent Berryman, Alan Campey, Norb Dettmann (Chair), Don Dillon, Michele Green, Tom Levine, Judith Mathews (Ex-Officio), Rhonda Sterling, Nora Weaver, and Bobbie Weiss.

## ACCESS

A new department with one manager to handle all details of your meeting.

For More Information Call

**214/748-1200**

Ask For Access



LOEWS ANATOLE  
HOTEL

2201 Stemmons Frwy., Dallas, TX 75207

## WOW...WHAT A SHOW !!!

*B D R*

ENTERTAINMENT, INC.  
*Barbara Daniel Rice*

Dallas' booking agency for national and regional talent  
Conventions, Private Parties and Special Events

- Live Show Productions
- Talent Procurement
- Sound and Lighting
- Set Design

Two Dallas Communication Complex  
6309 N. O'Connor, Suite 122  
Irving, Texas 75039-3510

(214) 869-1519

## MPI January 1986 Meeting

by Rhonda F. Stirling

Interpretation is the name of the game! How the IRS reviews entertainment deductions is discretionary . . . Judith Houghton, with Dr. Pepper Corporation introduced today's speaker, Mr. Dan Snyder. Dan is a CPA and a lawyer, affiliated with Seidman and Seidman. Several members expressed that for the first time, they really have a much clearer picture of what it'll mean to our industry, should the tax reform package be enacted in it's current form. JUST THINK . . . . .

- 1) Only 80% of business meals and entertainment expenses would be allowed as a deduction.
- 2) Your entertainment deductions will be subject to all kinds of limitations and stringent requirements. i.e. "Business meals must be represented in a clear business setting . . . deductible limit for any meal \$25.00 plus 50% of cost exceeding \$25.00 per person.
- 3) No deduction for educational travel, cruise ship meetings, and certain luxury water transportation.

The above represents just a few key points which will directly affect our industry. The overall possible results?????

- 1) Loss of jobs and revenue in the hospitality, food and service industry.
- 2) Fewer meetings
- 3) Decreased attendance at meetings because of denial of deduction for travel as a form of education
- 4) Delays in capitol improvements

In summary, NOW is the time that all of us should write to our Congressmen and/or Senator and make them aware

of how we feel and what we believe. Mr. Snyder was right when he said, Quote, "This is not my fault and I can't change it." However, all of us can possibly make a difference, if we don't ignore it and if we act now.

On a lighter note; The Harvey Hotel in Addison, Tx, was our host hotel for this month's luncheon/meeting and I'm sure Mr. Ed Rohling, Corporate Director of Sales and Marketing, will be happy to know . . . the service was rated excellent, along with presentation and food quality being highly rated as well. Originality played a big role in today's luncheon . . . There was a menu card at each place setting, with the entree' recipe outlined and a note stating that the entree' had been approved by the American Heart Association and the American Dietetic Association and low in calories, sodium and cholesterol. A big thanks to The Harvey Hotel and it's entire staff for a job well done.

Overall, the meeting was a huge success . . . A few repeated suggestions to improve our monthly events . . .

- 1) more non-smoking areas
- 2) please include hotel address on meeting announcement
- 3) evening meetings, rather than lunch
- 4) mail hand-outs for review in advance

### HAPPY VALENTINES DAY!!!

P.S. Don't forget to R.S.V.P. for next month's meeting as The Crescent Court Hotel.

## New Chapter Members for January

Joan Allgeier  
Holiday Inn D/FW South

Mary Birdwell  
Hyatt Regency/Fort Worth

Deborah Johnson  
Summit

Laurie Knapp  
Hyatt Hotels/Worldwide Sales Office

Cindy Scott  
Shank, Irwin, Conant

Sherry Vicknoir  
Mansion on Turtle Creek

## Membership Profile Information

The following is a profile of the MPI Membership:

Planners	58.9%
Suppliers	39.9%
Students	1.2%

The profile of the Planner members is as follows:

Corporate Association	41.0%
Others: i.e., Government, university, travel agency, hospital, medical school	26.0%
Meeting Consultants	10.0%
Int'l Meeting Planners	4.0%
Multiple Mgmt. Company	3.0%

Of the 7,300 members, 95% are chapter affiliated while 5% are at large. Five percent (5%) of the membership is Canadian.

The following is a profile of the Dallas/Fort Worth Chapter:

Planners	157
Suppliers	128
Students	0
% Planners	55.5%
% Suppliers	44.9%
% Students	.0%
Gain/Loss	6
Total	285

## Around The Town

Sarah Daubendiek, who is currently Director of Sales for the company, will be getting married in April and moving to New Mexico.

Holly Walsh moves from Melrose to Radisson Hotel/Stemmons

Congratulations to Judy Smith on her new position as Director of Sales at Radisson Hotel/Stemmons.

Jeff Fuller Changes Hats.

Congratulations to Glen Johnson on his move to The Associates.

Brian Melton joins Creative Communications Group as Senior Account Director.

How to launch a new product with the power (and... plus a annual sales meeting that really packs a punch. You've got a puzzle on your hands.

The answer, however, is incredibly simple. Incredible Productions. Not only do we find the right pieces for you, we put them together with impact and imagination. So instead of a picture with holes, your audience gets the whole picture.

MUSIC PRODUCTION—Music, Sing, Act and Film  
SHOW PRODUCTION—Event, Choreography, Directing, Talent, Choreography, Props, Wardrobe, Lighting, Sound

**Incredible Productions Inc.**  
www.incredible.com  
3027 Wylie, Dallas, Texas 75255 (214) 350-2633



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

## CALENDAR UPDATE

**February 27, 1986**  
Dinner  
Food and Beverage for  
successful meetings in '86  
Crescent Court Hotel

**March 27, 1986**  
Lunch  
Communications and the  
Meeting Planner  
Wyndham Hotel

**April 22, 1986**  
Dinner  
The Conference Center Concept  
Las Colinas Inn & Conference Center

**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, Manitoba

**December 6-9, 1988**  
Professional Education Conference  
Nashville

## OFFICERS

### President

Latrell Smart ..... (214) 421-1083

### 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 ..... 223-6237

### Immediate Past President

Ellen Beckert ..... 638-6450

### 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