



CURRENT

PRESIDENT'S MESSAGE

by Lisa A. South, CMP



Our thoughts often turn to philanthropic endeavors as the holidays approach. And as we enter the Christmas/Hanukkah season, we begin to focus on what we can do for the less fortunate. Our Community Services efforts have expanded over the past few years and currently include a variety of causes: Love For Kids, Give Kids the World, Trinity Ministries to the Poor, and the North Texas Food Bank .

Although the Dallas/Fort Worth Chapter of MPI's primary goal is education, it is to our credit, collectively and individually, that we are able to contribute so much to those selected philanthropies that can be assisted through our industry. Hence, the projects that have been chosen best tie back to our chapter's goals and objectives.

There is a Chinese proverb that indicates, "The person who removes a mountain begins by carrying away small stones." As we continue to think about what our goals are and what we can do to assist the less fortunate, let's remember that 150 pounds of food that was donated to the North Texas Food Bank in November is one of these small

stones. We also have moved a larger stone with our continuing efforts on behalf of Love For Kids. One of the goals decided when our Christmas card development and sales program was implemented was to involve the Love For Kids Board of Directors so they can take over this project, with continuing input from the Dallas/Fort Worth Chapter of MPI. This goal was accomplished in 1992.

Another large stone that the Dallas/Fort Worth Chapter has been able to move from the mountain of the disadvantaged is the money that was raised by our Give Kids the World gala and silent action this past March. In refining this project to gain more exposure and to

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December Chapter Meeting

by Marilyn Manby

"T'was the night before Christmas and all through the house, not a creature was stirring" . . . or were they?

Come, bring a guest and celebrate an old-fashioned, family-style Christmas at The Westin Galleria, Thursday, December 19, 1992. Have your photo taken with Santa (courtesy of The Westin Galleria) and help "raise the roof" by dancing to the sounds of the *Roof Raisers*, courtesy of Nightlife Talent and Management Agency.

A block of guest rooms has been reserved for those wishing to spend the

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DECEMBER CHAPTER MEETING

DATE:	Thursday, December 19, 1991
PLACE:	Westin Galleria Hotel 13340 Dallas Parkway Dallas, Texas 75240
LOCATION:	North of LBJ Freeway (I 635) on Dallas Parkway
TIME:	6:30 - 7:15 p.m. Registration and Cocktail Reception 7:15 - 10:30 p.m. Dinner and Dancing
COST:	Advance Registration: \$30.00 Late Registration: \$40.00 Guest Registration: \$35.00
PARKING:	Complimentary valet parking is available.
PLEASE RSVP:	Before NOON, Tuesday, December 17, by calling Sandi or Marsha at (214) 343-0555.

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. Advance reservations must be received by cut-off date; last 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 three 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 reserve seats sold.

Members are responsible for paying "no show" charges for their guests.

(Dec. Chapter Meet.. continued from page 1)

night. The Westin Galleria is graciously extending a complimentary rate!

Attire for the evening should be dressy and festive!

Please REMEMBER TO BRING CANNED GOODS for the Dallas Food Bank.

Come one, come all, for all a Good Night!

Ken•Ran

WE MAY BE NEW TO MPI
BUT WER'E EXPERIENCED
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**ENTERTAINMENT
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(President's message continued from page 1)

raise more money (hopefully), we are regrouping and plan to have our next Kids Ball as our MPI monthly meeting (also known as the MPI Christmas Party) in December 1992.

We can never rest in our endeavor to help those less fortunate than ourselves. But as we enjoy this holiday season, the D/FW Chapter can be proud of its efforts this year to help move the mountain stone by stone. And that is truly the meaning of "Back to Basics : Building Blocks of Success."

I wish each of you and your friends and families a warm and wonderful holiday season and look forward to great things in 1992!



There is a Chinese proverb that indicates. "The person who removes a mountain begins by carrying away small stones".



Advertising Available

for information, contact

Anne Carr

(214) 401-0210

The Westin Hotel Galleria Dallas

The Westin Hotel, Galleria Dallas, is especially delighted to be hosting the December 19 meeting with MPI to increase the awareness about the hotel's exemplary service and features. Executive Chef Chris LaLonde will prepare a sumptuous holiday-time dinner to complement this festive time of year. This is not to be missed!

Here are a few fun facts for your meeting planner file. The Westin Hotel, Galleria Dallas, offers:

- *431 guest rooms, including Executive Club level and luxurious suites
- *Over 35,600 square feet of meeting space, including two major ballrooms
- *Heated Olympic-sized outdoor swimming pool
- *Half-mile jogging track
- *Fitness privileges at the world-class University Club
- *Highly-trained concierges and very friendly, courteous staff
- *Huntington's award-winning restaurant, Zucchini's Fresh Market Cafe, Options Sports Lounge and Lobby Court
- *The fabulous shops and entertainment of the Galleria at your feet!

And much more, especially in meeting services! If you should have any questions regarding The Westin's services or features, please call Cynthia Breen, Director of Catering, at 450-2916 or the sales office at 934-9494. The Westin looks forward to making the MPI December dinner a most memorable event! Happy Holidays!

MEMBERSHIP

MPI Recruiting at Its Best The Business of Opportunity

by Alice Riggins

When I think of recruiting new members for MPI, I recall a story related by the head of an international shoe company. He sent two salesmen to "open up" a poverty territory. On arrival, one wired back, "I'm returning immediately. No one here wears shoes!" The other wired back, "Unlimited possibilities! Hardly anyone here wears shoes!" Into which category do you fit?

Zig Ziglar has been quoted saying, "You can get everything in life you want, if you will just help enough other people get what they want." One of the things people want is information about opportunities. Being a member of MPI provides just the right opportunity for you to share information.

When meeting new people and discovering the "basics" about them (who they are, their profession, interests, etc.), you now have the perfect forum to talk about yourself and your involvement in MPI, especially if it is appropriate for their industry. Usually people want to know more about MPI once it is mentioned. People sometimes tell me to contact one of their colleagues whom they thought would benefit from an MPI membership.

MPI FACTS

MPI is an international organization celebrating its 20th anniversary in 1992.

Headquartered at the Dallas' INFOMART, MPI offers a Resource Center for meeting professionals which includes on-line computer services.

Local chapter meetings are designed with emphasis on industry education. Over 400 members are affiliated with the D/FW Chapter.

Suppliers must join together with a Planner (although Planners may join independently) to facilitate balance and enhance networking.

Membership includes a monthly subscription to the *Meeting Manager Magazine*.

MPI members belong to an association containing some of the finest professionals in the meetings industry.

HOW TO RECRUIT:

Be positive and enthusiastic.

Be an ambassador for MPI.

Follow up every lead.

Set aside 15-30 minutes per week to follow up with potential MPI members. You can take this time out of your lunch hour or stay late to follow up with a note.

Know what you are promoting and supporting. If you don't know the answer to a question, find out and get back to the individual.

Think of ways MPI has benefitted you and be ready and excited to share this information.

Give of yourself and genuinely care about others. If you have successfully recruited a person, but have never seen them at a meeting, give them a call.

Set attainable goals.

Good Luck and Successful Recruiting!

Heard It Through The Grapevine

by Ken Cohen

Congratulations to Jeorgia Hopgood who is expecting a baby on February 15, 1992. This will be her first child.

Melissa Parks just returned from her trip to Scandinavia and the Soviet Union, which she won at the March MPI meeting. Melissa has promised to tell us about this fabulous trip in the next newsletter.

Judy Crow has a new granddaughter, 12-week-old Brianna, who is named after her son Brian. Congratulations Judy!

Mary Jo Malone has made a big move this season: she's joined the team at the Plaza of the Americas as Director of Sales! Best of luck, MJ!

Mary Dautueil, CMP, has returned to Dallas following two years of juggling west coast and east coast clients. Mary, we're glad you're back.

Congratulations to Gene and Judy Love Rondeau (formerly Judy Love Bradley), who tied the knot on October 25. Best wishes for a long and happy life together!

Christy Dimon, CMP, was the guest of Elena Diaz-Verson Amos, the principle individual sponsor of the Association Latinoamerica at the Third Annual Gran Fiesta Latin Fever in Atlanta on October 12th. The table of honor included Christy, the Amos family, and Robert Goizueta, CEO of Coca Cola. Christy danced with the mayor of Atlanta, Maynard Jackson.

During a trip to Italy in September, Lori Seeman and Efsio Farris of Pomodoro got engaged. Efsio is a native of Sardinia, Italy. How romantic!

Sheri Pizitz, CMP, vacationed in Hong Kong and Singapore in September where she "shopped till she dropped." In Singapore, she received a personal tour from the father of Mona Ingram from the Fairmont. Mona's father lives in Singapore.

Donna Derden was recently thrown a surprise party on her 10th anniversary with the Apartment Association of Greater Dallas. At the party she was given a free trip to the destination of her choice.

Warren Fenske is now a certified instructor in FrontLine Leadership training, a series that fosters positive relationships among peers, managers, and subordinates.

Please let me know immediately when you hear about something that belongs in "Heard It Through The Grapevine." Call me at 276-2998 or fax me at 276-9725. I'm looking for job changes, promotions, newspaper articles, weddings, births, vacation trips, etc.

MEMBERSHIP

New Kids on the Block

✓ Marquence J. Brown
Director Sales & Marketing
Ramada Renaissance Hotel/Dallas
701 E. Campbell Road
Richardson, TX 75081
Supplier
(214) 231-9600

✓ Vicki V. Donnelly
Secretary
Maxus Energy Corp.
717 N. Harwood
Dallas, TX 75201
Planner
(214) 953-2095

✓ Diedri R. Fields
Project Manager
Young Presidents' Organization
451 S. Decker #200
Irving, TX 75062
Planner
(214) 650-4659

✓ Bernadette M. Huser
Meeting Planner Coordinator
World Business Travel
2920 N. Stemmons Frwy.
Dallas, TX 75247
Planner
(214) 819-9017

✓ Jana L. Liles
Mtgs. & Special Events Mgr.
TX Dairy Queen Operator's Council
1600 Airport Frwy. #206
Bedford, TX 76022
Planner
(817) 283-2616

✓ Cherrie G. McBrathey
Education Coordinator
AMS Users' Group
433 E. Las Colinas Blvd. #630
Irving, TX 75039
(214) 869-1355

✓ Kelly D. McFarlane
Chief Operating Officer
Exec. Mgmt. Education Inc.
100 Decker Ct. #160
Irving, TX 75039
Planner
(214) 791-0322

✓ Jolene Mercer
President
Mercer & Associates
8447 Stults
Dallas, TX 75243
Planner
(214) 340-7844

✓ Patricia D. Randolph
Director of Sales
Doubletree Hotel @ Park West
1590 LBJ Frwy.
Dallas, TX 75234
Supplier
(214) 869-4300

✓ Jo Smith
Regional Sales Manager
Del Lago Resort & Conf. Center
600 Del Lago Blvd.
Montgomery, TX 77356
Supplier
(409) 582-6100

✓ Zella Vanlandingham
Events Manager
Stampede/Shooters
5818 LBJ Frwy.
Dallas, TX 75240
Supplier
(214) 701-8081

Janis G. Williams
Meeting Planner
Tuesday Morning, Inc.
14621 Inwood Rd.
Dallas, TX 75244
Planner
(214) 387-3562

✓ Patricia L. Williams
Conference Coordinator
The Energy Council
222 W. Las Colinas Blvd. #1913
Irving, TX 75039
Planner
(214) 402-4222

Cindy K. Wofford
Marketing Representative
Riverside Farms
717 N. Harwood, 32d Floor
Dallas, TX 75201
Supplier
(214) 953-2653

The CURRENT Issue

Our Membership Speaks Out

by Sue Ferguson

In the current economic climate, many associations are concerned not only with new membership, but with retaining their current members. MPI is no exception.

Many of us have found our "niche" within MPI, and we are receiving the type of benefits that we expected with our membership. Is this true of all of us? Are we reaping the rewards we expected?

This month we are asking for an open response. The CURRENT Issue is:

"What do you want from MPI? Are you getting it? What can MPI do to help you achieve your goals?"

To respond, please call Sue Ferguson at (214) 841-6577. If you prefer to respond by mail, address your correspondence to Sue, c/o Cityplace, 2711 North Haskell, Suite 200, Dallas, Texas 75204. Look in The CURRENT Issue column next month for printed responses to this question, and thanks for your input!

PROGRAMS AND EDUCATION

CMP University Study Course

by Bill Boyd, CMP

The CMP University study course was conducted November 1-2 at the Verandah Club of the Dallas Loews Anatole Hotel. Sally Gibbons and the meeting services staff of the hotel hosted the class in grand style and provided a professional, quiet setting.

Special thanks goes to our speakers, who not only donated part of their weekend to present various topics, but who collectively presented one of the finest two-day meetings on the CMP exam ever organized. Speakers included:

Judith Mathews, CMP
Meeting Tech

Marilyn McGuire, CMP
Texas Credit Union League

Sheri Pizitz, CMP
Events Unlimited

Laura Yarbrough, CMP
EDS

Norb Dettmann, CMP
International Business Center

Colleen Albert
Dallas Convention & Visitors Bureau

Tom Levine
Sunbelt Motivation & Travel, Inc.

Eileen Walz, CMP
Sunbelt Motivation & Travel, Inc.

Anne Albright, CMP
Sunbelt Motivation & Travel, Inc.

J. W. Boyd, CMP
Sunbelt Motivation & Travel, Inc.

David Gisler
Freeman Decorating Company

Mary Cowart
Meeting Consultants & Associates

Lindsey Iacovino
AVW Audio Visual, Inc.

From the reports of the attendees, the session was beneficial and provided the necessary emphasis on exam content that all the students were seeking. Good luck to our Class of 1991!

MPI OFFERS EXTENSIVE INTERNATIONAL EDUCATION

MPI's International Symposium is to be held April 8-11, 1992 in Monte Carlo, Monaco. The symposium will feature discussion on the state of the industry with leaders of MPI, the International Congress and Convention Association (ICCA) and the International Association of Professional Congress Organizers (IAPCO). Registration is set at \$350 US (or \$450 US after March 11, 1992).

Institutes I and II will travel to Toronto, Canada, October 22-27, 1991. The first Canadian Institutes program encompasses education relating to Canadian laws, taxes and meeting requirements. Seventy-five registrants are expected to complete the certificate programs which count as credit towards qualifying for the Certified Meeting Professional (CMP) exam.

Similar educational programs have been requested in Mexico.

To Cruise or Not to Cruise

(to an Executive Workshop)

by Dana Haggerty

Meetings & Conventions magazine calls cruise meetings the "hottest new meetings venue in the decade ahead," and MPI wants Dallas/Fort Worth planners to be ready.

If you've ever thought about planning a cruise meeting, incentive trip or just want to get the inside scoop for yourself and your company, join us on January 14 from 11:30 to 1:30 for "Cruises: What You Should Know." This workshop will be held at The Crescent Court, and the fee of \$25 includes a working lunch.

Presenters at the workshop include MPI's own Patricia Tripp, District Sales Manager of Princess Tours, and Sally Zappella-Smith, Princess' National Incentive Sales Manager from San Francisco. Smith has experience within the cruise industry and conference planning field. She will supply information on how to create tailor-made incentive programs, work within a budget and personalize your meeting.

We will also discuss the nuts and bolts of cruise booking, terminology negotiating tactics and available options.

Don't miss out. Call Dana Haggerty at (214) 394-7275 for a reservation today; or complete the flier in this newsletter. This promises to be a workshop you won't want to miss!

PROGRAMS AND EDUCATION

November Meeting Wrap-Up

by Steve Kemble

November's monthly meeting between the local chapters of Meeting Planners International (MPI) and the Hotel Sales and Marketing Association (HSMA) was held at the Harvey Hotel in Addison.

The Harvey Hotel truly exemplified that for which they are the most well



known: their friendly and genuinely helpful staff and hospitality. Members of both organizations were treated to a wonderful wine and cheese reception in the beautiful Trinity Gallery outside the luncheon ballroom. The reception was the place of an abundance of activity, networking, and communicating between members of both groups.

As members walked into the Trinity Ballroom for lunch, the joint meeting's



theme, "Communication: I Know You Think You Understand What I Meant," quickly became evident as the song, "Heard it Through the Grapevine" played on the hotel's sound system. Beautiful centerpieces created for the meeting by Liland's Flower Fashions featured a vital form of communication, the telephone. Behind the speaker's podium was a wonderful display of balloons illustrating the meeting theme



by displaying the "NO" symbol (0) in red on gray balloons to symbolize "NO GREY AREA." The balloons were the work of one of Dallas' premiere balloon shops, Balloon City U.S.A.

After a delicious lunch by the Harvey Hotel's catering staff, a joint welcome was given to the group by MPI President Lisa South, CMP, and John Lemke,

Making Changes

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

Meeting Planners International
Attention: Membership Department
INFOMART
1950 Stemmons Freeway
Suite 5018
Dallas, Texas 75207
(214) 746-5222

President of HSMA. The highlight of the meeting was when members of both organizations were treated to an excellent speech by Ed Scannell, CMP, Director of the University Conference Bureau at Arizona State University. Ed's terrific speech made us all stop and think about how much we actually use the tools of communication during the course of the day and was enjoyed by everyone.

A fantastic time was had by members of both organizations; and as people were leaving, attendees were looking forward to next year's annual joint meeting.

A giant "thank you" to Lori Seeman, Debra Williams, and Todd Richter for coordinating this meeting!



INDUSTRY NEWS

MPI OFFERS MEETINGS INDUSTRY RESOURCES

Meeting Planners International (MPI) now offers the largest complete list of meetings industry resources through the MPI Bookstore. The association has added to its inventory more than sixty educational publications, software and research packages, magazines, monographs, surveys, booklets, planning tools and resources. Special Certified Meeting Professional (CMP) study kits have been developed at discounted prices for both MPI members and non-members.

To order an MPI bookstore catalog and educational materials, call Lynn Howell at (214) 746-5122.



*"The Staff of the CURRENT
wishes you
Happy Holidays"*

MPI REOPENS EUROPEAN BUREAU

Robin Lokerman has been appointed Meeting Planners International's (MPI's) European Bureau Chief according to Edwin L. Griffin, Jr., CAE, MPI Executive Vice President/CEO. The bureau will be located within the offices of Golf, Incentive and Congress in Brussels, Belgium. Lokerman is founder and chair of the company which comprises corporate motivation and incentive travel programs, group tours and professional conference and convention organizers.

We Can't Go On Meeting Like This.

If you're responsible for planning your company's most important meetings, we ought to get to know each other. Creating unique, memorable and effective sales meetings, business presentations, dealer events and new product introductions is our only business. And nobody does it better.

We've produced meetings for corporate America's best and brightest: clients like Texaco, Dr Pepper/Seven-Up, Wal-Mart, IBM and Texas Instruments. In the process, we've learned exactly what it takes to create an event that generates enthusiasm and most importantly, the desired results. Before you make any final decisions about your next major meeting, talk to us first. It's our business to make you look good.



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DALLAS/FORT WORTH CHAPTER



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CALENDAR UPDATE	OFFICERS	BOARD OF DIRECTORS
<p>Thursday, December 19 Westin Hotel - Galleria Christmas Event/Dinner</p>	<p>PRESIDENT Lisa South, CMP EDS (214) 661-6611</p>	<p>Colleen Albert (214) 746-6628 Dallas Conv. & Visitors Bureau</p>
<p>Thursday, January 23 Hyatt Reunion Luncheon</p>	<p>✓ VICE PRESIDENT, MEMBERSHIP Stanley Heller (214) 466-0322</p>	<p>Jimmy Eanes, CMP (214) 991-1444 Interstate Battery Systems</p>
<p>Thursday, February 20 D/FW Airport Reception</p>	<p>VICE PRESIDENT, FINANCE Robert L. Berry (214) 386-6863 CC&O</p>	<p>Paige Garrett (214) 380-6903 Great Am. Reserve Ins.</p>
<p>Thursday, March 26 Fort Worth Convention Ctr. Dinner</p>	<p>✓ VICE PRESIDENT, EDUCATION Lesley Meyer, CMP (214) 401-0210 Sunbelt Motivation & Travel, Inc.</p>	<p>Lindsey Iacovino (214) 638-0024 AVW Audio Visual, Inc.</p>
<p>BOARD MEETINGS</p>	<p>✓ VICE PRESIDENT, PUBLIC RELATIONS</p>	<p>IMMEDIATE PAST PRESIDENT</p>
<p>Tuesday, January 14 MPI's Resource Center</p>	<p>Connie Sandifer, CMP (214) 239-9969 Dallas Fan Fares, Inc.</p>	<p>Judy Love Rondeau (214) 922-9806 Canadian Consulate General</p>
<p>Tuesday, February 11 MPI's Resource Center</p>	<p>VICE PRESIDENT, ADMINISTRATION Alan L. Powdermaker (214) 539-9121 Circle R Ranch, Inc.</p>	<p>CHAPTER SECRETARY Marsha Adams (214) 343-0555</p>
<p>Tuesday, March 10 MPI's Resource Center</p>		<p>CURRENT EDITOR Kim Kelley, CMP (214) 401-0210 Sunbelt Motivation & Travel, Inc. FAX (214) 556-0916</p>