

November 1987

President's Message

by Norb Dettmann

ARE WE A PROFESSION?



Norb Dettmann

(1) an identifiable body of knowledge

(2) a code of ethics

(3) reimbursement for services

(4) a dedication of purposes

(5) a program of certification

One of the foremost organizational theorists of this century, Max Weber, wrote often about emerging professional groups. Later experts added to Weber's original criteria identifying a profession. Today we have a general agreement as to the basic marks of any group wishing to call itself "professional":

Meeting planners are beginning to fit more and more into this basic identification. The body of knowledge is growing day by day. In fact, it might be important, someday soon, for a group of people to narrow the parameters of the profession before planners become all things to all men and lose their unique identity.

The CMP Certification is a strong step in the right direction. A profession needs an evaluation and certification of its membership. By the beginning of the 21st Century it would not be surprising for meeting planning certification to require a bachelor's degree in the major field.

It appears as if a code of ethics is in the works for MPI. A committee has already proposed a draft for consideration. A code would give a professional member a set of standards by which judgements could be made by the client and the public.

The criterion of dedication to the profession is an intriguing one. Obviously, the role would be full time. It is difficult to think of a part-time professional. It is also difficult to envision a professional who does not have that profession as an all consuming dedication. To change the name of MPI to Meeting Professionals would, in hindsight, be a change in title only.

The role is an evolving one. We are really charter members in a profession which is slowly getting off the ground. But that, to me, is the exciting part of our profession. We have a chance to create a piece of history. We can claim a place like Max Weber created half a century ago. Some of us will live long enough, I hope, to see the baby emerge as a mature professional.

November Meeting



Carolyn Pitts Corbin

Carolyn Pitts Corbin is President of Carolyn Corbin, Inc., an international research, training, and consulting firm based in Dallas, Texas.

After obtaining advanced degrees in psychology and business, Ms. Corbin, launched a consulting and training career in the high tech and financial services industries. She pioneered Computer Assisted Instruction (CAI). For her work in that field, she received an award presented by Dr. Robert Jones, NASA designer of the space helmet used in the first U.S. moon walk.

In her work, Ms. Corbin has shared programs with TV personality Dick Clark, Wall Street Week host - Louis Ruykeyser, and Jack Valenti - President of the Motion Picture Association of America. She has also been interviewed on major ABC, CBS, and NBC affiliate networks as well as in major newspapers nationwide.

She is the only woman ever selected to address the Detroit Tigers, and she did so in 1984, the year they became World Series Champions.

Ms. Corbin has been honored with a

The Grand Prize is...

Extended appreciation goes to Phillis Firebaugh at the Grand Kempinski Hotel for our grand prize. The prize will be awarded to the member sponsoring the most new members from August 1, 1987 to July 31, 1988. The grand prize is a roundtrip for two to Europe on Lufthansa Airlines and a one week stay at any of the four Grand Kempinski Hotels.

Those who have brought in the most members thus far are: 3 members - Laura

plaque from the business people of Peru for being the "Most Impressive American" spotlighted during a three-month corporate tour of the United States.

Her latest book, STRATEGIES 2000, became an immediate #1 business best-seller. This work was originally prepared for IBM and is being used by major corporations and business schools nationwide. STRATEGIES 2000 was named by "The Kiplinger Washington Letter" as one of the four business books for 1986. Because of the national impact of this book, she has been interviewed by "USA Today", "Money", "Changing Times", "Information Week", and "United Press International" featured STRATEGIES 2000 in the United States, Europe, and Asia.

In her book STRATEGIES 2000, Corbin develops the idea that "Society is changing rapidly! Our very survival depends on our ability to understand the new economic issues confronting us from now until the turn of the century. Adaptation to change is not enough. We must anticipate these transformations. The old rules no longer apply; we must learn new strategies for prosperity in the coming decades.

An understanding of what is happening to our economy will cause an easier transition into what some experts have termed the most chaotic time of this generation.

Her objectives are:

- To provide information on the conditions of uncertainty that are affecting a majority of the American people.
- To explain why civilization is changing so rapidly.
- To develop ideas and strategies for surviving the transformation of most segments of our economy.
- To explore avenues for making sense of, and prospering from the chaos that characterizes our times."

At the conclusion of her presentation, her book "STRATEGIES 2000" will be available for sale.

by David Powdermaker

Yarborough. 2 members - Suzi Fiveash, Michele Green, Brenda O'Quinn. 1 member - Lesley Meyer, Penny Parsons, Debbie Shiflett, Michele Sanseverino.

The competition is wide open!

The response has been fantastic. And to entice you, there are several other fantastic hotel packages to give away.

I thank all of you for your support and enthusiasm. "Keep on rolling them in."

MPI Profile

by Lisa A. South

Deborah Trevino Barnes



As Corporate Meeting Planner of Electronic Data Systems, Deborah Barnes often lends her expertise to fellow members of Meeting Planners International. During her membership in MPI, Deborah has played an active part in various committees.

Deborah, a native Dallasite, graduated from Southern Methodist University with a degree in Political Science emphasizing International Relations. Upon receiving her degree, Deborah worked in retail management. She also dabbled in politics, which has provided the people skills necessary for her current position at EDS. Married in November 1986, Deborah and her husband, James, reside in the Park Cities.

FAVORITE THING ABOUT MPI:

The opportunity to be involved.

FAVORITE RELAXATION:

On a couch with a book.

FAVORITE THING ABOUT D/FW:

It's home!

PERSON MOST LIKE TO MEET:

Margaret Thatcher

FAVORITE VACATION:

Skiing in Banff National Forest, Canada

ULTIMATE BANQUET:

Fried chicken, pasta salad, good bottle of red wine and a shade tree!

BEST HOUR OF THE DAY:

7 a.m. with a cup of coffee and a newspaper.

MOST SATISFYING ACCOMPLISHMENT:

Knowing that a meeting or function went well.

IF I COULD CHOOSE ANOTHER

JOB:

United States Representative

TIP OF THE TRADE:

Leave "can't" out of your vocabulary.

Mailing List

If you would be interested in purchasing a mailing list, they are for sale. The list contains names of 300 of the best planners and suppliers in the North Texas area. The cost of the list is: \$150.00 for MPI members and \$250.00 for non-members. Membership rosters are also available, the cost for the rosters are: \$25.00 for MPI members and \$50.00 for non-members.

October's Monthly Meeting

by Nancy Kirk

The October monthly meeting gave everyone an opportunity to catch up on what has been happening at MPI International during the past year. Sonnie Weaver, Executive Director MPI International, filled us in on the projects started, completed, and in progress this year. Some of the main objectives were the development of quality education programs and striving to increase the awareness of the meeting planning profession.

Sonnie's report on the future covered the Education Research Foundation which has engaged Laventhol and Horwath to research meetings and identify the components that make an excellent meeting. Another project of the foundation is the relocation of the MPI research library from Colorado. Also, under preparation are tax seminars for meeting managers and hospitality accountants.

The Marketing Committee has completed an MPI buyers guide. Cassette tapes are available and wearable merchandise is being developed. The Government Affairs Committee has met twice this year and has developed the major concerns questionnaire. There is a new editor for the "Meeting Manager" and the publication will take on a new look in the future. Sonnie also stated that registration for the PEC was running ahead of schedule, and the theme



Sonnie Weaver

for the annual conference in June is "Tech-knowledgeable." In addition to these events, an Info '88 trade show is in the planning. It has been a very busy and productive year for MPI International.

Special thanks go to the Sheraton Dallas for a beautiful meal, and to Joanne Nichols and Kim Zekany for putting the program together. Thanks also to Jerry Swiggart for providing the door prizes.

CMP Study Questions

by Michele Sanseverino

- A "Lobby" is:
 - Public area in hotel or hall for assembly or registration.
 - Public area which serves as an entrance or waiting area.
 - Space in a facility that is available for public use.
 - Area in a facility where a group's private functions may be held.
- A "Letter of Agreement" is a
 - Document outlining proposed services, space or products which becomes binding upon written approval of both parties.
 - Legal document defining responsibilities for all parties concerned.
 - Plan put forth for consideration or acceptance.
 - Space reservations confirmed in writing.
- What is a buffer zone?
 - Seats at the front of a cabin.
 - Block of seats on a plane located between smoking and non-smoking sections allowing for variance in the smoking and non-smoking boundary.
 - Arrangement of seats within an aircraft.
 - Distance between rows of seats on an aircraft.
- "Frame on stand to display sign" is an:
 - Sign hook
 - Sign holder
 - Sign standard
 - All of the above.
- Which of the following is not part of the "Backstage":
 - Apron
 - Stage
 - Dressing Rooms
 - Wings

(Answers on Page 3)

Thank You

The family of Richard "Dick" Schein wish to thank their friends at MPI for their thoughtfulness during their time of sorrow.

CMP Study Group

The CMP Study Group will resume classes beginning, February 16, 1988 and continuing through May 31, 1988, every Tuesday evening from 6-8 p.m. The weekly sessions will be held at the Infomart. Registration for the study group will begin December 1987.

If you have any questions, please contact Mary Jo Simmons at the Westin Galleria 934-9494.

Dollars & Cents

by Mary Cowart

September Financial Statement:	
Previous Balance	\$16,227.08
Income	4,556.85
Disbursements	2,170.48
End of Month Balance	\$18,613.45

Financial statements run one month behind. October's statement will appear in December.

Holiday Program

Mark your calendar for December 17. This will be our annual holiday program at the Loews Anatole Hotel.

We will be sponsoring a food drive for the North Texas Food Bank, start collecting these goods now.

Chapter Meeting Announcement

DATE: Thursday, November 19, 1987

PLACE: Stouffer Hotel
2222 Stemmons Freeway
Dallas, Texas 75247

TIME: 11:30 AM — 12:00 NOON Registration and Reception
12:00 PM — 12:45 PM Luncheon
12:45 PM — 1:30 PM Program

PROGRAM: "STRATEGIES 2000"
Speaker — Carolyn Corbin
President of Carolyn Corbin, Inc.

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

**ADVANCE RESERVATIONS MUST BE MADE BY 12:00 NOON
ON WEDNESDAY, NOVEMBER 18, 1987**

NO SHOWS WILL BE CHARGED

For Phone Reservations

Call: Comel 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.

NOVEMBER BOARD MEETING

The Stoneleigh Hotel
Wednesday, November 17, 1987
4:30 P.M.

Spend the Weekend at


**RESTAURANT
DISTRICT**

Experience 19 restaurants and lounges,
shopping and a complete health club.

For reservations and information
call 214/748-1200.


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New Kids On The Block

by Michele Sanseverino

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The University Club
Cynthia E. Stokes243-3363
Summit Hotel
Delaune F. Fuchs387-3562
Tuesday Morning, Inc.
Ramon L. Sanchez.....800-638-6714
Quality International Hotels
Lesley V. Schultz.....233-7564
Howard Schultz & Assoc.
Lori A. Demers770-5800
Apple Computer, Inc.
Trish M. Parks.....634-8511
TM Communications
Cynthia D. Stephenson991-7374
Domino's Pizza Inc.
Judy S. Wynne817-870-2622
River Plaza Travel

ADVERTISE IN THIS SPACE

If you would like to advertise for the
holidays, call O.D. O'Donnell at
691-4417.

Make Suppliers Interested

by Lisa A. South

Our Supplier Blitz Contest continues - with our theme "Make Planners Interested." The two-month long contest will award suppliers who bring in new MPI members through daily contacts with clients. And we can now announce that our special first prize is a fun-filled weekend at the Four Seasons Hotel in Austin. This lovely new hotel is located in downtown Austin, overlooking the peaceful Town Lake. The Four Seasons Hotel includes a fabulous health facility and is within walking distance of Austin's famous 6th Street.

By now, suppliers will have received a letter explaining the contest, complete with a phone sticker and referral forms. (For your convenience, a referral form is enclosed.) When speaking with someone who is interested in learning more about MPI or joining MPI, submit the information on a referral form and mail it to Meeting Planners International, Membership Drive Committee, P.O. Box 560992, Dallas, TX 75356-0092. The prospect will be contacted on your behalf and the lead will be credited to you for the awarding prizes.

As a reminder, the guidelines are simple:

- To enter the competition for prizes, a referral form for each lead must be completed and mailed in to the Membership Committee.
- You must determine that your client is interested in learning more about MPI.
- The contest began October 1, 1987, and ends November 30, 1987.
- New members obtained through this contest will also count toward the MPI Membership Committee prizes.

Make plans now to recruit new MPI members - especially during the remainder of our Supplier Blitz Contest.

Don't forget to - **MAKE PLANNERS INTERESTED!!!!** Both MPI and you will be winners!

Heard It Through The Grapevine

by Donna Nigohosian

Josephine Boyle is back in Dallas at the Grand Kempinski Hotel in catering... Welcome back Josephine and best of luck to you.

John Hyland has left us for the colder climate in Chicago...BRRR! John's replacement at the Hyatt downtown is Ralph Aruzza...Congratulations Ralph and we all look forward to working with you.

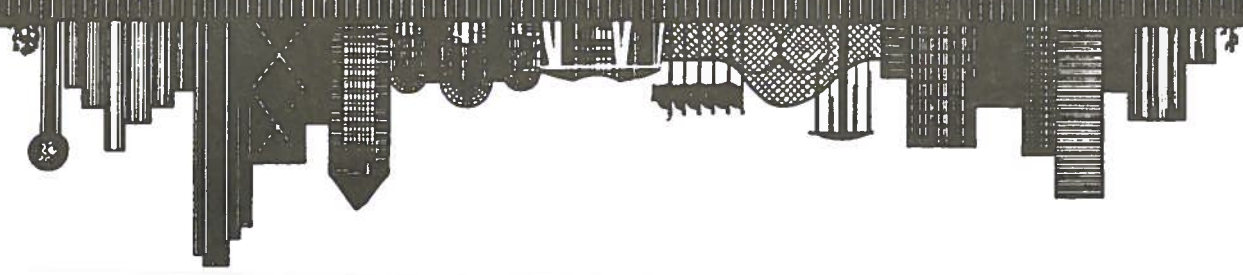
Kim Deru from the Double Tree Hotel is going to the Crescent as Sales Manager...You did good Kim!

Please keep me informed so we can keep you posted. My telephone number is 399-1010.

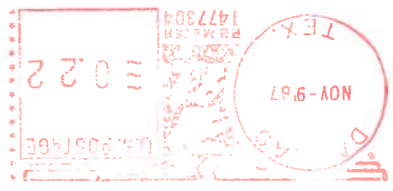
CMP Answers

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

DALLAS-F.T. WORTH CHAPTER



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



CALENDAR UPDATE

November 19, 1987 (Thursday) Luncheon - Stouffer Hotel Speaker: Carolyn Corbin - "Strategies 2000"	June 19 - 22, 1988 Annual Conference Seattle, Washington
December 17, 1987 (Thursday) Dinner - Loews Anatole Program: Annual Dinner/Dance/ Holiday Program	DATES TBA, 1989 Annual Conference Orlando, Florida
January 28, 1988 (Thursday) Luncheon - Dallas Convention Center	December 6 - 9, 1987 Professional Education Conference Miami, Florida
February 16, 1988 - May 31, 1988 (Tuesdays) CMP Study Group 6-8 p.m.	December 4 - 7, 1988 Professional Education Conference Nashville, Tennessee
	December 10 - 13, 1989 Professional Education Conference Long Beach, California

MEMBER ALERT

Please phone in your reservations for the Thursday monthly meetings by Wednesday 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!

OFFICERS

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

Vice President Membership
Michele Sanseverino214/717-2415

Vice President Programming
Suzi Oliver.....214/954-1419

Vice President Administration
Laura Yarbrough.....214/661-6000

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Mary Jo Simmons.....214/934-9494
Pat Stumpp.....214/594-4415

International Directors
Ellen Beckert - Supplier.....214/638-6450
Rosemary Hall - Planner.....214/630-8787

Immediate Past President
Pat Smith214/749-5455

Chapter Secretary
Comel Tiller.....214/630-4902

MPI-D/FW Current
Shelly Broekemeier, Editor.....214/258-0210
Committee Chairperson —
Sunbelt Motivation & Travel
104 Decker, Suite 300
Irving, Texas 75062