



**PRESIDENT'S MESSAGE**

**Rediscover Dallas '90 in '90**

by: Mary Jo Malone



Some of you may already be aware of the intense effort launched by the Dallas Convention & Visitors Bureau. The campaign is " '90 IN '90 ", a campaign to book 90,000 additional room nights in Dallas for 1990.

The convention and tourism industry in Dallas represents a multibillion dollar industry, second to retail for revenues. Our industry employs more than 83,000 people. To keep this industry vital and strong, the Bureau is soliciting support from the meeting planners in the area. By rediscovering all that Dallas has to offer, and holding at least one meeting in Dallas, you benefit the city, as well as your organization because the money stays in Dallas, reinforcing Dallas' economic vitality. Just as you would call a convention bureau in other cities to set up meetings, you can do the same in Dallas.

Over the past several months, the " '90 IN '90 " campaign has included telemarketing blitzes and speaking engagements educating the business community and soliciting support.

As professionals in the meetings industry and residents of this fine city, we are the best sales people to help obtain the goal!

**OCTOBER MEETING**

**Murder on the Menu**

by Alice Riggins

This month's dining experience promises to be the most titillating adventure of all times.

On October 26, 1989 at the Marriott Mandalay, Las Colinas, we will enjoy an

ambrosial dinner and try to unravel the mysteries of an intriguing, high-spirited and humorous murder.

The mystery starts as you arrive...your complimentary valet parking ticket provides the first mystery clue.

**Planner/Intern success story**

by Dora Tweed

MPI member Mary Kay Havens loves to tell about her success as an intern sponsor. "I've probably had the best experience possible," says Mary Kay, Marketing Communications Manager for Convex Computer Corporation. Mary Kay is responsible for planning and managing the sales training, user group meetings and trade shows for this Richardson company which develops, builds, sells and services high performance computers.

Heather West, a student intern from the Management Internship Program (MIP) of the Richardson Independent School District, began her four afternoons per week "job" with the small projects that Mary Kay assigned her, i.e., organizing the public relations photographs for the company. Mary Kay boasted, "When anyone asked me for a photo, I would just point

See SUCCESS on page 2.

**October Chapter Meeting**

**THE DALLAS/FT WORTH CHAPTER OF MPI INVITES YOU TO WITNESS A MURDER**

- Date:** THURSDAY EVENING, OCTOBER 26, 1989
- Place:** DALLAS MARRIOTT MANDALAY AT LAS COLINAS  
221 EAST LAS COLINAS BLVD
- Time:** 6:30-7:00 PM COCKTAILS & REGISTRATION  
7:00-8:30 PM FOLLOWED BY DINNER AND THE MURDER MYSTERY/PLAY PERFORMED BY THE "MYSTERY CAFE PLAYERS"
- Cost:** Advance Registration: \$26.00  
Late Registration & Walk-in: \$35.00  
Guest Registration: \$30.00
- HINT:** BE SURE TO WATCH FOR CLUES THROUGH-OUT THE EVENING
- Parking:** Complimentary Valet Parking - Get your first clue here.

*Shawna  
9:15pm, 10/17*

When paying by check, please have it made out before you get to the registration desk.

RSVP...IS A MUST  
ADVANCE REGISTRATIONS MUST BE RECEIVED BY NOON  
ON TUESDAY, OCTOBER 24, 1989 CALL: 214/484-6676

• **SUCCESS**  
from page 1.

them to the directory and the system that Heather designed. I made a decision early on to give her projects to do instead of just answering the phone or making copies — that work is never done! The projects that she did were still here after her semester with us was over.

However, Heather wasn't gone for long! She worked part-time for Mary Kay during the summer following her senior year. "We had bought a MacIntosh and didn't know how to use it. We just gave Heather the manual, and she became our 'Mac expert.'" Heather returned, after completing her freshman year at Texas A & M University, to work for us again this summer. Before I left for vacation, Heather asked what I needed to do when I returned, I responded with a long list, and when I got back, she had done it all! Needless to say, I've already asked for another intern like Heather!" exclaimed Mary Kay.

**ARE YOU READY TO CREATE YOUR OWN INTERN SUCCESS STORY?** The DFW MPI Internship Program, sponsored by the Community Awareness Committee, is now underway. Planners and suppliers interested in sponsoring an intern can request an application for a Spring semester intern by calling Kay Pinkham, Management Internship Coordinator for the RISD at 214/301-4118.

**"HOW TO" BREAKFAST**

**ATTENTION... VETERAN MEETING PLANNERS...** Sign-up now for the DFW MPI Chapter's first "How To" Breakfast. See insert for details...

**MPI  
COMMUNITY SERVICES**

by Becky Milkie

The Stew Pot... MPI "ladles" love in the community for the second year.

The Community Service Committee will once again ask the members of MPI to give **ONLY ONE HOUR** of your time to feed the hungry. The STEW POT is a meal facility for the homeless, operated by the First Presbyterian Church of Dallas. MPI members will actually serve lunch to the hundreds fed daily by this program.

Your first opportunity for this rewarding hour donation of your time will be **FRI-DAY, OCTOBER 27, 1989. VERY VERY CASUAL**, jeans, warm ups, no jewelry. Be there by 11:00 a.m. serving will begin at 11:30. Sign up sheets will be available at the September meeting.

STEW POT  
FIRST PRESBYTERIAN CHURCH  
OF DALLAS  
WOOD AND HARWOOD STREET  
DOWNTOWN DALLAS

**THE WEC IS  
COMING  
IN APRIL!**

**STAY TUNED  
FOR MORE  
DETAILS**

**HOST FACILITY- OCTOBER**

**FACILITY:** Marriott Mandalay at Las Colinas  
**ADDRESS:** 221 East Las Colinas Blvd.  
Irving, Texas 75039  
**PHONE:** 214/556-0800

The Marriott Mandalay is a modern 27 story hotel in a garden setting, on the shores of Lake Carolyn in the Las Colinas urban center. This luxury property has 420 oversized guest rooms and over 16,000 square feet of exceptionally functional and flexible meeting and banquet space.

**RESTAURANTS:**  
Three; which specialize in Nouvelle/Southwestern type of food.

**SLEEPING ROOMS:** ..... 420  
**SUITES:** ..... 11  
**MEETING ROOMS:** ..... 14  
**SIZE OF GROUP WE BEST CATER TO:** ..... 10-300

To book an upcoming meeting/convention please contact:  
Kurt J. Bischoferger  
Director of Catering  
214/556-0800 ext. 3735

**THANKS... THANKS...**

**Door Prize - August meeting**

by Dana McGoveran

Our thanks to Mr. Kevin Magee, District Manager, Fine Wine Division of The Julius Schepps Company for presenting two bottles of Piper Sonoma 1986 to our lucky door prize drawing winners, Pat Stumpp and Joe Rohne!

**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.

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before you  
have  
an affair.**

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# SEPTEMBER MEETING

by Tobi Hollingsworth

Give us a theme and just see how far we can carry it! This membership, be it the host facility, the program committee, the vast source of knowledge our members possess...we're an impressive group.



Our experienced panel addressed a serious subject with some humorous moments.

September's theme...Medical Emergencies... was carried through via the menu, the doorprize, the Executive Workshop, even to our membership's latest community service response. The Omni Melrose provided a delightful setting, with "service" being our first impression. Valet parking made for a smooth arrival. We were greeted at the door by members of the Melrose sales staff and butler-style service of refreshments. The luncheon menu was printed along with its nutritional information. (How can something so good for you taste so good, too!!!) The panel discussion of potential medical emergencies faced by our industry was very enlightening and had us all thinking...**BE PREPARED.** The reference piece was compiled by co-chair

Joanne Nichols of Ramada Love Field and Donna Magro of Tamarron and Innisbrook Resorts and proved to be an excellent source of information on medical emergencies.

Judith Houghton, CMP, of Judith Houghton Enterprises, Greig Cunningham of Loews Anatole Hotel, and Donna Gurica, RN, M.S. of the Southland Corporation proved excellent sources of sound advice backed by experience. Sindi Sonnier of Presbyterian Health Care Systems supplied the door prize...a complimentary Care Club Membership with some very useful amenities to the holder.



Pat McCain learns what's new in Dallas from Dawn Gavin. Welcome back, Pat!

The panel's discussion certainly did inspire you to stay for our first Executive



"Try that once again, Gary," suggest Pat Pearson.

Workshop...CPR certification, a must on the list of credentials for a meeting planner. In testimony to our ability to act fast, during the reception the suggestion was made that we might come to the aid of the Charleston Hugo victims. By dessert arrangements were made for a telephone chain for supplies, a drop-off point and a truck for transporting the collections. What a group!

Photos compliments of Sloan Photography

## SPOTLIGHT

by: Connie Sandifer, CMP



**Fred Knieberg**

Over 35 years ago, Fred Knieberg, CMP planned his first sales meeting. Little did he know, at the time, that he would someday be a "Certified Meeting Professional" . . . afterall, there really was no such thing as a meetings industry in those days. How times have changed!

After earning his BBA in Marketing Research, Fred spent three and a half decades in Sales and Marketing Administration for the Apparel Industry. Six years ago, he discovered meeting planning as a bonafide industry and became a member of Meeting Planners International shortly thereafter.

As co-owner of The Me\*tingPlace, Fred manages whatever meeting planning and

travel requirements his clients have. And semi-retirement means that Fred has additional time to spend with his wife, two children and five grandchildren. He also enjoys the fact that semi-retirement affords him the opportunity to give something back to the industry. He has spent the last four years on the Programming Committee doing just that.

Here are some additional points of interest on Fred Knieberg, CMP:

**HOMETOWN:** New York City

**PROUDEST ACCOMPLISHMENT:**

Earning his CMP designation

**PLACE WOULD LIKE TO VISIT:**

"New Zealand; it's a microcosm of most of our world's beauty spots on two minor islands half-way around the world.

**FAVORITE THING ABOUT DALLAS:**

His family and many good friends.

**TIPS OF THE TRADE:**

1. There are few, if any, surprises in this world if you are aware of the implications of all that's happening around you;
2. Teach your assistants everything you know so your work is always in good hands and you can move on to bigger and (hopefully) better things;
3. Know what you can do and always do it well; if you don't know enough, learn as much as you can from everyone you can.

**ADVERTISING SPACE IS AVAILABLE!!**  
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O.D. O'DONNELL AT  
691-4417

**Looking for a new challenge?**  
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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)

## 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 July.

- ✓ Dianna M. Case  
Account Manager  
Sheraton Park Central Hotel  
12720 Merit Drive  
Dallas, TX 251-1290  
214/385-3000  
Supplier
- ✓ Delinda Dudley  
Meeting Planner  
Meeting Planners International  
1950 Stemmons Frwy, Suite 5018  
Dallas, TX 75207  
214/746-5121  
Planner
- ✓ Warren Fenske  
Marketing Specialist II  
TRW Target Marketing Services  
901 N. International Pkwy  
Richardson, TX 75081  
214/699-1271  
Planner
- ✓ Nell G. Frederick  
Mktg Communications Specialist  
Convex Computer Corp.  
3000 Waterview  
Richardson, TX 75080  
214/497-4000  
Planner
- ✓ Janet S. Gifford  
Director Public Information  
Cedar Valley College  
6031 Pineland, Suite 212  
Dallas, TX 75231  
214/987-2018  
Planner
- ✓ Brenda G. Gordon  
Director of Sales  
Embassy Suites Hotel DFW South  
4650 W. Airport Freeway  
Irving, TX 75062  
214/790-0093  
Supplier
- ✓ Peggy A. LaBounty  
Director of Sales  
Lexington Suites Hotel DFW  
4100 W. John Carpenter Frwy  
Irving, TX 75063  
214/929-4008  
Supplier
- ✓ Valerie A. Ariola  
Seminars Assistant  
Young Presidents' Organization  
451 S. Decker Dr., Suite 200A  
Irving, TX 75062  
214/650-4712  
Planner
- ✓ Gary D. Barr  
Conference Administrator  
Human Resource Systems Professionals  
P.O. Box 801646  
Dallas, TX 75380-1646  
214/661-3727  
Planner
- ✓ Margaret M. Brown  
Project Manager  
Young President's Organization  
451 S. Decker Dr., Suite 200  
Irving, TX 75062  
214/650-4660  
Planner
- ✓ Lynda K. Phillips  
VP Administration  
Computrac Inc.  
222 Municipal Drive  
Richardson, TX 75080  
214/234-4241  
Planner
- ✓ Kristina M. Rusnak  
Program Manager  
INFOMART  
1950 Stemmons, Suite 6038  
Dallas, TX 75207  
214/746-3548  
Supplier
- ✓ Jack D. Shade  
Partner  
Mystery Cafe  
6031 Blue Mist  
Dallas, TX 75248  
214/348-2710  
Supplier
- ✓ Cynthia L. Vannucci  
Senior Sales Manager  
Ramada Corp.  
1445 Ross Ave, Suite 2815  
Dallas, TX 75067  
214/855-6216  
Supplier
- ✓ Catherine A. Williams  
Public Relations Director  
Fun/Ed  
13608 Midway, Suite 127  
Dallas, TX 75244  
214/960-2666  
Planner

## MEET A NEW MEMBER

by Becky Milkie



### Judy Benaroche

Judy is the National Sales Manager and new to the Kaleidoscope family. She is responsible for selling all facets of meetings and has the pleasure of working from both sides of the fence, either with the meeting planner, association executive or directly with the hotel sales/convention services manager.

Judy is not new to the industry. She worked at the Plaza of Americas Hotel in downtown Dallas and also the Sheraton Park Central. Judy left the hotel industry to open her own business, Edible Artistry, which was custom chocolates geared toward the hotel and meetings area. After the business was destroyed by fire in January, she joined Kaleidoscope to be more involved in the meetings industry.

Judy says that her biggest challenge in the meetings industry is to meet or exceed the expectations of the clients. She enjoys MPI because of the professionalism that prevails throughout. She enjoys her job because it is multi-faceted; "I love the excitement of seeing a meeting transform from an idea on paper to the exciting reality of the event; I love the team approach and support that I receive at Kaleidoscope."

The one accomplishment that Judy is most proud of is her 13 year old daughter, who has given her great joy and she keeps all the other "important" things in perspective.

Judy is originally from Chicago. She enjoys working out with weights, aerobics and making gifts in chocolate.

Judy's working philosophy is to be honest with yourself and take time throughout the day to listen to the silent voice of guidance from above.

We wish you much happiness and success at Kaleidoscope.

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## DOLLARS & CENTS

by Susanne Ruffner

### September Financial Statement:

Previous Balance	\$ 13,753.46
Income	\$ 5,602.81
Disbursements	<\$ 6,185.53>
Certificate of Deposit	\$7,000.00

End of Month Balance \$13,170.74

Financial statements run one month behind.

## CMP CORNER

### Take the Plunge! (Actually, Take the Test!)

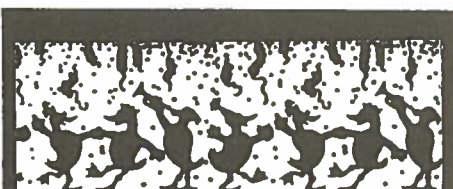
by Kim Warren

A few seconds is all it will take to plow through these sample questions from past CMP exams. Maybe it's time for you to earn the right to add the letters "CMP" after your name!

#### Handling Reservations and Housing:

1. The designated day when the facility will release a block of sleeping rooms to the general public is called:  
(A) Cut-off Time  
(B) Cut Date  
(C) Cut-off Date  
(D) Deadline
2. The process by which an individual indicates his intent to attend a conference or stay at a property is called:  
(A) Notice of Intent  
(B) Registration  
(C) Confirmation  
(D) Forecast
3. The number of rooms reserved for one group is referred to as that group's:  
(A) House Count  
(B) Complimentary Reservation  
(C) Arrival Pattern  
(D) Block
4. The anticipated dates and times of arrival of group members is the:  
(A) Forecast  
(B) On-site Registration  
(C) Arrival Pattern  
(D) Pre-Arrival Registration
5. The individual responsible for handling registrations is referred to as the:  
(A) Registrar  
(B) Desk Clerk  
(C) Concierge  
(D) Convention Representative

ANSWERS: C,B,D,C,A



**DUCKY-BOB'S  
PARTY RENTALS**

**Dallas Ft. Worth**  
702-8000 336-6800

## HEARD IT THROUGH THE GRAPEVINE

by Donna Nigohosian-Magro

Shelly Broekmeier has moved to San Antonio with Marriott Corp... Adios, Shelly, and we will miss you.

Kim Zekany will be moving north to the Sheraton Park Central from the Sheraton Dallas Hotel. Congratulations Kim and stay away from the Galleria and the shopping!!!

Speaking of the Galleria area, Barbara Dacus has joined the Grand Kempinski as Catering Manager, moving from The Crescent Court. Welcome back to North Dallas, Barb!

Bill Brown has left the Sheraton Park Central to become the Director of Sales at the Sheraton Mockingbird. We wish you luck, Bill.

Rick Alexander... a name from the past has joined Marilyn McGuire and Texas Credit Union League in the meeting plan-

ning department. Welcome back, Rick!!!

Tim Laska has left the Sheraton Centre Park in Arlington to become the Director of Sales at the Hyatt in Ft. Worth. Best of luck, Tim and come back to Dallas and see us soon!

Mark Wilder who left the Hilton on Mockingbird to join the Fairmont, is back at the Hilton on Mockingbird...Welcome back to the Hilton, Mark!

Good News! Judy Houghton has formed her own company, appropriately titled Judith Houghton Enterprises, which is a meeting and special events company. She can be reached at 369-6745 and she would be happy to hear from anyone who needs unique and qualified services. We wish you the best of luck in your new endeavor, Judy!

That's it for this month...don't forget to call me with any news!

# AVW

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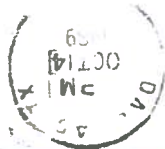
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**631-5251**

# DALLAS-FT. WORTH CHAPTER



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



## CALENDAR UPDATE

October 26, 1989 \*\*\*Thursday  
Marriott Mandalay  
Dinner

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

October 18, 1989  
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

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