



# CURRENT

## PRESIDENT'S MESSAGE

# "An idea whose time has come"

by Norb Dettmann



MPI/DFW is one of at least seven associations in the area which deal with meetings and hospitality concerns. Often times, we all head in the same direction, the same speakers, sharing the same members, all interested in the same issues—rarely do we speak to one another. There are so many commonalities and shared purposes that we could ask, "Why not all join together?"

In truth, that is happening. Under the leadership of Charlotte St. Martin, the President's Council has been in action for over a year. The joint endeavors have already produced some coordinated results. The future looks even better.

Last February, the combined groups met at the Infomart to hear Mayor Strauss, DART Executive Director, Charles Anderson, and D/FW Airport Director, Oris Dunham, discuss the future of the Metroplex as a hospitality center. It was interesting to note the clout the combined group of members has on the economics of our cities through meetings and conven-

tions.

The members of the President's Council are: MPI/DFW, Dallas Convention and Visitors Bureau (DCVB), Hotel Sales and Marketing Association (HSMA), National Association of Catering Executives (NACE), National Association of Exposition Managers (NAEM), D/FW Association Executives (D/FWAE), Hotel/Motel Association of Greater Dallas (HMA).

Think of the possibilities that might occur if the various organizations work as a single voice—(1) city and county legislation could be influenced in favor of better convention facilities and entertainment areas; (2) an impact on area transportation such as DART and the D/FW Airport to better serve conferences and meetings; (3) a stronger network of people in the meeting business in D/FW; (4) an academic training program in one of our colleges.

The potentials are well worth pursuing. This could be a great idea whose time has come.

## Incentive Travel; motivation by another name

by Kimberlee Walters

Incentive Travel! How sweet the term to airlines, hotels, resorts, travel agents, and especially to the lucky recipients for whom Incentive Travel is the big bonus for outstanding performance during the year.

Incentive Travel means "big bucks"! The Airport Transport Association and the Society of Incentive Travel Executives (SITE) commissioned the Gallup Organization to find out just how many Americans are traveling on incentive arrangements. In a 12-month period, Gallup reported 3.15 million Americans traveled by air on incentive tickets to stay in resorts and hotels paid for with incentive dollars. The survey

continued on page 2.

## April Chapter Meeting

**DATE:** Thursday, April 28, 1988  
**PLACE:** Ramada Renaissance - 701 E. Campbell Road  
**TIME:** 11:30 AM - 12:00 PM - Registration & Reception  
 12:00 PM - 1:00 PM - Lunch & Program  
**PROGRAM:** •Election of Officers  
 •Incentive Travel; motivation by another name  
**MEETING COST:** Advance Registration \$19.00  
 Late Reservations & Walk-Ins \$24.00

ADVANCE RESERVATIONS MUST BE MADE BY 12:00 NOON ON  
 TUESDAY, APRIL 26, 1988  
 NO SHOWS WILL BE CHARGED

For Phone Reservations Call: Tamie Beaubien, MPI Secretary  
 Between 8:00 AM - 4:00 PM

from page 1.

found that 51% took along a spouse or guest to enjoy the fruits of their labor.

How does the incentive market operate? Come to our April 28th meeting and find out! The new and beautiful Ramada Renaissance at 701 E. Campbell Road is the place and 11:30 a.m. is the time. The program features some real experts who can fill you in on everything you ever wanted to know about Incentive Travel, and probably some things you've never thought of as yet. Our speakers are:



J. William Boyd, Jr.

\*J. William Boyd, Jr., President of Sunbelt Motivation & Travel, Inc. Motivation really means incentive arrangements at Sunbelt. Bill Boyd has been involved with the Incentive Travel industry since receiving his degree from Lamar University in Beaumont, TX nearly 20 years ago. He started as a management trainee at Top Value Enterprises in Dayton, Ohio. He learned the ropes of incentive merchandising, travel operations, conducting incentive trips and of course, sales. He moved on to Vanguard Incentives where he became President of the company. Bill left Van-



Brian Hile

guard to form Sunbelt in 1980.

\*Brian Hile, Sales Manager at the Dallas Fairmont since 1984, represents our destination properties. Brian was a school teacher in Chicago following his formal education at Northwestern University that culminated with the M.S. degree. He

joined the Hilton organization in Philadelphia in 1975, and transferred to Dallas as Director of Sales at the Downtown Hilton in 1980. He became Director of Sales at the Wyndham (now Stouffers) in 1983 and moved to the Fairmont a year later. Brian will be leaving Dallas shortly after our meeting to assume his new position as Director of Sales for the Fairmont Hotel's regional office in Chicago beginning May 1st.

\*Ron Trammell, Director of Special



Ron Trammell

Events for Mary Kay Cosmetics and 23 years with the company, represents our incentive trip planner. Ron is an expert in his field. In addition to planning Mary Kay's incentive trip for approximately 300 people each year, Ron plans 30 additional meetings with a total attendance reaching well over 50,000 people. He was on the steering Committee to start the DFW Chapter of MPI, and has been a vital, contributing member ever since.

We hope you will join us for this fun and educational meeting! We are ever so proud of our speakers and your attendance is very important to them and us.

## DFW Chapter forms Speaker's Bureau

by Pat Smith

The Community Awareness Committee, chaired by Charlotte St. Martin, has announced the formation of a speaker's bureau. The goal of this speaker's bureau is to create a heightened awareness of the meeting planning profession within the local metroplex community, by offering informative programs to local civic and service clubs.

During the late Fall of 1987 invitations were sent to 228 professional organizations within the Dallas/Fort Worth area. Thus far, eight responses have been received and program dates and speakers are currently being scheduled.

The DFW Chapter Speaker's Bureau is being chaired by Ellen Beckert. The following DFW chapter members make up this new organization dedicated to spreading the word on the meeting planning profession: Bill Boyd, Martin Conley, Greg Elam, Phyllis Firebaugh, V.L. Hooper, Judy Houghton, Steve Powell, Nita Sisul, Charlotte St. Martin, and Pat Smith.

Please remember there is construction on Central Expressway and you will need approximately 20 minutes of extra traveling time if you plan to go that way. **ALTERNATE ROUTES MIGHT BE:** LBJ to Coit Rd.; go north on Coit to Campbell and turn right (east); the Hotel will be on the left past Central. OR: take Greenville Avenue north all the way to Campbell Road, turn left (west). The hotel will be on the right.

Hope to see you there !

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# Current economic forces in Texas & the meeting industry

by Nancy Kirk

The March MPI-D/FW Chapter meeting at the Worthington Hotel in Ft. Worth had a surprise speaker with special guest Marta Hayden, President of MPI. Ms Hayden traced the history of MPI to celebrate the 10th anniversary of our organization. With over 8000 members in 22 countries, MPI has come a long way and continues to grow. The growth of MPI was a timely subject to lead in to the main program of the evening — the Texas economy and the meetings industry.

The first speaker was Larry Todd, Director of Tourism, Division of the Texas Department of Commerce. In Texas we have a great opportunity to turn the economy around through the expansion of the tourist industry. Although tourism is the second largest industry in Texas, it is not being fully promoted. Lower gas prices and hotel occupancies mean a great value for the traveler and the meeting attendee. Therefore, Mr. Todd would like to develop a partnership in the form of a task force between the meetings industry and the tourist indus-

try to work together in promoting the state.

The second speaker was Russ Valentine of Laventhol & Horwath. Mr. Valentine gave us an economic history of the hotel industry in Texas over the last 20 years that showed us the increases in occupancy, building and the declines. There will be another sorting out period for the hotel industry and hotels will need to become very innovative in their marketing to attract business. He also reiterated the fact that rates are less in Texas and the metroplex, therefore, it is a better deal for the meeting planner. Airfare increases make travel costs important and the area's accessibility also adds to the value of the area as a meeting site.

Special thanks go this month to the Worthington for a beautiful presentation and setting for our meeting, to David Bush and Limousines Inc. for the bus and van, the Anatole for parking and registration area, the Caravan of Dreams for post meeting fun, and the Science Place in Dallas for the door prizes.

## Election of officers set for April Meeting

by Pat Smith

Election of DFW Chapter Officers for the 88/89 chapter year will take place at the Thursday, April 28th, monthly meeting. Voting will take place during the meeting, with election results being announced immediately following the tabulating of ballots.

Members, who will not be present at the April 28th meeting, will have an opportunity to vote by way of absentee ballots. These ballots must be sent to all members on April 5th. All absentee ballots must be received in the Vice President/Administration's office by 5:30 p.m. Wednesday, April 27, 1988.

Those DFW chapter members nominated for the 1988/89 slate of officers include: Bill Boyd, President; Suzi Oliver, V.P. Membership; Mary Jo Simmons, V.P.

Programming/Education; Rosemary Hall, V.P. Administration; Nancy Kirk, V.P. Public Relations and Mary Cowart, V.P. Finance.

Chapter members will select five planner members from the following: Judy Love Bradley, Carolyn Hopper, Fred Knieberg, Charlotte Ponder, Susie Ruffner, Lisa South, and Laura Yarbrough. Four supplier members will be selected from the following: Barbara Fett, Phyllis Firebaugh, David Gisler, Michele Green, Bob Mitfchell, O.D. O'Donnell, and Michele Sanseverino.

## MPI SPOTLIGHTS . . .

by Lisa A. South



**Susie Carr**

During her four years of membership in Meeting Planners International, Susie Carr has played an active part in the DFW Chapter. Her involvement in our chapter has included welcoming committees, telephone committees, and service as a Board Member.

Susie, currently Meetings Coordinator for the Annuity Board of the Southern Baptist Convention, was born on the Air Force Base in Tonapah, Nevada. She currently lives 70 miles east of Dallas-Fort Worth in the town of Point, Texas (population 468). This entails waking up each morning at 3:30 AM so she can get her husband to work in Carrollton by 6:00 AM!

**FAVORITE THING ABOUT MPI:**

All the hugs and smiling faces

**FAVORITE RELAXATION:** Fishing,

listening to music in the warm spring sun

**FAVORITE THING ABOUT DFW:**

It's gorgeous skyline

**PERSON MOST LIKE TO MEET:**

Forenn Carr - her first grandchild living in Germany with Army parents

**FAVORITE POSSESSIONS:** The farm

and farm animals she and her husband own (including ducks, cows, rabbits, geese, and goats)

**TOUGHEST ASSIGNMENT:** South-

ern Baptist Convention, 1985, in Dallas

**FAVORITE VACATION:** Her March

trip to Germany which will be completed

prior to this newsletter's publication

**ULTIMATE BANQUET:** The one pre-

pared for all God's children in the eternal hereafter

**BEST HOUR OF THE DAY:** Twilight

**ACCOMPLISHMENT MOST**

**PROUD OF:** Silver wedding anniver-

sary this August

**FAVORITE COLORS:** Blue and green

**IF SHE COULD CHOOSE AN-**

**OTHER JOB:** P.E. teacher

**TIP OF THE TRADE:** The other person

is human, too. Treat that person as you would want to be treated.

### DOLLARS & CENTS

February's Financial Statement:

Previous Balance	\$18945.45
Income	\$ 4892.00
Disbursements	\$ 4189.08
End of Month Balance	\$19648.85

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## BOOKING ENTERTAINMENT

by O.D. O'Donnell

Since I have started writing the column in the Current I've had several conversations with Planners regarding who books the entertainment for a function. A comment that I've heard several times is that the Planner has the sales or catering staff at the venue arrange for entertainment.

If the Planner selects the venue, theme, decorations and menu, they should be more directly involved with the entertainment selection.

Even if the event is held in another city, a good reputable agent should be affiliated with a reputable agent anywhere you are having your function. With both agents working together your more assured that the entertainment for the event will come off without a hitch.

You would be surprised to know the number of times I've been called at the last minute to cover for some band or entertainer that didn't show.

In the long run, working with a licensed agent should give you more freedom of choice, follow through, control and peace of mind.

## HEARD IT THROUGH THE GRAPEVINE

by Donna Nigohosian

Gail Lamaire is now the Director of Sales at the Radisson Hotel on Stemmons. Gail is also the chairman of the PGA Committee for MPI . . . her new phone number is 351-4477 . . . congrats to you Gail!

Mary Jo Simmons is no longer at the Westin Hotel. She is now at the Adolphus and Mary Jo, we know you're enjoying the short ride home . . . we're glad you're back downtown!!

More Westin news . . . Linda Fein is at the Crescent Court along with Trey Bounds . . . Sally Sportsman also left the Westin to join the folks at the Plaza of the Americas . . . HMMMMM . . . is there a mutiny from North Dallas here??? We wish all of you the best of luck.

Mr. Hans Strohmer is the new General Manager at the Ramada Renaissance. Mr. Strohmer was the General Manager at the Dunfey Hotel in Dallas for at least 8 years. He was my former General Manager at Dunfey's and he is a great guy . . . Welcome back to the Hotel Industry, Mr. Strohmer and take good care of Joan Nichols for us!!!

Carol Durden is the new Sales Manager at the Ramada Renaissance. Carol opened the Sheraton in Texarkana and was also with the Chamber of Commerce in San Angelo and Lubbock . . . Welcome to the Dallas area, Carol and best of luck to you.

A newcomer to the Anatole is Joanne

Smith, Conference Manager. Joanne was most recently with Events Unlimited. Prior to that she was with the Hilton in Houston. Joanne's husband is also an MPI Member, Mike Smith with Nissan Motor Corp. . . Welcome back to the hotel business Joanne and we look forward to seeing

A new face at the Sheraton Dallas Hotel is Tracy Amernick . . . she is the new Catering Manager . . . Tracy came from the Westin Hotel and the Sheraton is glad she's on board! Good Luck Tracy !!!

Bob Fett has found a new home as Director of Sales at the Aristocrat Hotel downtown. Bob spent some time at the Plaza of Americas. Enjoy your new job Bob!!!

Last month I wrote that I was in search of the perfect job. . . well . . . I may have found it! I am now the Assistant Director of Sales at the Dallas Hilton downtown. MHM Management Company has taken over the hotel from Hilton and lots of exciting things will be happening here soon . . . Keep your ears open! I am glad to be back in the swing of things downtown and look forward to renewing old acquaintances . . . my new number is 747-7000. (Note to Nancy Smith: you can rest easy . . . your job is safe!!!!)

That's it for this month . . . don't forget to give me a call if you hear anything . . . 747-7000.

# Adding a new dimension to your meeting

by Bob Walker

Ever since man could reason, he has pursued a more effective way to communicate. From earliest cave drawings to etched plate photography to high speed digital communications, we continue to search for more and more effective means of communicating.

The term, "3-D", first conjures up ideas of cardboard sunglasses with red and green lenses. The truth is, however, there is a renewed interest in 3-D and in more sophisticated methods of achieving three dimensional imagery for industrial, medical and entertainment applications.

The format may vary from slides to motion picture to video. The effect, however, is still the same — lifelike, dimensional and very impressive. Audience size may be just a few, or several hundred. For the meeting planner, however, the goal is to examine when and how to use 3-D and how to make it fit within the overall event. A great deal of impact can be achieved by the addition of something new, different and exciting like 3-D presentations. But just as important as capitalizing on its benefits, you also must understand its limitations.

A major consideration for some groups to overcome is wearing the polarizing

glasses. The only effective method to achieve depth of vision is to isolate the viewers eyes so that one eye sees the image from one perspective and the other eye sees the same image from a different perspective. Offset polarization continues to be the most effective method for doing this. It requires, however, that the viewer wear special glasses. In addition to the cardboard variety, some much nicer styles are now available from Polaroid.

Another consideration when using 3-D involves its projection. For the most part, 3-D imagery uses front projection on a silvered screen material. This material, unlike rear screens or traditional white

screen, will maintain the polarity of the images. Traditional projection techniques can still be used, but in duplicate. One projector, or group of projectors projects the images for the left eye, the other for the right eye.

Given those considerations, you need only to consider how to make 3-D work for your meeting. It can add a lot of fun for the audience if done correctly. It can provide that additional spark of excitement to the production value of the show. And it may provide just the right way to reach certain communication goals with an effective method of getting your message across with some new "dimension".



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# Laura Volberding recognized for outstanding achievement

Laura Volberding, a native of Des Plaines, Ill., has won GTE Directories Corporation's (GTE/DC) corporate Award of Excellence.

The annual award recognizes one employee each for outstanding achievement in the categories of customer service, quality, leadership, innovation and technological excellence.

Volberding, who is GTE/DC's meetings and conferences administrator, won her award in the customer service category for her work on the company's annual Senior Management Conference which is attended by hundreds of conferees.

Volberding plans and investigates conference details months in advance of the event, and coordinates all on-site details.

"Laura has consistently proved her ability to make things happen," said Thomas F. Lysaught, GTE/DC president, who presented the award during the President's Awards Dinner on Jan. 20 at the 1988 GTE/DC Senior Management Conference in Las Vegas,



Laura Volberding

Nev.

"Planning and facilitating our annual Senior Management Conference is a mammoth task. Laura's sensitivity to her conferee customers is evidenced by her desire to anticipate and exceed their every expectation. She epitomizes our corporate commitment to providing superior service to all our customers," Lysaught added.

Volberding is the daughter of for-

mer Des Plaines Mayor Herb Volberding and his wife Phyllis. Volberding graduated in 1975 from Maine West High School in Des Plaines. She joined GTE/DC in 1978 as a customer account representative at GTE/DC's headquarters in Des Plaines. Volberding moved to Dallas in 1985 when GTE/DC relocated its world headquarters to Dallas/Fort Worth Airport.

GTE/DC, a leading telephone directory publishing company for more than 50 years, is now one of the world's largest integrated publishers of telephone directories. The company publishes more than 1,500 telephone directories in the United States and abroad. GTE/DC has 6,300 employees worldwide and annually markets, produces and distributes more than 52 million individual directories in nine languages.

Congratulations Laura!

## NEW MEMBERS

- Nancy M. Brown  
Elk Corporation  
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- Durwood L. Gould  
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- Pamela T. Roberts  
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- Marilyn Ward  
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991-6669
- Anne Fratella  
Dale Smith & Associates, Inc.  
243-4185
- Carlos R. Hernandez  
Dallas Convention & Visitors Bureau  
746-6632
- Barbara Roush  
DFW Airport Hilton & Executive  
Conference Center
- Luis A. Garcia  
Luis Garcia & Associates  
331-1689
- Keith A. Mauney  
Keith Mauney & Associates, Inc.  
630-4288

## RECRUITING

Three months still to go, in our annual membership contest. Time to put a push on! Our top contenders are as follows:

Norb Dettman	16
Susie Oliver	8
Laura Yarbrough	5
Michele Sanseverino	4
Brenda O'Quin	3
Michele Green	2

## MPI DALLAS/FT. WORTH CHAPTER BOARD MEETINGS 1988

APRIL 20	MARRIOTT QUORUM	WEDNESDAY	4:30 P.M.
MAY 18	PLAZA OF THE AMERICAS	WEDNESDAY	4:30 P.M.
JUNE 15	LOEWS ANATOLE	WEDNESDAY	4:30 P.M.
(June 19-20, 1988 - Annual Conference, Seattle, Washington)			
JULY 20	MANSION ON TURTLE CREEK	WEDNESDAY	4:30 P.M.

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## CMP STUDY QUESTIONS

Please define the following acronyms:

1. O.A.G.
2. P.T.A
3. R.T.I
4. M.O.D.
5. B.E.O.

- |  |
|--|
| <ol style="list-style-type: none"> <li>1. Official Airline Guide</li> <li>2. Prepaid Ticket Advice</li> <li>3. Room, Tax and Incidentals</li> <li>4. Manager on Duty</li> <li>5. Banquet Events Order</li> </ol> |
|--|

# DALLAS-FT. WORTH CHAPTER



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



## CALENDAR UPDATE

**April 28, 1988 (Thursday)**  
Luncheon - Ramada Renaissance Hotel

**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

## MEETING 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; last 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.

## OFFICERS

<b>President</b>	Norb Dettmann	214/747-0555
<b>Vice President Membership</b>	Michele Sanseverino	214/717-2415
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<b>MPI-D/FW Current</b>		
	Shelly Broekemeier, Editor	214/258-0210
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