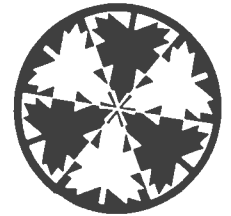




MPI[®]

CURRENT



Meeting Planners International-Dallas/Fort Worth Chapter

May 1987



President's Message

by Pat Smith



Pat Smith

What is the PGA?

Your D/FW Chapter Board of Directors has recently established a standing committee called the PGA committee! What does the PGA stand for? Naturally, not the Professional Golf Association. . . but instead the Professional growth Awards committee.

Your next question might be "What is a professional growth award?" It is the chapter's intent to raise money for members to attend educational seminars, such as the MPI-sponsored INSTITUTES, the annual MPI Professional Education Conference in December and the annual MPI Convention in June, for starters!

One of the goals of our D/FW chapter is to provide financial assistance to members who are looking for educational opportunities to advance their careers as meeting professionals. It is felt that the PGA committee can fulfill this need.

How will the money be raised? At monthly meetings! The committee will kick off this campaign at the May 21st meeting. To make a point, and to be easily recognized, the committee will wear graduation "cap and gown paraphernalia" and will "man" a desk at the registration area, asking for your donations. Your incentive to give to the PGA will not only come from your personal satisfaction of contributing to the PGA kitty, but at the end of each monthly meeting, 50% of all funds collected that day will be given to one of the lucky contributors. The remaining 50% collected will be deposited in a special PGA account, awaiting applications from members wanting to become PGA award recipients.

Of course, to be successful, we need your support in two ways: 1) we need for you to contribute; and 2) we need members to apply for the PGA awards.

Plan to attend the May 21st meeting and hear more about the PGA. The committee members, who you may or may not recognize in their mortarboard attire, will be Gail Lemaire-Chairman, Colleen Haggard, Charlotte Ponder, Betty Welch, Pat Stumpp, Judith Bradley and Glenn Johnson. Please help us make this new educational opportunity a BIG success!



May Meeting Offers Unique Topic

by Nancy Kirk



Danny Korem

for self-deception in a high stress and rapidly changing environment. He speaks straight from experience, exposing exotic types of deception.

Korem draws from his mastery of magician skills often in his role as a public speaker and as TV producer and investigative journalist.

A number of years ago when he performed at the famous MAGIC CASTLE in Hollywood, he received 20 straight standing ovations for his famous CARDS TO POCKET routine, which many believed to be the finest card trick ever invented for the stage. This series of performances was particularly memorable because of all of magic's greats who frequent the castle, along with such notables as Johnny Carson and Dick Cavett.

Through effective and interesting lectures, he has helped many executives harness what he has learned, so they can focus on that which is the opposite of fear, in order that they don't needlessly deceive themselves when making critical decisions. This is not some pop philosophy, but borne out of over ten years' experience.

What is it that is the opposite of fear? You will be amazed at the answer, and how Danny Korem uses his talents to communicate something that will help you for a lifetime.



The Nominees Are . . .

by Jerry Swiggart



Greg Elam



Steve Powell

CONGRATULATIONS goes to Greg Elam and Steve Powell, for their nominations for International Planner/Supplier of the year. (article continued on page 3)



MPI Profile

LESLEY MEYER

by Sally Gibbons

Lesley Meyer has been a member of the D/FW chapter of MPI for the past 6 years. She spent two years working on the Program Committee, served on the Board of Directors and assisted with various projects from preparing name badges, or assisting with the newsletter to planning the first Texas Chapter's joint retreat at Wood Creek. Lesley also assisted in the planning of the second Texas Chapter's retreat in Acapulco.

Lesley fell into the meeting planning industry when she joined S & H Motivation & Travel 14 years ago as a travel director for groups originating out of the D/FW metroplex. After having worked on a couple of trips for S & H, she was asked to move to Chicago to become a part of their permanent travel staff, but elected instead to take a full-time position with Vanguard Incentives located in Dallas. Here she met and began working with Bill Boyd who became her mentor and taught her the tricks of the trade. In 1980 Lesley became one of the founding owners of Sunbelt Motivation & Travel, Inc., a Las Colinas based travel and incentive company. Lesley serves as Vice President/Sales for Sunbelt Travel and Sunbelt Motivation & Travel, overseeing sales for five commercial travel agencies and three regional incentive offices.

In addition to the responsibilities she has with Sunbelt, she shares an active home life with her husband B.J. and one year old daughter, Lauren. The Meyers are avid skiers and spend as much time as they can at their cabin in the Taos ski valley.

Lesley looks forward to someday retiring from the position of President of Sunbelt Motivation & Travel. Her only obstacle, she says, is to convince Bill Boyd that he must become Chairman of the Board. Good luck, Lesley in attaining your goals.

PERSONAL:

Born Brisbane, Australia, to an Austrian Mother and Native Texan Father.



Dollars & Cents

The change in position of Treasurer from Janet Loveless to Mary Cowart requires that an audit be conducted on our books and accounts. This audit is currently in progress. Numbers and current balances will be forthcoming in the June newsletter.

This space could be actively selling your product or service.

For information contact:

O.D. O'DONNELL
691-4417



Lesley Meyer

FAVORITE THING ABOUT MPI:

The opportunity to share in the experiences and knowledge of the meeting industry with qualified leaders.

FAVORITE RELAXATION:

A walk in the woods on a crisp, clear day.

FAVORITE THING ABOUT DALLAS:

Its proximity to Fort Worth.

PERSON MOST LIKE TO MEET:

Margaret Thatcher.

TOUGHEST ASSIGNMENT:

To get 1100 people out of the Nassau Airport in one day on 13 scheduled charters, all of which were off schedule by hours.

FAVORITE VACATION:

Heron Island on the Great Barrier Reef for Diving.

ULTIMATE BANQUET:

Chalupas, Enchiladas, Rice, Refried Beans & Guacamole at Joe T. Garcias in Fort Worth.

TIPS OF THE TRADE:

Check, then double and triple check! Never assume anything is going to come off according to plan.

WORKING PHILOSOPHY:

Do it right or don't do it at all.

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

Spend the Weekend at

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Tricks of the Trade

by Lisa A. South

One of the key "tricks of the trade" in the meeting industry (one that will make the job easier and should never be underestimated) is communication and networking. This rule is basically true for any industry. Constant contact with suppliers and fellow planners will be of assistance to you in both the long and the short run.

Of course, constant communication with suppliers will be maintained when their specific services are being utilized. This contact is a must because of everchanging details of the actual meeting. It is also recommended to retain contact with suppliers who call on you, although business may not be presently booked through them. With the dynamic facet of our industry, the supplier/meeting planner relationship is important because:

- Services of Suppliers not presently being used may become needed
- You may know of someone who needs to be contacted by a supplier who calls on you, thus doing them both a service.
- The supplier is a potential source of information and/or education for you.

This opportunity for information, education and advice is also true of your fellow planners. If you happen to be planning a type of meeting new to your group or if you simply want to learn how others handle certain situations, contact with your colleagues can prove invaluable.

MPI provides many diverse avenues for communication and networking. We are now fortunate to have the International MPI Headquarters here in Dallas, officed in the Infomart on Stemmons Freeway. Annual conferences and nationally sponsored educational courses serve as a valuable place to meet new members of the industry and re-contact acquaintances.

Our own local D/FW Chapter of MPI provides opportunities also. Monthly chapter meetings, committee memberships, special educational offerings, and becoming an officer of the Chapter provide educational as well as communication opportunities. Make your decision to become involved in MPI and make it a mutually beneficial and rewarding relationship.



New Kids On The Block

by Norb Detman

- Rebecca J. Lundsford.....579-6000
Recognition Equipment Inc.
- Henry T. Ferguson720-2020
Fairmont Hotel, Dallas
- Michael B. Smith.....243-4311
Nissan Motor Corp/USA
- James J. Keaveny.....817/481-8444
Hilton Executive and Conference Ctr.
D/FW Airport
- Jeffrey J. Whitfield.....929-8800
Marriott, D/FW Airport

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CHAPTER MEETING ANNOUNCEMENT

DATE: Thursday, May 21, 1987

PLACE: Registry Hotel
15201 Dallas Parkway
Dallas, Texas 75248

TIME: 11:30 AM - 12:00 PM Registration & Reception
12:00 PM - 12:45 PM Lunch
12:45 PM - 1:30 PM Program
1:30 PM Adjourn

PROGRAM: "FEAR AND SELF-DECEPTION AS IT RELATES TO STRESS"
Speaker - Danny Korem
"ON TO WINNIPEG"
Canadian Representative - Bruce Varner

MEETING COST: Advance Reservations: \$19.00
Late Reservations and Walk-Ins: \$24.00
(Space Available Only)

ADVANCE RESERVATIONS MUST BE MADE BY 12:00 PM ON TUESDAY May 19, 1987
NO SHOWS WILL BE CHARGED

For Phone Reservations Call: Della Bolton, MPI Secretary
Between 8:00 AM - 4:00 PM
(214) 689-4775

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.



The Nominees Are

(continued from page 1)

by Jerry Swiggart

Your local D/FW Chapter Board of Directors has nominated these two members for the top International honors. Greg Elam, Vice President - Communications for Great American Reserve Insurance Company, is our Chapter nominee for International Planner of the Year. He has been most active in our local chapter since 1979, from committees, to chair, to officer and President, plus is our current Planner International Director. His service Internationally has experienced numerous committees and chairs since 1981.

Our nominee for International Supplier of the Year is Stephen Powell, Director of Sales & Marketing for Loews Anatole Hotel. Steve had been most active on a local Chapter level in Denver prior to moving to D/FW in 1984, including Chapter officer and President. Internationally, he has been

active since 1979 as a director, on numerous committees, officer and was President in 1983-1984.

Each year the International selection process gets tougher and the competition is greater. The International Awards Committee selects that person they ultimately feel who represents the best, the most professional and the most dedicated to furthering the aims of MPI and its members. Their decision is based from an extensive application entry form covering various categories such as: International MPI service, local Chapter service, Community/Industry Service, Professional Recognition & Awards, Publication (featured, quoted, authored), Speaking engagements pertaining to the industry, other Awards, any Certification, educational growth, MPI attendance to

International Conferences/Seminars, Job resume, and letters of Reference from employer-supplier/planner who have worked with-one of their peers.

The awards are not based on a single year's contribution but on a career of involvement and commitment. The fact that a nominee lost one year does not preclude or diminish a lifetime of achievements and resubmissions of a nominee from a previous year is welcomed.

The International Planner/Supplier winners will be announced at the 15th Annual Conference this June in Winnipeg. Our local Board of Directors feel we have a great chance for two winners from D/FW.




Tax Tips

by Michael J. Stone
Jenkins & Gilchrist

Employee Travel Awards - Business or Pleasure?

A common practice among major employers is to reward productive employees with expense-paid travel. In some cases, the award is simply a free vacation, but frequently the destination is not just a resort, but a business meeting or seminar at the resort. This raises difficult questions as to whether all or a portion of the value of the trip is taxable compensation income to the employee and, if so, how it must be reported to the IRS by the employer.

The proper tax treatment turns on the nature and extent of the business activities included in the trip. (See "Tax Tips" in the April Current for a partial discussion of what qualifies as business activities.) If the trip is purely for pleasure, its full value (note the measure is value, not cost to the employer) is compensation income to the employee. On the other hand, if the trip is occupied primarily with business activities (for example, meetings or seminars throughout regular business hours), the employee should have no income as a result of attending. In the more common "in-between" case, where the trip is part business and part pleasure, an allocation must be made. If the primary purpose of a domestic trip is pleasure, the value of the transportation is taxable income to the employee; if the principal purpose is business, the transportation is not income to the traveller; for travel abroad, an allocation must be made between business and

nonbusiness activities, even if the trip is primarily for business purposes. In either case, the value of lodgings, meals, entertainment, and similar items paid for by the employer must be allocated between business and nonbusiness activities, with the nonbusiness portion treated as compensation to the employee.

As an alternative to allocating items, the employer may treat the full value of the trip as compensation to the employee, in which case the employee would be entitled to deduct the amount allocable to business activities. This has the advantage of avoiding an allocation by the employer, but introduces costs as well: the full amount is subject to withholding and may also increase the employer's social security and unemployment tax obligations, and the employee may be unable or neglect to take the deduction.

The value of non-cash compensation should be reported on the employee's Form W-2, both as a part of "wages, tips, and other compensation" and separately in the space for "fringe benefits." This amount also is subject to withholding (and is eligible for the flat 20% income tax withholding). Finally, the cost (not the value) of any travel provided to an employee as compensation is deductible by the employer; of course, any part of the trip treated as a business item also will be deductible.


Special Presentation Planned

A Special Presentation Planned . . . At our May 21 Chapter meeting, we will announce the winners of our local Chapter winners for Planner of the Year and Supplier of the Year. The finalists are:

Planner

Norb Dettman
Teri Dres
Judith Mathews
Laura Yarbrough

Supplier

Suzi Oliver
Michele Sanseverino
LaTrelle Smart

We look forward to this special announcement and presentation in May.


Professional Growth

by Charloette Ponder

A New committee has been formed to provide financial awards to MPI members, suppliers and planners, who would like to further their educational opportunities. Matching funds will be provided to those members who have submitted an application for review by the Professional Growth Awards Committee.

Examples of educational training are:

- 1.) MPI professional education meeting in December
- 2.) Certified Meeting Professional Program
- 3.) MPI Institutes I and II

The guidelines for financial awards are:

- 1.) Members must be in good standing
- 2.) Member must complete an application explaining funds needed and program you wish to attend
- 3.) Funds are available to members when company reimbursement is not 100%
- 4.) Recipients will be required to serve on the Professional Growth Awards Committee
- 5.) A written summary will be required of the recipient sharing the professional growth experience with other members of MPI

Funds will be collected by PGA Committee members during the registration before each meeting. Tickets will be sold for \$1 each or 6 for \$5. One-half of the funds collected will be given to the winner of the drawing held at each meeting.

The second area of awards will be an honorarium named the "Phil Davis Award". This award will be given to the member who has contributed to the D/FW-MPI chapter throughout the year over and beyond the usual participation in time, effort, assistance, etc. Members may nominate recipients to the PGA committee for selection.

Professional Growth Awards Committee Members are: Chairman: Gail LeMaire, Colleen Haggard, Charlotte Ponder, Glenn Johnson, Julie Lowery, Karen Hodges, Norb Dettman, Pat Stumpp, Betty Welch.

Active participation by our chapter members will make this worthwhile program successful.



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Springtime in Ft. Worth — Great Fun!

by Deborah Barnes

"Springtime in Fort Worth" proved to be an enjoyable change of pace for the MPI-D/FW monthly chapter meeting. Registration at the Anatole Hotel in Dallas and at the Ft. Worth Hilton went smoothly with an attendance of 145 members and guest.

While everyone was enjoying the lovely setting of the reception along with the great food at the Ft. Worth Hilton, opening announcements were made including a skit from our Membership Committee and information on the Professional Growth Awards for which a committee has been established.

After being held hostage by Bandits, our next stop was the Hyatt Regency. Dinner fare was excellent and the service matched the food. LaTrelle Smart presented the 1987-88 proposed slate of officers and directors, and those in attendance were introduced to the membership. Following the election of officers, Thomas Hanlon, executive Director of the Ft. Worth Convention Bureau, was our guest speaker. Tom brought MPI members and guests up to date on changes in Ft. Worth and a glimpse of things to come.

Our next stop was the Worthington Hotel;

Upon arrival, the group was greeted with white roses for the men, and long-stemmed chocolate roses for the ladies. Champagne and chocolate were the featured fare. Everyone was delighted with their dessert. The presentation was so nice that a few were hesitant to eat, but chocolate lovers were not to be deterred.

After a final Bandit shoot-out we were escorted back to the busses for the return ride to Dallas. For those who wished to remain for a show, the Caravan of Dreams graciously waived cover charges. Those who did stay enjoyed some great jazz music.

Our thanks to The Link, Gray Line and Limousines, Inc. for their complimentary transportation between cities. Our thanks also to The Gunfighters and the Ft. Worth Convention Bureau for their entertainment. Special thanks to the Ft. Worth Hilton, Hyatt Regency Ft. Worth, and the Worthington Hotel for their gracious hospitality for this month's meeting.

Finally, thanks to the Program Committee members: Nancy Kirk, Susan Trotter and Martyn Lewis for their coordination of an enjoyable and well-done monthly meeting.



Thomas Hanlon



New Membership & Chapter Attendance Prize Donations for 1987

WEEKEND PACKAGES

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

Summit Hotel

Hotel-Inter-Continental Houston
St. Anthony Inter-Continental
Walden on Lake Conroe

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
Saturday Deluxe Room and Sunday Brunch in Zucchini's for Two
Weekend Night for Two with either dinner at Gabriel's or Sunday brunch
Weekend for Two
Weekend for Two in Executive Suite
Weekend for Two with Meals

DINING

Registry Hotel
Plaza of the Americas
American Express Group & Incentive
Sheraton Dallas Hotel & Towers
Loews Anatole Hotel
Holiday Inn D/FW Airport South
Lincoln Hotel
Club Catering/C.C.A.
Circle R. Ranch
Worthington Hotel
Harvey Hotel, Addison
Ranchland Inc.

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
Whole 14# aged Rib Eye
High Tea for Four
Dinner for Two at McArthurs
Deluxe Dinner for Twenty People

OTHER

Dr Pepper Company
Dallas Convention & Visitor Bureau
Specialty Advertising Association
Dallas Fan Fares
American Heart Association
Dallas Entertainment Group
Magic by Personal Tour Service

Lady Love Cosmetics
GTE Directories
Bauer Audio Video

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 hours use of Magic Fire Engine or Magic Merry-Go-Round
Lady Love Bath Pak, Kosemo Gift Set
GTE Telephone
1/2" VHS Player



Heard It Through The Grapevine

by Margaret Brown

Charolette St. Martin Regional Vice President, Sales and Marketing for Loews Anatole Hotel, is featured in a front page article of Meeting New magazine.

Lara Yarborough of EDS is working on a special anniversary project.

Felicia Huddleston has joined MCI Planners incentive house.

Nita Sisul has reported that the sales team of The Westin Hotel Galleria was selected Hotel Sales Team for the entire chain.

Sally Gibbons spent some time recently at the Greenbriar visiting her old boss, Bill Gilmore.



Good Bye

Change is inevitable and such is the case with the Fuller Family. Yes, I accepted a wonderful promotion with the Interstate Hotels Corporation located in Pittsburgh, PA, of all places! The transition happened so quickly, I wanted to officially and sadly say good-bye to all of my good friends and supporters over my last 3½ years in Dallas. Best of luck to all of you and the Chapter in the years to come.

Jeffrey R. Fuller
(412) 227-6700



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



CALENDAR UPDATE

<p>May 21, 1987 (Thursday) Lunch D/FW Chapter Meeting The Registry Hotel Speaker: Danny Korem "Fear and Self-Deception as it Relates to Stress" Canadian Representative: "On to Winnipeg" - Bruce Varner</p> <p>June 7-10, 1987 Annual Conference Winnipeg, Manitoba</p> <p>June 25, 1987 (Thursday) Afternoon/Dinner - Ranchland "Fun and Games" and Program</p>	<p>July 23, 1987 (Thursday) Dinner - "Ten Year Anniversary Celebration" INSTALLATION OF OFFICERS Tentative: 2001 Club or Hyatt Regency Dallas</p> <p>December 6 - 9, 1987 Professional Education Conference Miami, Florida</p> <p>June 19 - 22, 1988 Annual Conference Seattle, Washington</p> <p>December 6 - 9, 1988 Professional Education Conference Nashville, Tennessee</p>
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<p>CMP Study Group Weekly (every Tuesday) January 13 - June 6, 1987 Infomart</p> <p>Institutes July 19-24 Boston, MA</p>	<p>Small Business Seminars July 10-12 New York, NY</p>
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MEMBER ALERT

Please phone in your reservations for the Thursday monthly meetings by the Tuesday 12:00 noon deadline!
We are having too many walk-ins and this is effecting 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!

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
Mary Cowart.....353-7567

Vice President Public Relations
Bill Boyd.....258-0210

Board of Directors
Judith Houghton.....824-0331
Laura Yarbrough.....661-6000
Ed Vant.....689-4813
Michele Sanseverino.....594-2415

International Directors
Ellen Beckert - Supplier.....638-6450
Greg Elam - Planner.....953-7285

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