

### PRESIDENT'S MESSAGE

by Lisa A. South, CMP



Your Dallas/Fort Worth Chapter's Board of Directors attended a weekend retreat in mid-August to set our goals for the 1991-92 year.

As we discussed our chapter's goals, the theme for this past June's Annual Convention, "Success by Design, Not by Chance," came into play. The conference and the theme focused on three basic ingredients that are necessary for success: Creativity, Strategy and Implementation. As the year unfolds, our chapter will see all three of these aspects utilized to continue with the type of success we have come to expect.

The Board has used and will continue to use CREATIVITY, determining how best to address challenges and opportunities faced by the chapter to allow each of us to accomplish the goals set forth. This must be done while maintaining the same high standards in education and networking that have been recognized by our membership.

STRATEGY will set the stage by positioning our chapter to succeed at what we plan. The Board came to the retreat with goals in mind, then discussed and finalized them to enable the entire

chapter to begin to work on achieving these goals immediately. Each Vice President will explain their goals in upcoming newsletter sections. The following are goals that will be implemented chapter-wide:

- Balance the budget
- Use accrual-based accounting system as opposed to a cash-based system

(continued on page 2)

THIS ISSUE OF CURRENT SPONSORED BY:

THE WESTIN PEACHTREE PLAZA
Atlanta

### **MPI's Natural Resources**

by Tim Wade

MPI's theme, "Back to Basics: Building Blocks for Success," will really get a test at our September meeting as we showcase ourselves: MPI, its resources and the International offices. Yes, the basics of meeting planning and more can be found at the Southland Center Hotel on Thursday, September 26.

If you feel a sense of "deja vu," never fear. Our January meeting was so successful in highlighting the resources of the Dallas/Fort Worth Chapter of MPI and its International offices, we are repeating it. Once again, local chapter

(continued on page 2)

# SEPTEMBER CHAPTER MEETING

DATE: Thursday, September 26, 1991

PLACE: Southland Center Hotel 400 N. Olive Street

Dallas, Texas 75201

TIME: 11:00 New Member Orientation

11:30 - 12:15 Registration & Reception

12:15 - 1:45 Luncheon & Program

PARKING: \$2 self-parking in Southland center Garage; enter on the Pearl Street side.

COST: Advance Registration: \$22.00

Late Registration: \$30.00 Guest Registration: \$25.00

DIRECTIONS: The hotel property is bounded by Live Oak, Olive, Pearl & Bryan Streets in

downtown Dallas. For more direction, call 922-8000.

PLEASE RSVP: Before NOON, Tuesday, September 24, 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 scating, 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.

# **MPI FOCUS**

(President's message continued from page 1)

- · Adopt zero-based budgeting
- Address the Strategic Plan developed by the Past Presidents Council
- Utilize the Leadership Incubator
- Develop a contingency fund for use in emergencies
- Increase membership retention to 80%, while increasing new memberships
- Continue to provide numerous services to our members
- Educate chapter membership of benefits provided by Headquarters
- Increase Chapter member involvement to 60%
- Communicate opportunities with members
- Make members understand that they do not have to be invited to join a committee
- Meet the goals set by each Vice President for their committees

IMPLEMENTATION comes with understanding what is to be accomplished. Through this article and continued involvement in the chapter, each of you will be able to aid the D/FW Chapter in truly realizing this year's theme, "Back to the Basics: Building Blocks of Success."

(MPI's Natural Resources continued from page 1)

chairpersons will be manning tradeshow booths to answer all your questions and entice you to join a committee or two. Let's face it: you only get out of something what you put into it, so find out what you enjoy in MPI and get involved!

As we are fortunate enough to live in the area which is also home to MPI International, several members from that team will be manning booths and even operating an "MPI Store" to give you information and answer any questions. In fact, the program will include a presentation by Peter Turner, Senior Vice President of MPI, who will discuss MPI's role on the international level.

What is different this time around is the setting. Southland Center Hotel will be our host property, where a trade-show atmosphere will be duplicated to showcase all the resources of MPI.

So be sure to come to our September meeting to catch up on any booth or

committee which you may have missed visiting in January. As you walk through the door, Think MPI, Think New Members, Think Participation! Bring a potential new member, bring a friend, but most importantly, bring yourself. After all, YOU are MPI's best Natural Resource!

Remember, "Back to Basics" is our theme this year, and at our September meeting, you will get a chance to see the basics of MPI and how each of us can begin building those blocks for SUCCESS!

# The new Center of downtown Dallas

Dallas is bulging at the seams with excitement and change and in the center of it all is the Southland Center Hotel, the new Center of downtown Dallas.

It's the perfect place for your company. Thirty-five thousand square feet of meeting and convention facilities; full, professional banquet and catering services; and the Southwestern cuisine of Cafe Verde. Located in the Arts District near the Dallas Museum of Art, Meyerson Symphony Center and Majestic Theatre. Just down the street, the legendary Neiman-Marcus.

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# **PUBLIC RELATIONS**

# **EXPOSE YOURSELF!**

Advertise in the CURRENT

by Holly Adams

What reaches over 400 people each month and can potentially increase your company's recognition among professionals in this industry? The answer: An advertisement in the D/FW Chapter of MPI's CURRENT newsletter.

With the planning for your 1992 budget right around the corner, be sure to include a few digits for an ad in the CURRENT. A \$500 investment for a sponsorship (see enclosed rate card) will ensure you a mention on the front page as well as a full page ad on the inside of the back page. Can you afford to pass up that kind of exposure?

Just a reminder: people remember what they see and read. Reap the benefits of an advertisement in the CURRENT now. Call Anne Carr at (214) 401-0210 or Pamela Braesicke at (214) 659-0220 and start exposing your business TODAY!

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)

# **CURRENT Editorial Staff**

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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 authoronly 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.

# **Public Relations Directors Named**

by Connie Sandifer, CMP

As an extension of the D/FW Chapter's increased, and streamlined, public relations activities, two new directors were currently approved by the chapter's Board members. The directors will oversee the activities of their respective committees, as well as liaise between the committees and the Vice President, Public Relations.

Kim Kelley, CMP, has been named Director of Communication, overseeing the chapter's Newsletter and Advertising Committees. Having proven an effective newsletter editor during the 1990-91 Administrative Year, Kim will also spearhead exciting changes in this year's CURRENT newsletter, as well as inventive advertising campaigns to enhance the chapter's revenue picture.

As Director of Community Relations, Mark Burnworth, welcomes the challenge of increasing the chapter's level of visibility in the community, while also increasing its members' awareness of those local government/community activities that most directly impact their industry. Through the on-going Community Awareness and Government Affairs Committees' activities, the chapter will reach unprecedented levels of involvement with local society.

Committee meetings for these areas are already underway and year-long goals are being finalized. You, too, can be part of the enthusiastic group of public relations volunteers that are working so diligently to bring recognition and prestige to MPI's D/FW Chapter. To sign up, simply call Connie Sandifer, CMP at (214) 239-9969.

# **MEMBERSHIP**

# The CURRENT Issue

# Our Membership Speaks Out

by Sue Ferguson

The economics of our monthly meetings seem to generate much discussion amongst our membership in these days of financial stress. The following cost breakdown represents the actual budget required to put together the July chapter meeting held at the Hall of State, should you have put this meeting together yourself:

Hall of State*	450.00
Lonestar Adventure Characters	250.00
Strolling Guitarist	250.00
Centerpieces	750.00
Lunch & Reception	

F & B (27.50 pp) 3,877.50
Service Staff 960.00
Speaker (unknown)
Signage 50.00
Rentals\*\* 5,200.00
Meeting Planner Priceless

Total \$11,787.50

- \*Includes hall rental, A/V and set up charges.
- \*\*Chairs, tables, linens, easels, silver, portable hot boxes, stanchions, etc.

We fed 147; the caterer provided six complimentary meals.

Facilities, vendors, travel agencies and caterers are cutting back drastically on "donated" and complimentary items. The phrase "great exposure" carries little or no weight in light of the industry's current economic state. Where is the financial line drawn? Is less travel and more small, in-house meetings a future trend? Will professional planners be replaced by those less able to provide a quality end product? Are gourmet menus becoming a thing of the past? The CURRENT issue is: How do you control costs? Where do you cut first and why?

Janet Allen Easter Seals Society for Children "... Since participants travel and participate at their own expense, we look for what is best for them, such as hotels with affordable restaurants, or a combination of hotels to give them choices... Banquet service is important; however, we would cut food and beverage before anything else. For example, only soft drinks are being offered at breaks. I have noticed that people are now driving instead of flying, and staying with friends instead of in hotels."

# Betty Smith

Texas Instruments

"I would look strongly at re-negotiating the rentals (tables, chairs, etc.). Then I would cut one of the entertainment areas."

# Paige Garrett

Great American Reserve Insurance Company

"... I always check past functions for comparisons, especially for airfares... For small meetings, we shop for rates and use the nearest airport facility or send one or two staff members with non-refundable plane tickets as opposed to sending more staff members on regular tickets... Things such as elaborate centerpieces, food and refreshments would be the first to go... For our big sales meetings, we don't cut back because everyone attends and this meeting is crucial..."

# Melissa Parks

American Fire Sprinkler Association "We have one annual convention, usually consisting of approximately 1,000 members. This year, we will be lucky to get 800. . . I have inherited a lot of traditions that are expensive or extravagant. I am trying to cut costs there, so that the attendees will not notice the loss. They'll still get three nights of great parties and name speakers, but the give-aways will be limited to one instead of three! I have shaved excesses off of menus to give participants a smaller selection of better foods. . . Theme breaks, centerpieces, free phone hook-ups, fax services and air cargo instead of UPS are being negotiated now for future years. . ."

# New Kids on the Block

by Kim Kelley, CMP

Please extend a hearty welcome to our newest members:

Julie Browning Event Coordinator The Lancers Club 1525 Elm Street Dallas, Texas 75240 (214) 742-4111 Planner

Anne Copeland Director Merch. Contr.'s Assn. of Dallas 2720 Stemmons Frwy. #201 S. Dallas, Texas 75207 (214) 630-8991 Planner

Mary E. Davis Conv. Chairman TFWC 7119 Shook Ave. Dallas, Texas 75214 (214) 321-1854 Planner

Gayla Y. Heatly Sales Manager Southland Center Hotel 400 North Olive Street Dallas, Texas 75201 (214) 922-0310 Supplier

Dan R. Johnson Manager Arthur Anderson & Co. 9330 LBJ Freeway, Ste. 900 Dallas, Texas 75243 (214) 234-5294 Planner

Judith G. Metts
President
Experience Dallas
120 Timberview
Lewisville, Texas 75067
(214) 260-7190
Planner (continued on page 5)

# **MEMBERSHIP**

(continued from page 4)
James A. Russell
Sales Manager
Bauer/Southam Audio Video
1607 W. Mockingbird
Dallas, Texas 75235
(214) 630-6700
Supplier

Phanae F. Schreck President Ambassador Tours Inc. 8333 Douglas, Ste. 550 Dallas, Texas 75225 (214) 363-3711 Planner

Lori J. Seemann Vice President Pomodoro 2520 Cedar Springs Dallas, Texas 75201 (214) 871-1924 Supplier

Michael Snider Sales Manager Ranchland Rt. 3 Box 602 Roanoke, Texas 76262 (214) 748-5433 Supplier

Peter Studebaker Owner Magic Tradeshow Promotions 8950 Whitewing Dallas, Texas 75238 (214) 349-8831 Supplier

Linda L. Waltz Marketing Representative Delta Airlines, Inc. 201 Main Street. #1680 Fort Worth, Texas 76102 (817) 336-0489 Supplier

# Heard it Through the Grapevine

by Ken Cohen

Steve Kemble, Event Planner, had a major story written on him in the Today section of the *Dallas Morning News* on July 31. You couldn't miss it because his picture took up 1/3 of the page. The story mentioned several interesting assignments Steve has had, but none can compare to his current "ultimate challenge." He is catering meals for the pig that will star in the David Copperfield show at the Majestic. Nice going, Steve!

Bill Boyd, CMP was frequently quoted in the Dallas Morning News on August 11 in two different articles. One was on Sabre and the other was on the challenges that Americans face when traveling abroad. Then the next day he was on CNN explaining Sunbelt's "CACTUS" program! What's your secret, Bill?

Sue Ferguson and Judy Benaroche had important birthdays last month (29, right?).

Richard Suttman was mentioned in the August issue of *Special Events Magazine* for the work he is doing with his new company, Eventcor International. Congratulations go to Anne Carr and her husband Greg, who are expecting their first baby, due sometime in February 1992.

Looks like a "Love Connection" for MPI Presidents. First Lisa South, CMP joined the ranks of the married; now Judy Love Bradley is engaged to another well-known MPI member, Gene Rondeau. We wish the best for both of you! (The job of chapter President evidently provides more exposure than meets the eye.)

Sandra Barber is leaving her position with Johnson & Johnson Medical to relocate with her new husband to Jacksonville, Florida. On August 31, she married Jim Mankowich, also with Johnson & Johnson Medical. If you're visiting the Jacksonville area, she asks that you give her a call (904/223-6999). Sandra, we will all miss you!

Maryann Rodriguez moved to Chicago and is now the Regional Sales Manager for THF Hotels. Good luck, Maryann!

Please let me know immediately when you hear of something that belongs in "Heard it Through the Grapevine." Call me at (214) 276-2998 or fax me at 276-9725. I'm looking for personal items, job changes, promotions or anything of interest to our members.

# **Dollars & Cents**

by Holly Adams

For the month ending July 31, 1991

Beginning of Month Balance Income Disbursements EOM Balance \$18,221.15 6,498.00 \$\leq 5.358.58 \rightarrow\$ \$19,360.57

# PROGRAMS AND EDUCATION

# Back to School Richland College Style

by Tim Wade

As the summer begins to wind down, it's time to gear up to go "back to school." Even for those in meeting planning, there is always an opportunity for learning; and a great way to receive this in a formal setting is at Richland College. MPI will be sponsoring two classes for the fall semester.

The two courses offered are Basic Meeting Planning and Advanced Meeting Planning. The Basic class will meet on Monday evenings from 7:10 to 9:40 p.m. Classes begin for this course on Monday, September 9, and run through November 12.

If you already have some experience in meeting planning and wish to expand upon this, then Advanced Meeting Planning may be just the ticket for you. The Advanced class meets on Tuesday evenings from 7:10 to 9:40 p.m. Classes begin for this course on Tuesday, September 10, and run until November 12.

A joy fair is scheduled at the end of the term on Tuesday, November 12, which will combine both classes. Cost for each class is \$98 with textbook purchase required for Advanced Meeting Planning. Don't forget that you may be eligible for a professional growth award to help fund your tuition. For more information on these awards, contact Paige Garrett.

To register for either class, please call Richland College Continuing Education at (214) 238-6144.

MPI

# **Roll Up Your Sleeves**

by Bill Boyd, CMP

Love for Kids

by Anita O. Siegers

Love for Kids always needs volunteers for the special projects we conduct for Dallas area children and senior citizens. MPI has, for the past four years, provided many volunteers for these various programs. So that you can plan your schedules and so that we can maximize our volunteer effort, below is a list of projects for the next few months:

- 1. September 13 Mesquite Rodeo (250 kids; 7 p.m. 10 p.m.)
- 2. December 4 Fundraiser Party at Studebaker's. Come and buy raffle tickets and have fun.
- 3. December 14 Christmas Party at Circle R Ranch (1000 kids; we need MANY volunteers; 7:30 a.m. 2 p.m.)
- 4. March 17 Senior Citizens' Party (1000 senior citizens; 8 a.m. 3 p.m.)

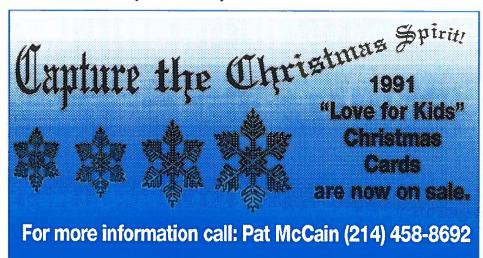
Thanks for all your support. We couldn't do this without your generous gift of time. For further information on any of these events, please contact Bill Boyd, CMP, Mary Jo Malone, Alan Powdermaker or Judy Love Bradley.

As most of the D/FW Chapter yearns for the cooler temperatures of fall, a few members have fast-forwarded all the way to winter. That's our Love for Kids Christmas Card Committee, which recently selected the 1991 card design.

Over 200 entries from community centers across the metroplex were submitted by kids aged 18 years to 18 months! This years' first place winner is 13 year old Delbert Rogers of the Elmer Scott-West Dallas Community Center.

Card pricing has been held at \$8 for a package of 15 (same as last year). So keep your eyes open at the September 26 luncheon for the first glimpse and your first chance to buy cards!





# PROGRAMS AND EDUCATION

**Advertising Available** 

for information, contact

**Anne Carr** 

(214) 401-0210

# **PGA Scholarship Funds Available**

by Paige Garrett

Are you a cost-conscious planner or supplier with limited funds for continuing education purposes? If so, you should take advantage of the PGA scholarship funds available to you as a member of MPI. Just about any workshop or seminar that contributes to your growth as a professional in this industry can be funded by PGA.

To apply, all you need to do is complete an application. The only requirement is that you have been an MPI member for a year or more. PGA will fund 100% of tuition fees up to \$100, and 50% of tuition for courses costing over \$100.

Some upcoming educational opportunities for which PGA funds can be used:

CMP Crash Study Course
November 1-2 Dallas, Texas
CMP Exam
November 9

If you would like an application, please contact Paige Garrett at 380-6903. These funds are here for you!

August Wrap Up

# An Unforgettable Evening at The Tower Club

by Charlotte Merrill-Davis

"Unforgettable" is a popular song that in a word best captures the mood and events of the Dallas/Fort Worth MPI Chapter meeting on August 22 at The Tower Club. From the award presentations during the reception. . . to the lighthearted approach to meeting etiquette. .. to the incredible dining experience. . . The Tower Club offered all its guests a night to remember.

The evening started early at an extended reception attended by approximately 150 members. During this time, our "now famous" MPI award winners, Ellen Beckert (with Freeman Decorating) and Andy Anderson with (Rosewood Properties), were honored. Ellen was presented a beautiful Waterford crystal bowl and Andy an engraved plaque by the D/FW MPI Chapter while respective family members and business associates applauded their accomplishments.

Another tribute in the form of flowers was given to Laura Yarbrough, CMP of EDS, in appreciation for her tireless efforts in collecting and compiling material for our award-winning MPI books, which were on display.

Since it had almost become a tradition the past two years to celebrate the D/FW MPI Chapter of the Year Award, it was heart-warming to see everyone congratulate our individual winners, and at the same time, join together to put renewed effort to our "Back to Basics: Building Blocks for Success in 1992" theme.

The Shelly Markowski Strings provided by Nightlife Talent and O. D. O'Donnell presented the perfect musical background during the reception and on-cue strolling violinists musically accompanied guests to the dining area.

It is difficult to describe the beauty of The Tower Club's main dining area—especially when enhanced with the vivid colors of the sunset viewed 48 floors above Downtown Dallas. However, the Club's sparkling crystal and elegant silver table settings on peach and turquoise linens, graciously provided by Ashton Party Rentals, proved once again that The Tower Club truly knows how to create visual impact.

Initially, one could have found the full European-style place setting a little overwhelming. However, under the guidance of our guest speaker, Debbie Faulkner, Regional Manager of Club Corporation of America, we were shown the proper dining utensil with each of the five courses. Mrs. Faulkner, who traveled from Houston to present the evening's program of dining etiquette, also covered some specific dilemmas that arise when a menu includes foods that are often inedible (i.e., flowers as garnishes). To exemplify this, two fictitious characters named "I. M. Ruthless" and "Sherry Jubilee" from Curtain Call Productions entertained us with a hilarious skit. The "lobster scene" was priceless!

However, the "tables were turned" when Ms. Faulkner informed us that she had incorporated the delicious Tower Club menu with such challenging dishes as Poblano Cheese soup and Stuffed Prawns. True to form, all members passed with "flying colors" and were presented with a Tower Club diploma of corporate etiquette.

As a closing salute and means of acknowledgment, thanks to the following who all contributed to make the evening truly "Unforgettable:" Tower Club Management and service staff; Debbie Faulkner, Regional Manager of CCA; Deanna Bright, Tower Club Event Coordinator; Dona Bassana, MPI Co-chairperson; TESCO (signage); Curtain Call Productions and actors; Ashton Party Rentals; Nightlife Talent and Shelley Markowski Strings.

# **INDUSTRY NEWS**

### **MPI FAX**

MPI has more than 10,500 members, of which 57% are planner members and 43 percent are supplier members.

MPI members are responsible for a total of 233,000 meetings per year.

Each MPI planner member accounts for an average of 1,200 room nights per year.

MPI planner members have an average annual budget of \$2,158,032 million. Twelve percent have an annual budget of \$5 million or more.

MPI planners collectively account for a total of \$13 billion spent on meetings per year.

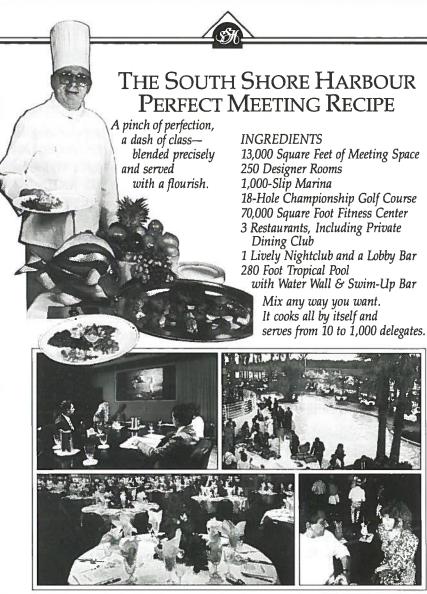
The average MPI meeting planner plans 16 meetings per year. Over 70 percent plan annual conventions. Training meetings are planned by 68%; 65% plan board meetings; 60% plan sales and management meetings; and 33% plan trade shows.

The average MPI member meeting is planned for fewer than 50 attendees. Thirty percent plan meetings for 1,000-4,999 attendees, while 4% plan meetings for 10,000 or more attendees.

The average MPI-member-planned meeting runs three days.

Source: The Meeting Manager Salary Survey prepared by The Value Exchange, Inc., March 1990.







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# **Industry Calendar**

Canadian Institute I & II
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October 22-27,1991

MPI'S PEC (Professional Educational Conference) San Antonio, TX

December 8-11, 1991

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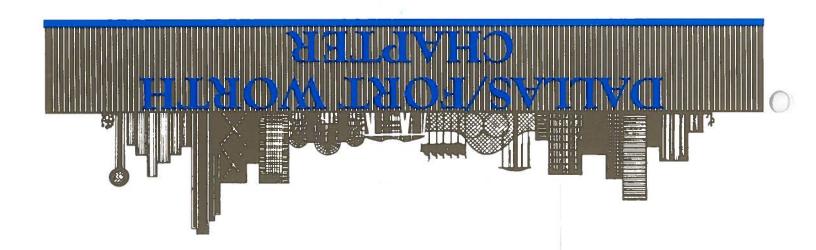
Harold Ford, Executive Vice President Southeastern Poultry & Egg Association

For complete information, call our sales department at (404) 659-1400.

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### CALENDAR UPDATE

Thursday, September 26 Southland Center Hotel Luncheon

Thursday, October 24 Reunion Ranch Dinner

Thursday, Novenber 14 Joint MPI/HSMA Meeting Dinner

Thursday, December 19 Westin Hotel - Galleria Christmas Event

### BOARD MEETINGS

Tuesday, October 8 MPI's Resource Center

Tuesday, November 12 MPI's Resource Center

Tuesday, December 3 MPI's Resource Center

## **OFFICERS**

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