



CURRENT

PRESIDENT'S MESSAGE

The Debate is Diminished

by Bill Boyd, CMP



One major debate among members since I have belonged to this organization centers around definitions of "planner" and "supplier" categories. In poring over previous *Current* editions I find that the definition has been addressed by almost every president in this column. I am pleased to announce that with the withdrawal of the proposed fourth member category, redefinitions of planner and supplier categories have been formulated by the Member Relations Committee and approved by the Board of Directors as of Dec. 3, 1988. While I am sure this will not end the debate on the need for an independent planner category, it will provide sane guidelines for all to follow until the issue is finally resolved. Following are the definitions which have been tightened; there can be little doubt as to which categories each of us belong:

PLANNER: Planner membership shall be available to those individuals actively engaged in planning and managing meetings for the firm or organization by which they are employed and to independent meeting planners who receive no compensation for services except from their clients.

SUPPLIER: Supplier membership shall be available to those individuals engaged in supplying goods and services to the meeting industry. This shall include, but not be limited to, advertising specialty firms, airlines, audio visual manufacturers and services, auditoriums and convention halls, badge suppliers, convention bureaus, convention decorators, cruise lines, desti-

PROGRAM

Are You Losing Your Edge or Just Getting Edgy???

by Donna Nigohosian

Are you bored or is it burnout? Our speaker at the February chapter meeting, Dr. Bob Rose, will address burnout, its symptoms, and the ways an individual can tell if he or she is beginning to suffer from this common problem. He then focuses on overcoming burnout, and more importantly, how to avoid having it in the first place. The problem with many stress cures is that they are impractical. He believes in coming up with cures and treatment methods which are actually practical and fit today's career minded professional.

Originally from Fort Worth, Dr. Rose

completed his Ph.D. in psychology at Florida State University and for the past 13 years has practiced in Dallas consulting men and women in business. The emphasis of his programs are on the development of teamwork starting with the essential element of any team . . . the individual. Effective organizational development can help individuals to avoid burnout and increase productivity. Dr. Rose's articles have been published in several professional magazines. He has conducted seminars for the Texas Society of CPA's and the State Bar of Texas to name a few.

Come learn how to sharpen your edge!

February Chapter Meeting

Date: Thursday Feb. 23, 1989
Place: Marriott Quorum
Time: 6:00-6:45 Registration & Reception
 6:45-8:30 Dinner and Program
Cost: Adv. Reg. - \$22.00
 Late Registration and Walk-in - \$27.00

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

Parking: Self Parking Available Complimentary.

Advance Reservations must be made by noon on Tuesday, February 21, 1989.
 For phone reservations call
 (214) 484-6676.

nation management firms, display builders, film rental firms, group travel suppliers, hotels, publications, sales incentive companies, speakers and presenters, theatrical and speaker producers and/or guest and

travel agents.

HOORAY FOR THE MEMBER RELATIONS COMMITTEE AND THE BOARD OF DIRECTORS!

EDUCATION

Meeting Planners Have High Profile in Conference Center Industry Event of the Year

The International Association of Conference Centers' Eighth Annual Conference

by John G. Wilderman, President

"Magic in the Mountains" happens April 8-12 in Snowbird, Utah. Meeting planners interested in conference centers, should not miss the annual conference hosted by the International Association of Conference Centers (IACC). This is the continuing education opportunity of the year.

IACC has made special arrangements for planners. The registration cost to attend the four-day conference is \$195. In addition, Delta Airlines will provide lodging and meals on a complimentary basis from April 8-12 in the deluxe Cliff Lodge. There are no other costs associated with the conference. A limited number of scholarships for the \$195 registration fee is also offered by IACC to qualifying planners.

"The conference offers seminars on developments and trends in the industry, as well as a gold mine of networking opportunities," says John G. Wilderman, President of IACC. "Because this segment of the hospitality business is changing so rapidly," he adds, "the conference is a 'must' for planners who book or want to book meetings at conference centers."

Thirty-three DFW Members Attended the Professional Education Conference

DFW was again well represented at the recent MPI - Professional Education Conference (PEC) in Nashville. All total, 33 DFW'ers were on hand; believe it or not, an even split 17 planners and 16 suppliers.

At this meeting, we made a few plans to get together. A large percentage showed for our group photo prior to the opening night reception. Tickets were also coordinated for a couple of banquet tables for the final event.

All-in-all it was a successful beginning in

The event is important in gaining an understanding of the most effective use of conference centers for meetings, the development of new conference center clientele, and the type of meetings best served by conference centers. Daily classes will be facilitated by industry leaders, and will encourage a high level of participation. A brochure offering complete details, including topics, speakers and schedules for the conference is available from IACC.

The conference theme is "Magic in the Mountains," reflecting the spectacular scenery afforded by Snowbird Ski and Summer Resort which is nestled in the Utah Rockies. A healthy dose of recreation will be a part of the program, including skiing, swimming, sunning and spaing. The Cliff Lodge features several restaurants, lounges and a European-style rooftop spa.

Registration for IACC's Eighth Annual Conference is limited and must be done directly through IACC. To obtain the conference brochure, details on transportation and information on scholarship qualifications, contact IACC directly, 900 S. Highway Drive, Fenton, MO 63026. Telephone (314) 349-5576.



D/FW members attending the Professional Education Conference in Nashville.

an effort to bring our members together at the National Conference. Greater emphasis will be placed in this area for the forthcoming annual meeting this June in Orlando. Our goal - a Super Sports Trophy for DFW.

Certified Meeting Professional-CMP Intensive Study Course

If you are planning to take the CMP Exam in June or December of '89, this intensive study course is for you.

This course will assist you with:

- Completion of your CMP application. Deadline date to submit your application to the CLC is March 15, 1989 for the June '89 Exam.
- Studying and memorizing the CLC glossary.
- Reviewing each section of the CLC manual and completing a quiz.
- Examining the format and planning for the day of the CMP Exam.

The first meeting will be Feb. 21, 1989 to assist you with completion of your application. Class continues May 9-30 each Tuesday evening 6:30-9:00 pm. Course fee is \$75.00

For registration information, contact the Continuing Education Office or Carolyn MacPhee at Richland College 214/238-6008.

March Executive Workshop

"Programming the Industry for Software"

by Connie Sandifer Connel, CMP

Whether your office is fully automated or still shuffling papers the "old-fashioned" way, you'll want to attend the MPI D/FW Chapters' Executive Workshop in March.

Judith Mathews, CMP will address one of the most important areas in the meeting planning industry today, computerization. Judith will cover a wide range of issues, from "getting up and running" to the future of meeting planning software. She will discuss computer software specifically designed to make our jobs easier, our use of time more efficient, and (hopefully) our industry more standardized.

see WORKSHOP, PAGE 3.

Richland College Meeting Planning I Course

The MPI-DFW Chapter Richland College Advisory Council has been working with Richland College since last year, putting together a course designed to introduce and instruct the basics of meeting planning.

This course will benefit new planners, as well as planners with a few years experience. Meeting Planning I will begin March 20,

1989 and run each Monday evening from 6:30-9:00 pm for 10 weeks. The course fee is \$98.00

For registration information, contact the Continuing Education Office or Carolyn MacPhee at Richland College 214/238-6008.

For all those interested there will be an open house on Wednesday, February 15, at

Richland College for introduction to this course.

For more information call Carolyn McPhee at the phone number above or Mary Jo Simmons at the Adolphus Hotel at 214/742-8200 EXT. 209.

December Meeting

The guest speaker at our January meeting, Vince Caminiti, gave the membership a great deal of "food for thought" regarding the topic - Elements of an Aging Airline System. Mr. Caminiti stated, "There's a lot at stake in this campaign. If we fail to address our problems, it could cost this nation hundreds of thousands of jobs - and set back our nation's drive to



Judy Gausnell, Mickey DeVito

retain world economic leadership. We must persuade the administration and our legislators that air transportation deserves more of their attention. We must persuade them to give a restructured FAA whatever resources it needs to do the job that must be done. It will take grassroots support to persuade Congress and the Executive Branch to give air transportation the priority it needs to remain the best in the world." We would like to thank Mr. Caminiti for his comments and concern, and for an excellent talk.

As always, the Hyatt Regency Hotel performed magnificently from menus to microphones, from napkins to nourishment and from creativity to consistently



Vince Caminiti



Patty Watson-Covert, Cheryl Dyess, Ed Dramberger

excellent service. Our thanks to all the folks at Hyatt who contributed, but especially to Sandy Euler, the Catering Manager; John O'Hearn, the Director of Sales; Todd Martin, the General Manager; and for all the support from Tim Lingren, Regional Vice President of Hyatt Hotels. A special thanks also goes out to Petals and Stems for the beautiful floral centerpieces on each of our tables and to AVW for supplying the microphone and podium.

Cheers to our Program Committee for supplying such a timely program. Anyone interested in joining the Partnership for Improved Air Travel should call 1/800-228-7300.

Photos compliments of Sloan Photography

1988-89 Awards Gala in May

It's not the Academy Awards, not an Emmy, not Grammy, or even Cleo, but it is an important Industry Event! It's the first Awards Gala for the D/FW Chapter MPI. Importantly, it's an event you'll not want to miss.

A black tie regal event will honor our chapter's top recipients of Awards for 1988-89. Included are Host Facility for the Year, International Planner and Supplier nominees, Suzi Fiveash Membership Award and our local Planner and Supplier of the Year Awards. Local celebrities will assist with the presentations.

Entertainment will be the best that our industry offers, concluding with a formal dance. A special presentation of the year in review will highlight the D/FW Chapter meetings and special events. The installation of new officers will precede the awards, so this evening will highlight the old and bring in the New Year.

Planning and execution will give every member who wants to be involved an opportunity to do so. Look for future announcements and be thinking in which way you'd like to contribute.

Mark your calendars now for Friday, May 19, 1989 at the Anatole Hotel and start planning for what will hopefully become The Annual Event of the Year.

FOR
YOUR
PERFORMANCE

Performance
printing

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

• WORKSHOP from page 2.

NCR, located on the third floor of the Infomart, has graciously offered to host the workshop in their showroom, and provide a coffee break and the audiovisuals for the workshop.

Enclosed in this newsletter is an information/registration sheet for your use. Please note that the workshop hours have been extended (1:00-5:00 p.m.) to better

accommodate this subject. The registration will remain the same. At \$20.00/person, this may be one of the best investments you will ever make!

For more information on the March Executive Workshop, please call one of the following: Connie Sandifer Connel, The Southland Corp., 214/521-4172, Beverly Smith, BLS Enterprises, 214/234-8781 or Kim Warren, Halliburton Co., 214/978-2625.

**MPI
DALLAS/FT. WORTH CHAPTER
BOARD MEETINGS 1989**

February 15	Crown Plaza
March 15	Sunbelt Motivation & Travel
April 19	Four Seasons Las Colinas
May 17	Surprise

MEMBERSHIP

"NEW FACES"

by Suzie Oliver

A warm D/FW welcome to the following new members:

Gwenna F. Betsill
Marketing Manager
Upchurch Incentive Travel
14500 Trinity Boulevard, #114
Fort Worth, TX 76155
817/571-3500

Edward P. Dramberger
Sales Manager
Fairmont Hotel
1717 N. Akard Street
Dallas, TX 75201
214/720-5276

Carol P. Neill
Dir. Corporate Communications
Life Insurance Company of the SW
1300 West Mockingbird Ln.
Dallas, TX 75247-4921
214/638-9284

Cathy Stentiford
Sales Manager
Fairmont Hotel
University Place
New Orleans, LA 70140
504/529-4815

Deborah A. Burleson
Sales Manager
Westin Hotel Galleria Dallas
13340 Dallas Parkway
Dallas, TX 75240
214/450-2904

Rex Killebrew
Director of Marketing
Ranchland
Route 3 Box 602
Roanoke, TX 76262
817/430-3060

Patricia R. Peterson
Tax Administrator
Arthur Young
2121 San Jacinto, Suite 500
Dallas, TX 75201
214/969-8331

Jan L. Campbell
Customer Relations Manager
Convex Computer Corporation
701 N. Plano Road
Richardson, TX 75083-3851
214/952-0200

Cynthia G. MacDonough
Assistant Conference Coord.
American Heart Association
7320 Greenville Avenue
Dallas, TX 75231
214/706-1441

Victoria C. Scott
Administrative Assistant
Natl. Assn. of Women in
Construction
327 South Adams Street
Fort Worth, TX 76104
817/877-5551

NEW MEMBER RECRUITMENT

The 1988-89 recruitment campaign is well under way, and the top producers so far are:

Norbett Dettmann 7
Suzann Oliver 2
Susan Romanzi 2
Laura Yarbrough 2
William Boyd, Jr. 1
Mary Cowart 1
Michael Arseneault 1
Lindsey Iacovino 1
Thomas McLaughlin 1
Anne Simes 1

We Want You!!

by Lou Hudson

Attention all members! You can be the winner of one of three great get-away vacations for two. Beginning August 1, 1988, all good standing members were challenged to recruit new MPI members to our Dallas/Ft. Worth Chapter. The contest will end May 1, 1989, and please remember to sign your name on the new member's application so you can receive credit. All three exciting prizes are ready to be won. Good luck!

First Prize: Airfare for two to Calgary, Alberta provided by the Canadian Consulate General. Accommodations for three nights at Banff Springs, a resort castle nestled in the Canadian Rockies. An additional three nights will be provided at Lake Louise located 35 miles northeast of Banff. This great prize is being provided by Canadian Pacific Hotels and Resorts.

Second Prize: Airfare to Tampa, Florida for two provided by Delta Air Lines, transportation to Tarpon Springs and two nights at the famous golf, tennis, racquetball, swimming and beach resort, Innisbrook. Suite accommodations and a recreation package will be provided by Innisbrook Resort.

Third Prize: Airfare for two to New Orleans, Louisiana provided by Southwest Airlines. Accommodations will be two nights at the famous Sheraton Hotel featuring famous Bourbon Street and the French Quarter. Accommodations are provided by Sheraton Corporation.

SHOWBIZ

Theme Entertainment Co. seeks General Manager for Dallas/Ft. Worth area as dedicated to quality & client service as we are.

Exciting and challenging with a lot of variety. Now scheduling interviews week of Feb. 20th. Send resume to Kevin O'Connor Entertainment Themes, Inc. 801 Sibley Mem. Hwy., Lilydale MN 55118 or call (612) 457-9057.

MEET A NEW MEMBER

by Carolyn Hopper



Victoria C. Scott

Administrative Assistant
National Association of Women in Construction

Education is what brings Victoria Scott, Administrative Assistant at the National Association of Women in Construction, to us as a new member this month.

Victoria has worked at the association headquarters in Fort Worth since last May. She is responsible for membership, public relations and marketing. She also was given the assignment of meeting planning upon the departure of Betty Kornegay last October. Now Victoria is looking forward to the educational opportunities at MPI and to sharing what she learns with others in her office.

The National Association of Women in Construction has approximately 8,600 members representing 226 chapters nationwide. The membership is comprised of female

business owners who function in administrative capacities for architects, contractors, and engineering firms, as well as those who actually work on construction job sites.

Victoria says working with all women "is not that bad" and is really more like a family. There are ten employees in Fort Worth including one male in shipping. This is not necessarily by design, it just worked out that way said Victoria. Everyone works together well.

Victoria moved to Texas five years ago when her husband was transferred from Tulsa, OK. They are outdoors people; they love to camp and fish. But some of that may be curtailed shortly since they are expecting their first child in March.

We look forward to meeting you soon Victoria, and wish you and your family the best!

HEARD IT THROUGH THE GRAPEVINE

by Donna Nigohosian

Young Presidents' Organization has added more Dallasites to their staff . . . Nancy Kirk from ColorTile joined them recently as a Project Manager, Margaret Brown from Great American Reserve has also become a Project Manager and Karen Hodges from American Heart Association has become a University Education Manager. We wish all of you the best of luck in your new endeavor. Congratulations.

The new Doubletree at Park West located off 635 and Luna Road has a new Director of Marketing, Mary Neister. Mary was formerly the Director of Marketing at the Doubletree at Campbell Centre. The hotel opens in June 1989, and Mary says she has some great showrooms available.

She can be reached at 869-4300. Congrats to you and best of luck, Mary.

Well, things change quickly, but Marty Evans will be leaving the Sheraton Dallas Hotel soon . . . destination unknown at this time, but we are sure he will do well wherever he goes. Stay in touch, Marty and good luck.

Mary Fallon formerly of Colony Park Hotel has recently joined the sales staff at the Hilton on Mockingbird. She will be a great asset and we wish her the best of luck.

Lois Covillo has assumed the position of National Sales Manager at the Four Seasons Hotel and Resort . . . ENJOY!

Kathleen Harrison from Rogal America Inc. became Mrs. Ted Olsen on December 27! We wish both of you a happy

life together. Kathleen will remain in Dallas with Rogal America and her new husband!

Jeremy Stover from the Fairmont Hotel is leaving BIG D to work at a resort outside of Denver . . . We will miss you Jeremy and we hope you like to ski.

The Westin Hotel at the Galleria has a new salesperson, Faith Nucero. She hails from the Westin in Stamford, Connecticut. Welcome to Dallas, Faith. We know you will enjoy our winters!

Another salesperson from the Westin, Gayla Fussell and her husband are the proud parents of a beautiful baby girl . . . Savannah Skye! We wish you a happy life together! Congratulations.

That's it for this month . . . call if you get any news . . . 521-9304.

SPOTLIGHT

by Terry Sweet



Patricia Stump

Intelligence, commitment, and drive, these are powerful words used to describe Pat Stump. Once her goal is sighted, success is not far behind.

In 1981, Pat surprised her friends with a decision to

move to Dallas from Chicago. Dallas offered her good weather, as well as housing and employment opportunities.

Upon arrival in Dallas, Pat's talents won her a position at Voluntary Hospitals of America (VHA). She began her career with VHA as Executive Secretary to the President. When he became Chairman of the Board, he promoted her to be his Administrative Assistant.

As the company grew and the number

of meetings multiplied, she opted for the responsibility of directing the corporate meeting planning effort.

Rising to the challenge, Pat established policies and procedures, while centralizing company meetings and conferences through her office. By planning consistently successful meetings, Pat was able to overcome the initial resistance most new meeting planning offices experience from other departments.

Pat has accomplished much in the last few years. She attributes a great deal of her success to the education and networking experiences in MPI. Other planners she met through MPI were unstinting with their time while brainstorming with her for ideas on specific challenges.

From a personal perspective, Pat has enjoyed the quality of life Dallas has offered her. Traveling, gardening, golf, and grandchildren are high on her list of relaxing pleasures. If you look carefully, you may even see her relaxing among her friends at the next MPI meeting.

DOLLARS & CENTS

by Mary Cowart

December Financial Statement:

Previous Balance	\$4,052.94
PGA Income	\$1,060.09
Income	\$5,477.15
Disbursements	<\$8,325.96>
Certificate of Deposit	\$10,000.00

End of Month Balance \$12,264.22

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

Your PGA Fund

by Nancy Kirk

Thanks to the generosity of our MPI members and guests, the Professional Growth Award Fund now has \$1,060 available for your use. Yes, this fund is for you to use in your efforts for professional development.

There are several opportunities this year for you to take advantage of the PGA.

- Meeting Planning I is being offered at Richland College and will begin March 20.
- The CMP intensive study course begins February 21.
- The CMP Exam is offered in June and December.
- The MPI Annual Conference in June.
- The MPI Professional Education Conference in December.

There are many other opportunities for growth available throughout the year, and the PGA Fund is available to assist you in taking advantage of these. Applications may be obtained from Gail Lemaire at 214/351-4477.

MARKETING GRAPHICS, INC.

10% SAVINGS
ON YOUR NEXT PROJECT

YOU CAN **SAVE** HUNDREDS OF DOLLARS BY USING THIS COUPON ON YOUR NEXT PRINT PROJECT. WHETHER IT'S A NEWSLETTER, COMPANY BROCHURE, ANNUAL REPORT, OR ANYTHING IN BETWEEN.

WE WILL TAKE **10% OFF** YOUR TOTAL INVOICE
(not including sales tax).

So your department doesn't get involved in print projects? You can pass this coupon on to someone else within your organization to use, their project will receive the same valuable savings.

SOME LIMITATIONS APPLY. CALL NOW- 951-9667. THIS OFFER EXPIRES MARCH 15, 1989

DALLAS-FORT WORTH CHAPTER



P. O. Box 866428
Plano, TX 75086-6428



CALENDAR UPDATE

February 23, 1989, Thursday
Marriott Quorum
Dinner

March 23, 1989, Thursday
Science Place at Fair Park
Dinner

April 27, 1989, Thursday
Luncheon

May 19, 1989, Friday
Loews Anatole
Dinner - Installation & Awards

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.

OFFICERS

PRESIDENT

Bill Boyd, CMP (214) 401-0210

VICE-PRESIDENT MEMBERSHIP

Suzie Oliver (214) 720-1335

VICE-PRESIDENT FINANCE

Mary Cowart (214) 248-4429

VICE-PRESIDENT EDUCATION

Mary Jo Simmons (214) 742-8200

VICE-PRESIDENT OF PUBLIC RELATIONS

Nancy Kirk, CMP (214) 650-4658

VICE-PRESIDENT ADMINISTRATION

Rosemary Hall (214) 630-8787

BOARD OF DIRECTORS

Judy Love-Bradley (214) 922-9806

Laura Yarbrough, CMP (214) 661-6000

Susie Ruffner (214) 929-8608

Charlotte Ponder (214) 591-2832

Michele Sanseverino (214) 717-2415

Phyllis Firebaugh (214) 386-6000

Bob Mitchell (214) 720-5213

David Gisler (214) 638-6450

Carolyn Hopper (214) 699-6270

IMMEDIATE PAST PRESIDENT

Norb Dettmann, CMP (214) 747-0555

CHAPTER SECRETARY

Sue Kelly (214) 484-6676

CURRENT EDITOR

Shelly Broekemeier (214) 401-0210

Sunbelt Motivation & Travel
909 East Las Colinas Blvd. Suite 200
Irving, TX 75039