

CURRENT

PRESIDENT'S MESSAGE

We Did It Again!!!

by Judy Love Bradley



It is my pleasure to announce that under the direction of our past president, Mary Jo Malone, the Dallas/Fort Worth Chapter of Meeting Planners International once again

earned the coveted title of "Chapter of the Year" in recognition of our chapter's efforts during the fiscal year 1989-90.

This is the highest honor our organization bestows. Judged the most outstanding chapter out of 43 chapters world wide, this is the second consecutive year D/FW has been so honored.

This could not have happened without the leadership of Mary Jo Malone, who challenged our chapter to achieve many goals in the industry and to give back to the community. She kept us motivated, saying "Just Do It," and everyone worked together to make this chapter the very best it could be.

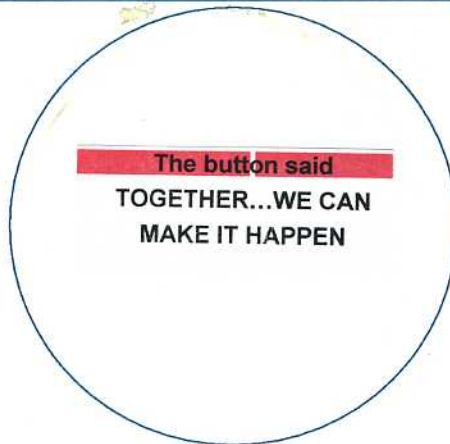
This accomplishment also required the dedication of our members, who volunteered their time and their expertise in many ways, giving generously of their time and their resources.

Competition for Chapter of the Year honors is very steep. The winner's identity is a very closely-guarded secret, announced at the annual conference each June. The level of excitement preceding the announcement is exceptional. I wish the entire chapter could have been there.

Now it's time to "make it happen" again in 1991.

In order to do this, we must:

(continued on page 2)



Be sure to wear this button at all monthly chapter meetings this year. Those doing so will be asked to provide a business card when they register and will be eligible for a prize during selected months (if you only knew which ones!).

This Issue of
CURRENT

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August Chapter Meeting

ACTION TIME with AVW's IMAGE WALL[™] by Alexandra Vurpillat

It's the time of year, ladies and gentlemen, when you will have the incredible opportunity to once again test your individual and team skills on the challenging "JEOPARDY" game show.

Sharpen your wits, MPI members and guests, for the slide display system will depict questions related to meeting planning. You think that maybe you have all the answers? We'll see. . . All we can tell you right now is: Expect the unexpected!

The game show is presented by our wonderful friends at AVW and is the system they use for several corporations and associations throughout the United States.

It is the time for fun and imagination. There is also room for you deep-thinkers to get involved! You'll love it and leave with ideas for your next great meeting!

August Chapter Meeting

DATE:	August 23, 1990
PLACE:	Doubletree Hotel at Lincoln Centre 5410 LBJ Freeway Dallas, Texas 75240 (LBJ Fwy. and Dallas North Tollway) 11:30 - 12:00 Registration & Reception 12:00 - 1:30 Lunch & Program
COST:	Advance Registration: \$22 Late Registration: \$30 Guest Registration: \$25
PARKING:	Complimentary Self Parking

When paying by check, please have it made out before you get to the Registration Desk. Advance reservations must be made by noon on August 20, 1990, by calling (214) 343-0555.

MPI FOCUS

President's Message

(continued from page 1)

1. Address suppliers' as well as planner's educational needs through monthly programming;
2. Add a regular monthly meeting in June, maintaining continuity and increasing our total number of meetings to 12.
3. Expand the CMP study course to twice annually and make it available on a national basis;
4. Increase our contribution to "Love for Kids";
5. Conduct a fundraiser to support "Give Kids the World," MPI's designated charity;
6. Increase to 12 the number of our chapter's monthly newsletters;
7. Expand the newsletter's scope to include industry-wide information as well as local news;
8. Submit press releases to trade and local press, increasing the visibility of the D/FW Chapter of MPI;
9. Increase membership from Fort Worth by 50% and overall chapter membership by at least 20%;
10. Utilize new members as registrants at our monthly meetings, enabling them to become familiar to our membership; and
11. Institute a mentor program to assist new and existing chapter members.

By working together, maintaining a spirit of teamwork and innovation, we will succeed, both personally and professionally, in the 1990s.

Together... We CAN Make It Happen!



Chapter of the Year
Celebration
will be held in the
Gold Room
at the Fairmont Hotel
Thursday, August 16,
from 6:00 - 8:30 p.m.

AVW

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LOVE FOR KIDS

Christmas Cards Now Available

by Barbara Fett



This year's winner is seven year old Marcus Loving.

The July meeting at the Stouffer Hotel put everyone in the spirit of Christmas and giving. And giving back to the community is what this spirit is all about.

Our goal for 1990 is to raise \$10,000 for Love for Kids. You are the one that can make it happen. If every member of the D/FW Chapter bought or sold four packages of cards, we can make our goal.

Love for Kids Christmas Cards are now available. If your company is interested in purchasing Love for Kids cards this year, contact Anita Seigers at The Adolphus Hotel at (214) 742-8200 or Kristi Rusnak at INFOMART, (214) 746-3548, for more information. If you would like to pick up a carton of cards on consignment, please contact Kristi Rusnak and she will make sure you have plenty on hand!



Awards were presented to the runners up.

PROGRAMS AND EDUCATION



The Collins Classic Carollers brave the July heat for Love For Kids.

JULY MEETING WRAP-UP

by Alexandra Vurpillat

Last month saw our best-ever attendance for a July meeting: 174 chapter members and their guests enjoyed the "Beat the Summer Blahs/Christmas in July" luncheon held at the Stouffer Hotel. The hotel staff did a superb job of helping us create a Christmas atmosphere, from choosing a great menu (we had the traditional Christmas turkey dinner) to providing decorations to "Ho Ho Ho" by. Special thanks go to Lisa South, Sue Ferguson and Debra Williams for setting up the Christmas decor--it really got us in the spirit.

O. D. O'Donnell, President of Night-life Talent, came through again with his wonderful contribution of the Collins Classic Carollers, outfitted in their 19th century attire, serenading the attendees a cappella during lunch.

The keynote speaker was Dr. Ann Tips, whose topic was how to handle stress in a productive manner by restructuring the direction of the stress into a positive framework.

The "Christmas in July" theme promoted an early beginning for our "Love for Kids" project. MPI is committed to doubling the amount of revenue generated



Connie Sandifer, CMP entertains new member Jill Cox of Dallas Fan Fares.

last year for Love for Kids, which benefits not only underprivileged children but senior citizens as well.

For those companies who send out Christmas cards to their clients and suppliers,

take note: an early order for your "Love for Kids" Christmas cards will enable us to have your company name printed inside the cards for you at no charge. The meeting was a terrific start to an exciting and productive year for our chapter. As Judy is so fond of telling us: Together... We Can Make It Happen.



HOST FACILITY - AUGUST

by Alexandra Vurpillat

THE DOUBLETREE HOTEL
AT LINCOLN CENTRE
5410 LBJ Freeway
Dallas, Texas 75207
(214) 934-8400
Fax: (214) 701-5244

Meeting Rooms: 16 with 21,000 total square feet

We best cater to groups of 10 - 1200.

To book an upcoming meeting/convention, please contact Dianna Case, Sales Manager.

Located near the Galleria, the Doubletree Hotel at Lincoln Centre offers deluxe accommodations with 508 exquisite sleeping rooms, 21 ultra-deluxe suites, large pool and four convenient restaurants: Crockett's, Terrace Cafe (adjacent to pool), La Bonbonniere and Cricketers. Conventioneers will appreciate the ease of the hotel's location to the tollway (15 minutes from downtown; 20 minutes from the Convention Center). The sales and marketing staff are renowned for their graciousness, efficiency and attention to service and details. They cater to the unique and unusual fun ideas to entertain your associates or guests. The hotel provides ample free parking and a great bakery to tease you away from your diet. The Doubletree Hotel at Lincoln Center is always an excellent choice for your next meeting or entertainment function.

CMP Corner

by Lisa South, CMP

Test your knowledge on the questions below. (The answers are according to the Convention Liaison Council Glossary.)

- A "round" is a banquet table which usually is _____ in diameter.
 - 60 inches
 - 66 inches
 - 72 inches
 - 78 inches
- Banjo and Chevron are fabrics used for _____.
 - drapes
 - back drops
 - skirts
 - table coverings
- A "sconce" is a(n) _____.
 - ornamental branched holder for more than one candle.
 - decorative carving used to enhance a buffet table or reception.
 - ornamental wall bracket for candles or other lights.
 - decoration for the center of a banquet table.
- _____ means lighting of venue separate from stage lighting.
 - vapor lights
 - border lights
 - work lights
 - house lights

ANSWERS: 1. a; 2. b; 3. c; 4. d

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Mary Cain
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PUBLIC RELATIONS

YOU NEED AN MIP INTERN An MIP Intern Needs You

by Mary Kay Havens

What is MIP?

The Management Intern Program of the Richardson Independent School District provides "real world" experience for top high school seniors. Students are qualified for the program through interviews, grade point average and recommendations of teachers. Only one third of the students who apply for MIP are selected to be interns. MIP interns are in the workplace three hours a day, four days a week, for one school semester. The fifth day, they attend MIP class and discuss what they have learned that week. They receive high school credit, but no pay.

What does MIP need from MPI?

Sponsors are needed for interns. Each intern is assigned to a sponsor within a company. The student attends meetings with the sponsor, observes the sponsor at work and can complete projects with the supervision of the sponsor. Students have been placed in hotel sales offices, in corporate meeting planning, with doctors, lawyers, and company vice presidents. Because these students are intelligent and mature, they need to be given challenging projects. They are not "temporary" workers brought in to do overload work. They are future professionals who want the opportunity to see the real world before they make choices about college and major courses of study. Many interns return to the sponsoring company to work at paid summer jobs, having been trained during their internship.

In addition to providing sponsors for interns, MPI can provide other needs: speakers for Friday classes, locations for field trips, or meeting places for the class of 40 from 2:00 to 4:00 on Friday afternoons.

Who do I contact?

Kay Pinkham is the coordinator of the program. She can be reached at her home at (214) 341-9642 or at her office after August 15 at (214) 301-4118. For more information on how successful this program can be for both the intern and the sponsor, contact Mary Kay Havens at CONVEX Computer Corporation at (214) 497-4584.

MEET AN MIP GRAD

by Kathryn Knight

Introducing young people to meeting planning as a career can be a challenge. But through the Richardson ISD and the Management Internship Program (MIP), many high school seniors are becoming aware of the meeting planning industry and the career options it offers.

One of the success stories of the program is Heather West. Heather, who has interned at Convex Computer Corporation for three years, is a junior at Texas A&M majoring in Economics. "I had no idea that meeting planning was a career option. I knew I liked people and business, so I joined Convex through the MIP program. I began in the human resources department and soon moved to the marketing depart-

ment, where I am still working," said Heather. "I have acquired organizational skills and have learned to relate meeting planning to the real world."

The MIP Program is a "win-win" proposition. Heather has helped her manager, Mary Kay Havens, by providing new insight and by giving Ms. Havens the opportunity to gain managerial skills. "I have assisted in various projects from convention registration to sales training to meeting logistics. I think the most important part has been when I was given a project of my own, such as the directory for our user convention. I 'owned' this project, and saw it through from beginning to the end," said Heather.

If your company could benefit from an MIP intern like Heather, contact Mary Kay Havens at CONVEX Computer Corporation at (214) 497-4584.



Colleen Albert Addresses PROFESSIONAL SECRETARIES INTERNATIONAL

by Connie Sandifer, CMP

"Pitfalls of a Meeting Planner and How to Avoid Them" was the topic addressed by Colleen Albert at the July meeting of Professional Secretaries International's Garland Chapter.

This was a subject of intense interest to an audience highly involved in planning meetings as part of their overall responsibilities. Trade articles and checklists were also provided to make this part of their jobs easier.

Colleen was representing the MPI D/FW Speakers Bureau in this engagement. The Speakers Bureau has a number of highly qualified members available to speak to other organizations on the meeting planning industry and speeches can be tailored to a group's specific needs.

If you know of a group that would be interested in utilizing one of these speakers, call Connie Sandifer, CMP at (214) 239-9969.

NEWSLETTER COMMITTEE PREPARES FOR THE YEAR AHEAD

by Kim Warren

The month of July saw five "brave souls" commit their time and energy to the CURRENT for the administrative year currently in progress.

Providing strong support for the newsletter is the Advertising Subcommittee, headed up by Mary Cain of the D/FW Hyatt and Jennifer Anderson at Ramada. Off to a roaring start, they are looking for "a few good members" to join them in their quest. Volunteers can contact Mary at (214) 453-1234.

Kathryn Knight of TRW, Alexandra Vurpillat from Carey Limousine and the Adophus's Becky Milkie have signed on to work with the Vice Presidents of Public Relations, Education and Programming and Membership, respectively, as a liaison between those officers' areas of responsibilities and the newsletter. Each liaison will work closely with the appropriate committees and vice president, keeping our membership informed and entertained.

If you are interested in joining this courageous band, now's the time. Contact Kim Warren at (214) 401-0210 to get involved.

MEMBERSHIP

Member Spotlight

by Kim Warren

JUDY BENAROCHE
National Sales Manager
Kaleidoscope Incorporated



Judy Benaroche is a veteran of the industry, logging 18 years in Los Angeles and Dallas combined. Working for Kaleidoscope for a year and a half, she plans special events, theme parties and shuttle and tour programs for corporations and associations, large or small. A member of the D/FW Chapter for the last two years, Judy was affiliated with the local chapter in Los Angeles for four and half years prior to moving to this area.

Among her proudest moments was seeing the result of her work at the chapter's annual Awards Gala held at the Grand Kempinski Hotel last May. Graciously contributing the Malachite Room's decor, Kaleidoscope utilized Judy's design concept, which called for the foyer to be filled with lush, lighted fresh foliage surrounding a fountain with blooming plants and enhanced by street lamps. The room's interior was filled with fantasy white palm trees, their bases draped in gold fabric matching the gold lame stage set and gold overlays on each table, which were finished with lighted gold balloon centerpieces. The Malachite never looked better!

Personally, she is proudest of her daughter, Danielle, with whom she has a very special relationship. When she has a few spare minutes, she's likely to be found working out, shopping or traveling (with Danielle, if she's lucky).

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Meet a New Member

by Becky Milkie

PAIGE GARRETT
Marketing Coordinator
Great American Reserve
Insurance Company



Paige has been with Great American Reserve Insurance Company for four years and her main responsibilities are trade show and convention liaison, company meeting planning and travel industry awards for field producers and coordination and administration of our honors and recognition program.

Great American Reserve Insurance Company is Paige's first job out of college. She started as an administrative assistant and worked her way up to her current position.

Her biggest challenge has been the planning and directing of a successful national sales conference with very little experience in meeting planning.

Paige has been a member of MPI since May 1990, and she enjoys MPI best because of the educational opportunities available and the networking. (She currently is not on a committee - hint, hint!)

Paige is originally from Columbus, Georgia. She went to college at Stephen F. Austin State University and received her BBA in marketing.

Paige is married, and says that her absolute favorite thing to do for relaxation is to head for the nearest beach! She also enjoys reading.

Please welcome Paige to MPI and take time out at the next meeting to introduce yourself.

NEW KIDS ON THE BLOCK

by Becky Milkie

The D/FW Chapter of Meeting Planners International would like to welcome the following new members:

Amy L. Barker
Sales Manager
Dallas CVB
1201 Elm Street, Ste. 2000
Dallas, Texas 75270

Charles A. Barry
Sales Manger
Magnum Communication
1333 Maryland Drive
Irving, Texas 75061

Diane B. Bower
Sales Manager
Park Suites Hotel
13131 N. Central Expressway
Dallas, Texas 75243

Marty M. Dahlgren
Assc. Director, Nat'l Events
Boy Scouts of America
1325 W. Walnut Lane
Irving, Texas 75015

Mike Fernandes
Dir. Sales Training
& Promotions
Success Motivation Inst.
5000 Lakewood Drive
Waco, Texas 76710

Paul R. Johnson
Meeting Producer
Magnum Communications
1333 Maryland Drive
Irving, Texas 75061

Susann McElroy
Corporate Meeting Planner
Lady Love Skin Care
2301 Ohio Drive #180
Plano, Texas 75075

Patricia A. Moorehead
Convention Coordinator
American Fire Sprinkler Assoc.
11325 Pegasus St. S-220
Dallas, Texas 75238

Barbara L. Rathwick
Director Marketing
Journey House Incentives
6688 N. Central Expressway
Suite 1150
Dallas, Texas 75206

Linda K. Waters
Vice President
Hawkeye Hunting Club
& Conference Center
P. O. Box 27
Center, Texas 75935

Richard W. York
Director of Sales
Irving CVB
3333 N. MacArthur Blvd.
Suite 200
Irving, Texas 75062

Dawn D. Zuilhof
President
Corporate Travel Services, Inc.
112 NW 24th Street, Ste. 208
Fort Worth, Texas 76106

INDUSTRY NEWS

CHANGING OUR TUNE

Meeting Planners Must Pay the Piper

by Kathryn M. Knight

"Meeting Planners: Listen and face the music." That's the advice of J. Franklin Dickson, CMP, in a recent article in *Successful Meetings*. "If you've been making the assumption that hotels, meeting venues or production companies are paying licensing fees for your meetings, you're off key. In fact, you may be breaking the law," said Dickson. Most likely, you won't get arrested for using copyrighted music without permission, but you could be sued. You may be asking, what has happened? Has the law changed?

No. All of this is nothing new. The copyright law, which has been on the books for over a decade, just has not been enforced in the meetings industry until recently.

Under the law, a sponsor of an event must obtain permission from the owner of the copyright. But you paid a production company for rights, so you are covered, right? In many cases, wrong. The language of the law stipulates that the sponsor must pay for the permission rights and sign an agreement to use copyright music.

What does all this mean to meeting planners? First, never assume you are exempt. The only possible exemption is in the case of educational or charitable events where there are no fees paid for organizing the event. And even in this case, you should obtain a written exemption from the licensee.

Second, always comply with the law and pay for permission rights every time you hold a meeting or event where any music is used. One easy way to be sure you are covered is with a blanket agreement, which gives you the right to use over 3 million copyright songs. The two primary

INDUSTRY CALENDAR	
HSMA "Affordable Meetings," Washington, D.C.	September 6-8
Doug Heath addresses HSMA "Understanding Client Expectations & Needs" RSVP (214) 231-8081	September 13 8:30-11:30a.m
ITME, Chicago, Illinois	October 9-11
LIMRA, Dallas, Texas	October 29-31
SCMP, Tucson, Arizona	November 7-10
NTA, Montreal, Canada	November 16-19
MPI's Professional Educational Conference New Orleans, Louisiana	December 9-12

licensing companies, ASCAP, American Society of Composers, Authors and Publishers, and BMI, Broadcast Music, Inc., both offer blanket agreements.

In any case, be prepared to pay a fee (you may pay as little as \$10 or as much \$1,000, depending on the number of attendees and the intended use of the music). The licensing companies do mean business, and both ASCAP and BMI have been actively policing the use of copyrighted music and pursuing violators of the law.

"Clearly, truth or consequences is the name of the tune in this business. So you might as well face the music and pay the piper," said Dickson.

For more information, contact the performing rights societies.

ASCAP
One Lincoln Plaza
New York, NY 10023
(212) 595-3050

BMI
320 West 57th Street
New York, NY 10019
(212) 586-2000 ext. 460

Judy Benaroche

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Aside from the educational and business aspects of MPI membership, she appreciates the lasting friendships that grow between professionals. Asked to share a "tip of the trade," Judy says, "Treat every client as your most important one. Be honest, flexible and maintain a commitment to quality."

And the List Goes On . . .

No chapter has more generous or supportive suppliers in their membership than Dallas/Fort Worth. We have still more contributors to thank for their donation to May's Awards Gala:

CANADIAN AIRLINES INTERNATIONAL and DELTA AIRLINES donated airfare for the membership recruitment prize--very motivating, indeed;

ACTION TROPHIES donated the recruitment bricks and engraving, helping us tie our membership campaign theme, "Building the Chapter Brick by Brick," to the award in question; and finally

Thanks to the SHERATON PARK CENTRAL for their prize donation for special services during the 1989-90 administrative year.

Looking
for a new
challenge?

Send three copies of your resume to:

MPI Career Opportunities
P. O. Box 655147
Dallas, Texas 75265

RESUME HANDLING FEE:

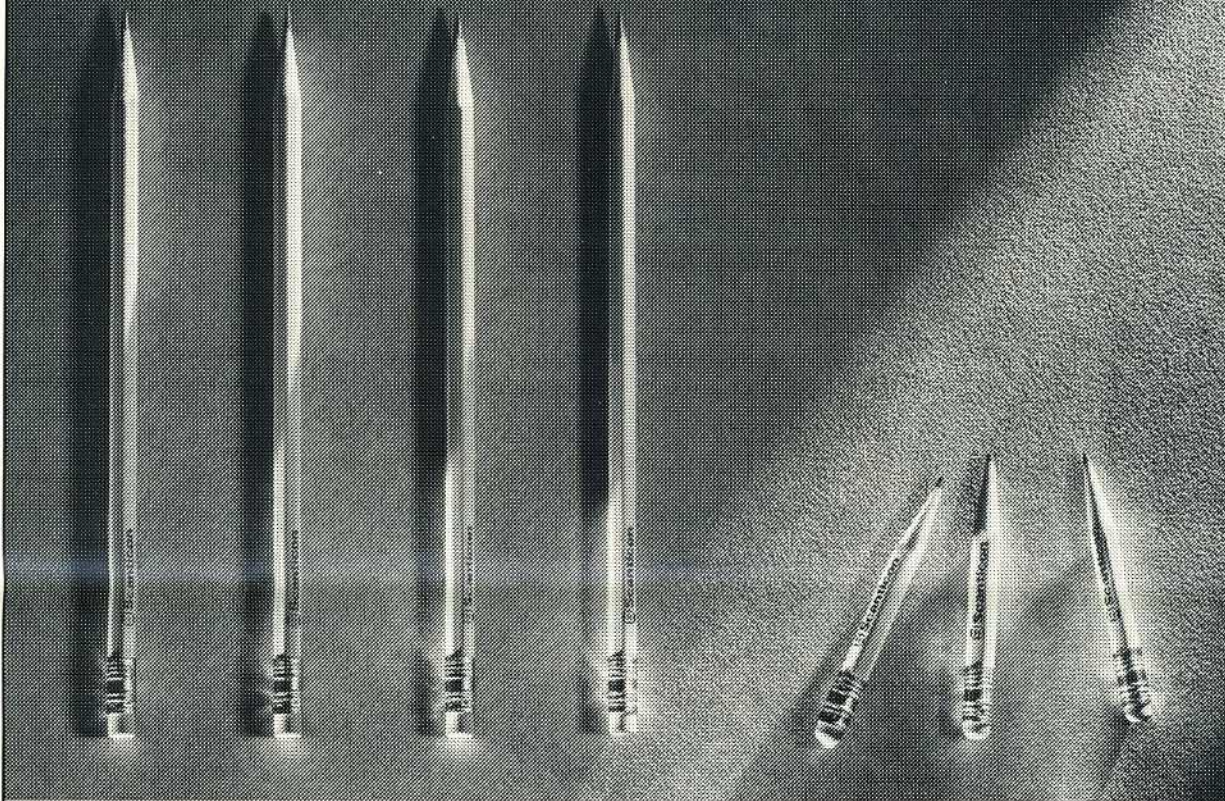
\$15 - Members
\$25 - Non-Members

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

Marilyn McGuire
(214) 980-5111

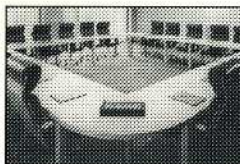
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S U C C E S S C L A S S TM



The more you need to accomplish at the meeting, the more you need to have it at Scanticon-Denver.

Next time the only way you can get things done is to get out of town, take your meeting to Scanticon-Denver. Thanks to our unique Scandinavian heritage, the entire Scanticon environment reflects a standard of excellence unmatched by any other conference center or hotel. So instead of contending with distractions, you meet with complete success.



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DALLAS/FORT WORTH CHAPTER

10935 Estate Lane
Suite 400
Dallas, Texas 75238



CALENDAR UPDATE

August 23, 1990
Doubletree Lincoln Centre
Luncheon
"Jeopardy" by AVW

September 27, 1990
Sheraton Centre Park, Arlington
Time to be announced
"Ranger Game"

NEW MEMBER ORIENTATION

August 23, 1990
Sheraton Centre Park, Arlington
Room to be announced

BOARD MEETINGS

August 14, 1990
September 18, 1990
October 9, 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 not 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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