



# CURRENT

## PRESIDENT'S MESSAGE

### We can't stop here



by:  
Mary Jo Malone

Yes, we are the Chapter of the Year, indeed a high honor. More importantly, I believe we have now set a new standard of excellence for

our chapters growth.

Our infrastructure is in place and growing. This is the time to build and move forward.

The message is very clear: WE CAN'T STOP HERE! To advance into the 1990's DFW-MPI Chapter (YOU), our members, must be charged with TWO MAJOR GOALS: more MONEY in our treasury and more MEMBERS in our chapter. Under the direction of your "elected who provide the expected", you, the members or the "unelected who provide the unexpected" are the most important source for our future.

The following 1989-90 goals were established at our July 19th Board of Directors meeting hosted by the Plaza of the Americas Hotel:

1. To develop a Membership Directory to better answer the needs of the chapter members.
2. To seek a more efficient way of presenting announcements for monthly meetings.
3. To continue to publicize our Job Bank in the business community in order to increase MPI's exposure thus increasing our percentage of placements.
4. To increase membership from Fort Worth by 40%.
5. To institute a business card exchange for networking purposes during monthly meetings.

## AUGUST MEETING

### Everything you wanted to know about wine but were afraid to ask.

by: Phyllis Foreman

Join us August 24, 1989 at the Panorama Room (21st Floor) at the Westin Hotel, Galleria, Dallas for an elegant evening of wine and dining.

Wine Connoisseur Kevin Magee of Julius Schepps Co., will guide us through the nuances of the wines we will be tasting.

We look forward to your presence, as we travel through the vineyards of France and California.

## Chapter of The Year celebration a resounding success

by: Judy Love Bradley

Earning MPI Chapter of the Year was, for all of us, an honor that we have long strived to achieve. Tuesday, July 18th celebration, was the culmination of a year's hard work and dedication by each member of the Dallas/Fort Worth chapter...a chapter that was determined to win CHAPTER OF THE YEAR for 1988/89.

The DFW Chapter of MPI hosted this celebration. Special thanks to the Fairmont Hotel, who provided a perfect backdrop for this wonderful evening. The food

•see CELEBRATION, page 3

## August Chapter Meeting

|          |   |               |
|----------|---|---------------|
| Date:    | Thursday, August 24, 1989   | <i>SHAUNA</i> |
| Place:   | Westin Hotel, Galleria  |               |
| Time:    | 6:30-7:00 PM Registration & Reception<br>7:00-8:30 PM Dinner & Program    |               |
| Cost:    | Advance Registration - \$22.00<br>Late Registration and Walk-in - \$27.00 |               |
| Parking: | Valet Parking Complimentary (Ticket stamped at desk)                      |               |

If paying by check, please fill it out before you get to the registration desk.

Advance Reservations must be made by noon on Tuesday, August 22, 1989.  
For phone reservations call (214) 484-6676.

6. To develop a brochure and produce a video furthering the image and awareness of the Meeting Planning Professional.
7. To institute a management internship program.
8. To increase newsletter advertising revenue.
9. To institute a new format for breakfast meetings.
10. To increase total membership by a minimum of 20%.
11. To increase educational opportuni-

ties for our members by conducting three executive workshops and one educational retreat.

12. To institute an annual fund raising event.
13. To refine and perfect the Richland College Meeting Planning 1 course
14. To form strategic planning committee of Past President's for the purpose of long term planning.

These are lofty goals. However, the two most important are MORE MONEY and MORE MEMBERS. LET'S JUST DO IT!

# Hot off the press

The management of Magic, Dallas' largest volume Destination Management and Special Events Company and Cynthia Michaels, Inc., a leading Special Events Production, Catering and Design Company has announced the formation of a holding company. The Special Event Companies will own and operate both companies with combined 1988 revenues of over \$3,000,000. The combination of the two companies creates the largest full service special event, entertainment, catering and party decorating company in Dallas.

"It was a natural decision for both of us", stated Patricia Watson, president of Magic. "Our primary client base is corporations and associations coming to Dallas for conventions or meetings. To service them we maintain a staff of twenty five, including everything from tour directors to prop designers and construction staff. Since Magic is already the largest destination management company in this market, the

only way we could materially grow was by extending our services to local corporations. Cynthia Michaels was already a well established leader in that market as both a decorator and a caterer.

Cynthia Jacobson, President of Cynthia Michaels with her husband, Michael, added "We were in the same marketing boat. We were active in the metroplex social and corporate market and for us to expand, we needed to access the convention and association market. We examined the market and determined that Magic enjoys the the same reputation for quality that we do.

In addition, they are going to be able to provide several new services. Now being offered are kosher and heart healthy catering and will be offering holiday decorating services. According to Patricia Watson, both companies anticipate substantial increases in their core business.

Congratulations!!

## Host Facility - August

# Location, Location, Location

by Phyllis Firebaugh

The jewel of the Galleria, a self-contained city under glass, is the spectacular Westin Hotel. In addition to Westin's three distinctly different restaurants and two lounges, a variety of fine restaurants, unique shopping and special entertainment is also available in the Galleria Mall.

The luxurious Westin Hotel features 432 oversized guest rooms and suites which are currently involved in a dramatic renovation. In addition to this renovation, a new Executive Club floor is also being

developed. Westin's two ballrooms and fifteen meeting rooms were refurbished last year.

A favorite hotel feature among meeting planners is the level of meeting rooms on the 21st Floor which offer a spectacular panoramic view.

The August Chapter Dinner will be served in The Panorama Room. Valet parking will be complimentary.

The Westin Hotel Galleria looks forward to hosting MPI members in August.

## PGA Committee

NEWSNEWSNEWSNEWSNEWS

by Gail D. Koch Lemaire

The Professional Growth Award Committee is pleased to announce AWARDS, AWARDS, AWARDS, and AWARDS!!!! We are achieving our goal of providing educational opportunities to our members.

This month's Current article is the most exciting I have written since my involvement began with PGA. The awards given by the committee are wonderful examples of why the committee and it's activities were formed.

At the July meeting, awards were given out to Ms. Phyllis Firebaugh and Suzie Oliver who attended our Meeting Planning I Course at Richland College. Laura Yarborough, CMP, received an award towards her registration at the recent MPI Annual Conference in Orlando. Finally, Susie Carr, CMP, will use her award towards registration for the MPI Institute II. These awards exemplify educational opportunities which can be considered by the Committee.

Way to go, Awardees! We are proud to contribute towards your further Professional Growth. Are you considering a course of study? Contact any PGA Committee member for more information, or an application today!

## ADVERTISING SPACE IS AVAILABLE!!

PLEASE CONTACT  
O.D. O'DONNELL at

691-4417

## 1989-1990 MEMBERSHIP DRIVE

by Lisa A. South, CMP

The Dallas/Fort Worth Chapter's annual membership drive is well underway. We are looking forward to a very successful year of increasing membership in the Dallas/Fort Worth area. Please do your part in publicizing information on this great organization to your fellow Meeting Planners and Suppliers.

The ground rules for the 1989 and 1990 membership contest are as follows:

- The contest began on May 2, 1989 and will conclude on May 1, 1990.

- Anyone in good standing with the Dallas/Fort Worth MPI Chapter is eligible to compete in this contest.

- Your name MUST appear on the application of a new member you have sponsored in order for you to receive credit for that person's membership. If

your name is not on the application, you will not receive credit. Phone calls to add this information will not be accepted.

- Remember, a Supplier must join with a Planner in order to meet MPI's requirement that at least 50% of the organization be Meeting Planners. A Planner can join alone, however, it is in our chapter's best interest to pair Planners with Suppliers so that everyone interested has an opportunity to become a member of MPI, as well as increasing the membership of the D/FW chapter.

- If you have a Planner, but do not have a Supplier, please call Lisa South, CMP, at (214) 490-2990. Please also call her if you have any questions regarding this contest or if you need membership applications for distribution.

Join us in continuing to make the DFW Chapter of MPI the very greatest!

Looking for a new challenge?  
Send three copies of your resume to:

MPI CAREER OPPORTUNITIES  
2730 Silver Creek #232  
Arlington, Texas 76006

RESUME HANDLING FEE:  
\$15 - Members  
\$25 - Non-Members

If you have a position to fill  
and would like to receive resumes  
of qualified  
applicants, please contact:

LaTrelle Smart, CMP  
(817) 261-4721

(ALL INQUIRIES  
ARE KEPT CONFIDENTIAL)



## JULY MEETING

by Tobe Hollingsworth

The 1989-1990 year of the DFW MPI Chapter opened with a bang as the July meeting showcased the creativity of our chapter. Headed by Judy Love Bradley, the program committee planned and orchestrated a meeting industry's "Jeopardy". With Gary Clark as the game's host, David Gisler as the distinguished judge's panel of one and Connie Connel as our very own Vanna White. The program tested our knowledge in a fun and lively way. Lisa South and her membership committee certainly enticed us to win...win...win as they displayed a fabulous array of prizes for the winning table.

Our host, the Downtown Sheraton, carried this casual, fun atmosphere through in grand form. MPI members and guests were greeted by a friendly staff and served a delightful and creative luncheon

## • CELEBRATION

from page 1.

was delicious and the feeling of comradery among the members of the DFW chapter present, seemed to fill the air, making the evening just that much more special. Special thanks to Hugh Hunt Productions, who supplied the trio, "Group Therapy", for our listening pleasure. A table was set up in the center of the room to display the CHAPTER OF THE YEAR notebook and



Ed Scannell, International President, was on hand to congratulate Bill Boyd and Mary Jo Simmons.

trophy. It should be noted that the competition for this award began in 1980 and since that time, only six chapters have earned this coveted award. In addition, Judith Mathews, CMP, the Dallas/Fort Worth Chapter candidate for International Planner of the Year, displayed the notebook she submitted to meet all the qualifications of this award. Her outstanding achievements received special recognition and a plaque at the MPI Annual Conference in Orlando.

Greg Elam, was our Master of Ceremonies for the evening. He and his committee compiled a series of slides depicting various members of our chapter, enjoying the past year's events. Multi Image and AVW converted many of the pictures taken throughout last year to slide a format for which we are most grateful. This slide presentation

of finger sandwiches, slaw filled pineapples, pasta salads and more. Thank you Sheraton!

This first monthly meeting of the new term was most definitely a demonstration of why the DFW Chapter was the 1989 Chapter of the Year.

Contributors to this meeting and thus a special thank you..

Cynthia Michaels/Magic  
Advantage Sales Promotion  
Arlington Convention and Visitors Bureau  
Canadian Consulate  
Dallas Convention and Visitors Bureau  
J C Penney  
Marriott Hotels  
Reunion Ranch  
Westin Hotel  
Adolphus Hotel



Bill Boyd surprised Judy Love Bradley with roses for compiling the scrapbook.



Bob Mitchell, Conferences Chairman, received a plaque from Bill Boyd for organizing "Team Texas".

added so much to the festivities of the evening.

Mary Jo Malone, Adolphus Hotel, DFW Chapter President presented Bill Boyd, CMP, of Sunbelt Motivation and Travel, last years Chapter President, with a picture of the Board of Directors for 1988/89, in appreciation for all of his motivation and dedication during the past year. Bill thanked each of the committee chairpersons for all their hard work and another special thanks to his officers and board.

See CHAPTER page 5.

## SPOTLIGHT

by Terri Sweet



Becky Milkie

Well liked and respected by peers, friends and clients, Becky Milkie is a very special MPI member. She has been an integral part of Dallas' meetings industry since 1978.

Born to an Air Force Family, she moved around with her longest resting place being Kansas City, Missouri. She came to Dallas in 1975.

Two years with Hyatt provided her springboard into a successful hotel industry career which has spanned the last eleven years.

Becky really found her niche when she became a charter employee at the "new" Adolphus. She was part of the pre-opening sales team during the remodeling and has literally become a part of the foundation of the property. When you walk through the Adolphus with her, you see hotel staff everywhere stop and greet her with a smile.

A strong belief that "the way you treat people determines the way they are going to treat you", has earned her this popularity and respect. On the other hand, you glimpse her rowdy side when you hear of her company picnic Talent Show exploits. Ask her for specifics next time you see her.

Becky's commitment and passion for excellence has been justifiably rewarded. In 1984, she was recognized as Sales Manager of the Year and received a wonderful twelve day trip to Hawaii. Hard work does pay off!

Even when she is not "working", Becky is still being productive in the community. She is a weekly volunteer at Scottish Rite Hospital and gets a lot of satisfaction from working with the children. As a member of American Business Women's Association for the last twelve years, she is involved in earning money for scholarships for women.

Having seen Becky at HSMA and MPI functions over the last few years, I knew her as a pleasant, intelligent professional. After discovering so much of her personal side, I am proud to say that I know her and that she is a part of our industry.

## NEW KIDS ON THE BLOCK

by Lisa A. South, CMP

Meeting Planners International would like to welcome the following new members for the month of June:

Judy R. Benaroché  
National Sales Manager  
Kaleidoscope, Inc.  
3131 Turtle Creek Blvd, #910  
Dallas, Texas 75219  
(214) 522-5930  
Supplier

Kay F. Bishop  
Marketing Production Manager  
Austin Industries, Inc.  
2949 Stemmons Freeway  
Dallas, Texas 75247  
(214) 951-9598  
Planner

Robbie S. Dennis  
Advertising & Sales Promotion  
Manager  
Antrim Corporation  
101 East Park Blvd. Suite 1205  
Plano, Texas 75074  
(214) 422-1022  
Planner

Missy Fain  
District Sales Manager  
Braniff Airlines  
2351 West Northwest Highway  
Dallas, Texas 75220  
(214) 902-4522  
Supplier

Pamela Jacobs  
Director of Sales  
Radisson Resort South Padre Isle  
9345 San Fernando Way  
Dallas, Texas 75218  
(214) 328-2383  
Supplier

John P. Johnson  
National Accounts Manager  
Bekins Moving & Storage  
1434 Patton Place Suite 190  
Carrollton, Texas 75007  
(214) 242-1525  
Supplier

Kathleen B. Johnson  
Owner  
The Byrne Johnson Agency  
1501 LBJ Freeway Suite 550  
Dallas, Texas 75234  
(214) 620-3181  
Planner

Kay Johnson  
Coordinator Scientific Sessions  
American Heart Association  
7320 Greenville  
Dallas, Texas 75231  
(214) 706-1430  
Planner

Clairene Jorella  
Legal Assistant/Meeting Planner  
Kimberly-Clark Corporation  
545 East Carpenter Freeway Suite 1300  
Irving, Texas 75062  
(214) 830-1455  
Planner

Debra C. Lakin  
Senior Sales Manager  
Ramada, Inc.  
1445 Ross Avenue Suite 3815  
Dallas, Texas 75202  
(214) 855-6216  
Supplier

Lisa C. McElya  
Owner  
Applause  
P.O. Box 820024  
Dallas, Texas 75382  
(214) 520-8434  
Planner

June M. Melton  
Travel Coordinator  
Campbell-Taggart, Inc.  
6211 Lemmon Avenue  
Dallas, Texas 75209  
(214) 358-9313  
Planner

Sandy A. Mukitarian  
Partner/Mgr. Costing/Operations  
The Professional Planning Group  
3609 Pinehurst Court  
Plano, Texas 75075  
(214) 867-3967  
Planner

Denise Sharpton  
President  
Sharp PR 3101  
Commerce Street #201  
Dallas, Texas 75371  
(214) 748-0466  
Planner

Bradley T. Young  
President  
Brad Young Multi-Image, Inc.  
4155 Buena Vista  
Dallas, Texas 75204  
(214) 528-4888  
Supplier

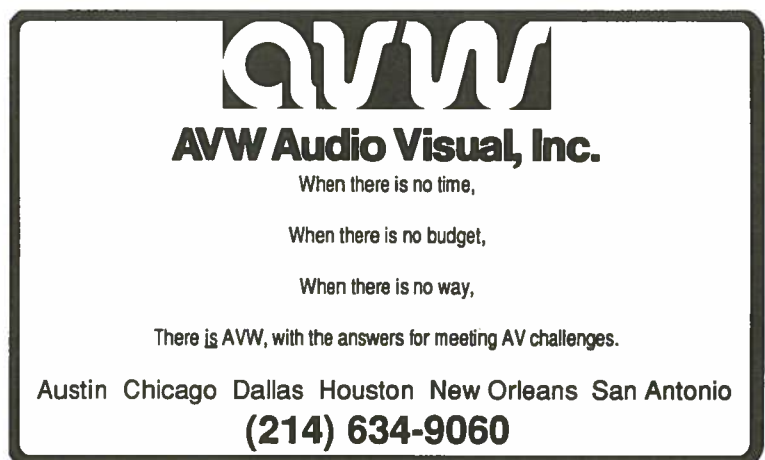


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## • CHAPTER

from page 3.

Bob Mitchell, Conference Chairman was presented with a special award for his efforts with the Supersport Sub-Committee. The Texas delegation received high honors at the MPI Annual Conference in Orlando, for one of the best cheers of any team at the conference. IT WAS HOT, HOT, HOT!!!

A bouquet of yellow roses was presented to Judy Love Bradley, Canadian Consulate General, chairperson of last years Chapter of the Year Sub-Committee. Her committee was responsible for compiling the achievements of the DFW Chapter into notebook form.

Special guests for the evenings festivities included Doug Heath, Executive Vice President/CEO, and Sonnie Weaver, Senior Vice President, of Meeting Planners International and Ed Scannell, CMP, immediate past president of Meeting Planners International.

CONGRATULATIONS to all the members of the DFW Chapter for earning the CHAPTER OF THE YEAR!!!!!!

*Photos compliments of Sloan Photography*

## DOLLARS & CENTS

by Susanne Ruffner

### June Financial Statement:

|                        |               |
|------------------------|---------------|
| Previous Balance       | \$ 6,816.77   |
| Income                 | \$ 2,778.60   |
| Disbursements          | <\$ 7,675.63> |
| Certificate of Deposit | \$10,000.00   |

End of Month Balance \$11,919.74

Financial statements run one month behind.

## MAKING CHANGES

by Lisa A. South, CMP

If you have made a change in your name, company, business address, business phone number, job title, etc., remember to send the information IN WRITING to:

Meeting Planners International  
Attention: Membership Department

INFOMART  
1950 Stemmons Freeway  
Suite 5018  
Dallas, Texas 75207

OR

You may call the changes into the Membership Department of MPI Headquarters at (214) 746-5222.

## Executive Workshop Series to resume

by Connie Connel, CMP

By popular demand, The MPI D/FW Chapter is resuming its Executive Workshop Series this fall. The first workshop will be held immediately following the monthly luncheon meeting at the Doubletree Park West on September 28th.

Three Executive Workshops and a weekend educational retreat are in the works for the 1989-90 year. More detailed information on the September Workshop, along with registration material, will be available in the next month's *Current*.

DON'T MISS the travel industry's most comprehensive automation trade exhibition and intensive educational program.

## TRAVEL WEEKLY'S 5TH ANNUAL FOCUS ON AUTOMATION

Conference and Trade Exhibition  
Loews Anatole, Dallas, TX.  
September 5-8, 1989

Join Judith E. Mathews, CMP, MPI's contributing editor on computers, and other meeting planners who will be participating in the comprehensive automation program Judith has designed specifically for meeting planners.

**WORKSHOP TOPICS FOR MEETING PLANNERS**  
**CONNECTIVITY FOR MEETING PLANNERS**  
**ON-LINE SERVICES FOR MEETING PLANNERS**  
**WHEN AND HOW TO UPGRADE FOR MEETING PLANNERS**  
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For further information, call Lillian O'Connor, CMP or  
Bonnie Wallsh, CMP at (718) 979-1012.

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# DALLAS-FORT WORTH CHAPTER



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## CALENDAR UPDATE

July 27, 1989  
Sheraton Dallas Hotel (downtown)  
Luncheon

August 24, 1989  
Westin Galleria Hotel  
Dinner

September 28, 1989  
Doubletree Park Plaza Hotel  
Luncheon

October 26, 1989  
Reunion Ranch  
Dinner

November 16, 1989  
Marriott Mandalay Hotel  
Luncheon  
(2nd Annual Joint MPI/HSMA Meeting)

## BOARD MEETING

August, 18 and 19, 1989  
Board Meeting and Retreat  
Garrett Creek Ranch

## MEETING RESERVATION AND ATTENDANCE POLICY

**NOTE:**  
Money will be collected at the door. If paying by check, please have your check filled out prior to registering 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.



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Bob Mitchell ..... (214)720-5213

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