



CURRENT

PRESIDENT'S MESSAGE

A Meeting Planner Angel, Suzi Fiveash

by Norb Dettmann



A chapter of a professional organization such as ours continues to grow and to accomplish those goals which it appears its members desire, by the work of dedicated people, members who place contributions to organizations high on their priority list. The officers of such organizations sing hymns of praise when members come forth from the group to accept leadership responsibilities. These are the angels.

Suzi Fiveash was such an angel. MPI/DFW meant a lot to her. She attended nearly every monthly meeting. She brought her bosses and friends with her. She was proud of MPI. She enjoyed her friends and her new found friends. She worked hard to bring new members into the chapter.

Suzi headed up our "New Member Receptions." She always wanted to know where she could help. When she took a responsibility

upon herself, you knew it would be done and done well. She was an angel.

Suzi always brought Bubba with her when we had a social occasion for spouses. She loved him. Deak, her five year old son, was the apple of her eye. Anyone who knew Suzi soon came to respect her and to love her. She was an angel.

And now, she is a real angel. The Lord probably saw her as one of His finest and said, "Suzi, I need you in heaven with me. We can use a real meeting planner."

We'll all miss her. Her memory for us should be one of caring about people. Her life can show us new levels of dedication to those values in life which last beyond our days on this earth — love, respect, and dedication.

What an Angel!

March meeting in Fort Worth

by Nancy Kirk & Fred Knieberg

The beautiful Worthington Hotel in downtown Fort Worth will be the site of the March 24th MPI-D/FW chapter meeting. The program this year will be an important one on the current economic forces in the state and the metroplex and how they are affecting the meetings industry in our area. Larry Todd of the Texas Department of Commerce and Thomas Lattin of Laventhol & Horwath will be the guest speakers on this very important topic.

Mr. Todd is currently the Director of Tourism, Division of the Texas Department of Commerce. As a native Texan his career has covered such areas as TV newscaster, advertising agency manager, member of Governor Brisco's staff, the Texas Department of Public Safety, and public relations manager for an amusement park. Thomas Lattin is currently National Partner Leisure Time Industry Consulting Services at Laventhol & Horwath, Houston. Mr. Lattin received a BS degree from the School of Hotel Administration, and a Masters from Cornell University. He has extensive experience in the hospitality industry and as a lecturer and speaker to industry groups and universities.

Buses will be available from the Anatole (Chantilly entrance) in Dallas to provide free transportation to anyone coming from Dallas. Registration will also be provided at the

Anatole for those riding the bus. Following the evening's program, the Caravan of Dreams in Sundance Square has again extended an invitation to MPI members and guests to stop by for the 9:30 P.M. show featuring Bill Tillman. The Caravan has graciously waived its cover and admission charges for those who would like to come by after the meeting. When calling in your RSVP, please indicate if you plan to take advantage of the buses and if you will be staying for the Caravan show.



Larry Todd

Thomas Lattin

Professional growth awards committee news

by Gail D. Koch Lemaire

We're the people who "ask" you to buy tickets at each MPI/DFW meeting for the PGA. We're also the folks who give away 50% of the ticket sales IN CASH to the lucky person whose ticket is drawn just prior to each meeting's conclusion. The remaining 50% we collect goes into the Professional Growth Awards education fund, the real heart and purpose of our Committee. We have been raising funds for almost a year now and one of our major challenges — other than getting you to purchase tickets — is to have members apply for educational grants!

The committee WANTS TO GIVE SOME MONEY to further your learning goals through MPI sponsored courses, as well as other educational opportunities in the metroplex. So, we have worked to share a few ideas with the membership of the DFW MPI Chapter . . . Consider these:

Meeting Planners International Annual Conference
June 19-22, 1988
Seattle, WA

Details and registration kits have already been sent to you. Watch for a follow-up mailing if you might be interested in going to Seattle. Aside from meeting friends and networking with our industry colleagues, the conference is filled with educational sessions. Think of it as your big chance to represent the BIG D Chapter at the annual conference and learn a new trick or two. Now's the time to apply for PGA funds for this once-a-year opportunity!
MPI Institutes I & II
July 24-29, 1988
(Location TBA)

A well-known meeting planner in Dallas told me when I asked, "What did you learn at the Institutes?", "Gail, you just can't imagine all the neat stuff I learned during those classes."

The two concurrent Institutes offer unique, intensive and interactive educational opportunities for both beginning planners and advanced managers. The Institutes give attendees an excellent opportunity to network with colleagues while learning and practicing techniques and strategies to enhance job performance and career advancement.

Listed are brief descriptions on just a few courses offered by the Dallas County Community Colleges — the PGA committee has

pre-approved the courses for reimbursement. There are seven DCCC Campuses and each publish their own catalogue listing courses, schedules, etc. Not every campus offers every class, but think of these:

Business Law: Presents historical and ethical background of the law and current legal principles. Emphasis is on contracts, property and resorts . . . Was the last contract you received from XYZ Hotel really understood?

Supervision for Hospitality Services: Recruiting, selecting, training and supervision of personnel for food and lodging services are studied. Personnel policies, job descriptions, training methods, scheduling and work improvement . . . All of us can use elements of this course!

Fundamentals of Public Speaking: Public Speaking Intro. Topics include the principles of reasoning, audience analysis, collection of materials and outlining. Emphasis on giving a well-prepared speech . . . Again, all of us are called on from time-to-time to perform this task.

Those mentioned above are just a VERY FEW of the many courses we have already pre-approved. For a complete list, please let any PGA Committee member know you are interested — even courses we haven't approved will be considered if it is supportive of our many, diversified and ever-growing responsibilities in the meeting planner industry. We have agreed on a host of other courses, among them: Small Business Management, Principles of Advertising, Computer Introduction, Video Technology . . . the learning opportunities are endless.

There are applications for PGA funds at every meeting; we will have copies of the pre-approved courses starting with the March meeting. If you want to "chat" about the committee funds give-away, just give me a call at the Radisson Hotel Stemmons — 351-4477, or talk with any PGA member. The PGA Committee wants all members to Please Get Answers through educational opportunities.

M A R K E T I N G

MUSCLE

AUDIO VISUAL

■

PRINT

■

PHOTOGRAPHY

■

SALES MEETING
SUPPORT

■

ADVERTISING

■

TRADE SHOWS

■

VIDEO

MARKETING GRAPHICS
631-6977
3141 IRVING BLVD. ■ SUITE 209 ■ DALLAS, TX 75247

NEW MEMBERS

by Michele Sanseverino

Marc H. Finley
Advantage Sales Promotion Company
750-8400

Beverly L. Smith
BLS Enterprises
234-8781

Elaine J. Flynn
SMU School of Law
692-2644

Diane Smith
Alcon Laboratories, Inc.
551-8857

Denise L. Martin
Marketing Graphics
631-6977

Sheryl T. Young
Conference Coordinates
691-5313

MPI SPOTLIGHTS



Barbara Fett

by Lisa A. South

As a member of MPI for the past 3 years, Barbara Fett has played an active, enthusiastic role in the DFW chapter.

Barbara was born in Louisville, Kentucky and grew up in Bedford Hills, New York. Currently employed as Sales Manager at the INFO-MART, Barbara has had a challenging and exciting career there for 3½ years. She feels the growth of a facility as unique as INFOMART has been fascinating.

After graduating from college, Barbara joined the Marriott Corporation. During her 2½ years with Marriott, she worked in Boston, Puerto Rico, Kansas City, and Houston. Barbara then thought she would experience the retail industry, but she missed the excitement of the hotel business. She was employed at the Houstonian Hotel and Club for 5 years before moving to Dallas in 1984.

FAVORITE THING ABOUT MPI

Meeting new contacts and catching up with friends

FAVORITE RELAXATION

Cooking, being with friends, reading, and needlework

FAVORITE THING ABOUT DFW

Shopping and all the people she has met

FAVORITE POSSESSION

Her dog Zig

MOST EXCITING PART OF HER JOB

Having a facility as unique as INFOMART that involves working closely with associations on their educational programming, as well as the meeting and tradeshow needs

FAVORITE VACATION

Any beach anywhere

ULTIMATE BANQUET

An Italian feast without the calories

BEST HOUR OF THE DAY

When she is with clients at work and when she is relaxing at home

FAVORITE COLOR

Any color

IF I COULD CHOOSE ANOTHER JOB

Exhibit Manager for a tradeshow management company

WORKING PHILOSOPHY — TIP OF THE TRADE

Keep a positive attitude and it will rub off on the people around you

CMP STUDY QUESTIONS

by Michele Sanseverino

- “One rate for facility guest room block”**
 A. Flat rate
 B. Rack rate
 C. Corporate rate
 D. European Plan rate
- “Detailed instructions for a particular event”**
 A. Function sheet
 B. Event order
 C. Resume sheet
 D. Banquet order
- “Which of the following is not considered a “walk-through”?”**
 A. Review of meeting details
 B. Movement of people through an area
 C. Site inspection
 D. Inspection of function room prior to function
- An “armless chair” is a:**
 A. Stacking chair
 B. Writing chair
 C. Conference chair
 D. Side chair
- A “Corner Booth” is:**
 A. Exhibit space with aisles on two sides
 B. Four or more exhibit spaces with aisles on all four sides
 C. Two or more exhibit spaces back to back with an aisle on three sides
 D. Exhibit space with exhibit booths on either side and back

Answers:

1. A 2. All 3. B 4. D 5. A

Nominating committee to select '88/'89 slate

by Pat Smith

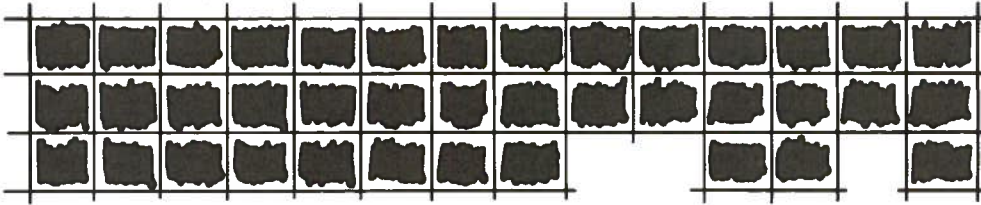
Pat Smith is chairing the '88/'89 nominating committee for the DFW Chapter. Her committee is comprised of Greg Elam, Ellen Beckert, Latrelle Smart and Norb Dettman. This committee is requesting DFW Chapter members interested in being considered for a position on the '88/'89 Board of Directors to contact one of the above committee members or write to Pat Smith at 2300 Stemmons Freeway, Box 586507, Dallas, Texas 75258.

The slate of recommended '88/'89 officers will be presented to the membership at the March 24th monthly meeting. Membership voting will take place at the April 20th meeting.

Meeting Planners International
1988 Annual Conference
June 19-22 Seattle, Washington

MARCH MEETING RESERVATION DETAILS

DATE:	Thursday, March 24, 1988	PROGRAM:	"Current Economic Forces in the Metroplex and How They Affect the Meetings Industry"
PLACE:	The Worthington Hotel 200 Main St. Fort Worth, TX	MEETING COST:	Advanced Reservations: \$22.00 Late Registration and Walk-Ins \$27.00
TIME:	4:30 P.M. — 5:30 P.M. Dallas Registration at the Anatole Chantilly Entrance (Last bus will leave at 5:30 P.M.) 6:30 P.M. - 7:15 P.M. Ft. Worth Registration and Reception 7:15 P.M. - 8:15 P.M. Dinner 8:15 P.M. - 9:00 P.M. Program	PHONE RESERVATIONS:	Tammy Beaubien, MPI Secretary Between 8:00 a.m. - 4:00 p.m. (214) 630-4902
		AT THE TIME YOU CALL IN YOUR RESERVATION: Please indicate if you will be riding the bus and if you will be staying for The Caravan of Dreams Show.	
		Buses will be available in Dallas (the last bus leaves the Anatole at 5:30 p.m.) and returns to the Anatole at the conclusion of the program. Free parking is available at the Anatole for the bus riders. Only in Fort Worth will valet parking be complimentary.	
		ADVANCE RESERVATIONS MUST BE MADE BY 12:00 NOON ON TUESDAY, MARCH 22, 1988. NO SHOWS WILL BE CHARGED.	



Pre/Post Tours Planned for 1988 MPI Annual Conference in Seattle

Alaska and Hong Kong are only two of the exciting pre- and post-conference tours offered to expand attendees' knowledge of potential meeting sites during the 1988 Meeting Planners International's Annual Conference, June 19-22 in Seattle, Washington.

A Seattle City Tour and a Mount Rainier Tour will be offered June 19, as pre-conference tours. Post-conference tours include a four-day trip to Oregon, a four-day trip to British Columbia, and three nights at two of

Washington's Premier Resorts — Semi-Ah-Moo and Port Ludlow. All of these tours depart on June 22. Two seven-day tours — an Alaskan Cruise and a trip to Bangkok and Hong Kong — depart on June 25.

Watch for additional information on pre- and post-tours in the conference registration materials mailed from MPI headquarters.

For more information, please contact Darci Buzbee at (206) 623-2090 — work or at (206) 823-4911 — home.

ASAE Spring Convention

by La Rue Frye, CMP

Register now for ASAE's **Spring Convention and Exposition**, March 26-30, 1988 in Dallas and attend valuable Conventions and Expositions education sessions.

As one of over 3,000 attendees, you can also:

- View the latest in meeting products and services at the 426-booth exposition in the Dallas Convention Center
- Gather innovative ideas from other planners at ASAE social activities and from convention staging techniques
- Learn broad-based leadership skills in general sessions.

If your schedule won't allow you to register for the entire meeting, you can register on a daily basis or for certain "exhibits only" and learn as much as you can.

This meeting offers a great opportunity to enhance your meeting planning career.

La Rue Frye, CMP
Division Director,
Conventions and Expositions

P.S. Register before February 26 and save \$50!

A NEW START

by Charlotte St. Martin

The Dallas Convention & Visitors Bureau is off to a great new start with a \$2,500,000 budget increase for the fiscal year 1987/88. The advertising budget has been tripled for both Tourism and Convention Sales. In addition, the total structure has been changed within the Bureau to include a new President, a new Vice President of Sales & Marketing for the Convention Division and a new Vice President of Sales & Marketing for the Tourism Division. In addition, a sales office has been opened in Washington, D.C. as of February 1, 1988, and a Chicago sales office will be open by April 1, 1988. Another exciting addition to the Bureau is the Public Relations Department effective January 25, 1988.

The new advertising campaign is a multifaceted program which encompasses six new television commercials, five new billboards, a radio campaign and an all new print campaign for both consumer and trade publications.

Finally, the Convention Sales Division has added two sales people to its staff in Dallas and the Tourism Division has added three managers in its division. For the first time at the Bureau, there will be a Sales Manager in Tourism assigned to solicit domestic travel agents for Dallas.

TO PLACE AN ADVERTISEMENT

Please contact

O. D. O'Donnell

at 691-4417

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another

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

BOOKING ENTERTAINMENT

by O. D. O'Donnell

When a lady wants to have her hair done, she goes to her beautician. When a man needs work done on his car, he goes to his mechanic. And, when a buyer is seeking entertainment for a convention or meeting, it only makes sense to look for a professional agent.

Of course you would expect me to recommend an agent when considering booking entertainment, as I am an AFM Signatory Booking Agent with #147. However, it is important that you select a full-time agent. Unfortunately, there are a number of people representing talent that are not qualified to do the job properly. They are someone's wife, husband, girlfriend or boyfriend, or they themselves may even play in the band.

Often buyers indicate that they believe buying entertainment direct saves money. This is not true. Entertainment is like the stock market. The value of an act goes up or down depending on how much the performers are working or recording. An agent monitors the value of the entertainment by knowing what is going on internally with the performer(s) and knowing their work load. An agent also may book these acts monthly, giving better bargaining power for the client, as opposed to the client calling the entertainment directly and only booking their performance once.

All too often, when dealing direct with an act, such things as sound, lights, starting time, length of breaks, dress code and general band behavior is left to chance. By using an agent, matters pertaining to the entertainment are his or her responsibility. An agent offers solutions, not problems.

A good professional agent is able to save you time and money, as well as make creative suggestions. This allows you time to concentrate on making your function the best ever.

MPI DALLAS/FT. WORTH CHAPTER BOARD MEETINGS 1988

MARCH 16	FAIRMONT	WEDNESDAY	4:30 P.M.
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.
<small>(June 19 - 22, 1988 - Annual Conference, Seattle, Washington)</small>			
JULY 20	MANSION ON TURTLE CREEK	WEDNESDAY	4:30 P.M.

RECRUITING

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 on Lufthansa Airlines and a week's stay in The Grand Kempinski.

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

AIDS & The Meetings Industry

by Nancy Kirk

AIDS (Acquired Immune Deficiency Syndrome) is a virus which enters the white blood cells and gets into the genetic material, stays there, and then begins to replicate. This takes 2-10 years. What does AIDS have to do with the meetings industry? With 53,000 people diagnosed with AIDS and the numbers constantly increasing, it is touching all industries. The February MPI-D/FW Chapter meeting at the Bristol Suites Hotel in North Dallas addressed the vitally important subject of AIDS and the meetings industry as well as in the workplace. Coleman, CMP, Campi Vice President and Chairman of the Board of Chicago's Howard Brown Memorial Clinic, led the program which provided examples of what can happen at a meeting when ignorance prevails and what can be done to overcome this ignorance before a disaster occurs. Linda Griffin, an educator, shared an incident that occurred in Dallas during an AIDS-related health care conference. Lyndi Alber, AIDS Educator with the Oak Lawn Counseling Center, followed with a very informative and enlightening model of their education program.

What makes this virus so different is that it can live in the body with the antibodies. AIDS is transmitted in three ways: blood to blood, blood to semen, prenatal. In regards to AIDS testing, when a person tests positive for the antibodies, it does not mean that person will have AIDS; testing shows exposure only.

The symptoms for AIDS are the same as other viruses but they are persistent over a long period of time. One thing is known for certain about AIDS, victims will die. The average lifespan after diagnosis is usually 12-14 months, and it is other infections which AIDS patients

are unable to combat that will eventually kill them. AIDS is currently on the increase in Dallas and Texas, and is ranked #4 in the U.S. It is expected to move to #3 in the U.S. by April.

The Oaklawn Counseling Center has a number of programs such as the Buddy Project, Education - Public AIDS Forum, and a Hotline (351-4335) offering taped information and live operators. The Dallas County Health Dept. also offers programs, and the AIDS Arms Network works to get help for victims (521-5191). There are also negotiations going on for a day care center for people with AIDS.

Coleman concluded the program with how the meetings industry is directly affected: 1) Accommodations - AIDS victims are a protected class and cannot be denied service; 2) Site selection - organizations seeking out "safe" cities; 3) International travel - 14 countries require proof of negative testing for an extended stay and may require it for any visit. The workplace generally is also affected: 1) Hire/fire - again they are a protected class and cannot be discriminated against; 2) Co-workers - cannot refuse to work with AIDS victims so may have to find alternatives for the co-workers; 3) Confidentiality - it is a violation of their legal rights to release information without the victims' authorization; 4) Education - programs to help employees learn the facts. Education, education, education is what it takes to minimize risk and exposure.

Special thanks go out this month to the Fairmont Hotel and to Delta Air Lines for providing accommodations and transportation for Coleman. Many thanks go to the staff members at Bristol Suites for hosting the meeting, and providing such a lovely setting and presentation.



Groups from 25-1000.

"PM Magazine Discovered Us"

COMPLIMENTS THIS MONTH OF MPI

DALLAS-FORT WORTH CHAPTER



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



CALENDAR UPDATE

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

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

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Vice President Programming	Suzie 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
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