



CURRENT

PRESIDENT'S MESSAGE

by Judy Love Bradley •



Each year, we predict a year of change; this year was no exception. Little did we know that as the year unfolded, we would experience

changes so profound that they would impact the entire world.

Strong leadership plays an integral part in any organization. We have already accomplished many of the goals we set out to achieve this year, and many other goals are well on their way to completion.

As mentioned in previous issues of the CURRENT, chairpersons for our 35 sub-committees were asked to join us at the January Board meeting. And what an exciting board meeting that was, hearing the committee chairs report on their activities and how far they have come. I was overwhelmed with the level of commitment and professionalism displayed by these committee chairs. What they are doing is very important to them, their committee and the chapter. Through them, this chapter remains strong. I feel that these committee chairs now have a better feel for how the chapter operates and the important part that they play in the overall infra-structure of the chapter.

Ultimately, the success of the D/FW Chapter rests with the loyalty and commitment of all its members. Now it's time for each member of the Dallas/Fort Worth Chapter to give serious consideration to the future leaders of our chapter.

Many of you are not aware that the direction and future leadership of this chapter is in YOUR hands. At the January and February chapter meetings (as well as in this issue of the CURRENT) you will find a nomination form. Please take the time to complete this form and give the nominating committee your recommendations for the offices of President, Vice Presidents and Board Members. The membership recommends and votes on the future slate of Officers for the Chapter's Board of

(continued on page 2)

February Chapter Meeting

EAT, DRINK and BE MEDIEVAL

by Kim Warren, CMP

This month's meeting promises to be a special treat. Join us as we explore one of our area's most unusual venues: the Medieval Inn!

The evening's entertainment will be something unusual for this organization's dignified, professional membership. A ribald musical-comedy revue will offer a unique opportunity to sample a diversion that might be just right for that particular group you've been trying to impress with something "different."

Mark your calendars--we'll see you there!

This Issue
of
CURRENT
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There's more Colorado in
**COLORADO
SPRINGS**

February Chapter Meeting

Date: Thursday, February 28, 1991

Place: Medieval Inn
7102 Greenville Avenue (North of Park Lane)
Dallas, Texas 75231
(214) 363-1114

Time: 7:00 - 7:30 p.m. Reception and Registration
7:30 - 10:00 p.m. Dinner and Entertainment

Cost: Advance Registration: \$26.00
Late Registration: \$35.00
Guest Registration: \$30.00

Parking: Complimentary Valet 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 Monday, February 25, 1991, by calling (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. 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 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 reserved seats sold.

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

MPI FOCUS

D/FW Chapter's "Give Kids the World" Project Takes Off

by Connie Sandifer, CMP

MPI's D/FW Chapter is off to a strong start with its largest single project to date. The Give Kids the World Charity Ball, to be held March 23, will involve the Dallas/Fort Worth community as well as the local MPI chapter.

Impressive groundwork (and infra-structure) has been laid by Dawn Weightman and her committee for the amazing number of elements required to make this event a success.

However, there are still a number of ways in which you, your family, friends and community members can contribute to or participate in this important cause. All committees (listed in the January CURRENT) are still looking for energetic support. Sponsorships are available on several levels; live and silent auction prize donations are being accepted; and tickets are on sale now.

Regardless of the amount of time you can contribute, there is a role or you in this exciting project. For more information, please call Dawn Weightman at (214) 980-4934.



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(President's Message...continued from page 1)

Directors for 1991/92 in April.

The future of this Chapter rests in the hands of each of you, the membership; and we need—indeed, we require—your input. Please take this responsibility seriously. After all, Meeting Planners International is an organization you joined for professional and personal reasons.

You have also been asked to recommend the Local Planner and Supplier of the year, as well as the chapter's submission for International Planner and Supplier of the year in addition to Chapter Manager of the Year. The Awards Committee appreciates receiving suggestions from the membership as to the deserving recipients of such recognition.

Commitment and involvement in our chapter is at an all-time high, and many people have been instrumental in helping our chapter achieve its goals. Thanks to our membership, we are on the way to the most successful year this chapter has experienced in its history. Please accept the thanks of the Board of Directors for a job well done. And remember:

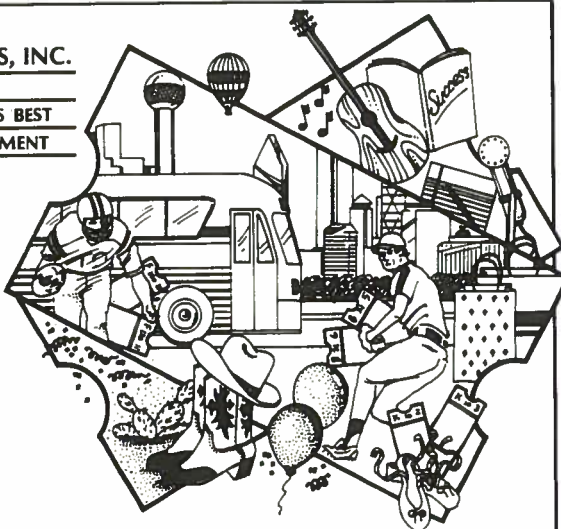
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PUBLIC RELATIONS

Community Services Committee Activities Benefit Local Area

by Connie Sandifer, CMP

By now, you're most likely familiar with the large charity projects benefitting Love for Kids and Give Kids the World, which have been successfully undertaken by MPI's Dallas/Fort Worth Chapter.

There are also, however, a number of smaller, on-going community service projects in which the chapter participates. While not as highly visible as the larger projects, they still make a significant impact on our community.

During the fall months, these included the Toiletry Drive for Trinity Ministry to the Poor, a Thanksgiving Day Meals-On-Wheels meal delivery and a holiday food drive benefitting the North Texas Food Bank.

Spring will see a second toiletry drive, Earth Day activities and a June "special event."

The Community Services Committee has been hard at work all year, continuing the D/FW Chapter's tradition of making a positive contribution to the area. A big "pat on the back" goes to the chapter members who are spearheading these efforts:

LeeAnn Harle, Chair
Dallas Fan Fares, Inc.

Pamela Braesicke
Wyndham Hotels and Resorts

Sara Bowman
The Stoneleigh Hotel

Mary Ann Rodriguez
The Lancaster Group

Thanks for a job well done!

Together...

We Can Make It Happen!

Public Relations Database a Reality

by Connie Sandifer, CMP

Thanks to the efforts of the D/FW Chapter's Communications Sub-Committee (part of the Community Awareness Committee), another exciting chapter "first" is now a reality. Under the expert guidance of Tim Wade of Lennox International, the committee has recently completed a two-pronged "Public Relations Plan" for the chapter.

The plan's first step was the development of a Public Relations Database. The database, consisting of local media, trade publications and associations/organizations relative to our industry, will be utilized for widespread distribution of press releases, news stories and meeting notices generated by the D/FW Chapter. Currently, the list contains 47 newspapers, magazines, television stations and associations.

The second step in the plan will be the development of "Public Relations Guidelines," which will standardize (and increase) the dissemination of information on "newsworthy" chapter activities to the media. These guidelines are scheduled to be completed and distributed to chapter leadership this spring.

For more information on the Public Relations Plan or utilization of these new chapter resources, please contact Connie Sandifer, CMP at (214) 239-9969.



CURRENT Editorial Staff

Editor: Kim Warren, CMP
(214) 401-0210

Page Editors:

Alex Vurpillat, Education & Programming
(214) 638-4828

Becky Milkie, Membership
(214) 742-8200

Kathryn Knight, Public Relations
(214) 497-1205

Staff Writers:

Donna Magro
(214) 239-7905

Robin Tabell
(214) 506-3844

Photographer:
Bill Sloan
Sloan Photography

The CURRENT is published 12 times yearly for the D/FW Chapter of Meeting Planners International. Statements of fact and opinion within this newsletter are made on the responsibility of the author only and do not imply an opinion of the officers or members of MPI. News contributions and suggestions for making this publication more useful are welcomed.

"... and put it on the master"

by Kim Warren, CMP

It might have taken you a while, but now you laugh when you remember the night the band just didn't show for "the meeting to end all meetings." Now, it's just a good story over cocktails; and who better to appreciate such tales than your fellow planners and suppliers.

Such is the idea behind Ed Griffin's latest project, a publication called "... and put it on the master." To become a contributing author, send your story to Ed's attention by February 28 to MPI; 1950 Stemmons; Suite 5018; Dallas, Texas 75207.

ADVERTISING SPACE AVAILABLE

Contact :

Mary Cain at (214) 453-1234

MEMBERSHIP

New Kids on the Block

by Kim Warren, CMP

The month of January saw more new members to welcome into the fold. We wish to extend a hearty welcome to following new faces:

✓ Michael J. Benard
Regional Sales Manager
Meeting Services Network
4255 Amon Carter Blvd.
Fort Worth, TX 76155
(817) 963-4018

Lois M. Buckingham
Student
2707 Stoneriver Road #417
Arlington, TX 76006
(817) 265-1058

✓ Michelle Carter
Sales Manager
Dallas CVB
1201 Elm St. #2000
Dallas, TX 75270
(214) 746-6656

✓ June A. Chism
Sales Representative
Every Last Detail, Inc.
13773 N. Central Expy. #1410
Dallas, TX 75243
(214) 231-5551

✓ David P. Darwell
Meeting Planner
Towers Perin
12377 Merit Drive #1200
Dallas, TX 75251
(214) 701-2643

✓ Sally M. Morgan
M/P Tours Special Events
Sally Morgan Enterprises Inc.
13925 Hillcrest Rd.
Dallas, TX 75240
(214) 980-0276

✓ Ed G Riefenstahl
Sales Director
Meeting Services Network
4255 Amon Carter Blvd. MD 4442
Fort Worth, TX 76155
(817) 963-4227

✓ Leah Rubaccaba
Administrator
AMRIS
4255 Amon Carter Blvd. MD 4300
Fort Worth, TX 76155
(817) 963-3048

Meet a New Member

by Becky Milkie

Nancy Bryan

Sales Manager
TESCO (The Expo
Services Company)



Nancy has been with TESCO for almost a year. Her responsibilities are to sell complete general decorating services to associations, corporations, hotel and convention facilities.

Nancy has held sales, marketing and administrative/financial positions in the travel, health care and real estate industries. Her travel experience spans 16 years and includes positions of Group Sales Manager and Sales/Service Manager with a major travel agency and with Braniff Airlines. At Braniff, she was assistant to both the Chairman of the Board and the President.

Nancy says that her biggest challenge or toughest assignment in the industry is determining the true needs of the client and developing a creative solution that surpasses those needs. "I look at putting together a meeting and/or trade show as a giant puzzle. When all the pieces of the puzzle are in place and the event a success, there is a tremendous amount of satisfaction for everyone involved. This is a great feeling."

An MPI member for two months, Nancy is not currently involved with any committee; however, she says she looks forward to actively participating. She enjoys MPI because of the professionalism and friendliness of its members.

Originally from Panama, Nancy's hobbies include daily walking, reading and travel. She enjoys all facets of the arts (she's a season ticket holder to the opera), and you'll find her at the game when the Mavericks play at home.

Heard it through the Grapevine

by Donna Magro

Big news at the chapter's administrative office: Marcia Wright will become Marcia Adams when she marries Kevin Adams on April 19. All the best, Marcia!

And Lisa South, CMP is proudly wearing new jewelry as well, since "Santa" put a ring on her finger this holiday season. Stay tuned to learn when the wedding will take place. Congratulations, Lisa!

Joanne Nichols is trying her hand at being self employed. The company's called Gatherings II, a catering business for lunches, etc. She seems to be doing quite well, and we wish her the best of luck!! Joanne can be reached at 827-3333.

Ed Jordan is now with Advantage Hotels Corporation as Vice President of Sales & Marketing. Sounds like a great new opportunity, Ed; we wish you great success!

Dick Glockner has found a new home; he is now the National Accounts Manager at the Southland Center Hotel downtown. Yea, Dick! We hope you have a good time and book lots of business!

Nancy Calico is back as Director of Sales for J&S Audio Visual. After some time in the hotel biz, she's decided her heart belongs to the audio visual market. Welcome back, Nancy, and good luck!

That's it for this month. Remember to call me with any information you might have (I need your help!) at 239-7905.

**DFW/MPI CHAPTER
Member Interest
1991 - 1992 Elections**

Name: _____ Planner
 Supplier

I am interested in the following position for the 1990 - 1991 term:

- () President
- () Vice President - Administration
- () Vice President - Finance
- () Vice President - Membership
- () Vice President - Public Relations
- () Vice President - Education

I have served the DFW/MPI Chapter in the past:

- as an () officer - year(s) _____
- as a () board member - year(s) _____
- as a () committee chair - year(s) _____

I cannot serve, but would recommend the following person:

Name: _____	Position: _____
Name: _____	Position: _____
Name: _____	Position: _____
Name: _____	Position: _____
Name: _____	Position: _____

Thank You. Please return these interest forms to:

Mary Jo Malone
Chairman
Nominating Committee
C/O THE ADOLPHUS
1321 Commerce Street
Dallas, TX 75202

Please return this form by:
February 20 , 1991 to be considered by The Nominating Committee

PROGRAMS AND EDUCATION

January Meeting Wrap-Up

by Fred Knieberg, CMP

Those of us who attended the January monthly meeting—members and guests—now have a greater understanding of what MPI is all about. We are more than just an opportunity to get together to “network” and be wined and dined. Networking is an important aspect of MPI membership, but the opportunities for professional and personal development can be provided best under the auspices of a professional organization such as ours.



This role was demonstrated effectively by the manned display tables representing the entire infra-structure of our chapter. These efforts are targeted equally toward planners and suppliers. It is up to you to take advantage of these opportunities. Your participation is vital to our success.



We were joined by Ed Griffin, CAE, someone who is certainly familiar with association membership and its importance to each of us, individually as well as for our company or affiliation, and for the association itself.

Ed is a native of North Carolina and has a Bachelor of Science degree in Business Administration. In 1985, he became a Certified Association Executive. He has been active in the Kentucky Society of Association Executives, where he served as President in 1987-88, and he has also been involved in ASAE, where he served on the Board of Directors from 1988-91. As principal speaker at our meeting, we were able to meet and welcome Ed personally as MPI's new Executive Vice President and CEO. Thank you for joining us, Ed, and please know you have the strong support of the D/FW MPI Chapter behind you!



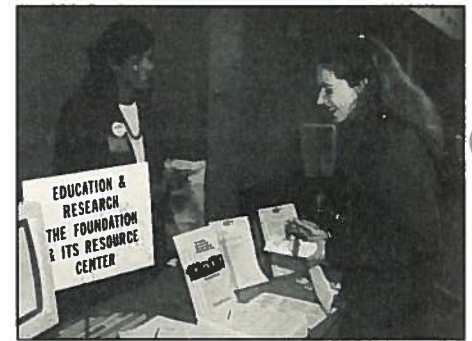
Our thanks to Culinaire International at the Infomart for a delicious and healthy luncheon. Beautifully presented and delicious, it was almost calorie free! Who could ask for more? It was wonderful.

Many thanks to the creative genius at Massimo de Milano for their incredible centerpieces. They looked good enough to eat!

Dawn Weightman of ITT Sheraton Corporation, as chairperson for our chapter's "Give Kids the World" fund-raiser, ex-

plained to everyone the purpose of the wonderful charity and how we could all contribute toward helping a terminally-ill child receive his/her fantasy wish come true with a trip to Walt Disney Studios and vacation at the Kids' Village in Orlando, Florida.

We strongly encourage you to participate in any way you can, either by your corporation becoming a sponsor or by recruiting items for the auction on March 23rd at the Charity Ball. Our chapter has thus far been Chapter of the Year for 1989 and 1990 for one reason: We are the best because our members do get involved. Together, we can raise what is needed for these children and once again, show that Dallas/Fort Worth not only cares, but does something about what is needed.



Mark March 23, 1991, on your calendar, ladies and gentlemen. Join us at the Anatole Hotel for the Ball and to be on the cheering team when they announce the total amount of funds raised by US!

**TOGETHER...
WE WILL MAKE IT
HAPPEN FOR THESE KIDS!!**



PROGRAMS AND EDUCATION

Scholarship Funds are Available

by Lindsey Iacovino

Are you financing your own professional development (or neglecting it) because your company is cutting its training expenses? Are you an independent planner with a limited budget for continuing education? Are you worried someone else might get that promotion you've applied for because they have more training?

Then you should read this article!

Tough economic times have arrived, and that means continuing education will become even more important than ever. To be successful, we need to learn to work sharper and smarter, not harder.

The Professional Growth Awards Committee is here to help you attain your goals in professional development. Scholarship money is waiting for your application! The only requirement is that you have been an MPI member for a year or more. The application process is simple and, if you request it, confidential.

What will PGA help fund? Tuition and course materials for just about any workshop or seminar that contributes to your growth as a professional in this industry. Attention, Suppliers! This means you, too!

A few examples: Richland College courses in Basic and Advanced Meeting Planning, MPI Institutes I & II (coming up in April in Dallas) and registration fees for the MPI Annual Conference in Las Vegas (sorry, travel expense isn't covered).

How much will PGA fund? One hundred percent of tuition fees up to \$100, and fifty percent of tuition fees for courses costing over \$100.

How do you apply? Call Lindsey Iacovino at 638-0024 for an application form. It's that simple.

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Making Changes

by Colleen S. Albert

If you have made 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

CMP Corner

by Alex Vurpillat

1. What kind of rate in a hotel is non-commissionable?

- a. Gross
- b. Net
- c. Rack
- d. Corporate

2. When budgeting for a meeting, the administrative expenses include which of the following:

- a. Audio/Visual expenses
- b. Promotion costs
- c. On-site telephones

3. Public space for a meeting is normally based on ___ percentage of hotel room pickup:

- a. 50%
- b. 80%
- c. 40%
- d. 25%

4. An abstract is a(n):

- a. Biography of the keynote speaker
- b. Existential movement
- c. Key point(s) delivered in a speech
- d. Addendum to the hotel contract

5. Banjo and chevron are fabrics used for:

- a. Table skirts
- b. Table tops
- c. Drapes on the side rails of the booth
- d. Back drops

Answers:

- 1. b
- 2. c
- 3. b
- 4. c
- 5. d

INDUSTRY NEWS

Bits & Pieces

by Connie Sandifer, CMP

At the December 8, 1990, meeting of the MPI Board of Directors, the Iowa Chapter was approved for a chapter charter. The chapter will serve the entire state of Iowa as well as several members in the midwest not affiliated with a chapter.

MPI currently has 43 chapters in the United States and Canada. The Upstate New York Chapter was dissolved on December 8, 1990; thus the number of chapters remains the same.

Chapter president recently received a survey from MPI Headquarters requesting input on MPI logo items to be sold to or through the chapters. Once the surveys are received at International Headquarters, research will begin on the costs of such items. Suggestions include permanent MPI badges for chapter members, MPI lectern covers and chapter member certificates. If you have suggestions for addition items to be researched, please call the MPI Manager of Chapter Relations at (214) 746-5223.

Host Facility Profile

by Ginger Mensik

Medieval Inn offers a unique entertainment opportunity to both the planner who must accommodate 250 people or the person wanting a fun evening for a special friend. Step back into the 14th century, when kings ruled, jesters jested, minstrels sang and wenches were, well, wenches! Royal guests, seated at long banquet tables, wear crowns and enjoy a hearty six-course feast, unlimited beer, wine or apple cider, and a bawdy, musical comedy revue.

Don't worry about which fork to use—we don't give you any silverware. By special arrangement, your hero can be knighted or your rogue can be imprisoned in the stocks. Original skits by our talented performers can be customized for any special interest group to make a knight unlike any other!

The Pub, our casual English-styled bar and grille, features a varied menu, including soups and salads, Chicago-style pizza, mussels, shrimp, nachos, chicken, ribs and our unbelievable half-pound burgers. Half-hard flagons (hand-blown, imported glasses

holding 32 ounces) are filled with your choice of 10 draught beers, seven of which are imported. And, of course, your favorite brew and your menu choices are served with flair and originality by our lovely wenches.

For more private gatherings, the King's Private Dining Room seats 20 noble guests in a balcony overlooking the Pub. If you want to get really rustic, the Deck seats 130 hardy folk at picnic tables on our enclosed heated patio. In the summer, the sides come off for outdoor dining, Medieval style.

For a couple or a couple hundred royal guests, Medieval Inn offers the most unique dining experience in the Dallas area. We have two locations (Dallas and Austin). There are four meeting rooms, and we can easily cater from 10-250 guests with ease. Whatever the occasion, let us help you EAT, DRINK and BE MEDIEVAL!

To book an upcoming meeting/convention, please contact:

Debra Williams
Vice President

(214) 363-1114
Fax: (214) 363-2202

INDUSTRY CALENDAR

ASAE (American Society of Association Executives)
Spring convention and exposition
Atlantic City, NJ
March 3-7, 1991

MPI Institutes I & II
Dallas, TX
April 9-14, 1991

CSIG TECH (MPI's Computer Special Interest Group)
Computer Seminar
Dallas, TX
April 24-26, 1991

CLC (Convention Liaison Council)
Colorado Springs, CO
May 19-20, 1991

MPI Annual Conference
Las Vegas, NV
June 23-26, 1991

Institutes I & II
Location TBA
August 20-25, 1991

MPI's PEC (Professional Educational Conference)
San Antonio, TX
December 8-11, 1991



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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DALLAS/FORT WORTH CHAPTER

10935 Estate Lane
Suite 400
Dallas, Texas 75238



CALENDAR UPDATE	OFFICERS	BOARD OF DIRECTORS
<p>February 28, 1991 Medieval Inn Dinner Focus on Ale</p>	<p>PRESIDENT Judy Love Bradley (214) 922-9806 Canadian Consulate General</p>	<p>Bob Berry (214) 233-3889 International Communications Association</p>
<p>March 28, 1991 Dallas Arboretum Topic TBA</p>	<p>VICE PRESIDENT, MEMBERSHIP Colleen Albert (214) 746-6628 Dallas Convention & Visitors Bureau</p>	<p>Barbara Fett (214) 746-3500 INFOMART</p>
<p>April 18, 1991 Hyatt Regency Fort Worth Dinner Transportation Panel Discussion Officer Elections</p>	<p>VICE PRESIDENT, FINANCE Susanne Ruffner, CMP (214) 869-1355 AMS Users' Group</p>	<p>Lindsey Iacovino (214) 634-9060 AVW Audio Visual, Inc.</p>
<p>May 23, 1991 Location TBA Luncheon - Awards Event</p>	<p>VICE PRESIDENT, EDUCATION Lisa South, CMP (214) 490-2986 Electronic Data Systems, Inc.</p>	<p>Marilyn Manby (214) 484-9531 Maritz Meeting Planners</p>
<p>June 29, 1991 All Day Picnic (Pending Board Approval)</p>	<p>VICE PRESIDENT, PUBLIC RELATIONS Connie Sandifer, CMP (214) 239-9969 Dallas Fan Fares, Inc.</p>	<p>Judith Mathews, CMP (214) 783-4444 Meeting Tech</p>
<p>BOARD MEETINGS</p> <p>February 19, 1991 March 19, 1991 April 16, 1991 May 14, 1991</p>	<p>VICE PRESIDENT, ADMINISTRATION David Gisler (214) 634-1463 Freeman Decorating Company</p>	<p>Patti Wilke, CMP (214) 458-0601 BeautiControl</p> <p>IMMEDIATE PAST PRESIDENT Mary Jo Malone (214) 742-8200 The Adolphus Hotel</p> <p>CHAPTER SECRETARY Marsha Wright (214) 343-0555</p> <p>CURRENT EDITOR Kim Warren, CMP (214) 401-0210 Sunbelt Motivation & Travel, Inc. FAX (214) 556-0916</p>