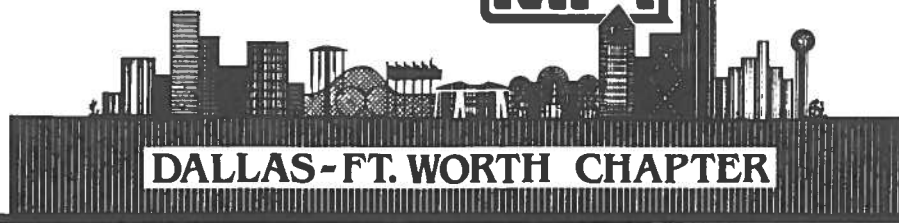


CURRENT



DALLAS-FT. WORTH CHAPTER

February 1988

♥ President's Message

by Norb Dettmann

A Professional Education Society



Norb Dettmann

MPI is social. MPI is business. MPI is networking. But most of all - MPI is educational. We are a "professional education society." These words are the lead phrase and the core of the International Charter.

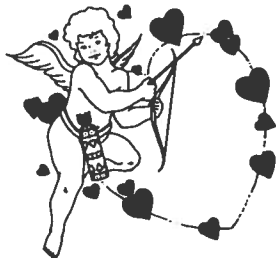
Educational programs are the distinguishing mark between MPI and community service organizations such as Rotary and Kiwanis. As a "professional" education group, we are dedicated to the profession of meeting planning. This separates us from groups which meet for their personal growth and interest.

The Board of Directors of MPI-D/FW is dedicating itself to a strong educational program which will make use of the great resources within MPI and within our community. When we realize that less than 10% of our members attend an annual MPI meeting, we are aware of the need for increased educational opportunities for the professional meeting planner.

The weekly sessions preparing our members for the Certified Meeting Planner (CMP) designation began this month. On a space available basis, others are invited to attend sessions of interest to them. Additional educational opportunities are in the planning stages.

Our monthly meeting remains a key educational ingredient. The Education Committee's planning process for the meeting, the details of the meeting, such as registration and menu planning together with the speaker, are all part of the learning experience.

Our chapters' goals include a commitment to a wide ranging educational programs. Please give us your time and input. Perhaps one day, we can truly call ourselves a Professional Education Society.



♥ February Meeting - AIDS & The Meeting Industry

By Coleman



Lyndi Alber

An estimated quarter million Americans will have been diagnosed with AIDS by 1991. As many as ten million will be infected with the HIV virus. AIDS will impact every community and every industry, and its impact on the meeting industry is already being felt. At this luncheon presentation, you will learn AIDS FACTS that

you need to know at home and in the workplace. You will learn how the disease is transmitted, and how it is prevented. You will learn how to handle an employee with AIDS. You will learn how to handle a meeting where persons with AIDS will be present. You will hear the true and somewhat shocking story of the mishandling of an AIDS-related health conference by a Dallas hotel. And you will learn what resources are available locally to help you and your organization develop policies to prepare for dealing with AIDS. Panelists are:

Coleman, CMP, CAMPI Vice President and Chairman of the Board of Chicago's Howard Brown Memorial Clinic, a leading center for AIDS research, education and patient services.

Lyndi Alber, AIDS Educator with the Oak Lawn Counseling Center, an education and social services agency serving Dallas persons with AIDS.

Linda Griffin, an educator who attended a Dallas AIDS - related health care conference.

♥ Attention New Members

There will be a New Member Reception prior to our February meeting at the Bristol Suites Hotel on Thursday, February 25, 1988, at 11:00 a.m. This reception will be for all new Members since November and their "Buddies". Please R.S.V.P. to Suzi Fiveash at 406-4826.

♥ New Member Recruits

by Michele Sanseverino

Our current membership contest began August 1, 1987 and will conclude June 30, 1988. The following members are well under way in winning the Grand Prize - two round trip tickets to Germany from Lufthansa Airlines and a one week stay at The Grand Kempinski.

My hat is also off to Norb Dettmann, our President, who for the year of 1987 was responsible for recruiting twenty-six new members!!

Norb Dettmann 16, Susie Oliver 8, Laura Yarbrough 5, Brenda O'Quin 3, Suzi Fiveash 2, Michele Green 2, Michele Sanseverino 2.

♥ Career Opportunities

by LaTrelle Smart

Career Opportunities (ke rir' op'er tu' ne tes)
1. a general course of action or progress through life
2. a good change, favorable time; convenient occasion.

We currently have two positions for meeting planners in the D/FW area. Our job bank offers you confidential referral service. Perhaps it's time for you to "progress through life" to a more challenging position. If you have submitted a resume in the last year and wish to update, or submit a resume for the first time, please forward your resume to:

MPI Career Opportunities
2730 Silver Creek, #232
Arlington, Texas 76006

PLANNERS: If you plan to expand your staff or you need to replace someone who has moved on, please call me at 869-6695. We will be happy to send you copies of all updated resumes for your perusal. You do not have to be a member to list job opportunities with us. We look forward to hearing from you and receiving your resume. The service is complimentary so please take advantage of it.

♥ MPI Profile

by Lisa A. South

Madonna Barnes



Madonna K. Barnes has definitely worked her way into a challenging and fulfilling position as Vice President, Motivation and Travel for Business Travel Management, Inc. Born and raised in Evansville, Indiana, Madonna's career began after graduation from high school as a Reservation Agent with Braniff Airlines. She was promoted to Reservation Manager, where she gained additional valuable experience. She joined Sunbelt Motivation and Travel in 1985 and received the best incentive travel training from the "Master", Bill Boyd. She accepted her current position in April 1986.

FAVORITE THING ABOUT MPI:

Education opportunities to learn from peers

FAVORITE RELAXATION:

Swimming and reading

FAVORITE THING ABOUT D/FW:

The climate and friendly people

PERSON MOST LIKE TO MEET:

Carol Burnett

FAVORITE POSSESSIONS:

Shell collection and photo album of her travels

TOUGHEST ASSIGNMENT:

Planning and operating the 1987 Mary Kay Cosmetics incentive trip to Hong Kong with the invaluable help of Ron Trammell and her assistant, Vicki S. Dodson

FAVORITE VACATION:

As her work involves so much travel, she enjoys vacationing at home

BEST HOUR OF THE DAY:

Madonna enjoys every hour. In fact, she hates to sleep because she's afraid she will miss something!

ACCOMPLISHMENT MOST PROUD OF:

That the 1987 Mary Kay Cosmetics - Hong Kong incentive program was a complete success

FAVORITE COLOR:

Red

IF I COULD CHOOSE ANOTHER JOB:

She can't think of anything she would rather do

WORKING PHILOSOPHY - TIP OF THE TRADE

Do the best job possible and always keep a sense of humor

♥ January's Monthly Meeting

by Marilyn McGuire

The first D/FW MPI chapter meeting of 1988 started out with excellent attendance — a great way to begin a new year. A second great way to start the year was to hear three experts in the exposition industry present the program "Anatomy of a Trade Show".

Frank Poe, Manager of the Dallas Convention Center, explained that convention centers were originally created to enhance the cultural and recreational aspects of a city. But today, centers are most frequently used for trade shows, which produce economic benefits for the city. Major differences between a center and a hotel for a meeting or show are that there usually is a more detailed contract and that related services to produce the show or meeting are charged out at a fee (examples are tables, chairs, risers). Most convention centers are owned by a city or county government, but there are also privately owned exhibit halls.

Eddie Barker then spoke about the areas of responsibility of a trade show manager. Barker, who is President of Eddie Barker Associates, explained that show managers handle numerous tasks, from negotiations with hotels, convention centers and general service contractors all the way to working out the specific meeting room set-ups. A task which is becoming more challenging for the show manager these days is the marketing of a trade show — selling the

exhibit booths. The promotional brochure needs to be more creative as company exhibit manager becomes more selective about attending only the shows that produce the best leads for their company.

David Gisler, Sales Manager for Freeman Decorating Company, explained the many services that can be provided by the general service contractor. These include a wide range of decorations (draping, furniture, carpet), drayage, installation and dismantling of exhibit booths, complete graphic capabilities, and one of the most important — producing the Exhibitor Service Kit. This is a comprehensive packet of information and order forms for the essential and optional services needed by the exhibitor. He presented a very thorough description of the items in the kit and the use and importance of each. He concluded that trade shows are a unique form of selling, and, as such, it is helpful to set the goals of the exhibit and work with show management to achieve them.

Many thanks are due to these companies for their generous support of this meeting: Dallas Convention Center; ARA Leisure Services; The Freeman Companies; United Exposition Service Company; and the Southwest Heating and Air Conditioning Show. Additional thanks to our speakers Frank Poe, Eddie Barker and David Gisler.

♥ New Kids On The Block

by Michele Sanseverino

J. Lynette Coomes.....	659-4459
Associates Corp. of North America	
Rhonda J. Dunn.....	770-1335
Sunbelt Savings	
Elaine Flynn.....	692-2644
SMU Law School	
Karen Hill.....	655-6253
DMC Services	
Julie E. Keaveny.....	902-1133
Southwest Airlines	
Peggy Kiefer.....	266-7365
LTV Missles & Electronics Group	
Susan M. Romanzi.....	980-8877
Harvey Hotel - Addison	
Marjorie S. Smithhart.....	392-3326
Wernli Group	

♥ Professional Growth Awards

by Lesley Meyer

The Professional Growth Awards Committee has total funds of \$840.00 as of our January 28th luncheon.

Our members now have an excellent opportunity to apply for financial assistance. You are encouraged to contact the P.G.A. Committee members if you would like additional information or wish to apply for funds. The Committee members are: Gail LeMire, Chairperson; Judith Bradley; Norb Dettmann; Colleen Haggard; Juli Lowry; Glen Johnston; Lesley Meyer; Charlotte Ponder; Pat Stump; Betty Welch.

♥ Heard It Through The Grapevine

by Donna Nigohosian

The Dallas Convention and Visitors Bureau has a new face...Jamy Poth joined the staff as Director Public Relations. Jamy was most recently with Multi Market Media here in Dallas...Congrats to you Jamy and Best of Luck!!

Peter Anderson who was Director of Catering at the Sheraton Dallas Hotel and Towers has left and is now Director of Catering at the Anatole!! Way to go Peter!

Nick Lim who was Director of Catering at the Anatole is now the new Food and Beverage Manager and the latest news this month from the Anatole is that E.C. Bunkley has joined the sales staff as Assistant Director of Sales...Good Luck to all!

Jo Woodard has left the Anatole to become Director of Catering at the Hilton on Dallas Parkway (Hilton LBJ)...Hope it goes well for you Jo.

Darlene Bush (formerly from MAGIC by Personal Tours and most recently from Southfork Ranch) has joined Kay Burkhardt at Dallas Fan Fares...Kay, you got one of the best!!!

Pat Smith has joined the ranks of the self-employed and has started her own company...PF Smith Enterprises...We all wish you the very best Pat.

Lastly, I have left the Holiday Inn D/FW South and am currently searching for the perfect job...is there such a thing??? I'll let you know. (Maybe I could get Nancy Smith's job!!!)

P.S. If you have any news, I can be reached at 239-7905

♥ Chapter Meeting Announcement

DATE: Thursday, February 25, 1988

PLACE: Bristol Suites Hotel
9800 Alpha Road
(at LBJ & Coit)

TIME: 11:30 AM — 12:00 PM Registration and Reception
12:00 PM — 1:00 PM Lunch & Program

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 TUESDAY, FEBRUARY 23, 1988**

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.

♥ Booking Entertainment

by O.D. O'Donnell

Our esteemed President, Mr. Norb Dettmann, has asked me to write a series of articles for the newsletter about entertainment to be published monthly.

The areas I will cover are: Dealing with the Artists' Agent or Manager, Contracts, Press and Publicity, Deposits, and Do's and Don'ts to be aware of when planning to use entertainment.

When planning entertainment, the first consideration is the date, venue, and time it will be needed. Next, select the type of entertainment you or your client would like to use; by this I mean, Top 40, Pop, Country Western, Latin, Dixieland, Jazz, Big Band or Rock & Roll music, as well as, Comics, Mimes, Card Readers or Celebrities.

If you are looking for entertainment ideas or want something to enhance a particular meeting or convention, why not discuss this with an agent. I personally have suggested having a C.E.O. enter the convention on the back of a longhorn steer, and once I arranged to have the President of a company delivered to the stage at an outdoor convention on an elephant. You

see, an agent can assist with creative and clever ideas if you ask for his or her assistance.

The key point to remember is that after you know the date, venue, and time of your event, the entertainment should blend in with the theme or type of function you are planning. For example, if you are planning a company family picnic, arrange to have a petting zoo along with clowns, mimes and street musicians; this will provide something for everyone and will be appropriate for the event.

You name it, I am sure the entertainment is out there to fit your occasion. Be unique; even though Country Western themes are very popular in Texas, consider something Spanish, German, Dixieland Jazz, or an Island/Beach Party.

In the next issue, I will address the advantages of working with an agent or manager as opposed to dealing directly with entertainers. Also, I will advise you what to include in a contract or rider to protect you and your client.

♥ CMP Study Questions

by Michele Sanseverino

Listed below are acronyms for professional organizations listed in The Convention Liaison Council Glossary. Do you know the full name of each?

- | | |
|----------|----------|
| 1. ASTD | 6. IEA |
| 2. CLC | 7. NAEM |
| 3. IACVB | 8. ATAA |
| 4. AH&MA | 9. SITE |
| 5. ESCA | 10. TIAA |

ANSWERS:

1. American Society of Training & Development
2. Convention Liaison Council
3. International Association of Convention & Visitors Bureau
4. American Hotel & Motel Association
5. Exposition Service Contractors Association
6. International Exhibitors Association
7. National Association of Exposition Managers
8. Air Transport Association of America
9. Society of Incentive Travel Executives
10. Travel Industry Association of America

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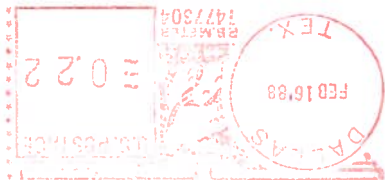
Contact:

Fred H. Knieberg
THE ME*TING PLACE
7509 Woodthrush
Dallas, Texas 75230
214/361-4316

DALLAS - FT. WORTH CHAPTER



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



CALENDAR UPDATE

February 16, 1988 -
May 31, 1988 (Tuesdays)
CMP Study Group 6-8 p.m.

February 25, 1988 (Thursday)
Luncheon - Bristol Suites Hotel

February 26, 1988 (Friday)
HSMA/NACE Tradeshow
Infomart

March 24, 1988 (Thursday)
Dinner - Worthington Hotel
Ft. Worth, Texas

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

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Committee Chairperson -
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Irving, Texas 75062

TO PLACE AN ADVERTISEMENT

Please contact
O.D. O'Donnell
at 691-4417

FEBRUARY BOARD MEETING

4:30 p.m.
Wednesday,
February 17, 1988
Summit Hotel