

CURRENT

Meeting Planners International--Dallas/Fort Worth Chapter

January 1987

President's Message

by Pat Smith

Meeting Professional or Meeting Planner?



Pat Smith

During the recent Professional Education Conference in San Diego, December 8-10, the International Board of Directors convened and discussed, among other things, the prospects of changing the official name of MPI. Should the "P" be changed from Planner to Professional?

After a lengthy discussion, the final vote was "yes", the issue was definitely worth presenting to the membership for their consideration. The supporters of the name change feel it would add a level of quality and professionalism to the organization name. Other members have expressed a concern over misrepresenting industry accreditation by assuming all MPI members have qualified for the CMP, CAE or CHSE recognition.

How does the Dallas/Ft. Worth Chapter feel about this issue? During the November monthly meeting, members were asked to express their preference. Of the 26 members who responded, 23 voted for "Professional" and 3 voted to retain the current "Planner" wording.

What is the next step in the final decision? Doug Heath, Executive Vice President of MPI International, reports that a ballot for members to complete will appear in the March or April issue of the **Meeting Manager**. Additionally, articles on "point" and "counterpoint" sides of the issue will be presented. All members need to read the spring issues of the **Meeting Manager** and thoroughly understand this issue, plus be sure to vote for your preference.

Once all ballots are received and tallied, the results will be presented to the International Board during the June 7-10 Conference in Winnipeg. If the membership votes to change the "P" to Professional, the Board will then reopen the discussion and if a consensus is reached, change the Articles of Incorporation to read Meeting Professionals International.



John West

What Other Great Speakers Say About John West:

"John West knows how to communicate. I was so impressed with his ability to effectively communicate with others that I asked him to be 'spokesperson' for our Aerobics Center."

— Kenneth H. Cooper, M.D., president and founder of the Aerobics Center

"John West is one of those individuals you need to hear speak. His message applies to all of us. I highly recommend him."

— Roger Staubach, former Dallas Cowboys quarterback

"John West is truly a 'tri-dimensional' winner. He sincerely, effectively and humorously helps audiences in their individual quest for physical, mental and spiritual growth. He's good — very good."

— Zig Ziglar, motivational teacher



**LARGEST EVER!
MEMBERS ONLY**
by Norb Dettmann

As of December 1 we officially counted 312 members in our chapter.

This is the largest membership in our history!

Our goal is to reach 330 by July '87. Let's keep spreading the good news about the values of MPI membership. Our educational program is the best of any professional organization for our size in the country. The networking within our chapter and with other MPI members across the country is a most valuable tool for meeting planners.

Keep your eyes and ears open. We need ten new members in January to kick 1987 off in the best of style.

January Meeting

To Feature Motivational Speaker by Charles Mayer

For the start of the New Year, please join us for lunch at the D/FW Airport Hilton and Executive Conference Center. What a better way to start the New Year than by being inspired through the effort of one of today's most outstanding motivational speakers, John West. The theme of his presentation will be "How To Keep On Keeping On".

John attended L.S.U. college and is a graduate of East Texas State. He was the track coach at Furman University in Greenville, South Carolina. While there, the team never suffered a losing season. He has served as special assistant to Dr. Kenneth Cooper and as a spokesperson for the Aerobics Center in Dallas. Now John travels full time across America speaking to all types of organizations.

We hope that everyone had a wonderful Holiday Season. Now it's time to set our sights for 1987. Let's all have a happy and productive year.

Career Opportunities

by LaTrelle Smart

For the past two years the DFW Chapter has had a job referral service previously operated by the current President. As a result, it probably was one of the least publicized services in Texas which, of course, resulted in only a handful of you taking advantage of the service.

By making the service a standing committee and publicizing how it works, we hope to reach not only the Planners but the member companies as well. As Pat explained in her column last month, we plan to act as a clearing house between the company with a position to fill and the Planner. How does it work?

For The Planner

1. Submit a current resume to:
DFW-MPI Career Opportunities
2730 Silver Creek, #232
Arlington, Texas 76006

Note: All resumes will be handled in a strictly confidential manner.

2. A letter of receipt will be sent.
3. You will be contacted when a position becomes available.
4. Resumes will be kept "active" for three months. After three months you must re-contact us to keep the resume "active."

For The Company

1. Telephone 261-4721 between 8:00 AM -5:00 PM to list the position you would like to fill. (If calling outside of the Metroplex, the Area Code is 817.)
2. A form will be sent for you to complete for our records, along with copies of current resumes OR (if you prefer) we will have applicants contact you directly.

This service is totally complimentary to the individual as well as the company and handled in a strictly confidential manner.

If you are moving to the area, making a career change or have a position to fill --
WE'RE HERE TO SERVE YOU!

MPI PROFILE

ELLEN BECKERT

by Sally Gibbons



ELLEN BECKERT

Ellen Beckert, our supplier representative on the International Board of MPI, has made great strides in her career with the Freeman Companies, but not without a few challenges along the way... when she was hired 9 years ago as a local account representative for AVW Audio Visual, she knew **nothing** about AV. It took a few months and many hours riding delivery trucks, setting projectors, building sets, etc., etc., to get the technical knowledge to rise in ranks and be able to sell effectively. No booking then running for Ellen. Ah! success... and then to better and bigger things.

As Director of Corporate Planning, Ellen's responsibilities include planning for all the Freeman Companies - AVW, Freeman Design/Display, Freeman Decorating, and Sullivan Transfer - a \$100 million plus sales company with over 1000 full time employees in 26 cities nationwide with Dallas as headquarters. She has been out of "sales" for three years but will still handle a special account such as the Republican National Convention - small task! Her responsibilities include a variety of functions for all the companies including advertising, marketing/brochures, training, policies and procedures, internal meetings, and the annual meeting for everyone.

But how did it all start for this Michigan girl with an education degree? Can we blame it on her husband of 14 years, Kirk? Yes, Ellen did marry young, but her husband's restaurant career was the perfect match for a spouse in the hotel business, of course!

She started in a front office in a small Michigan resort, then to Marriott, then to Washington, DC with Kirk and on to Hyatt and sales on Capitol Hill with many celebrities and power brokers. Another transfer to Dallas, restaurants and Hyatt and the rest is history when the soon to be completed Hyatt Regency Dallas referred Ellen to AVW for a temporary job.

DOLLARS & CENTS

by Janet Loveless

As of December 15, 1986:

Balance brought forward	\$ 7,513.56
Income	4,767.17
Expenses for period	-1,100.16
Checkbook Balance:	\$11,180.57

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

PERSONAL:
Born and raised Ann Arbor; "Normal family and Cheerleader".

FAVORITE THING ABOUT MPI:
Friends made; Doug Heath's new cowboy hat!

FAVORITE RELAXATION:
Spending weekends at the lake catching big fish.

FAVORITE THING ABOUT DALLAS;
The weather... was quick to answer, traffic as least favorite!

PERSON MOST LIKE TO MEET:
Walt Disney.

VARIETY POSSESSION:
New baby, "I guess".

TOUGHEST ASSIGNMENT:
Project manager of Republican National Convention.

FAVORITE VACATION:
Skiing in Lake Tahoe or jeeping in Maui.

ULTIMATE BANQUET:
Artichoke appetizers, 10 assorted pastas, Caesar Salad, and banana split.

BEST HOUR OF THE DAY:
10:00 p.m. when I finally go to sleep (to get up at 4:30 a.m.)!

ACCOMPLISHMENT MOST PROUD OF:
Being supplier of the year for Dallas/Ft. Worth Chapter.

FAVORITE COLOR:
Cobalt blue.

IF I COULD CHOOSE ANOTHER JOB:
Selling kites on a beach.

PEOPLE MAKE JOB EASIER:
When they know what they are talking about; integrity and honesty for all categories, suppliers and planners.

BEST TIP LEARNED FROM EXPERIENCE:
Never believe hotel brochures on meeting capacities - slash 10% and do own.

WORKING PHILOSOPHY:
When all else fails, THINK!

TRICKS OF THE TRADE

by Charlotte Ponder

As a member of MPI for the past two years, the one statement I repeatedly hear from other members is that their company thinks of them only as professional party planners. By simply demonstrating how our efforts drastically affect savings to a company's bottom line, our credibility and worth as "party planners" will be greatly improved.

At Zale, our travel/meeting department logs each dollar saved by our efforts and expertise when planning a meeting. Totaled monthly, these savings are then included in a travel department analysis and serve as a reminder of our management efforts when reported to our supervisor. Such savings include:

1. Negotiated hotel group rates
2. Group car rental rates
3. Meeting space charges
4. Airline group discounts

5. Comped rooms or upgraded accommodations
6. Costs of outside planners, if used
7. Savings generated by calling direct to ground operators, specialty products and event companies, caterers and entertainers.

Once the positive results of bottom line savings are evident, added respect from management for your professionalism and the ability to attend meeting planning workshops and educational seminars will no longer be denied.

NEW KIDS ON THE BLOCK

by Norb Dettmann

Kathleen A. Akiona.....	699-4288
Chilton Credit Reporting	
Linda P. Brunson.....	790-0093
Embassy Suites DFW South	
Sally A. Goldesberry.....	669-3377
Society of Petroleum Engineers	
Gail D. Koch-Lemire.....	556-1905
Inter-Continental Hotels Corporation	
Walter J. McCullough.....	(512) 338-0227
Texas Association of Public Accountants	
Cindy Stokes.....	243-3363
Summit Hotel	
Pamela L. Warren.....	458-0601
Beauticontrol Cosmetics	
Maurine G. Allen.....	522-5930
Kaleidoscope Presents Dallas	
Gretchen E. England.....	(817) 481-8444
DFW Airport Hilton & Exec. Conf. Ctr.	
Robert C. Harris.....	(800) 453-1360
Park City	
Leon K. Kothmann.....	550-1838
Southwest Meat Packers Association	
Lisa S. Renfro.....	521-5151
The Melrose Hotel	
Ralph Thornton.....	(817) 336-8791
Fort Worth C & VB	
Patti J. Whitte.....	(512) 328-2500
Barton Creek Executive Conf. Ctr.	
Anne B. Bendalin.....	634-8511
TM Communications, Inc.	
Susan J. Gates.....	559-2100
Mansion on Turtle Creek	
Stanley Heller.....	570-7249
Air Canada	
Lynda L. Lewis.....	550-8050
Curtis Mathis Corporation	
Ann M. Simes.....	706-1298
American Heart Association	
Comel B. Tiller.....	634-3539
Corporate Meeting Planners	

INTERNATIONAL EXCHANGE

by Rosemary Hall

Doug Heath reports that the Professional Education Conference held in San Diego was attended by 1,300 members with an equal ratio between planners and suppliers. Over ninety sessions were offered, and the feedback on the overall conference has been very positive.

A couple of significant issues were addressed by the Board. The Board has approved a recommendation to change the name of our organization to "Meeting Professionals International". Each member will receive a ballot for this by-law change; however, Doug stated this is a very complicated procedure, and if approved, will take six to nine months.

Also approved by the Board was a change in policy whereby membership is in an individual's name and can no longer be transferred to another person in the same organization. In other words, if you move, your membership goes with you, and cannot be transferred to your replacement.

I wish I could report "first hand" that it was a great meeting, but unfortunately while many of you were enjoying sunny, balmy San Diego, this reporter was enjoying sunny Chicago at 9° with an -18° wind chill factor. BRRRRRRR!!!!





Members and guests had a wonderful Christmas celebration! Santa was even included.

A TEXAS STYLE CHRISTMAS GALA

* The annual MPI/DFW Christmas Gala was indeed a gala event in the Texas tradition. Music was everywhere -- carols at the reception and the Bill Tillman Band entertaining everyone with the best dining and dance music in the state. The Fairmont topped everything with a most delicious and elegant dining experience.

All those attending who brought food items or donations for the North Texas Food Bank were entered in the drawing for many fabulous door prizes. The lucky winners received the following prizes donated by MPI members:

1. New Orleans Getaway -- Southwest Airlines & Intercontinental Hotels
2. Champagne Weekend -- Sheraton Hotel - Dallas

3. Romantic Weekend -- Raddison Hotel - Stemmons
4. Four Hour Fire Engine Extravaganza -- Magic - By Personal Tour Services, Inc.
5. Two Theatre Tickets - New Arts Theatre -- Delta Airlines
6. Sunday Brunch for Two -- The Melrose Hotel
7. Dinner for Two -- Southern Kitchen Restaurants
8. American Heart Association Cookbook -- American Heart Association
9. Leather Attache Case -- Bold Incentive Co.
10. Brunch for Two -- The Mansion on Turtle Creek
11. Autographed copy of "On The Wings of Eagles" -- EDS

12. One Hour Massage -- The Registry Health & Raquet Club
13. Texas Christmas Package -- The Basketworks
14. Floral Arrangement -- Sunshine Floral Co.
15. A New Hair Design -- House of the Turtle
16. 5 lb. Chocolate Bar -- Hershey Hotel Co.
17. Golden Almond Bars -- Hershey Hotel Co.
18. Surprise Gift -- Hoover Audio Visual Co.

The gala evening was such a great success due to the efforts and services of many groups. Special thanks to O.D. O'Donnell of the Dallas Entertainment Group, and the Bill Tillman Band, Magic, Southfork, the Freeman Companies, and the Fairmont and all its staff for a terrific production. Also, a job well done to Laura Yarbrough and Patty Watson-Covert for pulling it all together.

FINALLY - MEMBERSHIP TRANSFERS SIMPLIFIED!

Report from International Board Meeting - December 6, 1986

by Ellen Beckert

Were you all as confused as we were about what happens to someone's membership when they move to a new position?

The International Board of Directors voted to amend the transfer policy, thanks to the hard work of the Membership Committee, which now reads as follows:

SECTION 4 - B "When a member changes employment from one organization to another, the member must notify MPI in writing. A dues renewal notice will be sent to the last known address annually. If a member does not renew within 60 days of the end of the dues period and want to rejoin MPI, he/she may do so by fulfilling all requirements for membership."

This amended policy is in keeping with the policy of MPI that states, "Membership in MPI shall be recorded in the name of the individual, not the organization."

This means that you will keep your membership and be able to renew it on your regular "anniversary" date even if you move. However, the place you left may not replace you membership with another person, unless they fulfill the requirements for new membership. Changes in membership status were also clarified in the amended policy, as follows:

c. SECTION 4 - E: "A member of the planner group may transfer to the supplier group by fulfilling all requirements for supplier group

membership. If the planner was a previous supplier and had met the requirements for supplier membership and that membership has since been continuous, then the planner does not have to bring in another planner in order to change categories."

Other newsworthy notes from International's Board Meeting:

*Slate of nominees for 87/88 International officers:

* President:	Marta Hayden Carl Mischka
V.P. - Internal:	John Greenslit Weldon Webb
V.P. - External:	Michael Hausman Ed Scannell
Secretary:	Beverly Kinkade Don Woodard
Treasurer:	Gerald Palladino Gary Rosenberg

The International Board will elect the new officers by mail ballot in January.

*Orlando is the location for the 1989 Annual Conference, but the original site had to be changed, since the Sheraton will not be built. The board voted to move the conference to the Buena Vista Palace and the Hilton at Walt Disney World.

NEW MEMBERSHIP & CHAPTER ATTENDANCE

Prize Donations for 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

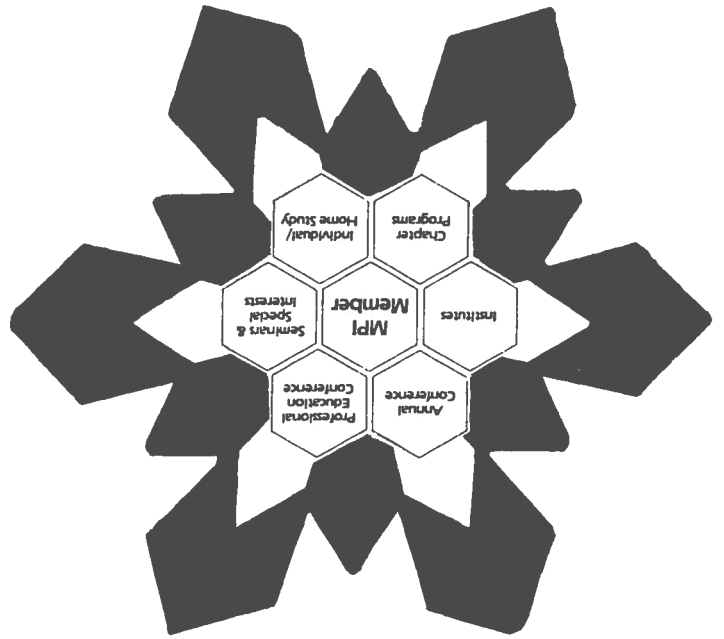
GTE Directories

Weekend Suite, Breakfast, Cocktails in Evening
Two Nights Stay
Weekend for Two with One Night Dinner
Weekend in Presidents or 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

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



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



CALENDAR UPDATE

January 22, 1987 (Thursday) Lunch D/FW Chapter Meeting D/FW Hilton Hotel	June 7-10, 1987 Annual Conference Winnipeg, Manitoba
February 26, 1987 (Thursday) Dinner D/FW Chapter Meeting Westin Galleria Hotel	December 6 - 9, 1987 Professional Education Conference Miami, Florida
March 26, 1987 (Thursday) Lunch D/FW Chapter Meeting Doubletree Inn	June 19 - 22, 1988 Annual Conference Seattle, Washington
April 23, 1987 (Thursday) Tentative Dinner Ft. Worth	December 6 - 9, 1988 Professional Education Conference Nashville, Tennessee

OFFICERS

President Pat Smith	(214) 746-3578
Vice President Membership Norb Dettman.....	242-0827
Vice President Programming Suzi Oliver.....	954-1419
Vice President Administration Linda Hill.....	386-9403
Vice President Finance Janet Loveless	235-9887
Vice President Public Relations Bill Boyd.....	258-0210
Board of Directors Mary Cowart.....	353-7567
Jeff Fuller.....	385-9000
Judith Houghton.....	824-0331
Laura Yarbrough	661-6000
Ed Vant.....	689-4813
Michele Sanseverino.....	556-0800
International Directors Ellen Beckert - Supplier	638-6450
Greg Elam - Planner.....	935-7285
Immediate Past President LaTrelle Smart	421-1083
Chapter Secretary Della Bolton	689-4775
MPI-D/FW Current Bill Boyd.....	258-0210
Committee Chairperson — Sunbelt Motivation & Travel P.O. Box 162709 Irving, Texas 75016-2709	