

# CURRENT MPI

## DALLAS-F.T. WORTH CHAPTER

October 1987



### President's Message

by Norb Dettmann

#### The Making of a Good Chapter



Norb Dettmann

Our September meeting was the largest in our history. Everyone in attendance could feel the potential of our chapter. The program was outstanding! It showed the level of commitment and professionalism we have within MPI. Our hand of appreciation is extended to all those who put in hours of time, from newsletter

- to registration - to program, to make our monthly meeting a success.

This is exactly what it will take to make our chapter a healthy, vibrant group of professionals finding answers to their concerns. **COMMITMENT...INVOLVEMENT...CONCERN.** Water will seek its own level. What you expect out of your membership will only be equal to the amount of time and effort you give to making MPI-D/FW a success.

One healthy step in the right direction is to recruit a new member. When you ask potential meeting planners to join, you will be (1) thinking MPI, (2) clarifying in your own mind the role of MPI, (3) committing yourself to the purpose of MPI. Recruiting new members is an excellent process for your own professional growth.

Another step is to call one of the vice-presidents and volunteer to serve on a committee. There will never be enough volunteers. Once you become involved you will be aware of the challenges ahead of us in Dallas and Ft. Worth. You will create new avenues for your own development.

Involved members are what make a good chapter. Join in!



### October Meeting

by Kim Zekany



Sondra "Sonnie" Weaver

"MPI: Report and Update from the International Office" is the topic for the October 22nd Chapter Dinner at the Sheraton Dallas Hotel and Towers. Sondra, "Sonnie" Weaver, Executive

Director of MPI, will be our speaker.

Sonnie was born in Corbin, Kentucky and raised in Cincinnati, Ohio. She attended the University of Cincinnati, but graduated from Baptist Christian University in Shreveport, Louisiana majoring in Education. Teaching was her occupation for many years and through a friend's referral and knowledge of MPI, Sonnie began working for MPI in April, 1985. She is married, a mother of two children and resides in Grapevine, Texas.

Sonnie's job responsibilities include Executive Director of the Education Foundation and Executive Director of the Parent Organization. She staffs many committees including: the Executive Committee, the International Board of Directors, the Awards Committee, the Nominating Committee, the Strategic Planning Committee, and the Government Affairs Committee. Sonnie also heads four task forces, yet she finds time to play the piano and enjoy her hobby of collecting musical notes.



### Make Planners Interested

by Lisa A. South

The September monthly meeting kicked off this fall's Supplier Blitz contest; the theme is "Make Planners Interested". This two-month long contest will award suppliers who bring in new MPI members through daily contacts with clients. First prize will be a fun-filled weekend trip from D/FW to a spectacular scenic city, somewhere in this region. Details will be announced soon.

By now, suppliers will have received a letter explaining the contest, complete with a phone sticker and referral forms. 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 the Membership Committee (the address is at the bottom of the referral form). The prospect will be contacted on your behalf and the lead will be credited to

you for the awarding of 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 begins 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 October and November.

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



### MPI-D/FW Board of Directors Set 1987-1988 Chapter Goals

The Board of Directors have set the following goals for our D/FW Chapter between now and July 1988:

#### MPI-D/FW Chapter Goals 1987-88

1. Increase membership 10% (300-330).

2. Increase involvement of members on committees from 70 to 90.

3. Increase attendance of members at monthly meeting from 33% to 43%.

4. Become Chapter of the Year.

5. Add five Certified Meeting Planners.

6. Increase member attendance at the annual MPI winter and summer meetings.

7. Increase community awareness of MPI.

Let's all pull together to achieve these goals. We will be a better chapter for our efforts.



## Michele Sanseverino

by Lisa A. South



Currently serving MPI as Vice President of Membership, Michele Sanseverino has been a vital force in recent years of MPI. Michele has helped the D/FW Chapter in many ways, including serving one year on the Board of Directors and, two years on the Membership Committee.

Born in Mobile, Alabama, Michele and her family then moved to New York state. Michele attended Cornell University in Ithaca, New York where she received a Bachelor of Science degree in Hotel and Restaurant Management. Moving to Dallas, Michele began her career with the Mariner Corporation at the Hilton LBJ. After two and one-half years at the Hilton, Michele then joined the Lincoln Hotel for two years. She has been in her current position as Sales Manager for the Four Seasons Hotels for three years.

Michele and her husband, Ray, reside in Carrollton, where she spends her spare time as his assistant for RJS Construction Company. Michele also has been elected to

the position of Secretary for the Dallas Chapter of the Hotel Sales & Marketing Association (HSMA). It's obvious that Michele stays busy in various **productive** ways.

### **FAVORITE THING ABOUT MPI:**

All the networking and the people involved.

### **FAVORITE RELAXATION:**

Reading or needlework.

### **FAVORITE THING ABOUT DALLAS:**

Vitality of the city and the people.

### **PERSON MOST LIKE TO MEET:**

Lee Iacoca.

### **FAVORITE POSSESSIONS:**

Clothes and jewelry - she never has enough!

### **FAVORITE VACATION:**

Reading on the beach in Ixtapa, because she hasn't made it to Hawaii yet!

### **ULTIMATE BANQUET:**

Prime rib, baked potato, and salad with feta cheese

### **BEST HOUR OF THE DAY:**

8:00 a.m. - the time when she feels like she's on schedule!

### **ACCOMPLISHMENT MOST PROUD OF:**

Putting herself through college.

### **FAVORITE COLOR:**

Lavender

### **"TOUGHEST" ASSIGNMENT:**

Field trip to Atlantic City during her Casino Management course in college.

### **IF I COULD CHOOSE ANOTHER JOB:**

Fashion Designer

### **WORKING PHILOSOPHY:**

Be organized and dependable.



## CMP Study Questions

by Michele Sanseverino

- Which of the following is not a "SIGHT ACT"?
  - Pianist
  - Mime
  - Juggler
  - Dancer
- "EXTENDED TYPE" is:
  - Type set with both margins flush
  - Type that is wider than standard, allowing fewer characters per line
  - Narrow or slender type, permitting greater number of characters per line
  - Type size used for main text
- "ACTUAL NUMBER OF PEOPLE ATTENDING A FUNCTION" is:
  - Head count
  - Guarantee
  - Covers
  - Minimum
- Another name for a "HIGH JACKER" is:
  - Lift Truck
  - Tow Motor
  - Cherry Picker
  - Scooter
- A "KIOSK" is:
  - Raised platform on which the head table is placed
  - Free-standing pavillion or light structure
  - Small round table used for cocktail type parties
  - Fabric or paper decoration; can be used for signs

(See page 3 for answers.)

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



## September's Monthly Meeting

After a month hiatus, the D/FW Chapter kicked-off the new year with its September meeting at the Harvey Hotel D/FW Airport.

Over 180 members, guests and representatives of the media enjoyed a delightful lunch and stimulating program. Past President and member of the committee for Community Awareness of the Meeting Professional (CAMP), Greg Elam, introduced the program: "Meeting Planning: the Undervalued Profession". Featured speakers were John T. Connolly, Vice President for Science and Research Administration, American Heart Association (AHA) and W.W. "Foots" Clements, Chairman Emeritus, Dr Pepper Company.

Mr. Connolly gave a brief overview of how AHA's meeting planning department evolved and its current structure. He pointed out that by having all meeting planning responsibilities handled by a centralized

department the association benefits in terms of increased efficiency and considerable savings.

Representing the corporate sector, Mr. Clements praised the meeting professionals and emphasized their importance to the overall success of a corporation. He recommended open lines of communication between the meeting planner and top management.

Greg Elam concluded the program with facts and figures relating to the importance and economic impact of the meeting profession to the overall economy.

Program committee members, Mitzi Baird and Barbara Rathwick assisted in the coordination of the meeting.

Special thanks to AVW Audio Visual, Inc. for taping the presentation. Those interested in obtaining an audio cassette, please contact Lindsey Iacovino for details 214/634-9060.

by Mitzi Baird





## Chapter Meeting Announcement

**DATE:** Thursday, October 22, 1987

**PLACE:** Sheraton Dallas Hotel & Towers  
400 N. Olive Street  
Dallas, Texas 75201

**TIME:** 6:00 PM — 6:30 PM Registration and Reception  
6:30 PM — 7:15 PM Dinner  
7:15 PM — 8:00 PM Program

**PROGRAM:** "MPI: Report & Update from the International Office  
Speaker — Sondra "Sonnie" Weaver  
Executive Director MPI International

**MEETING COST:** Advance Reservations: \$22.00  
Late Reservations and Walk-Ins: \$27.00

**ADVANCE RESERVATIONS MUST BE MADE BY 12:00 NOON  
ON TUESDAY, OCTOBER 20, 1987**

**NO SHOWS WILL BE CHARGED**

For Phone Reservations

Call: Cormel 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.



## New Kids On The Block

by Michele Sanseverino

Aimee L. Baysinger.....705-3480  
Rockwell International  
Faye Cantrell.....817/551-8901  
Owen Laboratories  
Drew C. Cartwright.....760-2809  
DMC Services  
John M. Copeland.....692-0771  
Assn. of Oilwell Servicing Contractors  
Marsha Crear.....817/336-0489  
Delta Air Lines  
Hugh Elmore.....442-6536  
Southfork Ranch  
Jan Enzone.....631-2222  
Stouffer Hotel  
Delaine Fuchs.....387-3562  
Tuesday Morning, Inc.  
Linda V. Gant.....661-4439  
Electronic Data Systems  
Laurie Gibson.....817/293-0450  
Alcon Laboratories, Inc.  
Barbara E. Leaman.....490-5136  
Independent Planners  
Audre Hoffman.....484-7577  
Shuttlejack, Inc.  
Liza L. Hawrylak.....817/335-4851  
Century II Club  
Marie A. Malloy.....578-8555  
Harvey Hotel Plano  
Maryta W. Montgomery.....747-7777  
Southland Corporation  
Patricia G. Norvelle.....733-6155  
Trans First Corporation  
Pamela L. Roffino.....929-4500  
Harvey Hotel D/FW Airport  
Sally P. Sportsman.....934-9494  
Westin Hotel  
Elaine D. Vivens.....577-9660  
Microtel Learning Services  
Deborah Brooks B. Wood.....747-7777  
Southland Corporation

WELCOME TO MPI-D/FW CHAPTER



## Dollars & Cents

by Mary Cowart

August financial statement:  
Previous Balance \$17,794.17  
Income 1,011.49  
Disbursements 2,578.58

End of Month Balance \$16,227.08

All financial statements run one month behind. September's statement will not be in the October issue.



## PGA News

by Lesley Meyer

The PGA Scholarship Fund continues to grow. As of the September 25th MPI meeting our fund has a total of \$544.00. Members are encouraged to apply for financial support from the PGA Scholarship Fund. Applications are available from PGA committee members at all MPI meetings.



## CMP Answers

- 1.(a) Pianist
- 2.(b) Type that is wider than standard, allowing fewer characters per line
- 3.(a) Head count
- 4.(c) Cherry Picker
- 5.(b) Free-standing pavillion or light structure



## Heard It Through The Grapevine

by Donna Nigohosian

Congratulations to John Jeffers (Harvey Hotel Addison) and his wife on the birth of their new baby girl Jenna...

Big news at the Dallas Convention and Visitors Bureau...Charlotte St. Martin has assumed Charlie Bass's old position! We wish you luck Charlotte!

The Grand Kempinski hotel will soon be the new home for David Bagg, (Crescent Hotel). David will be the new Director of Marketing...way to go Dave!

Joan and Jean Nichols' mother is seriously ill up in New York...our prayers are with you Jean and Joan.

Congratulations to Sally Gibbons

(Anatole Hotel) who will be leaving Dallas to become the Director of Sales at their new hotel in Tuscon, Arizona. Watch out for the sun, Sally and we'll sure miss you!

Kaleidoscope has just hired Scott Canon as Director of National Sales. Scott was previously at the Grand Kempinski. Betty, you have found a great guy and Scott...we wish you luck!

Please remember to give me a call at 399-1010, ext. 1012 if you know of anything going on. I am verifying the information I receive so that it is accurate but I need your help in getting the information to me. Thanks a million!

Spend the Weekend at

LOEWS ANATOLE HOTEL  
**RESTAURANT  
DISTRICT**

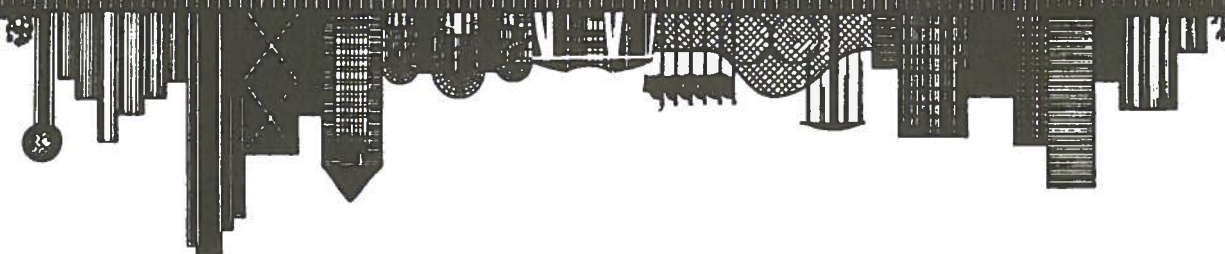
Experience 19 restaurants and lounges,  
shopping and a complete health club.

For reservations and information  
call 214/748-1200.

LOEWS ANATOLE  
HOTEL

2201 Stemmons Freeway • Dallas, Texas 75207

# DALLAS - FT. WORTH CHAPTER



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



## CALENDAR UPDATE

**October 22, 1987 (Thursday)**  
Dinner - Sheraton Dallas

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

**November 19, 1987 (Thursday)**  
Luncheon - Stouffer Hotel

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

**December 6 - 9, 1987**  
Professional Education Conference  
Miami, Florida

**December 17, 1987**  
Dinner - Loews Anatole

## OFFICERS

- President**  
Norb Dettmann .....214/747-0555
- Vice President Membership**  
Michele Sanseverino.....214/717-2415
- Vice President Programming**  
Suzi Oliver.....214/954-1419
- Vice President Administration**  
Laura Yarbrough.....214/661-6000
- Vice President Finance**  
Mary Cowart.....214/248-4429
- Vice President Public Relations**  
Judith Houghton.....214/824-0331
- Board of Directors**  
Suzie Carr .....214/720-4658  
Peggy Gachet.....214/879-6000  
Nancy Kirk.....817/870-9493  
Bob Mitchell.....214/720-5231  
Mary Jo Simmons.....214/934-9494  
Pat Stump.....214/594-4415
- International Directors**  
Ellen Beckert - Supplier.....214/638-6450  
Rosemary Hall - Planner.....214/630-8787
- Immediate Past President**  
Pat Smith.....214/749-5455
- Chapter Secretary**  
Comell 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

## 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!