

President's Message

by LaTrelle Smart



On May 22, 1986 at the Summit Hotel the Awards Committee will announce the winners of the Planner and Supplier of the year for the DFW Chapter. This year the Committee decided to approach the awards a little differently than in the past due to the strict guidelines put together by

International for the International awards. To really be in the running on the International level, the persons nominated must be able to accumulate points as follows:

- Chapter Officer - 100 points each year
- Chapter Director - 75 points each year
- Committee Chairman - 50 points each year
- Committee Participation - 25 points

Professional Recognitions and Awards

- Published in National publications - 100 points each
- Published in Regional publications - 75 points each
- Local publications or chapter newsletters - 10 points each

Speaking

- Developer/Instructor of seminar - 100 points per time
- Speaker - 50 points per time
- Panelist or discussion leader - 25 points per time

Awards

- Awards given by professional affiliate organization - 100 points each
- Awards given by civic affiliate organization - 50 points each
- Awards given by employing organization - 50 points each
- Other - 10 points each

Other

- If nominee is a Certified Meeting Professional - 200 points
- Attendance at Annual/Education Conference - 10 points each

We are delighted to announce that the following two names were submitted to International for the nominees from the Dallas/Fort Worth Chapter for Planner and Supplier of the Year.

- Mr. Greg Elam of Great American Reserve Life - Planner
- Mrs. Ellen Beckert of Freeman Companies - Supplier

(Continued on page 2)



Want to be a part of the most famous sporting event in 1986??? It's easy. Any and all DFW Chapter members planning to attend the Annual MPI Conference this June in Boston, automatically qualify as a member of **TEAM TEXAS**. You don't have to be an athlete, just a willing spirit and much enthusiasm.

Your participation in SuperSports V will enhance the feeling of camaraderie, give you a greater sense of loyalty to **TEAM TEXAS**, and help you get better acquainted with your own DFW Chapter members, plus get to meet our other Texas Chapter members from the Houston and Texas Hill Country (Austin and San Antonio) chapters.

SuperSports V will begin with opening ceremonies at 3:00 PM Sunday, June 15, in Boston. We will announce a **TEAM TEXAS** Spirit Meeting immediately prior to SuperSports V.

MOST IMPORTANT NEWS: You must be registered to participate. If you have not completed your waiver/application form and sent your \$5.00 fee to J.R. "Jerry" Swiggart by NOW, please call 387-9988 work hours, or 223-6237 after hours.

We also are in search of some new **TEAM TEXAS** "cheers". Please submit your "cheer" suggestions to Jerry now. We'll still keep and use old reliable "**CHEW TOBACCO, CHEW TOBACCO**".

Start getting in shape. Practice on your sack racing, balloon tossing, egg catching, volleyball spikes, and trivial knowledge. **TEAM TEXAS** will be planning a Spirit Week-end prior to going to Boston, for a joint team practice. More later.

ATTN: CORPORATE SPONSORS desired. As in the past, **TEAM TEXAS** will have a uniform, consisting of T-shirt, shorts, socks, visors, etc. We will greatly entertain offers from any of our members and their companies, to assist **TEAM TEXAS** with out uniform needs. Contact Jerry NOW.

GO TEAM TEXAS. WE'RE NUMBER ONE. WIN IN BOSTON. YEA!!!!



May Meeting Features Showcase

by Linda Hill

Need to improve the image of your sales staff? A speaker to motivate, to inspire? Or some tools for coping with stress? Attend the meeting in May.

A special opportunity to preview four top speakers for possible programming will be offered at the membership meeting on Thursday May 22. Four speakers from the North Texas Speakers Bureau will offer ten minute mini-presentation in response to the areas of concern identified by the Convention Liaison Council's recent survey.

Stan White is a full time professional speaker, living in central Texas. With a background as business owner, salesman, rancher and catering, Mr. White has unique insight into what makes us laugh and feel good.

Suzanne Boswell will speak on "The Man and His Clothes." Working primarily with men, Ms. Boswell's forte is creating an effective, positive image through a client's wardrobe. With fifteen years in the men's clothing industry as a designer, she works with individuals and groups to create that "right" image - "clothes may not make the individual, but they certainly help one live up to one's potential."

President of a human resources consulting firm in Dallas, Bob Handley will address one of the key problems in our industry - stress. Mr. Handley will share proven techniques in learning to use stress as an ally rather than an enemy and how to develop a personal wellness program.

"When Your Goal is Excellence..." the team of Ted Dreier and Jane Warfford developed a unique "duet-type" presentation in attaining a specified goal-whether in business or personal.

Prior to the above program, the Awards Committee will make presentations to the outstanding meeting planner and supplier from our local chapter.

MEMBERSHIP ROSTER

Any member who wishes to receive a copy of the most recent D/FW MPI Membership Roster, please see Sherry Tucker-David at next month's meeting. Remember, only one per registered member.

Effective Communications

by Nancy E. Kirk

The topic of the March 27th MPI meeting was "Effective Communications for the Meeting Planner", however, Mary Beth May's lively presentation certainly hit home for everyone, planners and suppliers alike.

Ms. May, who is an area manager for Dale Carnegie, provided the attendees with several "stacking" techniques for getting to know people and how to communicate more effectively. Using this method she outlined nine human relations principles for better communications.

1. Don't criticize, condemn or complain.
2. Give honest, sincere **appreciation**.
3. Arouse in the other person an eager **want**.
4. Become genuinely **interested** in other people.
5. **Smile**.
6. Remember that a person's **name** is to that person the sweetest and most important sound in any language.
7. Be a good **listener**. Encourage others to talk about themselves.
8. **Talk** in terms of the other person's interests.
9. Make the other person feel **important** and do it sincerely.

Ms. May finished by giving everyone a homework assignment using these techniques, because unless we do them they're no good.

The staff at the Wyndham certainly communicated effectively with the MPI members and guests through their courteous staff, delicious lunch, and beautiful new Ellipse Ballroom. Congratulations go to Sarah Daubendiek for her excellent work in planning and thanks to all those who assisted her.

Membership Drive

The following donations have been received for the 1985/86 membership year. Some of the prizes listed have been utilized for the Raffle at our December meeting, and some have and will be given for Doorprizes.

GRAND PRIZE—American Airlines—Roundtrip for two to ~~PARIS!~~ ANYWHERE IN EUROPE THAT AMERICAN AIRLINES FLIES.

- *THE SUMMIT HOTEL
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PLAZA OF AMERICAS
HYATT REGENCY/FT. WORTH
MANDALAY FOUR SEASONS
DOUBLETREE HOTEL
LADY LOVE COSMETICS
KALEIDOSCOPE TOURS
MAGIC, INC.
- *GEORGE GRAVES GROUP
- *SOUTHWEST AIRLINES
- *SUNBELT MOTIVATION
BDR ENTERTAINMENT
MARRIOTT PARK CENTRAL
- *LOEWS ANATOLE
- *MANSION ON TURTLE CREEK
WESTIN GALLERIA
- *FT. WORTH C/V/BUREAU
- RENEE'S COSMETOLOGY CTR
- *INTERCONTINENTAL HOTELS
- *EASTERN AIRLINES
- *METRO HOTELS, INC.
GTE DIRECTORIES
- *not given away
- Lunch for two in Gabriel's
Dinner for two-Antares Restaurant
Texas Goodie Basket
Weekend for two/Suite/Breakfast
One Night Weekend Pkg/Breakfast
Lead Crystal Boxes
Cross Pen/Pencil Set, Six Pack Dr. Pepper
Sunday Brunch for Four
Dinner for two-Cafe Royal
Sunday Brunch for two
Sunday Brunch for two, Four Seasons Bath Robe
Weekend Package for two
Assorted Gift Paks
Handcrafted kaleidoscope
Weekend for two - Magic Condo
Two nights Rancho Bernardo Inn - San Diego
R/T For 2 - San Diego
Pegasus Tahoe Luggage Set
Cassette tapes, records/tickets
Suite for 2 for one night/Dinner for two/Brunch for two
Sunday Brunch - Atrium
Saturday Brunch for two
Two nights/Brunch for two
Evening Extravaganza for two, Transportation/
Dinner/Ent., Hotel Accommodations
Series of Six European Skin Care Treatments
Two nights - Hilton Head Intercontinental
Hotel/Breakfast daily
Round Trip for two to Hilton Head, South Carolina
Two nights-S. Padre Hilton-w/Air
GTE Clock Radio Telephone

President's Message *(Continued from page 1)*

Congratulations! You both make us very proud to submit your names and wish you the best of luck in vying for the International Award.

The Awards Committee also wanted to honor a Planner and Supplier on the local level who may have worked very hard for the local chapter but perhaps was not involved with publications, speaking engagements, etc. thus making them ineligible on the International level. Suzi Oliver, Chairperson for the Committee polled current Officers and Board Members for their nominations as well as taking nominations from the general membership. Once her list was compiled, she requested resumes from the top three Planners and top three Suppliers. They were:

PLANNERS

Joan Fleming, General Electric Company
Marilyn McGuire, Texas Credit Union
League
Betty Thomas, Mary Kay Cosmetics

SUPPLIERS

Ellen Beckert, Freeman Companies
Lynette Owens, George Graves Group
Patricia Watson-Covert, *MAGIC* by
Personal Tours

These people have worked extremely hard on behalf of the local chapter in the past year. I wish we had the room to print each of their resumes to show you how involved they have been in making our Chapter strong. My deepest appreciation goes out to each of you on behalf of the Chapter for your continued support. Although there can only be one winner in each category, I think each of you should be proud to know that your peers consider you among the **finest**. CONGRATULATIONS! I can't wait for the May meeting to see who won.

Speaking of the May meeting, when you R.S.V.P. by mail and send your money along it really speeds up the registration process. However, if you are "trying to beat the deadline" because you've been out of town—it probably would be better if you pick up the phone, call Della, and bring your check with you. Della reports an increasing number of members checking in and telling her "the check is in the mail." We do not have the capabilities to "bill" people unless they are a "no show", therefore, we ask your cooperation in mailing your RSVP far enough in advance so we can receive it before the meeting or if deadline date is close, calling in. Your assistance and cooperation is greatly appreciated. SEE YOU AT THE SUMMIT!

WOW...WHAT A SHOW !!!

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Conference Centers and Meeting Planners

by Nancy E. Kirk

The April 22nd MPI meeting at the impressive new Las Colinas Inn and Conference Center proved to be a very interesting and busy one. The evening began with members and guests being treated to tours of the facility, while randomly selected planners were asked to complete a questionnaire on planner needs and complaints of meeting facilities. After being seated for dinner, chapter business began with a very spirited reminder by Jerry Swiggart to sign up for Team Texas and Super Sports V followed by the introduction and election of chapter officers. Congratulations go to the Las Colinas Inn and Conference Center staff for the beautifully presented dinner, which was not only delicious but surprisingly (and thankfully) low in calories!

Following dinner everyone moved to a spacious and comfortable theater to hear the evening's guest speaker, Mr. John Marenzana who is the president of the International Association of Conference Centers. Mr. Marenzana's topic covered the conference center concept and the efforts of conference centers to determine and meet the needs of the meeting planner.

With 8 million adults being educated by corporations at an expense of 40-60 billion dollars, the association has set out to probe the industry to understand what this market wants in a conference center. Different scenarios such as focus groups, a simulation conference with meeting planners, and surveys of meeting planners have been developed to accomplish this. The questionnaire completed earlier by some of our member planners was a prototype of the national survey. Mr. Marenzana concluded his presentation with a comparison of the results of the national and Dallas/Ft. Worth surveys.

Door prize winners at the April meeting were: Carlos R. Hernandez won the weekend for two at the Las Colinas Inn and Conference Center and Paula Moss won a brunch for two at The Mandalay Four Seasons. Congratulations to both.

1986 ANNUAL CONFERENCE

Boston—June 15-18, 1986

Registration is limited to 1240.

Get your registration in early.

Around The Town

Tim Hemphill leaves the Fort Worth Convention and Visitors Bureau to become Marketing Director at Tarrant County Convention Center.

Jeff Fuller is now with Pratt Hotels.

Lesley Meyer has a new addition to her family—a little girl.

Ellen Beckert has a new addition coming to her family.

Joanie Allgeier at Holiday Inn D/FW South — Congrats on new position as Director of Sales.

Jim Quinn — We'll miss you when you move to Charleston, North Carolina, to accept your promotion with Eastern Airlines.

"Photos by Sloan Photography"



New Members in March

The following became new members in March:

Vicci L. Anderson
Sheraton Mockingbird East
Kimberly A. Azar
Dallas Plaza Hotel
Sherry Cole
Aviall
Hattie Fansler
Leadership Productions
James P. Gibson
Dallas Postal Credit Union
Carlos R. Hernandez
Sheraton Mockingbird East
Felecia J. Huddleston
Zale Corporation
Michele R. McDonald
Ben E. Keith Foods
May Ann Nichols
Aviall
James O'Donnell
Dallas Entertainment Group, Inc.
Kara M. Scichili
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GT Communications, Inc.
Deborah Trevino
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CALENDAR UPDATE

May 22, 1986
 Lunch
 Speakers Showcase
 Planner/Supplier Chapter Awards
 Summit Hotel

June 15-18, 1986
 Annual Conference
 Boston

June 24, 1986
 Lunch
 How to Arrange Special Events
 Brookhaven Country Club

July 22, 1986
 Dinner
 Installation of New Officers
 Texas Stadium

August, 1986
 No Meeting

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

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Vice President Membership

Lynette Owens 458-2021

Vice President Programming

Judith Mathews 358-3395

Vice President Administration

Pat Smith 746-3579

Vice President Finance

Betty Thomas 630-8787

Vice President Public Relations

Janet Loveless 252-7476

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Norbert Dettmann 242-0827

Jeff Fuller 867-2150

Linda Hill 386-9403

Ed Vant 689-4813

International Directors

Sally Gibbons—Supplier 748-1200

Greg Elam—Planner 655-7285

Immediate Past President

Ellen Beckert 638-6450

Chapter Secretary

Della Bolton 689-4775

MPI/DFW Current

Janet Loveless 252-7476

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