



CURRENT

Meeting Planners International--Dallas/Fort Worth Chapter

December 1986



President's Message

by Pat Smith



Pat Smith

New Committees:

We are in the process of adding four new standing committees to our DFW Chapter! These new committees will add an extra dimension to our chapter goals for the year and will offer additional opportunities for members to sign up for committee involvement. Remember, we want YOU involved this year!

Scholarship Fund Committee:

This committee will determine the educational guidelines and fund raising requirements needed for establishing a DFW Chapter Scholarship fund. This committee will determine whether the scholarship efforts will be dedicated toward educating students within the supplier/meeting planning industry or educators in general.

Public Relations/Community Image Committee:

Within the local Dallas/Forth Worth area, there is a need to spread the word of the meeting planning profession. This committee will determine those promotional efforts deemed worthwhile to pursue, in order to gain media attention and local recognition.

"Job Bank" for Meeting Planners Committee:

It is the intent of this committee to act as a clearing house for job opportunities for meeting planners. This committee will collect resumes from MPI members transferring into the Dallas/Fort Worth area, as well as service local meeting planners in their job search efforts. The committee will keep a close contact with MPI member companies looking for new staff.

Chapter of the Year Committee:

In our endeavor to achieve the "search for excellence" standards, we are forming a Chapter of the Year Committee. This committee will compile accomplishments during the year, in a portfolio format, to be submitted to International for judging.

If you are interested in signing up for any of these committees, please contact any of your DFW Chapter Board of Directors, listed on the back page of this newsletter. We want you involved!

NOTICE: International Staff Looking for Dallas Hotel Support

The MPI International headquarter's staff is interested in hearing from those Dallas/Fort Worth hotels who would be interested in hosting upcoming International Committee meetings in 1987. These committee meetings will be held in February, March, July and August, with Friday arrival and Sunday departure for approximately 12 committee members each time. The committee members breakdown is an approximate 50/50 meeting planner/supplier ratio. If interested, please contact Becky Hopkins at MPI headquarters at 214-746-5237.



HAPPY HOLIDAYS



BILL TILLMAN BAND TO PLAY FOR MPI CHRISTMAS PARTY

MERRY CHRISTMAS, Y'ALL!

by Laura Yarbrough

Mark your calendar now -- Thursday, December 18, 7:00 p.m., Fairmont Hotel. It's the annual MPI Christmas party . . . and you won't want to miss it!

This year's gala will be a fitting closing tribute to Texas' Sesquicentennial anniversary. It'll be a Texas-style Christmas, complete with wining, dining, dancing, prancing, glamour, glitter-- and even appearances by a few famous Texas celebrities. Dress will be Texas formal (and that doesn't mean your best dress jeans!). In keeping with its Texas tradition of excellence, the Fairmont will be pulling out all stops to put on the glitz for an evening you won't ever forget.

Also in keeping with the Texas spirit of generosity, everyone attending the gala will be asked to bring at least one non-perishable food item to be donated to a needy Dallas/Fort Worth area charity. Everyone who brings a food item will be eligible for prize drawings throughout the evening.

Plan to come and party in the Texas way. And if you don't feel like driving home, the Fairmont is graciously offering complimentary guest rooms for the night.

Shine up your dress boots, shake out your feathers and sequins, and we'll see you at the Fairmont on December 18 to say "Merry Christmas, Y'all!"



MPI PROFILE

LAURA YARBROUGH, Planner
by Sally Gibbons

Laura Yarbrough, local Board member and meeting planner for Electronic Data Systems, has definitely worked her way into a challenging and fulfilling position at E.D.S.. She began her "meeting planning" career with V.L. Hooper at Southland Life as a writer, name tagger, and catch all for one major meeting of the department. Then, after reading a small classified ad... International Company needs meeting planner... on to E.D.S.!

The company had done an internal audit and concluded that a meeting planning department needed to be established. Laura was the one and only. Today the department has 12 people planning 300 meetings per year worldwide for 3 to 700 people. The travel department of 100 people remains independent.

The challenges of the merger of E.D.S. and General Motors took Laura to Detroit negotiating for 700 guestrooms each night and numerous meetings - a new experience for her, the city, and General Motors. There has never been a dull moment.

However, there is life after meeting planning. Her husband, a computer programmer, has had the "pleasure" of attending her meetings and experiencing the 4:00 a.m. wake-up calls. Familiarization trips have also allowed him to better understand the scope of the industry. He fully supports her endeavors... time for children?... "not yet, but two great cats!"

Her Educational background from East Texas State in journalism helped prepare Laura for the opportunities in the industry. She was taught to be resourceful and "look more than one place for an answer". This is definitely something we can all do to reach success.

MEMBERS ONLY

by Norb Dettmann

My guess is that most of our members are not aware of the excellent work and the long hours which the fifteen volunteers of the Membership committee are putting into efforts to both keep our members involved and active and to recruit new members. Judy Smith and Barbara Fett, for example, surprised a bunch of us as we registered for the November meeting with their special efforts to get more of us involved in the activities of our Chapter. Linda Fain has been working hard to pull together a welcoming committee for each meeting so both new and old members will feel welcome. Colleen Haggard and Mary Garner are researching the long lists of companies in Fort Worth and Dallas in an effort to list prospective planners. Other committees are working day by day to keep all of us active in the best professional organization in town.

If you can spare some time to contribute to your chapter, please let us know. I'm sure that you will grow professionally, that you will meet some fine people and that you will have some fun in the process.



LAURA YARBROUGH
E.D.S Meeting Planner

PERSONAL:

Born Mississippi; raised in El Paso and San Antonio

FAVORITE THING ABOUT MPI:

Wide variety of people; networking

FAVORITE RELAXATION:

Reading best sellers.

FAVORITE THING ABOUT DALLAS;

Diverse people; "it's a can do city."

PERSON MOST LIKE TO MEET:

Lee Iaccoca (wrong company but she knows Ross Perot!)

FAVORITE POSSESSION:

Husband

TOUGHEST ASSIGNMENT:

Many with short notice and no money.

FAVORITE CITY OUTSIDE TEXAS:

San Francisco

ULTIMATE BANQUET:

Anything and everything seafood.

IF I COULD BE A SUPPLIER:

Definitely don't want to be one.

PEOPLE MAKE JOB EASIER:

Willing to offer ideas with no holding back; donate time and energy.

WORKING PHILOSOPHY:

think on your feet!

HEARD IT THROUGH THE GRAPEVINE

by Margaret Brown

For many of us the holidays means travel, packing up or just getting away for a little while. The "Grapevine" asked around and here are what some of our members are planning for the holidays.

Michele Green of Bauer AV is going home to Lonoke, Arkansas.

Betty Thomas of MPI Headquarters is also going home for Christmas to Monroe, Louisiana.

Marc Fletcher of the Fairmont Hotel is headed for St. Croix over the holidays for 12 days of sun and sailing.

Jeff Fuller of Pratt Hotel Corporation will be a father for the second time around December. We know where he'll be for the holidays!!!

Janet Loveless of CMSI is going to Austria, and **Mary Carle** of Blue Cross/Blue Shield of Texas is going to Cozumel for some holiday scuba diving.

Is **Joanie Allgeier** going home to Louisville for Christmas? If you do Joanie, say hello to the old hometown for me!

Happy Holidays to all MPI Members

NEW KIDS ON THE BLOCK

by Norb Dettmann

Maurine Allen.....	522-5930
Kaleidoscope Presents Dallas	
Susann Gates.....	559-210
The Mansion on Turtle Creek	
Leon Kothmann.....	550-1838
Southwest Meat Packer's Assn.	
Lisa Renfro.....	521-5151
The Melrose Hotel	
Comel Tiller.....	634-3539
Corporate Meeting Planners	
Pamela Warren.....	458-060
BeautiControl Cosmetics	
Cheryl Basye.....	742-3766
Troy Marketing	
John Fuller.....	980-4934
Sheraton Corporation	
Carol Wallace.....	658-7054
Dallas Convention Center	
Lee Wegner.....	556-1133
Embassy Suites Hotels	
Lisa Mays.....	651-123
Hyatt Regency Dallas	
Judy Bradley.....	922-9806
Canadian Consulate	
Michael Jacobson.....	243-1033
Cynthia Michaels Soundstage	

INTERNATIONAL EXCHANGE

by Rosemary Hall

Now that the dust has cleared and the movers have left, and all the welcoming parties are over, it's back to business for MPI International. And with the December conference right around the corner, MPI staff is very busy.

Doug Heath reports that they are expecting a record attendance at the Professional Education Conference in San Diego, December 7 - 10. He attributes this to the heavy educational emphasis in the program. Good news meeting planners registration is equal between planners and suppliers!

Doug and his staff are currently preparing the 1987 budget outlining proposed projects and programs for presentation to the Board. They will also be presenting to the Board the nominees for office next year.

And, just about the time the MPI staff recovers from San Diego, the 1987 Symposium in London, "International Meeting: Making Them Work Better", will be upon them. Special airfares and hotel rates have been established, so if you plan international meetings, this is a must! Becky Hopkins at 746-5222 can provide more information.

CERTIFIED MEETING PROFESSIONAL (CMP) STUDY GROUP UPDATE

by Mary Jo Simmons

The CMP Study Group will be administered by the Program and Education Committee of the Dallas/Fort Worth MPI Chapter. The sessions will begin January 13, 1987 running through June 2, 1987. The registrations fee is \$60.00. Sessions will be held on a weekly basis each Tuesday evening from 6:00 p.m. - 8:00 p.m.

The purpose for the Study Group is to prepare members for the Certified Meeting Professional Exam scheduled for June 6, 1987, as well as the educational value whether you take the exam or not. The group will be limited to a maximum of 25 members.

For additional information, you may call Mary Jo Simmons, Westin Hotel at 450-2906 or Judith Mathews, Meeting Tech. at 358-3395.

Delta Gets You There®



Lincoln Colby
CMP



Marilyn Monroe
CAE



Bill O'Boyle
CHSE

CERTIFICATION AND WHAT IT MEANS TO YOU

The November MPI/DFW Chapter meeting featuring three industry leaders was an informative session on three of the industry's certification processes. Lincoln Colby, CMP, began the program praising study groups such as the one being formed by the DFW chapter, because they enhance the education process. The CMP program is administered by the CLC which is an umbrella organization for all our industry groups. The two-part process consists of an application to determine eligibility to sit for the exam, and the exam which tests application of the principles. The purpose of the program is to certify competence in our profession. Two major benefits of certification are the increased education, and the benefit to the people who attend our meetings.

The next speaker was Marilyn Monroe, CAE. Marilyn stated that being competent is not enough but that we have to be the best in our field. She also praised study groups, and their effectiveness for TSAE members shows in that the group has the highest percentage of CAE's in the country. The process toward certification is similar to the CMP, and includes the application for eligibility and an exam. Benefits of achieving the CAE designation include increased knowledge, recognition by peers, and nationwide the CAE makes more money than non-CAE.

Bill O'Boyle, CHSE, as the third speaker, addressed certification for the hotel sales executive. The certification process also includes an application and an exam, as well as a third step of submitting a research paper to a panel of

judges. The CHSE sets the individual aside as willing to take the extra steps to be a professional. Bill believes that in the future the marketing professional will play a big role in management and the CHSE will help. Bill O'Boyle is a good example of this as he was recently named the general manager of the Hershey Corpus Christi.

Thanks go to Suzie Oliver, Mary Jo Simmons and Jo Bush for an informative program and to the Lincoln staff for the beautiful meal and great service. Also, thanks go to Jerry Swiggart and American Express, and the Sheraton for providing the door prizes.

Very special thanks goes to United Exposition for the signage used at the meeting, and to the Lincoln Hotel for providing accommodations for Marilyn and Bill.

☆☆☆☆☆☆☆☆☆☆

WE NEED YOUR CANS

or any non-perishable groceries so we can help make Christmas better for those less fortunate.

Date: December 18

Place: Fairmont Hotel

Time: 7:00 p.m.

☆☆☆☆☆☆☆☆☆☆

DOLLARS & CENTS

by Janet Loveless

Total income received into the Treasury as of November 7, 1986, was \$5,324.00. Expenses incurred during the same time period amounted to \$3,963.44. The resulting checkbook balance, including the \$6,152.00 brought forward, totals \$7,513.56 as of November 7, 1986.

PHOTOGRAPHS OF OUR MONTHLY MEETINGS ARE COURTESY OF SLOAN PHOTOGRAPHY. THEY DESERVE OUR SUPPORT FOR THEIR SIGNIFICANT CONTRIBUTION.

ACCESS

A new department with one manager to handle all details of your meeting.
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2201 Stemmons Frewy., Dallas, TX 75207

ATTENDANCE & MEMBERSHIP

PRIZES ! PRIZES ! PRIZES ! PRIZES ! PRIZES ! PRIZES !

by Norb Dettmann and Dennis Pendergast

Once again the loyal members of the Dallas/Fort Worth Chapter have come through with a string of outstanding prizes for our **New Member Contest** and our **Chapter Attendance Contest**. Members who bring new members into our organization will be eligible for some of the gifts listed below. In addition to the traditional attendance contest a new contest is underway this year in hopes of involving more of our members in the monthly meeting. **Team Dallas**, chaired

by Mary Cowart, pits teams of members against one another. Team Captains whose teams have the best attendance record at our monthly meeting will win some of the prizes listed below. Mary will soon publish the list of teams and captains. Both contests end in July.

A great big THANK YOU goes to all of our members and their companies who have so generously donated. Other gifts are still in the hopper and will be listed soon.

MPI GIFT DONATIONS FOR 1986 - 1987

WEEKEND PACKAGES:

Embassy Suites/Love Field
Hyatt Regency San Antonio
The Hershey Corpus Christi
Mandalay Four Seasons
Marriott Quorum
Dallas Plaza Hotel
Wyndham Hotel
Doubletree Inn
Crescent Court Hotel

DINING:

Registry Hotel
Plaza of the Americas
American Express Group & Incentive
Sheraton Dallas Hotel & Towers
Loews Anatole Hotel
Holiday Inn DFW Airport South
Lincoln Hotel
Club Catering/C.C.A.

OTHER:

Dr. Pepper Company

Dallas Convention & Visitors Bureau
Specialty Advertising Association
Dallas Fan Fares
American Heart Association
Dallas Entertainment Group
Magic by Personal Tour Service
Lady Love Cosmetics

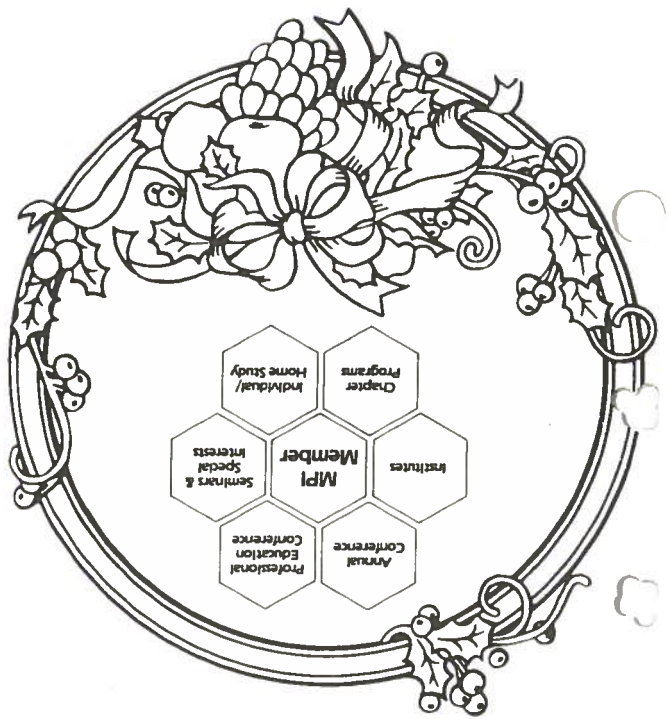
GTE Directories

Weekend Suite, Breakfast, Cocktails in Evening
Two Nights Stay

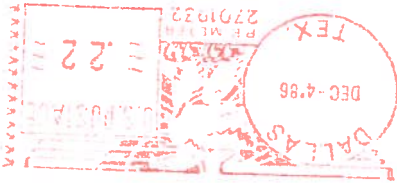
Weekend for Two with One Night Dinner
Weekend in Presidents of Governors Suite
Suite for Two & Sunday Brunch
Suite for One Night with Breakfast
Romance Weekend Package
Weekend Package with Breakfast
Weekend Package for Two, Breakfast, Champagne

Sunday Brunch at Malachite Showroom
Le Relais Gift Certificate (Sunday Brunch)
\$50.00 Guest Dining Certificate
Dinner for Two at Mason's Steak Gallery
Sunday Brunch for Four
\$50.00 Gift Certificate at Burgundy's
Dinner for two at Crockett's Restaurant
Lunch for two at Willow Bend Polo & Hunt Club

Two Desk Top Note & Calculator Sets, Two Pen/Pencil sets, Two Beach Bags & Beach Towels
Laser Skyline Picture of Dallas
A Set of Custom Glassware
Dallas Cowboy Tickets & Dallas Mavericks Tickets
American Heart Cookbook
Use of the Bill Tillman Band
Three (3) hours use of Magic Fire Engine or Magic Merry-Go-Round
Mr. Love Hair Pak, Mr. Love Cologne
Lady Love Bath Pak, Kosemo Gift Set
GTE Telephone



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



CALENDAR UPDATE

December 7 - 10, 1986 Professional Education Conference San Diego	June 7 - 10, 1987 Annual Conference Winnipeg, Manitoba
December 18, 1986 (Thursday) Dinner/Christmas Party D/FW Chapter Meeting Fairmont Hotel	December 6 - 9, 1987 Professional Education Conference Miami
January 22, 1987 (Thursday) Lunch D/FW Chapter Meeting D/FW Hilton Hotel	June 19 - 22, 1988 Annual Conference Seattle, Washington
February 26, 1987 (Thursday) Dinner D/FW Chapter Meeting Westin Galleria Hotel	December 6 - 9, 1988 Professional Education Conference Nashville, Tennessee



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