



# CURRENT

## PRESIDENT'S MESSAGE

# WHAT A YEAR

by Norb Dettmann



An association of meeting planners should not be doing particularly well in an area that is economically depressed. Hotels in the Metroplex are standing at some of their highest vacancy rates in years. Many of the corporations and associations in Dallas have cut back on their staffs and their expenditures for conventions and conferences.

In spite of all that, MPI Dallas/Ft. Worth Chapter has had an outstanding year. Our membership is up over 10%. The enthusiasm of our members has never been better. Plans for the future look bright.

Of all the organizations of which I have been a member over the years, I have never been associated with a group of people who have more enthusiasm and are more willing to volunteer their time for the good of the organization. Thanks to so many members, we've had an outstanding year. A review of

some of the accomplishments of this past year will show the progressive thinking of your Board of Directors.

**Finances:** Your chapter has never been in better financial shape. Not only have we been able to build up a sizeable reserve for our operation, but the computerized accounting process which V.P. Mary Cowart developed during the past year keeps all of us on top of our fiscal condition. Between Mary and Pat Smith, the Board was always on top of every financial situation.

**Administration:** V.P. Laura Yarbrough worked with our office staff to see that our mailing list and registration for every monthly meeting were in order, not any easy task. All of the reports that were needed by the headquarter office of MPI were submitted timely, thanks to Laura.

**Education:** One of the biggest respon-  
•see YEAR on page 2.

## Up ideas in down times

by Phyllis Firebaugh

Dilemmas which are a real part of the business economy of Dallas may effect you daily. Conversations within our industry reflect concerns about corporate restructuring, new management, a different approach to meeting planning and budget cutbacks. Newspapers herald stories of business failures. Many hotels, airlines, ground transportation companies and corporations are under new ownership: Virtually no business is untouched by changing times.

What is to be our response? More than inspiration, positive thinking or cheerleading, we must prepare to succeed and contribute to recovery. Dr. Bernard Nash, an international businessman, professor and

•see IDEAS on page 2.

## May Chapter Meeting

**DATE:** May 26, 1988  
**PLACE:** PLAZA OF THE AMERICAS  
**TIME:** 11:30 AM - 12:00 PM - Registration & Reception  
 12:00 PM - 1:30 PM - Lunch & Program

**PROGRAM:** •Up ideas in down times

**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  
 (214) 630-4902

• **IDEAS**  
from page 1.

consultant will address the problems of our Dallas economy and strategies for recovery at the May 26th luncheon at Plaza of the Americas.

With a background in military intelligence, high tech, industry management, joint ventures, land syndication/real estate, and now an international entrepreneur, he has observed and survived business cycles, management fads and market shifts.

As a professor at the University of Dallas, University of Texas-Dallas, North Texas State University and Amber University, he has taught a "back to the basics" approach to Human Resources Management, Operations Management and Health Care Marketing. As a consultant to corporations and organizations, he is teaching the "basic" approach to leadership and vision, international protocol and customer relations.

Nash will speak with humor and intelligence about "Up Ideas in Down Times", presenting his insightful grasp of the "real



Dr. Bernard A. Nash

issues" of Dallas business as it relates to the meeting industry. He will cut to the heart of the problem and identify what needs to be done to recover.

Mark your calendar how to attend the May Chapter Meeting. Registration and reception begins at 11:30 a.m. lunch is at 12:00 noon followed by the program at 12:45 p.m. Park in the Self-Park garage behind Plaza of the Americas Hotel.

Complimentary parking is available when stamped by the hotel. Presentations will be made to the International Planner and Supplier of the Year and the local Planner & Supplier of the Year. Please attend in support of these well-deserved honors to our peers and to learn how you can build a stronger Dallas.

**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

• **YEAR**

from page 1.

sibilities for any V.P. was that of Susie Oliver. Not only did Suzie and Mary Jo Simmons have to develop a monthly meeting that was educationally attractive, but they had to secure the site and work with all of the local hosts to assure that each meeting was a success. Our attendance has shown consistently that Suzie and her committees have done an outstanding job. The Professional Growth Awards Committee headed by Gail LeMaire, worked at virtually everyone of our meetings to secure funding for some of our members to attend educational activities with a grant from the committee. This year we also had our largest turn-out for the Certified Meeting Planner Study Group. Mary Jo and her Committee secured over thirty-five registrations. Hopefully, we will add another twenty CMP's to our membership.

**Public Relations:** Judith Houghton, as the V.P. in this area can show the results of her difficult task quite visibly with this new format of Current. Together with our great editor Shelly Broekemeier and the committee, many hours were spent developing the new format for our monthly newsletter. Within the Public Relations Committee we had some fine activities going throughout the year. The Community Awareness Committee has placed speakers in a number of the civic organizations of the Metroplex to promote meeting planning. The Community Services Committee headed by Susie Carr has developed an outreach program where members of the D/FW Chapter can become involved in a charity event to support the needy of Dallas/Ft. Worth. Nancy Kirk has also worked throughout the year bringing together all

of our material in international competition for our Chapter of the Year Award.

**Membership:** What a job Michele Sanseverino has done to increase our membership to 331. David Bagg has worked with a number of our members to keep us constantly alert via the telephone as to meeting dates and other important information. David Powdermaker has secured a number of excellent prizes for our monthly meeting and for our attendance and membership awards. Many people on many committees have worked with Board members Michele and Bob Mitchell to see that our membership was not only growing, but that the new members would be oriented well to the mission

of MPI.

It is impossible to name all of the members who played such an important part in keeping our chapter a vital and dynamic organization within our profession. The support our chapter receives from all of the suppliers in town who continue to give us excellent service and meals is something we can not do without. The many hours that virtually all of our members have given to the health of our organization will surely keep it on the cutting edge of the hospitality industry in Dallas.

What a year we've had. I know the Board joins me in wishing the new board of Directors and especially Bill Boyd, every wish of a successful 1988-89.

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# “On the road to Seattle”

by David Powdermaker

MPI's Annual Conference this year in Seattle is right around the corner. Of course, the highlight of the Conference is the annual Super Sports Competition where teams from all over the nation compete for the Super Sport Championship on opening Sunday of the Conference.

For those of you not familiar with the Super Sports Competition, it gives everyone an opportunity to interact in a fun, yet competitive series of events. Please keep in mind that physical ability is one of the LEAST important factors necessary to play the Super Sports Competition will challenge the mind as well as the body.

This year Team Texas, comprised of the DFW Chapter, Houston Chapter and the Hill Country Chapter, is determined to bring back the Trophy!

Ron Trammell (Co-Captain) and I

have organized a practice day on Saturday, June 4, 1988, at 10:30 a.m. at the Loews Anatole Veranda Club. The Anatole has been gracious enough to give us the use of their facility between 10:30 and 2:30 with volleyball nets available. Refreshments will be served. Keep in mind that this practice session is only for those participating in the Super Sports Competition at the Conference in Seattle. If you plan to attend the Conference this year, please plan to become part of Team Texas.

In addition, Ron and I have planned a special surprise that hopefully will guarantee us an edge in the competition!

There is still time to sign up. Please contact me, Ron Trammell or MPI Headquarters for additional information.

P.S. Ron Trammell and myself are still looking for corporate sponsors.

## MPI SPOTLIGHTS . . .

by Lisa A. South



**O. D. O'Donnell**

O.D. O'Donnell is President and Owner of Nightlife Talent and Management Agency. He has been an active member of Meeting Planners International for the past two years, serving on both the Public Relations and Program Committees.

O.D. was born in Allentown, PA. He served in the Navy for 10 years, and moved to Dallas in 1972. O.D. has been in the entertainment business for thirty years. He currently resides in the Walnut Hill-Central Expressway area.

**FAVORITE THING ABOUT MPI** - Being involved in the meeting and convention industry.

**FAVORITE RELAXATION** - Gourmet Cooking

**FAVORITE THING ABOUT DALLAS/FT. WORTH** - The many great restaurants.

**PERSON MOST LIKE TO MEET** - Mr. Ross Perot

**FAVORITE POSSESSION** - His music collection

**TOUGHEST ASSIGNMENT** - Arranging 28 different types of entertainment for a week of food and beverage meetings at a hotel in Dallas

**FAVORITE VACATION** - the next one

**ULTIMATE BANQUET** - Seafood

**BEST HOUR OF THE DAY** - Happy hour.

**ACCOMPLISHMENT MOST PROUD OF** - Personally selecting 31 musicians to back up Sammy Davis, Jr. for a series of concerts

**FAVORITE COLOR** - Green

**IF I COULD CHOOSE ANOTHER JOB** - He wouldn't

**TIP OF THE TRADE** - Try to listen, be thorough, be on time and follow up.

## Airport ground transportation—plan it!

by Audre Hoffman

Airport ground transportation - it's part of your meeting plan - how do you handle it? Answer: Clear and concise communication between you and your ground operator. Some of the questions you ask when choosing your ground operator are standard. You ask for references, how have they handled groups like yours in the past, and you ask for a proposal with estimated costs. Questions you should also ask include: method of communication between supervisors, greeters and buses, procedures to be followed for flight delays, procedures for baggage handling (including lost luggage), and if you are not familiar with the airport, ask for a diagram.

Having asked all of the above questions and received good answers and established a plan to be followed, now it is time to advise your attendees. Provide your attendees, in writing, a set of instructions to follow. Go over the instructions with the

ground operator and provide a copy to the ground operator. If you are coordinating your airline ticketing (either in-house or through an agency), please advise your attendees that if they make changes in their ticketing without notifying the agent - they become unknown quantities. (Case on File #101 - Six missing passengers on Continental - showed up later - Two on Delta, Three on American, One on Piedmont - wanted to know why they weren't met .....). Please provide an arrival/departure manifest to your ground operator whenever possible and communicate any and all changes.

Airport ground transportation may be the last part of your meeting that you plan, but it can be the first thing to go wrong. Unhappy attendees arriving at the hotel after a bad experience at the airport, tend to stay unhappy throughout the meeting.

### DOLLARS & CENTS

#### March's Financial Statement:

Previous Balance	\$19648.85
Income	2009.77
Disbursements	<u>1854.60</u>
End of Month Balance	\$19804.02

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

**Do you need an experienced helping hand?**

**Fred H. Knieberg**

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## BOOKING ENTERTAINMENT

by O.D. O'Donnell

Quite often when a client calls inquiring about a band or entertainer, they first ask about the price and then ask if I will mail them a video or audio tape. I guess we can attribute this to a sign of the times.

I recommend that you have either 100% complete faith in whom you're dealing with or you have someone in your organization personally go see the group or entertainer.

Six to ten audio or video tapes arrive in my office weekly. I usually collect them and review each and every one of them over the weekend. Yet I still go see each act from time to time to evaluate them personally before I will book them. Going to see the act personally is the only way to truly know what you are buying.

Remember, a decision based solely on a tape should only be considered as a last resort because:

1. You have no idea when the tape was made. Several changes may have been made to the format of the group of entertainment since making the tape.
2. How do you know for sure that the tape is really made by the act you are considering?
3. A tape professionally edited; overdubbed and sweetened in a studio may not represent the sound that you will hear at your party or function.
4. Unless it's a video tape you have no idea how the bank or entertainer dresses; conducts themselves or interacts with your guests.

Be safe rather than sorry and go see what you're buying, or deal with someone that you know is truly looking out for your best interest.



**KEN & SYLVIA COHEN**  
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## HEARD IT THROUGH THE GRAPEVINE

by Donna Nigohosian

The big news this month is that Suzie Oliver from the Dallas Convention and Visitor's Bureau has "resigned" . . . however, she has joined Eddie Barker and Associates and will be in charge of some of the Association's that Eddie handles . . . she will be missed considerably by all of us in the hotel industry that relied on her at the Bureau . . . but hey, Suzie does this mean you are a meeting planner???? We all wish you the best of luck and we know you will do great!!! Suzie will continue to be a part of MPI!!

Julie Lowry from the Sheraton Corporation has left Sheraton after 15 or so years to join Beacon Management. She will be opening a GUEST QUARTERS Hotel in Fort Lauderdale, Florida. I know that Julie will just HATE that . . . with all that golf and yukky stuff to do down there! Best of luck Julie and have a ball!!!

Brian Hile is leaving the Fairmont in Dallas to go to the regional office for Fairmont in Chicago . . . we will surely all miss Brian but we wish you the best of luck . . . especially in the winters!!! BRRRRRR!!!

Debbie Shifflett from American Heart Association will also be leaving us to join

her newly promoted husband in San Francisco . . . Debbie, will you be leaving your heart in Dallas?? Enjoy yourself, we'll miss you . . . and if you see James Brolin . . . tell him hello for us !!! Debbie, we are also sorry to hear about your father . . . our sincere condolences.

Phyllis Firebaugh is now at the Westin Hotel . . . way to go Phyllis, we're glad you found a new home. Phyllis's new number is 450-2904.

Kathleen Harrison from the Anatole is going to work for Roegle in Washington D.C. . . . good luck Kathleen and send some business to us in Dallas!

Suzie Carr from the Annuity Board of the Southern Baptist has been elected for a three year term to the Board of Directors for the Religious Conference Management Association (RCMA) . . . congrats to you Suzie . . . we wish you all the best. What a great honor for you!!

Well . . . I think that's all I know for this month . . . quite a bit of news here . . . please remember to call me with any information on anyone you might have, 747-7000, ext. 230 . . . HAVE A GREAT MONTH!!

## April meeting-Incentive Travel

by Nancy Kirk

Incentive travel by definition is a modern management tool offered to sales directors, dealers, distributors, customers and employees to motivate and increase participation in achievement of goals and objectives. This was the topic of the April meeting of the D/FW Chapter presented by Pat McCain of the Dallas Convention & Visitors Bureau; Ron Trammell, Director, Special Events, Mary Kay Cosmetics; and Bill Boyd, President of Sunbelt Motivation.

Pat began the program with an overview of incentive travel and what it is. She stated that the key to motivation is extraordinary treatment, as the travelers have earned the right to be there and should be made to feel special. Ron Trammell described the process for the client in an incentive program. The first thing is to set the promotion, then outline what the group wants and narrow it down to one destination, make the site visit, and then the evaluation at the end.

Bill Boyd encouraged interface with an incentive house as they are specialists in designing programs to meet management's priorities and objectives. The ideal program design includes both push and pull, and must follow five important steps. These steps are: 1) Clearly define objectives; 2) Identify target market; 3) Capture attention; 4) Communicate meaningfully to market; 5) Arouse and sustain interest all the way. The role of the incentive house starts at the very beginning in the defining

stage to the end, and they can do as little or as much as the client wants.

Our thanks go this month to Joanne Nichols and the Ramada Renaissance staff for a beautiful lunch, and to Michele Green and Bauer Audio Visual for the A/V equipment.

### Congratulations to our newly elected officers for the 1988/89 D/FW Chapter Year!

#### President

Bill Boyd

#### Vice-President Membership

Suzie Oliver

#### Vice President Finance

Mary Cowart

#### Vice President Education

Mary Jo Simmons

#### Vice President Public Relations

Nancy Kirk

#### Vice President Administration

Rosemary Hall

#### Board of Directors:

Judy Love Bradley

Lisa South

Laura Yarborough

Susie Ruffner

Charlotte Ponder

Michele Sanseverino

Phyllis Firebaugh

Bob Mitchell

David Gisler

# Beckert elected to the MPI Board of Directors

Ellen Beckert of The Freeman Companies was recently elected to the M.P.I. Board of Directors for the 1988-89 Administrative year. Her responsibilities as a board member include administration and approval of all policies and procedures for the M.P.I. organization.

Recently, the M.P.I. board was restructured. The new board now consists of 6 officers and 12 directors which act on behalf of the entire M.P.I. membership.

Beckert has also been an active member of the D/FW Chapter since 1979 serving on numerous committees. She has also served as Vice-President of Education, 1983-84, President of the chapter 1984-85, named D/FW chapter "Supplier of the Year" in 1986 and now is a member of the M.P.I. Speakers Bureau.



Ellen Beckert

Congratulations Ellen!

## CMP STUDY QUESTIONS

1. "Room adjacent to pool area, with or without sleeping facilities."
  - A. Sample room
  - B. Cabana
  - C. Lanai
  - D. Efficiency
2. "Consumer Show"
  - A. Exhibit of products and services that is not open to the public.
  - B. Event at which products and services are displayed.
  - C. Exhibition open to the public usually requiring an entrance fee
  - D. Exhibition that is open to the public
3. Count?
  - A. Total number of attendees for a given period
  - B. Certified count of attendance
  - C. Number of people at show or exhibit
  - D. Total number of exhibitors for a given period
4. A "round" is a banquet table which usually is \_\_\_\_\_ in diameter.
  - A. 60 inches
  - B. 66 inches
  - C. 72 inches
  - D. 78 inches
5. Banjo and Chevron are fabrics used for . . .
  - A. Skirts
  - B. Drapes
  - C. Back drops
  - D. Table tops

### Answers:

1. B
2. D
3. A or D
4. A
5. C

## "NEW KIDS ON THE BLOCK"

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

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.

# DALLAS-FT. WORTH CHAPTER



Dallas, Texas 75356-0992  
P.O. BOX 560999



## CALENDAR UPDATE

**May 26, 1988, Thursday**  
Luncheon  
Plaza of the Americas

**June 9, 1988, Thursday**  
Showcase Canada (For Meeting Planners)  
Sheraton Park Central  
5:00 P.M. - 7:30 P.M.

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

**June 30, 1988, Thursday**  
Dinner  
Circle R Ranch

**July 28, 1988, Thursday**  
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 but-off date; last reservations and walk-ins will be accepted on a SPACE AVAILABLE BASIS ONLY.

CONCELLATIONS 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

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**Vice President Programming**  
Susie Oliver 214/954-1419

**Vice President Administration**  
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**Vice President Finance**  
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