



CURRENT

PRESIDENT'S MESSAGE

by Judy Love Bradley



This year, we have concentrated our efforts on involvement in chapter activities to benefit the members both personally and professionally. I am proud to say that more than half of our members are already involved in at least one of the sub-committees in our chapter, with more members volunteering to help every day. Isn't that exciting!

We have also concentrated our efforts on giving something back to the community in which we live and work. Throughout the year, our public relations committees have been conducting drives to benefit our community, from the toiletry drive for Trinity Ministry to the Poor, to delivering meals for Thanksgiving, to donating food to the North Texas Food Bank, to raising money for "Love for Kids" through the sale of Christmas cards designed by the children themselves. Each of these projects has been highly successful.

But perhaps our most ambitious project to date is our commitment to "Give Kids the World," which will involve not only our chapter, but also members of the metroplex. Those of you who attended our January meeting watched a video tape about the "Give Kids the World" project and realized, perhaps for the first time, the important role this event will play in our chapter.

Founded in 1986, this organization was created for the sole purpose of providing

trips to the Orlando area for children with life-threatening illnesses and their families. Wish-granting foundations throughout the world work together to send these families to this new hotel facility created exclusively for "Give Kids the World." Holiday Inn Kids Village is a unique facility designed to handle the special needs of these very special families.

"Give Kids the World" then coordinates transportation, meals and tickets to all the
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March Chapter Meeting

Dallas Blooms for Corporate Incentive Travel

by Tim Wade

Set amidst the beauty of spring in Dallas, corporate incentive travel and Eastern European destinations will be the focus of our March 28 meeting. MPI members should plan to meet at the Dallas Arboretum and Botanical Gardens where vivid splashes of red, yellow and purple will dominate the landscape this time of year. In fact, the Arboretum's annual spring show, "Dallas Blooms," will be going on during our visit.

A special program has been planned, too. With the fall of the Berlin Wall and the era of *Perestroika*, there is a whole new

This Issue
of
CURRENT San Antonio
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The best time. Every time.™

March Chapter Meeting

Date: Thursday, March 28, 1991

Place: The Dallas Arboretum
8525 Garland Road
Dallas, Texas 75218
(214) 327-8263

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: Park at the main entrance at 8525 Garland Road.
MPI members receive free 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, March 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

(President's Message from page 1)

attractions in the Orlando area, ensuring that this visit will be a highlight in the life of a terminally-ill child. At the MPI Annual Conference in Kansas City last June, the D/FW Chapter committed to support this project on a chapter level to help raise the needed funds for this worthwhile organization.

Charlotte St. Martin of Loews Corporation has agreed to be the honorary chairperson for this gala charity ball. However, as a member of the Dallas/Fort Worth chapter of MPI, we still need your help with corporate sponsorships, auction merchandise contributions, ticket sales and button sales.

We understand that many of you wish to contribute to the "Give Kids the World" project, but you will be unable to attend the Charity Ball. Buttons are available for purchase at the March chapter meeting at a cost of \$5 each, which will also benefit the "Give Kids the World" project.

I am pleased to report that ticket sales are quite strong and the volunteers are on schedule to produce one of the most important events in the metroplex. Dawn Weightman, with ITT Sheraton Corporation and her sub-committees are putting the finishing touches on this Charity Ball for "Give Kids the World." We appreciate all of you who have volunteered your time and your energy to work together to ensure the success of this event, and we look forward to seeing many of you there, March 23 at the Loews Anatole Hotel. And remember:

***Together . . .
We Can Make It Happen!***

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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.

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(March Chapter Meeting from page 1)

"world" out there to be discovered. An increasing interest, therefore, is developing in destinations to Berlin, Moscow, Helsinki, Warsaw and Prague. And now is not too early to plan for such destinations.

Learn about corporate incentive travel and what Eastern European locales have to offer the corporate meeting planner, or the individual planning a personal vacation out of the country. Marko Podkubovsek, President of Network, Inc. and a leading authority on Eastern European travel, will be our featured speaker. Mr. Podkubovsek is also the Exclusive U.S.

Incentive Marketing Representative Intourist, the Russian government tourist agency, which regulates all foreign travel into the U.S.S.R.

In addition, representatives of travel companies and tourist bureaus will be in attendance. MPI members are encouraged to visit these representatives—such as the leading air carrier into Eastern Europe, FinnAir—after the program and during lunch.

To best appreciate the beautiful gardens of the Arboretum, members will be offered a guided tour from the main gate entrance at 8525 Garland Road through the Paseo del Flores (a new addition!) to the Camp House, where the meeting will be held.

Once you have registered, you will have a brief period to enjoy the magnificent view of White Rock Lake, a perfect backdrop! Promptly at noon, we will begin the program and introduce our featured speaker.

Since we have scheduled a delightful outdoor picnic (weather permitting) for lunch we will concentrate on business first; then we'll have enviable leisure time to enjoy the view from the back lawn of the Camp House, where lunch will be served. We'll even offer you a blanket to get in the picnic mood if a table with linen seems a bit too stuffy for such an event.

In case of inclement weather (we are meeting planners, after all), there will be arranged transportation from the main parking lot to an employee entrance nearer the Camp House, where the luncheon and program will be hosted in the comfortable atmosphere of the Camp House and its canopied terraces.

So get in the spirit and the mood of spring. And, remember, it's spring all over the world (well, almost), where beautiful gardens and destinations abound for that future event.

ADVERTISING SPACE AVAILABLE

Contact Mary Cain at (214) 453-1234

PUBLIC RELATIONS

Crisis Management Plan Adopted by Chapter's Board of Directors

by Connie Sandifer, CMP

Emergency situations, by their very nature, are unexpected, inconvenient and disruptive. In the case of an emergency situation at a chapter event, the consequences could extend beyond the function itself and the chapter's membership. This could very well make it a matter of public interest.

The D/FW Chapter's Board of Directors, in an effort to ensure speed and accuracy in supplying accounts to the media about chapter-related crisis situations (should such ever occur), has adopted a Crisis Management Plan for the Chapter.

The plan, adapted by the Public Relations area from a similar plan developed by MPI's Communications Committee for MPI headquarters, outlines the step-by-step procedure to be taken by chapter leadership should a crisis situation arise at a chapter event. Although the plan is quite detailed, the major points of which the D/FW Chapter membership should be aware are:

* It is the policy of the D/FW Chapter that during a time of crisis, the chapter will speak with one voice;

* When the Crisis Management Plan is activated, the Chapter President is designated as the official spokesperson for the chapter; and

* In his/her absence, the Vice President, Public Relations will be the official spokesperson with the media. The back-up spokesperson will be the chapter's Immediate Past President.

Other facets of the plan include pre-emergency preparation, guidelines for dealing with the media, communicating with other groups, emergency support staff, procedures at the scene, fact finding and other considerations.

For more information, or to obtain a copy of the D/FW Chapter Crisis Management Plan, please contact Connie Sandifer, CMP at (214) 239-9969.



March Toiletries Drive benefitting Trinity Ministry to the Poor

by LeeAnn Harle

Due to the overwhelming success of last fall's donation, the Community Services committee of MPI will once again be hosting a Personal Toiletries Drive to benefit the Trinity Ministry to the Poor at the March meeting.

Please sack up all those hotel amenities (soap, shampoo, mouthwash, lotion, etc.), as well as items of special need, such as baby food, diapers and formula, and bring them to the Community Services desk set up outside the meeting. Remember, all items donated must be unused. . .

We look forward to another successful drive, and thank you for your support!



Putting the Chapter's Best Foot Forward

by Kathryn Knight

"It is important to realize that events take place around us which have an impact on the general public and our membership. The goal of public relations is to take advantage of these opportunities and raise the image of the D/FW Chapter of MPI." Thus starts our chapter's Communications/Public Relations Plan.

This exciting and dynamic public relations program has been authored for our chapter by Tim Wade, Public Relations Editor for Lennox International. The com-

prehensive plan not only suggests various forms of public relations available to us as a chapter, but also gives practical guidelines of when to use public relations and how it can best serve our needs.

The Communications/Public Relations guidelines, which are available to all members, offer practical information, such as the publicity information form. Any time a member has important news, this form should be used to ensure all facts are forwarded to our public relations committee and are in all official MPI news releases.

The goals of the guidelines are multifaceted:

1. To inform the public of the chapter's mission and purpose;
2. To assist in generating a larger membership base;
3. To promote the chapter in industry publications;
4. To educate the community and generate support for our charities; and
5. To publicize locally-sponsored programs and educational resources.

These goals can best be met if we all use the tools provided in the official guidelines.

Some of the hands-on pieces are: a media contact list; tips on preparing and distributing news releases; sample releases and a basic overview of public relations practices. As we all know, good PR, whether conducted officially or just as a matter of course in our everyday business, is essential to assure success in any industry. Everyone from interns to twenty-year veterans can use these guidelines to learn new skills or just brush up old ones.

Take time to read the guidelines and keep them handy for reference. Thanks to Tim Wade for developing a thorough and valuable PR program!

PROGRAMS AND EDUCATION

The Art of Negotiation

by Amy Dugan

The most recent "How To" Breakfast was about negotiating, a vital skill for meeting planners and hoteliers alike.

The panel offered a refreshing presentation through role playing. Kevin McMahon of The Adolphus Hotel and Susanne Ruffner, CMP, with AMS Users Group, acted out a meeting between hotelier and meeting planner, allowing us (the audience) to have a peek at the negotiating process.

As the process unfolded, Fred Knieberg, CMP, of The Me*ting Place, and Katherine Louth, of Burlington Northern Railroad, answered questions and made comments throughout the process.

When getting ready to negotiate, make sure you:

1. Do your homework.
2. COMMUNICATE!

Your homework consists of:

- * Know your group and their meeting history, their likes and dislikes, arrival and departure patterns, room service and restaurant demands, etc.
- * Sell the hotelier on all that the group is going to bring to the hotel. Give the hotelier your "wish list" and work from there.

Improve communications by:

- * Remember the planner's "wish list" is just that, so be ready to adapt with each property. Realize they all have different rules regarding negotiation flexibility.
- * Don't compromise service for low room rates. Everything that is complimentary has value, so be sure to take all those "comps" into consideration when deciding which property is actually offering you the best deal.

Thank you to the outstanding panel who shared their knowledge with us and to the Four Seasons for a delicious breakfast!

MPI members, keep your eyes open for the next session of the "How To" Breakfast Series, a wonderful educational opportunity.

Sales Creativity: Use Your Head Instead of Your \$\$\$

by Susan P. Ferreri

A record number of 51 attendees had the opportunity to listen to Charlotte St. Martin, President/CEO of Loews Anatole Hotel, speak on February 19. This exciting Executive Workshop was held at the beautiful Mansion Hotel on Turtle Creek. We were served a lovely light lunch and then proceeded to the meeting room for our workshop.

Ms. St. Martin discussed six steps to sales creativity:

1. Define the purpose.
2. Outline the normal approach.
3. Outline how we can do it better or how the customer would like it.
4. Brainstorm and devise a plan.
5. Implement it faithfully.
6. Be an Eternal Student, open to fresh ideas.

Charlotte then showed us some examples from the Dallas CVB and different opportunities that had arisen during challenges at the Loews Anatole Hotel.

The group was able to work on specific issues, so we divided into four groups and discussed how the D/FW MPI Chapter can once again win Chapter of the Year. There were some great ideas presented!

The most important point brought out in the workshop was that everyone needs to get involved during a brainstorming session, during which there is never a bad idea; some are just better than others. And, of course, the best idea is to "Use Your Head Instead of Your \$\$\$!"

You Asked for It

Your Comments Answered

by O.D. O'Donnell

Your comments on the report card for the INFOMART meeting January 17 would indicate your program committee is doing a much better job with the programming of our regular monthly meetings.

The January meeting concentrated on the infrastructure of our chapter. Tables for each Vice President and their sub-committees were set up to explain their various responsibilities. We also highlighted various divisions of MPI International since our meeting was conducted in the INFOMART, where MPI is headquartered. Members toured MPI headquarters and the Resource Center following the meeting.

An important goal of the chapter is structuring all meetings around an educational theme. For this meeting, networking occurred as guests visited the tables and learned about the chapter's make-up.

One comment indicated that you were kept so busy during this meeting, you felt you needed more time to network. We can appreciate this, but there were so many comments about how informative this meeting was that we felt like this was a small price to pay for the amount of information the membership received.

Another comment was made about the number of committee reports that were given during the program. You are absolutely right: we had more committee reports than usual. However, it's important that the membership be aware of the committees' work. The only time we can address the majority of the membership is during a monthly meeting.

Finally, some felt luncheon service a little slow and uneven. This was addressed with the INFOMART following the meeting. However, there were many positive comments about the theming and quality of food, which were also passed along.

PROGRAMS AND EDUCATION

February Meeting Wrap-Up

by Alex Vurpillat

Unique, Fun, Giggles! That's an apt description of our wonderful evening at the Medieval Inn!

MPI members and guests packed the house and were thoroughly entertained by King Henry VIII, court jesters and lovely, lively wenches, who proceeded to perform an English satire with MPI as their main target. Beautifully performed and very professional is the description that comes to mind. One has to appreciate the time spent in rehearsing and the total team work that went into the performance. Dinner was excellent and a bit different, in



that there was absolutely no silverware to be found. We ate as in the days of old, when Kings were, well, Kings! Soup, chicken, beef ribs and on and on... Dinner was a certainly a challenge! And from this observer's point of view, everyone participated with great sportsmanship, laughed heartily and thoroughly enjoyed the occasion.

Special attention was paid to O. D. O'Don-

nell, as he is due profuse gratitude for his continuing generosity in providing entertainment for monthly MPI chapter meetings. Thanks again, O.D. You're wonderful.



Many thanks also to Debra Williams and her fun crew for all their hard work in providing us with a fun, fun evening. This night gave us all new ideas on unique entertainment for out-of-town clients and guests when the unusual is in demand!



***Together...We Can
Make It Happen!***



Love for Kids reaps the rewards from the Chapter's Christmas card sales.

April Chapter Meeting

Election Fiesta OLE!

by Alexandra Vurpillat

Election of Officers, a ground transportation panel to offer suggestions on how to move 5 to 30,000 passengers and a traditional Fiesta to celebrate!

The beautiful Hyatt Regency Fort Worth is our host for April's chapter meeting, and they are anxious to share with us the pleasures of authentic Mexican cuisine. We are told that culinary surprises await us on the evening of April 18. The total ambiance of the evening is not yet for public disclosure, but guaranteed to ensure a most festive evening for all!

The Hyatt Corporation is enjoying its tenth year managing the historical hotel which originated in 1921 as the Hotel Texas. Hotel Texas originally opened with elaborate fanfare on September 30, 1921, and became known as the home of cattle barons and oil tycoons. Recently renovated in the fall of 1989, the hotel has an award-winning Presidential Suite, 516 rooms, a 13,600 square foot ballroom and fourteen additional meeting rooms.

In addition to an incredible festive evening, there will be a special \$79 sleeping room rate offered for MPI members and guests for those wanting overnight accommodations.

MEMBERSHIP

New Kids on the Block

by Kim Warren, CMP

Our chapter just keeps growing by leaps and bounds! Look who joined us this month:

Gilbert A. Bentler
Manager Facilities
Hoechst Celanese Chemical Group
1250 W. Mockingbird Lane
Dallas, Texas 75247
(214) 689-4045

Cathy J. Clonts
Director of Communication
Gray Line Worldwide
13760 Noel road #1000
Dallas, Texas 75240
(214) 934-8700

Gene S. Coleman
Account Services
Richard Kidd Productions, Inc.
5610 Maple
Dallas, Texas 75235
(214) 638-5433

Ron G. Drew
State Director-Public Affairs
GTE Southwest
290 E. Carpenter Freeway, #700
Irving, Texas 75062
(214) 717-7837

Elizabeth M. Gresock
Education Project Manager
Young Presidents' Organization
451 South Decker, #200
Irving, Texas 75062
(214) 541-1044

Steve W. Kemble
Independent Planner
715 N. Oak Cliff Blvd.
Dallas, Texas 75208
(214) 943-5949

Maria A. Lilly
Project Manager
Young Presidents' Organization
451 South Decker, #200
Irving, Texas 75062
(214) 541-1044

Anne E. Micalizzi
Assistant Director of Sales
Ramada Hotel Downtown Conv. Center
1011 S. Akard Street
Dallas, Texas 75215

Irma Mate
Conference Coordinator
Southwest Energy Council
222 W. Las Colinas, #1913
Irving, Texas 75039
(214) 402-4222

Robin Richmond
Administrative Assistant
YMCA of Metropolitan Dallas
411 North Akard #810
Dallas, Texas 75201
(214) 880-9622

Elizabeth A. Sherlock
Sales Manager
Fort Worth Hilton Inn
1701 Commerce Street
Fort Worth, Texas 76102
(817) 335-7000

Patricia A. Towell
Sales Manager
Dallas CVB
1201 Elm Street, #2000
Dallas, Texas 75270
(214) 746-6632

Brian L. Weaver
Regional Sales Director
MCI Planners, Inc.
2245 Keller Way
Carrollton, Texas 75023
(214) 418-1050

Shivaun M. Wilson
Manager, Customer Relations Events
General Dynamics
Mail Zone 1635
Fort Worth, Texas 76101
(817) 777-1430

Peg Wolschon
Vice President of Sales
Gray Line Worldwide
13760 Noel Road #1000
Dallas, Texas 75240
(214) 934-8700

Ready, Set, GO!! MPI Membership Campaign

by Colleen S. Albert

The Dallas/Fort Worth Chapter is fortunate with our membership, the educational value, the networking, strong monthly meetings and worthwhile events and programs. We are so fortunate that we want to share all this wealth with other meeting planners and suppliers. To do that, we need your help.

From March 1 through May 14, we are going to challenge you to bring in at least

one new member, or two, three or maybe 10! We plan to reward you for your efforts with

1-4 new members
T-shirts/caps

5-9 new members
sweat suit

10+ new members
Garment bag or briefcase

Grand Prize
Trip and Accommodations

Right now, we have many of our members working hard and bringing in new members, so let's keep the flow moving.

Application forms and information are always available at our monthly meetings or by calling me at (214) 746-6628.

Let's make the D/FW Chapter bigger and better and the Chapter of the Year for three years in a row.

Thanks!



MEMBERSHIP

Recruit a New Member

Colleen S. Albert	June A. Chism	Planner
Bobby J. Allen	Susan M. Denno	Planner
Amy L. Barker	Michelle Carter	Supplier
	Amanada Culbertson	Planner
	Phyllis Glenn	Planner
Madonna K. Barnes	Betty C. Bolin	Supplier
Judy R. Benaroch	Jeana A. Stieber	Supplier
Robert L. Berry	Patricia A. Bennett-Charles	Supplier
	James S. Follett	Supplier
	Jan Hall	Planner
	Lori A. Schirpke	Planner
Judy Love Bradley	Patricia A. Tripp	Supplier
	Irma Mate	Planner
Kaye C. Burkhardt	LeeAnn H. Harle	Planner
Jan L. Campbell	Sarah B. Richards	Planner
Susie Carr, CMP	Wendy L. Darin	Supplier
	Jeorgia Hopgood	Planner
Phyllis R. Cox	James Broughton	Planner
	Marie-Anne Johnson	Planner
Paula J. Cullar	Dana Hogan	Planner
Sue Ferguson	Dona M. Bassana	Supplier
	Nancy D. Bryan	Supplier
	Francy H. Fellman	Planner
	Susan P. Ferreri	Supplier
	Anne E. Micalizzi	Supplier
	Maurice H. Morris	Planner
	Robin Richmond	Planner
	Barbara A. Stegermann	Planner
Barbara H. Fett	Maria A. Lilly	Planner
Phyllis Firebaugh	Kelly Graves	Supplier
	Catherine M. Murphy	Planner
Betty E. Garrett, CMP	Elizabeth N. Gresock	Planner
Sally Goldesberry, CMP	Victoria E. Dempsey	Planner
Julie Gravel	Connie A. True	Planner
Mary K. Havens	Sally V. Pringle	Planner
Bruce W. Jaster	Bitsy Burns	Planner
	Paula J. Cullar	Supplier
	David P. Darwell	Planner
Debora J. Jerman	Mollie L. Hines	Planner
Donna Magro	Beverly D. O'Laughlin	Planner
Patricia McCain	Jan Pollard	Supplier
	Susan E. Singleton	Planner
Bob Mitchell	Mark A. Burnworth	Planner
Sheri Pizitz, CMP	Tiffany Rippe	Planner
Barbara Rathwick	Dana Nickerson	Planner
Alice R. Riggins	Cathy J. Clonts	Planner
	Gene S. Coleman	Supplier
	Linda K. Dipert	Supplier
	Shirley A. Dotson	Planner
	Juanita Pettit	Supplier
	Sally Torres	Planner
Alice Roberts	Natalie E. Adair	Planner
	John Ures	Supplier
Anita O. Siegers	Paula Hall	Planner
	Linda Hughes	Planner
	Linda R. Sergeant-Johnson	Supplier
Lisa A. South, CMP	Eris A. Miltner	Planner
	Mona J. Richey	Planner
	Lee A. Thompson	Supplier
Debra Williams	Candis Clarke	Supplier
Laura B. Yarbrough, CMP	Cathy L. Horton	Supplier
	Maureen C. Pittman	Planner

Heard it Through the Grapevine

by Donna Magro

Pretty exciting news from The Adolphus: Beckie Milkie has been promoted to Director of Sales and is responsible for group sales. Beckie has been at The Adolphus since 1980, and she is still going strong! We congratulate her on her new status and wish her much success!

Sunbelt Motivation and Travel is pleased to add Anne Douglas Carr to the ranks of its meetings and convention department this month. Way to go, Anne! We have no doubt that you'll be a great addition to their team.

Great news for Nancy Kirk: She has recently joined the Cystic Fibrosis Foundation as a Special Events Director. We are really glad you have found a new home and hope you enjoy your new digs!

Susan Bell has also found herself a new home at the Society of Petroleum Engineers as Event Manager. She is responsible for the annual fall meeting. Yea, Susan! Best of luck!

Lisa South, CMP, with E.D.S. is having a great year--first her engagement and now a promotion to Regional Manager of Community Relations! Lisa is in the Public Relations department and will still be involved in planning large events. I don't know how life can get any better, Lisa! Her new number is 661-6611. Congrats again!

Patti Wilkie is looking forward to June. That's when she expects to deliver her first born! Leave it to Patti to plan a pregnancy that avoided the long, hot part of summer! Congratulations, Patti and spouse!

Sally Goldesberry has left the Society of Petroleum Engineers to join her husband in Phoenix, Arizona! Although we'll miss you, Sally, we hope you love it out there. Watch out for those cactus!

Well, that's it for this month! Please call me at 239-7905 with any information you may have. I can't do this without you!

MEMBERSHIP

Meet a New Member

by Becky Milkie

Barbara Livingston Rathwick Director of Sales Journey House, a Management Company



Barbara has been with Journey House for seven years and is responsible for the developing of new accounts, servicing existing accounts, site selection, contract negotiations and operations of both meeting and incentive travel.

Barbara began her career in the travel industry in 1973 with the State Fair of Texas. She also sold for the El Paso Convention and Visitors Bureau. After the Bureau, she went to work for El Paso Premier Tourist Attractions at Indian Cliffs Ranch. She has three years of experience in the hotel industry and feels that she can sell the world with Journey House.

"My biggest challenge was feeding 1,300 people steak to order outdoors from the grill, but a bigger challenge was making 12 city executives comfortable on a desert overnight trail ride. I feel we do an excellent job of handling groups, because we have empathy for both the customer and the supplier of food/entertainment/lodging."

Barbara is a Dallas native and attended college at the University of Texas in Austin, where she received her bachelor of journalism.

Barbara enjoys photography, art, snorkeling and skiing. "Golf is a relatively new hobby of mine, with much room for improvement," she says. Married 17 years, she has two children: Sarah Lynn, age 11, and Andrew, age 6.

A member of MPI since August 1990, Barbara enjoys "the educational benefits of MPI through experiencing the special meetings and parties." Her working philosophy is "Practice common courtesy."

Our Team Is Your Team.

As full service contractors, you can depend on us for every trade show and meeting need.

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- ▶ Material Handling Service
- ▶ Labor



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1991-1992 Nominations For Officers and Board of Directors

by Mary Jo Malone

The nomination and election process is the most important responsibility we have to the growth of our chapter.

Our chapter Board of Directors is made up of 13 members. Positions are as follows:

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

Immediate Past President and six (6) board members complete the board's composition.

In compliance with the organization's Bylaws, Policies and Procedures, our board

is composed of 60% planners and 40% suppliers.

Your recommendations are being compiled by the nominating committee. The committee will present the recommended slate of Officers and Board of Directors at the monthly meeting held March 28, 1991.

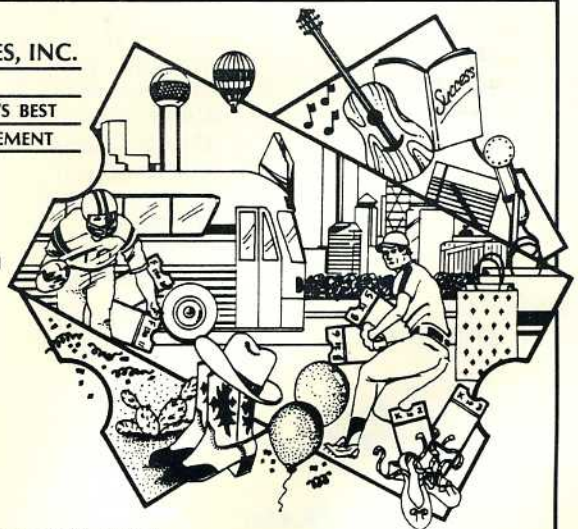
The election and voting process will take place at our April meeting in Fort Worth on April 18, 1991.

Please direct any additional recommendations to the attention of:

Ms. Mary Jo Malone
Nominating Committee Chairman
The Adolphus Hotel
1321 Commerce Street
Dallas, Texas 75202

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INDUSTRY NEWS

From the MPI Educational Resource Center

Career Development Getting Ahead

by Terri L. Lawrence

Any of the "good reads" suggested below can be ordered by sending a check for the amount(s) indicated by the booklet (please include \$1.00 to cover the cost of mailing for any publication noted as "free") made payable to "Superintendent of Documents" to:

R. Woods
Consumer Information Center-T
P. O. Box 100
Pueblo, CO 81002

Be sure to note the order number preceding the booklet's title, as well as the name of the booklet you desire.

179W	\$2.50	Business and Managerial Occupations.
574W	Free	Getting Skilled, Getting Ahead.
401W	.50	Handy Reference Guide to the Fair Labor Standards Act
105W	\$1.00	Matching Yourself with the World of Work
250W	\$5.00	Occupational Outlook Quarterly
107W	\$1.00	Resumes, Application Forms, Cover Letters and Interviews
108W	\$1.25	Tomorrow's Jobs
442W	.50	Getting Started: Establishing Your Financial Identity
163W	\$3.25	The Principles of Managing Your Finances (Part 1)
164W	\$1.50	Financial Tools Used in Money Management (Part 2)
165W	\$1.75	Coping with Change
464W	.50	What You Should Know about the Pension Law
402W	.50	Guide to Business Credit and the Equal Credit Opportunity Act
113W	\$1.75	Starting and Managing a Business from Your Home

Dollars & Cents

by Susie Ruffner

December

Beginning Balance	\$ 6,435.18
Income	\$12,979.98
Disbursements	<11,928.52>
EOM Balance	\$ 7,687.18

January

Beginning Balance	\$ 7,687.18
Income	\$ 5,204.00
Disbursements	<3,385.63>
EOM Balance	\$ 9,505.55

All balances include \$6,050.00
Certificate of Deposit.

INDUSTRY CALENDAR

AHMA (American Hotel & Motel Association)
80th Annual Convention & Show
April 4-7, 1991
Honolulu, HI

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

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

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

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

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

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

Senior Vice President Named

MPI recently named Peter R. Turner as Senior Vice President. Peter brings to MPI extensive knowledge of the meetings and convention industry, coupled with background and experience in international programs.

Peter will serve as executive director of the MPI Education Research Foundation and direct the organization's international development. His international responsibilities will center on the expansion of membership, programs and services in Europe and the Orient. Peter replaces Sondra Weaver, who resigned January 31, 1991.

... And the Beat Goes On

Music licensing negotiations have focused much attention on the meeting professional's responsibility as part of business-related duties to consider compliance with copyright law whenever planning a meeting. Remember: planning activities not related to your job, such as MPI chapter meetings, requires the same consideration. Chapter members can phone MPI's manager of chapter relations at (214) 746-5223 for copies of the American Society of Composers, Authors and Publishers (ASCAP) and Broadcast Music Incorporated (BMI) contracts. Questions regarding the terms of the contracts will be forwarded to ASCAP and BMI.

INDUSTRY NEWS

HSMA to Host Golf Classic

by Dirk Thomas

The Dallas Chapter of Hotel Sales and Marketing Association (HSMA) will host a Golf Classic on April 25, 1991, at the Hyatt Bear Creek Resort. The tournament is open to those involved in the execution or planning of meetings, and proceeds will benefit the Dallas Community College District Foundation and their Food and Hospitality Institute at El Centro College.

To sign up to play, or for additional information on becoming a sponsor or donating prizes, please contact tournament co-chairmen Amy Dugan at 680-8679 or Dirk Thomas at 638-0024.



And You Thought We Made A Mistake

by Kim Warren, CMP

Did you notice that your last copy of the CURRENT was printed in a different color of blue than that we usually use? MPI International has changed MPI's "official blue," so last month we used the new color. However, for consistency's sake, we have reverted to the old color for the remainder of the administrative year.

We would like to hear what you thought about the change, and we will pass along members' opinions regarding the preferred look of the newsletter to next year's editor. Call Kim Warren, CMP at 401-0210 with any feedback.



7 GREAT REASONS TO BREAK THE SITE SELECTION ROUTINE



South Shore Harbour Resort & Conference Center is anything but routine.

This exciting new facility pumps enthusiasm into your delegates by supporting ideal meeting facilities with stimulating free-time activities.

- 1** *On the shore of Clear Lake across from NASA, less than 30 minutes from Hobby Airport*
- 2** *A responsive staff that is a professional meeting planner's dream come true*
- 3** *Flexible meeting facilities for up to 900 people, complete with state-of-the-art A/V and satellite telecommunications*
- 4** *250 designer rooms, suites, and penthouses with spectacular views of the marina and lake*

5 *70,000 square foot fitness center, championship golf course, indoor/outdoor tennis, and watersports*

6 *Fine dining at Paradise Reef Restaurant and the exclusive Harbour Club*

7 *Evenings of entertainment at our RSVP Nightclub*

Call for information and to arrange a site inspection: (713) 334-1000

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Looking
for a new
challenge?

Send five copies of your resume to:

**MPI Career Opportunities
c/o Marilyn McGuire, CMP**

P. O. Box 655147

Dallas, Texas 75265

RESUME HANDLING FEE:

\$15 - Members

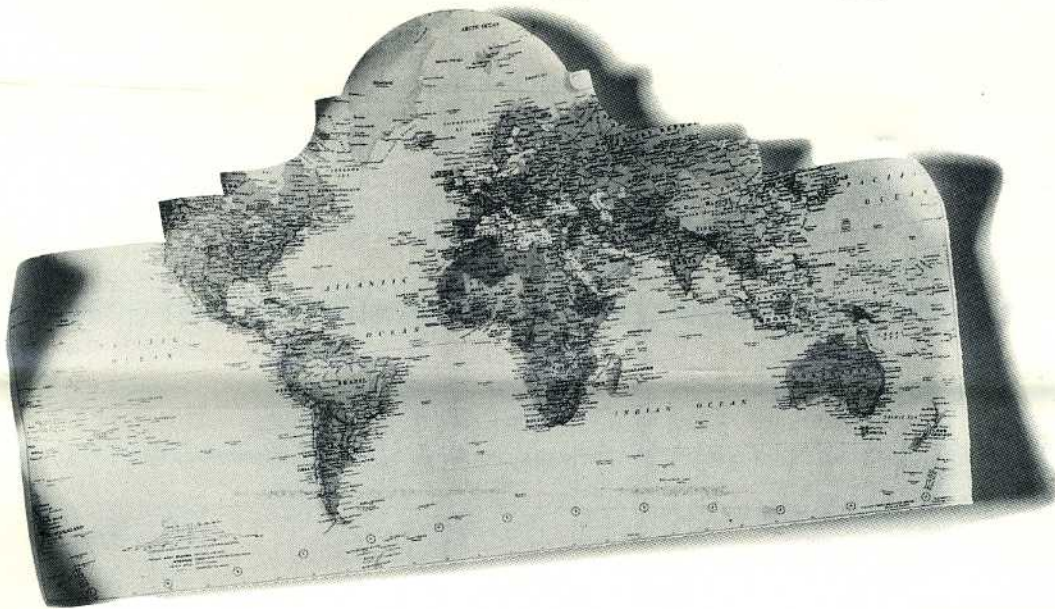
\$25 - Non-Members

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

**Marilyn McGuire, CMP
(214) 980-5111**

(ALL INQUIRIES ARE KEPT
CONFIDENTIAL)

Send them to San Antonio and they're bound to see a little bit of everything.



In fact, we're a city that really puts the "incentive" in incentive travel. Because our on-staff corporate incentive specialist can help you reward your people lavishly—by sending them on a trip around the world.

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Caribbean or the Riviera. A whole neighborhood of Victorian mansions could easily call London or San Francisco home. A visit to Sea World is truly a voyage to the seven seas. And even our exuberant street fiestas can provide them with a real taste of the exotic—like a German sausage wrapped in a Mexican *tortilla*.

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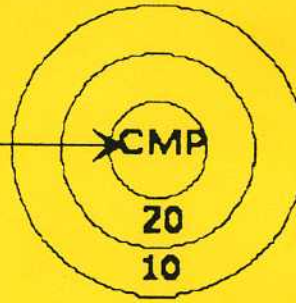
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San Antonio Convention & Visitors Bureau, P.O. Box 2277, San Antonio, TX 78298, 512/270-8700. Fax 512/270-8782.

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Score
Higher



CMP CRASH COURSE

MAY 17, 1991

FROM 1:00 pm TO 5:00 pm

MAY 18, 1991

FROM 8:30 am TO 4:30 pm

**MARK YOUR CALENDAR NOW!
FULL DETAILS TO FOLLOW**

* EXPERT SPEAKERS ON EVERY TOPIC

**FOR THOSE OF YOU PLANNING TO TAKE YOUR
CMP EXAM THIS JUNE THIS IS A NO MISS
OPPORTUNITY TO SCORE HIGH.**

FOR FURTHER INFORMATION CALL BARBARA WEBSTER AT (214) 401-0210

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DALLAS/FT. WORTH CHAPTER, M.P.I.
EXECUTIVE WORKSHOP SERIES

"SMALL MEETINGS: WHAT MAKES THEM DIFFERENT?"
TRENDS INTO THE NINETIES

This executive workshop is a must for both the planner and supplier as we investigate why small meetings will have such a great impact within the hospitality industry.

PLANNERS who book small meetings will learn techniques that will enable them to be as influential in their negotiating as those who book larger meetings.

SUPPLIERS will learn how to capture the opportunities of small meetings. Statistics have shown that these meetings will help shape the industry over the next decade.

Our workshop leader will be Greg Elam, Vice President of Communications at the Dallas Convention & Visitors Bureau. Greg has previously held positions as a National Director for a major college social fraternity and as a long time Insurance meeting executive dealing in hundreds of low and large budget small meetings.

Join us for a unique opportunity to gain special insights into this exciting "Trend Into The Nineties".

Date: Thursday, April 18, 1991
(Prior to regular MPI monthly meeting)
Time: 3:30 PM - 6:00 PM
Place: The Worthington Hotel - Live Oak Room
200 Main Street
Fort Worth, TX
(817) 870-1000

Registration for this workshop is \$15.00 per person and will be accepted on a first come, first served basis. Space is limited! Please complete the registration form below and return with payment no later than April 12th.

If you have questions or need to register by telephone, please contact Lesley Meyer, CMP or Sherry Burns at (214) 401-0210.

REGISTRATION FORM
D/FW CHAPTER, M.P.I.
EXECUTIVE WORKSHOP

"SMALL MEETINGS: WHAT MAKES THEM DIFFERENT?"

April 18, 1991

Name (please print) _____ Check one:
Planner _____
Company _____ Supplier _____
City/State/Zip _____ Phone _____

Please enclose a check, in the amount of \$15.00 per person, made payable to D/FW Chapter, M.P.I., together with this registration form, to Lesley Meyer, CMP, Sunbelt Motivation and Travel, 909 E. Las Colinas Blvd. #200, Irving, TX 75039.

DALLAS/FORT WORTH CHAPTER

Ms. Laura B. Yarborough, CMP
Electronic Data Systems Corp.
7171 Forest Lane
Dallas TX 75230



CALENDAR UPDATE

- March 28, 1991
Dallas Museum of Art
Cocktail Reception
Topic TBA
- April 18, 1991
Hyatt Regency Fort Worth
Dinner
Transportation Panel Discussion
Officer Elections
- May 23, 1991
Location TBA
Luncheon - Awards Event
- June 29, 1991
All Day Picnic
(Pending Board Approval)

BOARD MEETINGS

- March 19, 1991
April 16, 1991
May 14, 1991

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