



PRESIDENT'S MESSAGE

GROWING UP

by Norb Dettmann



We're only eleven years old. We have lots of growing up to do.

Growth is the sign of life and MPI/D/FW is lively.

Part of our growth can be shown in our size. We're inching forward every year. Another sign is our list of new activities. Two things we have to look forward to and in which we can become active soon are Love For Kids and Richland College's Meeting Planning Course.

Susie Carr and her Community Service Committee are giving us the chance to show that Dallas/Ft. Worth Meeting Planners can reach out to help our friends and neighbors. Love for Kids is a program that has been around for a number of years. Many people, young and old, have been helped and are a bit happier because of the program. We will all have a chance to participate. Specifically the first event will be held at Reunion Ranch in Terrell. Susie and her committee will tell you more and ask for your help. Please consider it thoughtfully.

•see GROWING on page2.

Secrets of planning that special event...

by Donna Nigohosian

For all of you who have ever or will ever have to plan a special event, our June meeting will be one that you won't want to miss!! Our program will enlighten all of us as to how to plan, arrange and implement that special function.

Our three speakers are experts in their field and each one will be sharing a special "secret" of either planning a special event in a hotel ballroom, outside a hotel or putting together a sports event for participation by your meeting attendees.

Maurine Allen joined Kaleidoscope six years ago to work in special events after completing a successful entrepreneurial career in creative arts. Today, she is Director of Special Events and handles both corporate and national association ac-

•see SECRETS on page 2.



Maurine Allen-Kaleidoscope

June Chapter Meeting

DATE: Thursday, June 30, 1988

PLACE: CIRCLE R RANCH - Lewisville

TIME: 3PM - 5:30PM FUN!!! Horseback riding/swimming/sand volleyball/games . . . you name it!!

5:30PM-6:30PM Registration and Reception

6:30PM-7:30PM Dinner

7:30PM-8:15PM Program

8:15PM- ? Dancin' to a fantastic band . . . **NOBODY'S FOOL!!!!**

(In the air conditioned/enclosed pavillion)

PROGRAM: SECRETS OF PLANNING THAT SPECIAL EVENT!!
CASUAL ATTIRE!!!

MEETING COST:

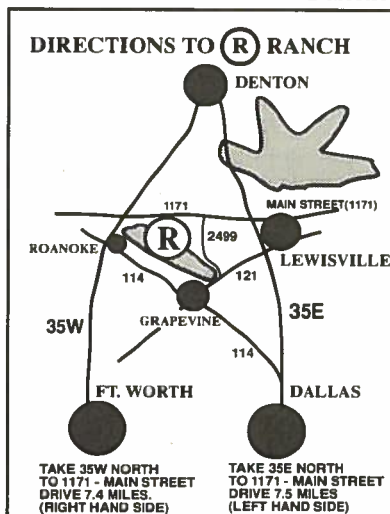
\$22.00 in advance

\$27.00 Late reservations and Walk-ins

ADVANCE RESERVATIONS MUST BE MADE BY 12:00 NOON ON TUESDAY, JUNE 28, 1988.

For phone reservations, call:
Tamie Beaubien/MPI Secretary
214) 630-4902

Between 8:00AM-4:00PM.



•PLANNING

from page 1.

counts for Kaleidoscope. A graduate of Texas Christian University, Maurine has a Bachelor of Arts degree in sociology.

Kaleidoscope is active in all areas of theme parties, meeting planning, bus transportation, spouse programs. You name it, they do it . . . and well too!!!



Patty Watson-Covert-
MAGIC by Personal Tours

Patty Watson is a graduate of North Texas State University. She established Personal Tour Service in 1972. In 1983 Patty decided to change the name of her company to reflect more of what she felt her company was all about, MAGIC! She and her staff specialize in convention spouse programs, youth programs, seminars, speakers, entertainment, tours, sight-seeing, theme parties, shuttles, gifts and favors, and limousine and bus transportation.

Most recently, Patty formed another company, Conference Management Associates, Inc. This company specializes in meeting planning, conventions, trade show management and conference production.

Kaye Cummings Burkhardt tells us "for as long as I can remember, I have been a sports fan!" That was the beginning of what was to become Dallas Fan Fares. Kaye started her company from her home in 1980 and today, she has moved to REAL offices and even has put someone in Chicago to represent her there.

Kaye specializes in sports-themed and sports-related events but also has developed another division of her company which is a Meeting Planning entity and



Kaye Cummings Burkhardt-
Dallas Fan Fares

produces meetings and business-related programs at major sports programs and events all over the world.

All of our speakers for the June meeting are experts at all aspects of meeting planning and theme parties! We are proud to have such experienced ladies in our city.

The June program will be held on Thursday, June 30, 1988 at Circle R Ranch in Lewisville. We invite you to bring your spouse or guest along for a fun-filled and educational evening. We will have plenty of food, fun and spirits for everyone, and we feel this is a great way to start off the 4th

of JULY weekend with a BANG!!! Come early and stay late!!

We will be in the NEW GLASS-ENCLOSED PAVILLION WHICH IS ALSO AIR CONDITIONED SO WE WILL STAY COOL. The dinner this evening will be a little different than the standard BBQ fare, a Tex-Mex menu will be served with all the trimmings . . . so don't miss it!!!!

•GROWING

from page 1.

This fall we will have our first professional college program at Richland College. Mary Jo Simmons and her Education Committee are developing a curriculum for the semester. Judith Matthews will be MPI's contact with the staff at the college. The course will be advertised in the fall catalog which will go out to more than 220,000 homes in Dallas. Not only will you have the chance to upgrade any meeting skills you desire, you will be able to prepare for Certified Meeting Planner exams. The course should also serve as an excellent recruitment source for our chapter.

We're growing slowly but with an eye to our future as a professional organization. I hope you all feel and become a part of this growth.

Norb Dettman appointed to the MPI Chapter Relations Committee

Congratulations to Norb Dettman on his new appointment to the M.P.I. Chapter Relations Committee. Norb was selected by MPI President-Elect Ed Scannell and Executive Vice President Douglas Heath.

As a member of this committee, he will assist MPI chapters to provide membership services by enhancing growth and development, including training and guidance, reports management, and networking opportunities. He will also assist with the formation of potential chapters.

The Chapter Relations Committee usually meets two times a year in addition to the Annual Conference and Professional Education Committee.

Acting as Board of Directors liaison for the Chapter Relations Committee is Nancy Morrell. Marsha Howard will act as the Committee Chair for this 1988-89 administrative year.

DOLLARS & CENTS

by Mary Cowart

April's Financial Statement:

Previous Balance	\$19,804.02
Income	3,335.00
Disbursements	<u>3,952.64</u>
End of Month Balance	\$19,186.38

Financial statements run one month behind. May's statement will not appear in the June issue.

NEW MEMBER RECRUITERS

As of March 31, 1988 the following members have sponsored two or more new members since August 1, 1987.

These members are in the running for our Grand Prize . . . a one week trip to a Grand Kempinski Hotel in Germany with airfare on Lufthansa.

Norb Dettman	16
Susie Oliver	8
Michele Sanseverino	6
Laura Yarbrough	5
Brenda O'Quin	3
Michele Green	2

“PARTY” location, location, location...

by Patricia Watson

Let's have a party. How many times have those words been uttered? The reasons of course are varied. Some parties or events are for purely social reasons or celebrations . . . anniversaries, birthdays, bar and bat mitzvahs. Other events are hosted for business reasons . . . customer appreciation, product introductions or advertising/support endeavors. Regardless of the reason for the event the desired results are the same . . . memorable, motivating, creative, appropriate, unique, exciting, sophisticated and, in a word, “fabulous”.

Many factors such as theme, catering, decor and entertainment as well as compatible guest-mix are essential for achieving the optimum results. However, one ingredient often overlooked that can enhance the whole is the location for the event. Inevitably the hotel ballroom, the country club, the banquet area of the church or the showroom is often most appropriate for the party's purpose. But, often an outside or unique location would better serve the desired purpose.

Magic has hosted events in some of the strangest yet most effective locales in the Dallas/Fort Worth Metroplex. A truly “unique” location which comes to mind is a cement-waste dump in the mid-cities. Can you imagine our surprise (and doubt) when approached for this event at “that” location? It was a fantastic place for this event which was a part of the convention, “World of Concrete”. The goal of the party host was to demonstrate the superiority of

its concrete drilling and cutting abilities. What better way to accomplish this than to conduct a demonstration on their territory. With bleachers and porta potties in appropriate but distant positions, the demonstration commenced in contest form. Great food and music enhanced the competition turning a dump into “the” event of the convention. A coup d'etat was achieved by this excursion in what most planners would consider, as well as a few theatrical types, “theatre of the absurd”.

The movie “Top Gun” has spawned tremendous vignettes for companies touting their products as “Best of the Best”. Top Gun parties are great in ballrooms but are most effective and fun in laser combat locales such as Photon or less “threatening” locales like airplane hangers.

When remembering one of Shakespeare's characters, Macbeth, contemplating that “The world is a stage,” what better place to host an event than a stage? Particularly if the party is a premier for a new product or an award presentation for performance acknowledgement.

On the religious/social side . . . would you believe a “Rambo Bar Mitzvah” at the synagogue? The bar mitzvah celebrant's hero was Rambo. The temple was agreeable as long as violence was not emphasized. The results were terrific!

Incidentally, one of our most memorable events was produced at the Biblical Arts Center in Dallas. After a full afternoon of “olympic” competition on the

creek banks near a park without restrooms, water or electricity, of which we had to supply, the Emperor's Feast was produced. This was an ideal location for such an event. The environment was primarily in place with minimal additional treatment. Only boa, tiger, exotic bird, Hercules, vestal virgins and living statues were added to complete the decor in a most unlikely location for such a “pagan” event. In addition to the client realizing the benefits of this location, a non-profit, donation-supported location such as this, gratefully received much-needed revenue.

Another example of a party location serving a specific purpose would be the Cosmic Extravaganza staged in the registration area of the Convention Center. The meeting planners preferred that the majority of convention attendees register on the first official morning of the convention. What better way to accomplish this than to stage the opening party at the registration site? The party was a tremendous success and the planner registered 80 percent of his attendees with little effort.

Often we are challenged with special needs for unique marketing perspectives which are not shop-worn or dated. With the abundance of terrific sites available, not to mention historical or civic locations, the Dallas/Fort Worth Metroplex offers some of the finest and most opulent office building lobbies and facilities in the country.

One of the most financially successful events produced on behalf of the hosts was held in the basement of an old warehouse. The purpose was ascertained that the client wanted to make an offer to his clients they couldn't refuse. What could be more appropriate than to kidnap the unsuspecting “victims”, escort them to a warehouse and give our client the opportunity to present his “pitch” and make the inevitable offer? They didn't refuse.

Locations are most important considerations. Ask any real estate agent what is the most important investment consideration. His answer will be location, location, location. Consequently, consider stages, museums, entertainment arenas, registration areas, the unlikely. Always keep in mind the purpose and the group's demographics, of course.

You may consider your response when planning your special event. Can the location enhance my event and can its unique integrity support its purpose? If consistent with your goal, true sentiment or the honoree's interests . . . most definitely.

MARKETING GRAPHICS



(214)631-6977 - 3141 IRVING BLVD.
SUITE 209 - DALLAS, 75247

AUDIO VISUAL
PRINT
PHOTOGRAPHY
SALES
MARKETING SUPPORT
ADVERTISING
TRADE SHOWS
VIDEO

New board member to be installed

by Pat Smith

Carolyn Hopper will be a new addition to the 1988/89 DFW Chapter Board of Directors. She will be installed along with other board members during the July 28th dinner meeting at The Adolphus Hotel.

A recent resignation by one of the new incoming board members - resulted in a need for replacement of a "planner" board member. Carolyn Hopper had scored the next highest number of votes during the recent 1988/89 Election of Officers - and has accepted this "planner" vacancy.

Carolyn has been a member of MPI since 1983. She is Manager of Training and Conventions for The Chilton Corporation.



KEN & SYLVIA COHEN
Groups from 25-1000.

"PM Magazine Discovered Us"

TO PLACE
AN
ADVERTISEMENT

PLEASE CONTACT
O.D. O'DONNELL

at
691-4417

HEARD IT THROUGH THE GRAPEVINE

by Donna Nigohosian

June Herold from the Sheraton Dallas Hotel will be moving to the International Sales office for Sheraton Corporation . . . June, we wish you the best of luck but we will miss you downtown. I know your staff will miss you too!!!

Taking June's place at the Sheraton Dallas will be an old timer to the Dallas area . . . Marty Evans will be returning to take the Director of Sales position. Welcome back to Dallas Marty!

Well . . . things change fast at the Plaza of the Americas . . . Sally Sportsman has left already and has decided to try her hand at her own business . . . best of luck to you Sally and if we can help, just holler!!

Craig Thibideau also left the Plaza of the Americas to join the folks at the Fairmont . . . congrats to you Craig and we hope you're happy!

THE BIG NEWS FOR THE MONTH . . . after 7 1/2 years of dating bliss, Karen Shifelbein and Ed Jordan have finally tied the knot . . . they were married on May 7. We wish you both the best of luck in your new life together.

The Circle R Ranch Party was a great success and a good time was had by all. You did it again, David . . . thank you.

Becky Lunsford has left Recognition Equipment Company after 10 years as a meeting planner . . . she is now in search of that perfect job . . . if you hear of anything, she can be reached at home in Bedford, Texas . . . hang in there Becky!!! (488-5160)

That's it for this month . . . hope you had a great Memorial Day and keep me informed . . .

Are the down times over?

by Nancy Kirk

Are the down times over? This was the opening question by Dr. Bernard Nash, guest speaker at the D/FW Chapter MPI meeting on May 26th. Dr. Nash believes there will be economic changes over the next 12 months and that the down cycle is starting to go up. We are now beginning to hear from the international market and we need to develop the positive aspects of Dallas/Ft. Worth which will bring people into the area.

Although the media and city hall continue to emphasize the negativism of our economic times, it isn't a time for failure. As meeting planner and suppliers we need to place more emphasis on the positive and

it is up to the business community to implement and make positive things happen.

Planning is one of the most important aspects in a business, because without it nothing will happen. Making a plan work requires commitment and people must be made a part of the plan to gain that commitment. Dr. Nash concluded by stating that business people built Texas and Dallas/Ft. Worth, and they will rebuild it by implementing and making plans happen.

Our thanks go this month to the staff of the Plaza of the Americas for a delicious luncheon. Special thanks to Phyllis Firebaugh, O. D. O'Donnell, and Martin Lewis for all their work on this program.

BOOKING ENTERTAINMENT

by O.D. O'Donnell

After deciding on the entertainment for your function, I recommend that you have two meetings with your band leader and the agent.

The first meeting should be held weeks in advance of the engagement to discuss what the entertainers will wear, style of music, length of sets and breaks. It's also a good idea to discuss where you want the band to stay during the breaks. Most of the time I recommend some type of dressing room where the band can relax, smoke or get something to drink. I also think it's a good idea to provide some light beverage and snacks for the entertainers which will keep them from crashing the buffet or bar areas. Whether you provide refreshments in the dressing room or not, I do believe you should state what your policy is regarding the entertainers' breaks,

food and beverage.

The second meeting should be held immediately after the band has set up and had a sound check on site. At this meeting the buyer, band leader and agent should finalize everything; if you're going to have speeches or give awards, you might like to use the band's PA equipment, if there are any last minute changes to the schedule, or as in most cases, now is the time to discuss the band's volume, etc. Finally, it's a good idea to discuss who will be paying the band leader at the completion of the evening.

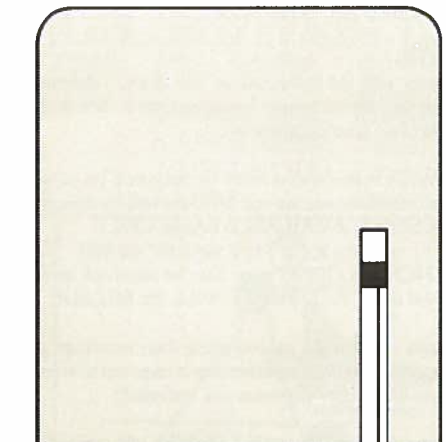
I hope this gives everyone an idea of some of the things to look out for when contracting entertainment. Needless to say, I'm sure I haven't covered everything. If you ever have any questions, don't hesitate to call me at 691-4417.

“NEW KIDS ON THE BLOCK”

- Katherine L. Blackmon** 243-2272
American Association of Respiratory Care
- Robin P. Cogdill** 991-3495
Park Suites - Sara Hotel
- Candy Cowling** (817) 551-8549
Alcon Laboratories, Inc.
- Jini M. Cyr** 702-7389
Canadian Pacific Hotels & Resorts
- Mary Ellen Dante** 387-6635
J.C. Penney Company, Inc.
- Susan Eaves** (817) 274-6608
Texas Recreation & Park Society
- William McElroy** 580-2115
Boy Scouts of America
- Patricia D. Meadows** 689-6000
Texas Society of CPAs
- Charlotte Merrill** 521-6050
MAGIC
- Jay Naman** (817) 776-0922
Naman Associates Meeting Consultants
- Stan C. Skodal** (504) 587-7200
New Orleans Hilton Riverside & Towers
- Stacy Standley** (303) 925-7977
Innerasia Consulting Group
- Jeremy Stover** 720-5272
Fairmont Hotel

MAKE YOUR
NEXT
PERFORMANCE

A
SUCCESS
WITH A
POCKET
FOLDER
FROM
PERFORMANCE
PRINTING



**Performance
printing**
1306 Motor Circle Dallas, Texas 75207 (214)631-5251

CMP STUDY QUESTIONS

- Actual amount of salable space available for exhibit booths is called?
 - Gross square feet
 - Net square feet
 - Booth area
 - Floor lead
- Knock down is . . .
 - Take-down and removal of exhibits
 - Assembling exhibits and displays on site
 - Unassembled exhibit material requiring on site assembly
 - Time of show closing when dismantling begins
- A “sconce” is . . .
 - Ornamental wall bracket for candles or other lights
 - Decorative carving used to enhance a buffet table or reception
 - Ornamental branched holder for more than one candle
 - Decoration for the center of a banquet table
- “Lighting of venue separate from stage lighting”.
 - Vapor lights
 - Border lights
 - House lights
 - Work lights
- Which one of the following types of binding require wire staples?
 - Saddle stitch binding
 - Perfect binding
 - Side stitch binding
 - None of the above

Answers:

- B
- C
- A
- C
- A

MPI DALLAS/FT. WORTH CHAPTER BOARD MEETINGS 1988

JUNE 15 LOEWS ANATOLE WEDNESDAY 4:30 P.M.

(June 19-20, 1988 - Annual Conference, Seattle, Washington)

JULY 20 MANSION ON WEDNESDAY 4:30 P.M.
TURTLE CREEK

DALLAS-FORT WORTH CHAPTER



CALENDAR UPDATE

June 19-22, 1988
Annual Conference
Seattle, Washington

June 30, 1988, Thursday
D/FW Chapter Meeting
Dinner
Circle R Ranch

July 28, 1988, Thursday
D/FW Chapter Meeting
Dinner
The Adolphus Hotel

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; 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, member 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

President
Norb Dettmann214/747-0555

Vice President Membership
Michele Sanseverino214/717-2415

Vice President Programming
Susie Oliver214/954-1419

Vice President Administration
Laura Yarbrough214/661-6000

Vice President Finance
Mary Cowart214/248-4429

Vice President Public Relations
Judith Houghton214/824-0331

Board of Directors

Susie Carr214/720-4658
Phyllis Firebaugh214/386-6000
Nancy Kirk817/870-9493
Bob Mitchell214/720-5231
Mary Jo Simmons214/934-9494
Pat Stumpp214/494-4415

International Directors

Ellen Beckert - Supplier214/638-6450
Rosemary Hall Planner214/630-8787

Immediate Past President
Pat Smith214/749-5455

Chapter Secretary
Tammy Beaubien214/630-4902

MPI-D/FW CURRENT Editor
Shelly Broekemeier214/258-0210

Committee Chairperson - Sunbelt Motivation & Travel
104 Decker, Suite 300
Irving, Texas 75062