

# CURRENT MPI

## DALLAS-FT. WORTH CHAPTER

December 1987

### President's Message

by Norb Dettmann

#### The Economics of a Meeting Planner



"Pay me now or pay me later!" This statement mirrors the convoluted thinking in our society - and in our own industry.

When a company faces financial cut backs or a company merges, it's often the meeting planning department that is at the top of the reduction list.

As a society we never seem to learn from our mistakes. We build more prisons rather than attack the root of the problem-education. We cut money from road maintenance programs only to find that we have to pay twice as much to repair the highway the second year.

As a corporate society we also fail to learn from past experiences. When the oil boycott in the early '70's forced us to cancel meetings and seminars, we saw the drop in communications, morale and income. When interactive video came along, we were ready to cancel all other meetings because of the pervasive future of this particular electronic medium. Besides the cost of the equipment involved, we thought we learned the costs of a decline in human interaction. Meetings, we said, were vital to the corporate bottom line.

If we have learned the importance of meetings and the greater importance of well planned and executed meetings which help us reach the goals of our businesses, then why are those areas the first to be cut in periods of financial slow down? If a director of marketing or a CEO should have learned anything from past years about the importance of training, education and personal interaction to the bottom line of the business, it is that good meeting planning is a key to financial stability and, yes, financial recovery. In hard times, one should think hard and long about the importance of keeping the company staff up to date, trained and excited about the product and service of the company. Attempting to come back in later years to reeducate and remotivate takes at least three times the effort and cost. What was lost in the meantime can be easily measured by the goals and income which were not reached in the tough years.

"Pay me now or pay me later." Strengthen corporate lines during tough times today, or pay three times the price in the future.

### The December Meeting - A Real Party



Bill Tillman Band

It's that time of year to dust off your dancing shoes, pull out your party clothes and ready yourself for an elegant evening at the Anatole Hotel for our 1987 MPI Christmas Party.

This is a special time of year when we can share an evening with our fellow members, spouses or a special guest.

O.D. O'Donnell has done it again, by

providing the soothing sounds of Matt Funes Strings, strolling through our reception and by bringing back the Bill Tillman band.

The band, lead by Bill Tillman is in the Rock-n-Roll Hall of Fame as well as ranked #1 in the "Top 10 Favorite", *Jazz Magazine*. Tillman has recorded several major pop music albums, played with some of the most famous names in music, and has appeared on numerous national television programs. The Bill Tillman Band has a sound much like Blood, Sweat and Tears. Perhaps, because Tillman was music arranger and saxophonist for the popular group for nearly six years.

The Anatole has graciously offered complimentary rooms for anyone who chooses not to drive home. You may make your reservations directly with the hotel reservations office.

Once again in keeping with the Spirit of Christmas and sharing, all attending are asked to bring at least one non-perishable food item to be donated to the North Texas Food Bank. Everyone who donates will be eligible for prize drawings.

This will be an unforgettable evening... so don't forget to come and BRING FOOD!!!

### Phyllis Firebaugh Spotlited in "The Register"



Phyllis Firebaugh

In case you missed it, MPI-D/FW Board Member Phyllis Firebaugh was the subject of a great write-up in "The Register" last month. The article emphasized Phyllis' responsibilities at the Grand Kempinski Hotel, her involvement in many organizations, and her attitude toward her work

and her family. Here are a few excerpts from the article:

\* "No day is ever the same" for Phyllis Firebaugh, Director of Sales at the Grand Kempinski Hotel. Firebaugh balances the life of a successful career woman and the life of a single mother with grace and a positive attitude, but does admit that keeping a balance is a big challenge.

\* As Director of Sales, Firebaugh oversees five sales managers - setting policies and guidelines for them. She also handles key accounts from the national market for the hotel. "The reward comes in landing a big account and having a very successful event. They go away looking like a star and so does the hotel."

\* Along with her hectic work schedule, Firebaugh is also very active in many organizations. She is on the board of directors for Meeting Planners International, immediate past president of Christian Friends in Business, a member of Sales and Marketing Executives of Dallas, Women in Executive leadership and Hotel Sales and Marketing Associates.

\* When she is not at work or at a monthly (continued on page 2)

## MPI Profile

by Lisa A. South

### Margaret Brown



Great American Reserve Insurance Company has been Margaret Brown's home away from home since March 1984. In her position as Project Coordinator, she is responsible for meeting planning, training, and sales support activities.

Margaret, a sports enthusiast who loves the Rangers and Louisville Cardinal College basketball, was born and raised in Louisville, Kentucky. She received her college degree from the University of Dayton. Margaret moved to Dallas four years ago. In her "spare" time, she is pursuing her Master's degree at Southern Methodist University!

#### FAVORITE THING ABOUT MPI:

Not writing the newsletter gossip column this year.

#### FAVORITE RELAXATION:

Sitting on a beach with a book.

#### FAVORITE THING ABOUT DALLAS:

The Texas Rangers and the great selection of eating establishments.

#### PERSON MOST LIKE TO MEET:

Another Democrat in the insurance industry.

#### FAVORITE POSSESSIONS:

Her dog and two rings that belonged to her grandmother.

#### TOUGHEST ASSIGNMENT:

Maintaining composure when everyone else is panicking.

#### FAVORITE VACATION:

Sitting on the beach in Maui with a book.

#### ULTIMATE BANQUET:

Lots of Tex-Mex and a Corona with extra limes.

#### BEST HOUR OF THE DAY:

She likes them all, but really enjoys 7:00 a.m. on Saturdays.

#### ACCOMPLISHMENT MOST PROUD OF:

Surviving largest meeting in company history when she was a six-month novice.

#### FAVORITE COLOR:

Louisville Cardinal red.

#### IF I COULD CHOOSE ANOTHER JOB:

She would be a novelist or a professional student.

#### WORKING PHILOSOPHY - TIP OF THE TRADE

There is always a Plan B if Plan A doesn't work.

## November's Monthly Meeting

by Nancy Kirk

What will cause us to do better in the 80's? That was the question presented by Carolyn Corbin, author of *Strategies 2000*, at the November MPI-D/FW chapter meeting. Ms. Corbin pointed out that we are going through many changes today not seen in 180 years. Changes are happening rapidly as this economy began around 1973 with declining jobs in manufacturing and increasing jobs in the service industry. In this conversion two sectors are developing -- the educated and the uneducated. The changes are also reflected in five social shifts: 1) power structure of the United States -- more global; 2) rampant technological changes -- 85% of the greatest scientists are living today; 3) demographic structure -- an aging of the baby boomers; 4) industrial focus changing--service industries must focus on processivity; and 5) changing social institutions -- a multiplicity of social units.

Ms. Corbin suggests key strategies for prosperity in the future are: 1) anticipate the future, but monitor it by the present; 2) assimilate, look ahead and form conclusions; 3) educate, 80% of the future jobs will require at least two years of college; and 4) innovate; we have the opportunity to choose prosperity and Ms. Corbin outlined her philosophy of the "seven L's" for



Carolyn Corbin

prosperity: look ahead, laugh, love, learn, labor, lift up, and let go.

The Stouffer's Dallas Hotel provided a beautiful setting for this very interesting program, and our thanks go to the staff for the wonderful lunch and service. Special thanks to Walt Nixon and Donna Nigohosian for a very timely and informative program.

## Spotlight Firebaugh

(continued from page 1)

meeting, Firebaugh enjoys spending time with her two daughters, Terri, 19 and Nikki, 15. She has a lot of understanding for today's career mother. "Women who want a career are willing to work very hard and are willing to deal with many aspects and surprises of a job. I believe moms have learned an extra degree of patience." She added that it is a challenge when women have many different responsibilities, such as a career and a family. "The strength of a woman is a special God-given ability." \* "All I can do is respond to situations as they arise and react with love."

It is a goal of the MPI Community Awareness Committee to get more stories mentioning MPI before the public eye. When you run across an article about one of our members, please bring it to our attention.

Photographs of our monthly meeting are courtesy of SLOAN PHOTOGRAPHY. They deserve our support for their significant contribution.

## Dollars & Cents

by Mary Cowart

October's Financial Statement:	
Previous Balance	\$18,613.45
Income	2,619.31
Disbursements	4,583.47
End of Month Balance	\$16,649.29

Financial statements run one month behind. November's statement will not appear in the December issue.

## Advertise in the Current

If you check out the cost of advertising in the trade publications, newspapers or Yellow pages, you will find the rates in the *Current* are a steal.

You might say that the *Current* isn't read by everyone so that makes the cost per reader more, but that's the beauty of it. You are reaching qualified prospects not suspects.

If you represent a Hotel, why not have your ad list a contact person's name and phone number so we can find out about your weekend packages or any other services you might care to highlight.

The same would be true if you represent a travel agency, floral shop, catering or production company. Free-lance Planners who can be subcontracted to assist on site would also do well by placing an ad in the *Current*.

Please call O.D. O'Donnell at 214/691-4417 for details on placing your ad.

## New Member Recruiters

by Michele Sanseverino

The following members have recruited two or more new members from August 1 through October 31, 1987.

Norb Dettman	10
Laura Yarbrough	3
Suzi Fiveash	2
Michele Green	2
Brenda O'Quinn	2
Michele Sanseverino	2

Hats off to each of you. Keep up the good work.

## Chapter Meeting Announcement

**DATE:** Thursday, December 17, 1987

**PLACE:** Lowes Anatole Hotel  
2201 Stemmons Freeway  
Dallas, Texas 75207

**TIME:** 6:30 PM — 7:30 PM Registration and Reception  
7:30 PM — MIDNIGHT Dinner, Dancing, and  
Prize Drawings

Remember to bring non-perishable food items for the North Texas Food Bank.

**MEETING COST:** Advance Reservations: \$24.00  
Late Reservations and Walk-Ins: \$30.00  
(Space Available Only)

**ADVANCE RESERVATIONS MUST BE MADE BY 12:00 NOON  
ON TUESDAY, DECEMBER 15, 1987**

**NO SHOWS WILL BE CHARGED**

For Phone Reservations  
Call:

Cornel Tiller, MPI Secretary  
Between 8:00 AM - 4:00 PM  
(214) 630-4902

### RESERVATION AND ATTENDANCE POLICY

- NOTE: Money will be collected at the door. Advance Payments are no longer being accepted. We would appreciate your cooperation.
- 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)
- In case of overflow seating, members not present 15 minutes after the meal is served will have their reserved seats sold.
- Members are responsible for paying "no show" charges for their guests.

### MEMBER ALERT

Please phone in your reservations for the Thursday monthly meetings by Tuesday 12:00 noon.

We are having too many walk-ins and this is affecting our guarantee count and eventual seating capacities. We don't want to turn walk-ins away — but if the excessive number of walk-ins continues, we will be forced to establish such a policy. We ask for your support.

Thank you!

## Heard It Through The Grapevine

John Fuller from Sheraton Park Central has been promoted to Director of Sales and Promotions for the Franchise Division for the Sheraton Corporation and will be moving to Boston...Good Luck to you John and remember the "Little People"...we'll miss you!

Laura Yarborough from EDS and her husband Pat have just adopted a brand new baby girl, Kathleen Marie...congrats to you both and Laura, you'll make a great mommy!

Colleen Haggard at the Dallas Convention and Visitors Bureau has been promoted to Director of Convention Services...a big job but we know you will do great,

Colleen! If we can help, let us know.

George Smith, from the Dallas Convention and Visitors Bureau will be retiring at the end of this year. I want to extend my personal best wishes to you George. I've been fortunate enough to know you for many years and you have always been my friend. You're a real professional and I wish you every happiness in whatever you do. Good Luck, my friend...we'll miss you.

The new Harvey Bristol Suites Hotel will open in January 1988 with Ed Rohling as General Manager, Feliz Jarvis as Director of Sales and Jim McGrath as Director of Catering...We wish you luck in your opening...hang in there.

## CMP Study Questions

by Michele Sanseverino

1. "Illustrations, photographs, type and copy" are:  
(a) Artwork, (b) Proof, (c) Design, (d) Graphics
2. A "Manager of an individual artist or group of artists" is called a:  
(a) Agent, (b) House Manager, (c) Personal Manager, (d) Stage Manager
3. A "quart" equals:  
(a) 16 ounces, (b) 32 ounces, (c) 64 ounces, (d) 128 ounces
4. A "low divider wall in exhibit area" is a:  
(a) Slider, (b) Masking drape, (c) Rail, (d) Slide Rail
5. Which one of the following does not belong with the other three:  
(a) Classroom Set Up, (b) Chevron Set Up, (c) V-Shape Set Up, (d) Herringbone Set Up

Answers:

1. (d) 2. (c) 3. (b) 4. (d) 5. (a)

## New Kids On The Block

by Michele Sanseverino

Tobi Conley.....239-9969  
Dallas Fan Fares  
Catherine A. Corrigan.....520-1150  
Corrigan Properties, Inc.  
Laurie Knapp.....744-9288  
Hyatt Hotels Worldwide Sales Office  
Jaynie Schultz.....373-8641  
Garrett Creek Ranch  
Mark L. Waldschmidt.....630-7710  
Meeting Dallas  
Nancy L. Windrom.....871-7111  
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by Diana Nigohosian

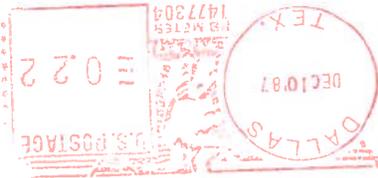
Dawn Rosenquist at the Adolphus was promoted to Director of Catering and Margaret de Pingre was promoted to Director of Convention Services...way to go girls!

Joannie Allgeier has recently moved into sales at the D/FW Hilton...good luck to you Joannie and we're glad you're back in the "swing" of things!!

Well...that's it for this month... lot's of good stuff to report. I want to say thanks to everyone who contributed and don't forget to call 399-1010, if you hear something juicy!!!

**MERRY CHRISTMAS TO ALL AND  
TO ALL A GOOD NIGHT....**

# DALLAS - FT. WORTH CHAPTER



P.O. Box 560992  
Dallas, Texas 75356-0992



## CALENDAR UPDATE

**December 17, 1987 (Thursday)**  
Dinner - Loews Anatole  
Program: Annual Dinner/Dance/  
Holiday Program

**January 28, 1988 (Thursday)**  
Luncheon - Dallas Convention  
Center

**February 16, 1988 -  
May 31, 1988 (Tuesdays)**  
CMP Study Group 6-8 p.m.

**February 26, 1988**  
HSMA/NACE Tradeshow  
Infomart

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

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

**December 10 - 13, 1989**  
Professional Education Conference  
Long Beach, California

**DATES TBA, 1989**  
Annual Conference  
Orlando, Florida

## OFFICERS

**President**  
Norb Dettmann.....214/747-0555

**Vice President Membership**  
Michele Sanseverino.....214/717-2415

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Suzie Oliver.....214/954-1419

**Vice President Administration**  
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Committee Chairperson —  
Sunbelt Motivation & Travel  
104 Decker, Suite 300  
Irving, Texas 75062

## TO PLACE AN ADVERTISEMENT

Please contact  
**O.D. O'Donnell**  
at 691-4417

## DECEMBER BOARD MEETING

4:30 p.m.  
Thursday,  
December 10, 1987  
Westin Galleria

REGISTRATION FORM  
for  
CMP STUDY GROUP

The DFW Chapter of MPI is again offering a once a week study course that will prepare you to take the Certified Meeting Professional Examination (CMP).

The weekly sessions will cover all of the 25 major topics in the exam, how to fill out the application for the exam, what background reading to do, your own copy of the CLC\* CMP Manual, CLC Glossary, as well as a review session just before the exam.

You may take the course whether you sit for the exam or not. Registrations will be accepted until January 31st, 1988.

Date: First Study Group Session: Tuesday, February 16th, 1988  
continues weekly until, Tuesday, May 31st, 1988

Time: 6:00pm - 8:00pm

Location: INFOMART  
1950 Stemmons Freeway (at Oak Lawn exit)

Cost: \$65.00 for each attendee for the entire 16 week work/study series: Includes: materials; speakers; CLC Manual and Glossary (a \$27.90 value!)

Make checks payable to: MPI DFW Chapter

Send payment and registration form to: Mary Jo Simmons  
The Westin Hotel Galleria Dallas  
13340 Dallas Parkway  
Dallas, Texas 75240

\*\*\*\*\*

REGISTRATION for: MPI CMP Work/Study Course, beginning: February 16, 1988

NAME: \_\_\_\_\_

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

ADDRESS: \_\_\_\_\_  
\_\_\_\_\_

PHONE: (W) \_\_\_\_\_ (H) \_\_\_\_\_

CHECK ENCLOSED \$65.00 PAYABLE TO: MPI DFW CHAPTER

Send this portion with your check