

CURRENT

PRESIDENT'S MESSAGE

Outstanding Effort

by: Mary Jo Malone



What do you get when an MPI DFW Chapter member (Tobi Hollingsworth with Dallas Fan Fares) has an idea and shares it with a room full of people at a luncheon meeting?

An Instantaneous Response!

At our DFW MPI Chapter luncheon meeting held at the Melrose Hotel on September 28th, an idea for a Charleston/Hugo Relief Fund was born between the appetizer and dessert. The whole program was organized by Colleen Albert, our chairman of the Community Services Committee.

A sign up sheet circulated the room and an entire committee was formed. Phones rang, fax's flew and trucks moved...The result through the efforts of the entire committee...on October 10, 1989, an AVW truck delivered to a Salvation Army truck, that left Dallas on October 11, 1989, with 36 bags of clothes, 4 boxes of food, blankets, household goods, a bed, a recliner chair and a loveseat.

This was a great representation from our Chapter on a very short notice. We may never know the people that will receive our supplies, but we can be assured they were needed and appreciated.

A big thank you to all Chapter members who participated. A special thank you to the entire committee and Lindsay Iacovino and AVW who generously offered a drop-off location and truck and all of her time coordinating. Committee Members: Bill Boyd, Joanne Nichols, Bob Berry, Mary Cowart, Pat Smith, Andrew Spear, Alex Vurpillat, Cynthia Vannucci, Laura Volberding, Judith Houghton, Tobi Hollingsworth, Gary Clark, Pat McCain, Rosemary Hall, Gail Lemaire, Clairene Jorella, Dick Glochner, Debra Lakin, Dawn Weightman and Pam Braesicke.

A job well done! THANK YOU!!

NOVEMBER MEETING

November Program Leaders Look To The 90's

by Bruce W. Jaster

The GREAT DEBATE continues! And it steps up to higher levels of authority!

The "Second Annual" joint meeting of the Dallas/Fort Worth Chapters of MPI and HSMA will feature the two top leaders of our professional organizations — Doug Heath, CEO and Executive Vice President



Leonard "BUCK" Hoyle, Jr., executive vice president H.S.M.A. International.



Doug Heath

of Meeting Planners International and Buck Hoyle, Executive Vice President of Hotel Sales and Marketing Association International — in a high level discussion of the issues facing the meeting industry as we move into the 1990's.

The debate will be moderated by MPI's Chapter of the Year Past President Bill Boyd, CMP.

Questions will be posed to Doug and See LEADERS, page 2.

November Chapter Meeting

- Date: Wednesday, November 15, 1989
- Place: Doubletree Hotel at Park West, 1590 LBJ Freeway, Dallas, TX.
11:00 - New Member Orientation
- Time: 11:30 AM - 12:00 Registration & Reception
12:00 - 1:30 PM Lunch and Program
2:00 - 4:00 PM Executive Workshop *
- Cost: Advance Registration: \$22
Late Registration: \$30
Guest Registration: \$25

PARKING: Complimentary Self Parking

* Executive Workshop -See article enclosed for more details.

When paying by check, please have it made out before you get to the registration desk. Advance Reservations must be made by noon on Monday, November 13, 1989, to their respective organizations:

MPI Members: For phone reservations: (214) 484-6676
HSMA Members: For phone reservations: (214) 231-8081

November Executive Workshop

by Connie Sandifer, CMP

The second workshop in the 1989-90 Executive Workshop Series features Caleb McAfee, a highly successful local businessman who also conducts business seminars, McAfee will address "Personal Financial Strategies for Today's Professional." This workshop is a first for the MPI DFW Chapter, as members of HSMA have also been invited to attend.

The transient nature of the meetings/hospitality industry makes it particularly important to understand and incorporate sound investment strategies into your personal financial planning, including CDs, and the stock, money and bond markets.

•LEADERS

from page 1.

Buck by a distinguished panel of experts, representing publications that keep us abreast of the latest trends in the meetings industry. These panelists will include Peter Shure of Meeting News Magazine and Mel Hosansky of Successful Meetings Magazine. They will be joined by an editor of Meetings and Conventions Magazine.

Hotel staff changes, negotiations, on-site problem solving, bartering, cancellation clauses and penalties were a few of the important issues addressed in last year's forum. GREAT DEBATE II discussion will be open to these issues and more with Buck and Doug giving us their insight into the "big picture".

What are your most important concerns for the 1990's? What directions should our professional organizations be taking to make sure that we work toward positive progress in planner/supplier rela-

Specifics on the workshop are as follows:

Date: Wednesday, November 15, 1989

Time: 2:00 pm - 4:00 pm

Place: Doubletree Park West Luna Rd. and LBJ Freeway Dallas, TX.

Fee: \$25.00

Registration forms for this workshop were included in last month's Current. However, should you wish to attend and have not yet returned the registration form, you may register by telephone by calling either Bob Berry at (214) 233-3889 or Connie Sandifer, CMP at (214) 521-4172. Checks should be made payable to

tionships? Where do our associations need to focus their energies to bring the most benefit and the most productive results to all members of our profession? What are our "leaders" thoughts on major issues?

This important forum coincides with the annual meeting of HSMA International. The audience is expected to be one of the most well informed and highly professional gatherings ever assembled at the local chapter level.

For many of us, this will also be the first opportunity to visit the bright, new Doubletree Hotel at Park West.

And there's even more! An Executive Workshop (see additional article) will follow GREAT DEBATE II on the important topic—"Personal Financial Planning for the Business Professional." (Cost: \$25) Be sure to note that this meeting occurs on a WEDNESDAY to accommodate all the important HSMA and MPI activities scheduled that week!

the MPI DFW Chapter.

The workshop will be following the joint MPI/HSMA monthly meeting and promises to be "worth the investment"!

We look forward to seeing you there.

September Executive Workshop Certifies 23 in CPR

by Kim Warren

Cardiopulmonary resuscitation (CPR) training and certification proved to be hot topics at the highly successful Executive Workshop held at the Omni Melrose Hotel on September 28, 1989. Held following the luncheon, the Workshop echoed the theme of September's monthly chapter meeting, "Handling Medical Emergencies," in a very practical way.

Skillfully taught by Donna Gurica, R.N., from The Southland Corporation, and Trey Davis and Jimmie Wesson, a CPR instructor and emergency medical technician, respectively, of Cost Reduction Technologies, the Workshop opened with an hour of general classroom instruction. Those participants simply hoping to brush up on old skills were surprised to discover that much of their original training has become outdated and replaced with new, more effective techniques.

Breaking down into groups, the class proceeded with individual "hands-on" training with Chris, the CPR mannequin, who never once complained as his chest cavity received one pounding after another. Ample time for hands-on practice with Chris helped give attendees confidence in their ability to perform in an emergency situation. Said one participant, "I always thought that I would be useless in a crisis. But after so much practice, I know what to do, and I'm certain I could and would do it!"

Certification was granted only after students passed both a written test and successfully demonstrated the proper techniques to instructors. Fully 100% of those taking part in the course were awarded certification.

Congratulations to those members of the DFW Chapter who earned or renewed their CPR certification at the September Executive Workshop!

HOST FACILITY- NOVEMBER

by Judy Love Bradley

FACILITY: Doubletree Hotel at Park West
1590 LBJ Freeway
Dallas, Texas 75234
PHONE: (214) 869-4300

The Doubletree Hotel is a premier executive hotel, overlooking a 125 acre lake and marina in the lush Park West business development. Facilities include fully equipped indoor health club, sauna, whirlpool with outdoor heated pool and 10K jogging trail.

RESTAURANTS:

One; which specializes in American type of food.

SLEEPING ROOMS: 341
SUITES: 22
MEETING ROOMS: 17 (17,000 Sq. Feet)
SIZE OF GROUP WE BEST CATER TO: 10-300

To book an upcoming meeting/convention please contact:

NAME: Mary I. Neister
TITLE: Director of Marketing
PHONE: 214/869-4300, ext. 221
FAX: 214/869-3295

OCTOBER MEETING

October Meeting Wrap-up

by Tobi Hollingsworth

It was nothing like my prom but it was, indeed, a night to remember! Jack Shade's Mystery Cafe was an experience the DFW Chapter of MPI will not soon forget. The program had us laughing at the actors, their antics and each other. A crowd of record attendance was on their feet "dancing the night away" before the salad was even served! The cast of "PROM '63"



Santa, Bill Boyd, Barbara Fett and Susan Kelly, President of Love for Kids, promoting the sale of their fund-raiser Christmas cards. (Note enclosed order form)

received a well-deserved standing ovation at the conclusion of dessert. What a unique dinner program this was, definitely an "ice-breaker". Thank you, Jack, for your comments and hand-outs for successful implementation of a "whodunnit" production.

Alice Riggins, Dallas Convention and Visitors Bureau and Charlotte Merrill, of Magic, used no "hocus-pocus", but their best meeting planning skills as they orchestrated the entire evening. Puttin'



Mary Jo Malone introducing Gary Mosley, 5 years old, the winning artist for the Christmas card.

on the Ritz did just that . . . the centerpieces were fabulqus. . . themed for prom with a hint of "intrigue" and containing of second clue. The hotel was well rehearsed in their very important role . . . valets were handing out clues as well as parking cars! Bravo Marriott Mandalay! Thank you, too, Dallas Fan Fares for your larger-than-life murder/mystery silhouettes and the "scary" doorprize donation. . . the "torture" of a Dallas Cowboy football game, complete with a quick "escape" parking pass and disguise - a brown paper bag!?!

"Your staff could not have been more accommodating, and every request was cheerfully and expertly handled. Our goals were achieved above our expectations."

*Phyllis Firebaugh,
Vice President,
Meeting Planners International,
Dallas Fort Worth Chapter*

"Great accommodations. Delicious food. Beautiful surroundings. Professional and friendly staff. Garrett Creek Ranch . . . the perfect facility."

*Becky McGehee,
Area Executive Director,
American Cancer Society
Texas Division Inc.*

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Toma Simmons, 16 year old author of the greeting inside the Love for Kids card with Mary Jo Malone.

Amid all of the above mentioned excitement, a little fellow, 5 years old, managed to creep into our hearts, Gary Mosley, representing Love for Kids, was awarded artist for our fund-raising Christmas card. He and Toma Simmons, age 16 and author of the greeting inside our card, were honored this evening. Kaye Burkhardt, president of Dallas Fan Fares and the fund raising committee made one wish come true for each boy as they received an early Christmas present. Looking at Gary's beaming face as he held his drawing was the true spirit of Christmas. Yes, we are networking, we are sharing great meeting planning skills and we are doing GREAT work for our fellow man!

Photos compliments of
Sloan Photography

SPOTLIGHT

by: Connie Sandifer, CMP



John Nowak

John Nowak, Manager of Meetings and Travel Services for Embassy Suites, Inc., began what was to be a career in the meetings industry at a public relations firm in Chicago. There, he served his clients in a variety of capacities: coordinating appearance schedules, planning and executing hotel and restaurant openings and special events.

These responsibilities gave John a

continued on page 6.

MEET A NEW MEMBER

by Becky Milkie



Kay Bishop

Marketing Production Manager
Austin Industries, Inc.

Kay has been with Austin Industries, Inc., for 10 years and is responsible for marketing materials, audio-visual presentations and meeting planning. Of course, this short job description does not begin to describe everything that Kay does at Austin.

Kay has moved her way up at Austin since joining them in 1979. She spent six years as Communications Specialist where she was editor of the company's employee publication. Her duties expanded, and in 1986, she was promoted to her current position involving marketing production and meeting planning. That same year, her company, Austin Industries, became employee owned, and her role of "meeting planner" grew when they began holding annual "Employee-Owner Meetings." These meetings are typically held in February/ March in Arlington, San Marcos and Baytown, Texas; and Augusta, Georgia.

Her biggest challenge as meeting planner is the strict budget—providing the best quality she can with limited dollars. In fact, Kay and the three other members of the Communications and Marketing Department serve as the producers of these meetings. She says she does not have the luxury of hiring consultants or firms that design and produce meetings.

A member since June 1989, Kay enjoys MPI because of the professional resources that are available to her, the monthly newsletters, and knowing that she could call upon other planners for advice.

Kay says the professional accomplishment that she is most proud of is an award she and the entire Communications and Marketing Department received from The ESOP Association (Employee Stock Ownership Plan) for the communications program they designed, from printed materials to video presentation, when Austin's ESOP was implemented. She received

another such award from The ESOP Association for an audio-visual presentation she and a co-worker scripted and produced for the annual meetings.

Her best "tip of the trade/working philosophy is" always assume the worst will happen at a meeting and have a back-up plan ready."

Kay is a native Dallasite and a graduate of SMU. She is married and the mother of a 3 1/2 year-old son.

It's GREAT to have you as a member of MPI, Kay!

**DUCKY-BOB'S
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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 September.

- X Pati A. Beaulieu
Event Manager
Society of Petroleum Engineers
222 Palisades Creed Drive
Richardson, TX 75083
214/669-3377
Planner
- X Brian S. Bloom
Sales Manager
Loews Anatole
2201 Stemmons Freeway
Dallas, TX 75207
214/761-7209
Supplier
- Britta A. Brice
Area Manager Passenger Sales
Lufthansa German Airlines
222 W. Las Colinas Blvd, #1050
Irving, TX 75039
214/402-8004
Supplier
- Margo Callahan
Director Corp. Communications
International Telecharge Inc.
108 South Akard
Dallas, TX 75202
214/653-4650
Planner
- Jimmy Eanes
Travel Special Events Coord.
Interstate Battery Systems of
America
201 Valley View, Suite 200
Dallas, TX 75243
214/340-0432
Planner
- Diana L. Farr
Convention Services Manager
Sheraton Park Central Hotel
12720 Merit Drive
Dallas, TX 75251
214/385-3000
Supplier
- Jeffrey J. Means
Account Manager
MCI Planners
2245 Keller Way
Carrollton, TX 75006
214/418-1050
Planner
- Raleigh J. Parks
Administrative Manager
Coca-Cola USA
12770 Merit Drive, Suite 914
Dallas, TX 75251
214/233-3211
Planner
- Jeffrey C. Price
President
DMC Expositions Inc.
2100 Stemmons Frwy.
Dallas, TX 75207
214/655-6230
Planner
- X Ron Renee
Chief Executive Officer
Aestheticians International
Assn Inc.
3606 Prescott, Suite C
Dallas, TX 75219
214/526-0752
Planner
- Jeff Swope
Owner
Park Lane Equestrian
8713 Park Lane
Dallas, TX 75231
214/349-2002
Supplier

CLEVER CITY PROM 1963



CMP CORNER

by Kim Warren

Ask Me Anything (But Give Me My CMP)

The holidays are fast approaching, and with them comes the December opportunity to take the test to become a CMP! Nothing instills confidence like practice, so how about working on the sample questions below, which relate to coordinating with a facility's Convention Service Manager.

1. Define the following acronyms:
 - a. M.O.D. _____
 - b. E.P.O. _____
 - c. R.T.I. _____
2. Detailed instructions for particular event:
 - a. Function sheet
 - b. Event order
 - c. Resume sheet
 - d. Banquet order
3. A "walk-through" refers to:
 - a. Review of meeting details
 - b. Site Inspection
 - c. Inspection of function room prior to function
 - d. Inspection of trade show floor prior to opening
4. Name the Facility Manager who is responsible for all details of an event:

5. Name the Facility staff which provides special services such as ticket to local events, transportation and tour arrangements:

ANSWERS:

1. a. Manager on Duty
b. Each Pays Own
c. Room, Tax and Incidentals
2. All responses are correct
3. All responses are correct
4. Convention Services Manager
5. Concierge

DOLLARS & CENTS

by Susanne Ruffner

September Financial Statement:

Previous Balance	\$ 13,170.46*
Income	\$ 3,990.15
Disbursements	<\$ 4,248.89>

End of Month Balance \$12,912.00

*This balance includes the \$7,000.00 Certificate of Deposit.

Financial statements run two month behind.

PROSPECTIVE MEMBER COMMITTEE

"The Benefit of being part of MPI"

by Stan Heller

During the war years there was a draft instituted to help fill the ranks of the military with new recruits. It resulted in the quantity desired, but there were people doing something they really didn't want to do with no apparent personal benefit for them.

We cannot draft new recruits, and even if we did MPI would not benefit with members who really have no desire to belong, who would not contribute to our organization, and who could not benefit from their membership. The benefit of membership is the most important recruiting point which we should be expressing to potential members. It's not the friendship

or camaraderie we offer, which is most important, but a forum at which Meeting Planners can make better business contacts, learn more about their profession, and learn how to work smarter not harder.

We should not have to be chasing or dragging people into our ranks, but welcoming those who have the foresight to understand the opportunities which MPI provides. We all have to get out and let those who believe that they are working at a professional level know that we exist and that our's is the only avenue to which they can elevate their trade expertise. Let's get those who need to be part of MPI, to want to be part of MPI.

Our Team Is Your Team.

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631-5251

SPOTLIGHT from page 3.

strong background for his current position with Embassy Suites, where he has been since 1985. The conceptualization, planning and execution of their Annual System Conference, major company meetings, hotel grand opening events, franchisee excursions, employee social functions and training support in addition to participation in industry exhibitions and organizations, all fall under John's domain.

With all these programs to effectively coordinate, John says his biggest challenge is on-going: to communicate clearly, to maintain quality and to be professional at all times. While always keeping this challenge in mind, what John likes best about his job is the opportunity to work with fellow "team members" and the travel his position affords him. 1985 was an important year for John not only because he began his career at Embassy Suites at that time, but also because that's when he joined MPI. John has particularly enjoyed the continuing education programs, networking, unlimited resources and camaraderie that the DFW Chapter offers. And he has ESPECIALLY fond memories of being a member of "Team Texas" during SuperSports VIII in Orlando, even if they didn't win the cheer!

Here's a few other interesting tidbits about John Nowak:

HOMETOWN: Cleveland, Ohio.

COLLEGE DEGREE: BA in History from Ohio State University.

HOBBIES: Reading, swimming and cycling.

PROUDEST PROFESSIONAL ACCOMPLISHMENT: The 1986 Embassy Suites System Conference, held in Dallas.

PLACE WOULD MOST LIKE TO VISIT: "Greece, because of its heritage and beauty; Greece has given the world so much in the forms of architecture, science, philosophy, drama and government."

FAVORITE THING ABOUT DALLAS AREA: The fine restaurants and professional sports teams.

WORKING PHILOSOPHY: Care about people, be enthusiastic, be flexible, ALWAYS follow-up and have fun.

Give Receive Give Receive

by Dora Tweed

Christmas is a time of giving! Now you can GIVE to Love For Kids by purchasing your personal or company Christmas Cards from the MPI/DFW Chapter and RECEIVE 10 Christmas Cards for only \$8.50.

Love For Kids, an all-volunteer organization benefitting under-privileged children and adults, is sponsored by the MPI DFW Chapter. These special children will enjoy a special Christmas when you mail your Christmas cards this year!

HERE'S HOW YOU CAN GIVE AND RECEIVE

Complete the order form inside this newsletter and bring it and your company or personal check with you when you pick up your cards at the November MPI DFW Chapter meeting. If you are unable to attend the November meeting, just mail the form with your check to the address shown on the form.

Now We can Help You With Everything From Your Largest Headache Down To The Smallest Detail

For more than a decade Sunbelt has been a leader in corporate travel and incentives. Now, with the acquisition of The Meeting Network, we've created the industry's first *complete* meeting support service.

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CMP REVIEW COURSE OFFERED IN DECEMBER

by Connie Sandifer, CMP

The MPI DFW Chapter's Education Committee is pleased to offer a one-day CMP Review Course in December, specially designed for those sitting for the CMP Exam on December 9, 1989.

The course, scheduled for 10:00 am - 6:00 pm, Friday, December 8th, will be an intensive review of all major Exam categories.

Judith Mathews, CMP will lead the Review and Fred Knieberg, CMP is coordinating course logistics.

Cost for the CMP Review Course is \$50/person and a minimum of ten registrants will be required.

So if you are planning on taking the December 9th CMP Exam, or if you know someone from another chapter who could benefit from the CMP Review Course, let us hear from you!

For more information, please call Fred Knieberg, CMP at (214) 361-4316.

COMMUNITY SERVICES

by Becky Milkie and Colleen Albert

Stew Pot

Unfortunately, due to a change in staff at the First Presbyterian Church of Dallas, our October and November dates were omitted from their volunteer calendar and given to another group. We are confirmed for January through May and we will definitely need volunteers for these months.

Mark your calendar for Friday, January 26, and/or Friday, February 23, 1990, be there by 11:00/11:15 am with serving beginning at 11:30 am. Sign up sheets will be available at each monthly meeting.

LET'S LADLE UP SOME GOOD FOOD AND A SMILE FOR THE LESS FORTUNATE!

Meals on Wheels

We still need volunteers to help serve the families on Thanksgiving morning. Forms will be available at the November meeting.

DATE: Thursday, November 23, 1989

TIME: 9:30 am - 12 N or
10:00 am - 12:30 pm

Where: Meals on Wheels
4301 Beltwood Parkway North
Addison, TX
(214) 689-0639

A few well spent hours in the morning is all that is needed... and will be very rewarding and appreciated by the many people and families served. Just place your

PROFESSIONAL GROWTH AWARDS

by Lindsey R. Iacovino

"ANOTHER SATISFIED CUSTOMER"

The PGA Committee was delighted recently to receive the following letter from Susie Carr, CMP.

"My experience at the MPI Institute II was made possible by the PGA committee honoring me with a scholarship for tuition. The Institute was rewarding in many ways. The teaching staff was knowledgeable and the topics well chosen. My thanks to the PGA Committee for giving me the opportunity to fulfill my dreams of furthering my knowledge of meeting planning. Special thanks to all MPI members who contributed to this worthy program."

PGA funds are available! Your next professional growth opportunity can start today with the application form enclosed in this newsletter.

turkey in the oven in the early morning and after your deliveries are done, your turkey will be ready for your Thanksgiving feast.

For further details or any questions call Colleen Albert at (214) 746-6628.

Charleston Drive

- Hurrican Hugo

A BIG THANKS for the membership of MPI that pulled together for the tele-marketing and the members that provided materials, supplies, clothes and food for the families of Charleston.

A GREAT BIG THANKS to AVW and Lindsay for their support, assistance and transportation to get these supplies to the many needy families

Christmas Food Donations

Non-perishable items for Christmas will be collected again this year at our November meeting and December Christmas Party. Please bring all your items to these meetings to be donated to the North Texas Food Bank. This will help make everyone's holidays a little brighter.

Call us before you have an affair.

At The Westin Hotel, Galleria Dallas, we understand your needs. That's why we're as comfortable catering a dinner party for 12 as we are a reception for 1200. In your home or office or in the beautiful ballrooms and banquet halls of The Westin.

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WITH MORE DETAILS.

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DALLAS-FT. WORTH CHAPTER



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CALENDAR UPDATE

November 15, 1989 *** Wednesday
Doubletree Hotel at Park West
Luncheon (2nd Annual Joint MPI/HSMA Mtg.)
Executive Workshop Following 2:00pm-4:00pm

December 20, 1989 *** Wednesday
Plaza of the Americas
Dinner

January 25, 1990 *** Thursday
Harvey Hotel - Airport
Luncheon

February 22, 1990 *** Thursday
Summit Hotel
Luncheon
Executive Workshop: 9:30am-11:30am
(How To) Breakfast Series: 7:30am-9:00am
(Week of March 19: TBA)

March 22, 1990 *** Thursday
Worthington Hotel
Dinner

BOARD MEETINGS

November 14, 1989
December 19, 1989
January 17, 1990
February 15, 1990

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

Mary Jo Malone (214)742-8200

VICE-PRESIDENT MEMBERSHIP

Lisa South, CMP (214)490-2986

VICE-PRESIDENT FINANCE

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