



# CURRENT

## PAST PRESIDENT'S MESSAGE

*[Editor's note: As many of our members know, D/FW Chapter President Lisa South,*



*CMP is home recovering from surgery. In response to questions from the membership, and to build upon Bill Boyd, CMP's reports relating to MPI's International Board, Immediate Past*

*President Judy Love Rondeau takes this opportunity to inform members about the activities of the Past Presidents' Council.]*

### What Ever Happened To...

by Judy Love Rondeau

I recently attended a seminar which once again emphasized the importance of communication for a group such as MPI. Several seminar attendees discussed the past presidents of our chapter, and they wondered what happened to these deeply committed, involved past leaders. I never realized that it appeared to the membership that the involvement of past presidents ended with their term in office. Here's what happens after you are a "pres."

Every one of the D/FW Chapter's 14 past presidents is still involved and committed to the goals of our chapter. We are all part of the Past Presidents Council, which meets monthly and answers directly to the current President of the chapter. The council is charged with several duties.

First and foremost, we created and implemented the "Strategic Plan" for the D/FW Chapter, which will be updated on a regular basis. The "Strategic Plan" contains a mission statement—a blueprint, if you will, of the long-range goals for each area of the chapter. Each president since May 1990 (when the plan was finalized) has aligned their yearly goals to ensure that these long-range goals for the chapter would be met. Creation of the plan was a monumental task, and it has been invaluable to the success of our chapter, providing continuity to an organization whose leadership changes on a yearly basis.

The council is utilized as a sounding board for the chapter's Board of  
*(continued on page 2)*

## Armed and Dangerous: Airport Security

by Tim Wade

With those who travel constantly, an airport is a place where everything can go wrong: delayed or canceled flights, lost luggage, etc. Let's not even think about safety. Or maybe we should. Tightened security around the country's airports during the Persian Gulf War created a focus on some aspects of security and safety. Now let's learn the whole story.

At the February chapter meeting, members will see how one of the world's largest airports, D/FW  
*(continued on page 2)*

## FEBRUARY CHAPTER MEETING

- DATE: Thursday, February 20, 1992
- PLACE: Dallas/Fort Worth International Airport  
Office of Public Affairs  
3200 East Airfield Drive  
Irving, Texas 75261
- LOCATION: Between Highways 183 and 114. Take Valley View Road to Walnut Hill Road; turn west on Walnut Hill Road to Airfield Drive. (See map insert for more detailed directions.)
- TIME: 4:00 p.m. Registration for Tours  
4:30 p.m. Tour Departure  
5:15 p.m. Meeting Registration  
5:45 p.m. Reception  
7:00 p.m. Meeting
- COST: Advance Registration: \$22.00  
Late Registration: \$30.00  
Guest Registration: \$25.00
- PARKING: Parking is available on the north and south side of the Public Affairs Building.

NOTE NEW RESERVATIONS DEADLINE: Call Sandi before noon on MONDAY, February 17, at 343-0555. Please indicate if you want to sign up for the tour!

When paying by check, please have it made out before you get to the Registration Desk.

*(President's message continued from page 1)*

Directors and chapter membership as a whole. Innovations tried in years past are improved upon. There is no need to "re-invent the wheel," so to speak.

The Past Presidents Council will play an active role in MPI's 1995 Professional Educational Conference (the PEC), which will take place here in Dallas. We have been critiquing each past PEC, ensuring that the 1995 PEC is the best conference MPI has ever conducted. Each chapter member has a vested interest in this conference—it's important the Metroplex is given the greatest possible exposure to members from other chapters of MPI.

All past presidents of the D/FW Chapter serve on international committees and Special Interest Groups (SIGs); several have served or are currently serving on the International Board of Directors, the governing body for all 43 chapters of MPI.

Past presidents are active participants in the Annual Conference and the PEC, often called upon to teach the educational sessions there as well as the meeting planning courses coordinated by the Richland College sub-committee under the direction of our Vice President of Education.

Finally, many past presidents are involved in local community activities to heighten the awareness of the industry and profession. Many are often asked to speak on these topics for local civic groups, radio talk shows and television programs. They are often asked to write articles for the trade publications and trade journals.

I think you will find that past presidents never fade away; they will remain active not only on a local level but internationally as well. Our commitment to this organization will remain strong, and we hope each of you will think of us as a resource, a tool that you can call upon at any time.

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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 authority 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.

*(Airport Security continued from page 1)*

International, handles security. From canines sniffing out drugs to SWAT team demonstrations, you will be able to see and learn all of the safety measures taken at airports—more than even a frequent traveler might imagine.

This up-close inspection of D/FW will also include an airport tour with visits to customs control, runway areas and just what it takes to operate—safely—an airport which encompasses more space than some small towns and has 49 million visitors every year.

So plan to come early and take advantage of the tour beginning at 4:30 p.m.; or wait until the work day is over and make it in time for a reception at the Public Affairs Building. Also in store for our members is a presentation by Len Limmer, Director of Public Safety for the airport. Mr. Limmer is also Chairman of the World Aviation Security Committee, based in Geneva, Switzerland. His knowledge of airport security and safety will surely be of interest to many.

Armed and dangerous—you bet airport security is. But so are many of the situations they may have to face. Don't miss this unique opportunity on February 20. Tours begin at 4:30, and the reception will begin at 5:45. See you there!

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# PROGRAMS AND EDUCATION

## January Meeting Wrap-Up

by Alice R. Riggins

The Grand Hall, located on the second floor of the elegantly renovated 1914 Union Station terminal, was the setting for the D/FW Chapter's January meeting. In years past, Union Station was a busy hub for the many passenger trains which arrived at and departed from Dallas daily. The Hyatt Regency Dallas now manages the meeting space for catering special events.



The setting was quite befitting our program, which featured Don Reynolds of 21st Century Forecasting. Reynolds invited us to "use our imagination and think about the forces of the future" and predicted that the meetings industry will be one of the great growth industries in a booming economy. However, training will be more important.



The growth of small companies versus larger companies will mean more smaller meetings, with associations being a larger part of the market (especially the meetings market).

Reynolds also shared some very enlightening assertions about technological innovations for the decade of the 1990s. The good news is that despite the advances that will be made in technology, people will always want to be with people rather than images and video screens.



Special thanks to the Hyatt Regency for an excellent menu selection and superb service throughout the program. The Hyatt touch was evident throughout the meeting.

Judy Love Rondeau opened the program for President Lisa South, CMP, who is recuperating from back problems. Lesley Meyer, CMP, Vice President of Education, presented Don Reynolds with a certificate of appreciation.

Special acknowledgements were made to Lucy H. Williams, Director of Catering for the Hyatt and Marsha Singer, President of the Executive Connection, for coordinating the bottles of wine that were donated by area restaurants and used as part of the centerpieces. Other acknowledgements went to Eddie Heyland, owner of Balloon City USA for the spectacular balloon grapes used on the wine bottles and to accentuate the balloon bouquet centerpieces.



The meeting ended on a high note as Don Reynolds informed us that "the recession is over" and encouraged us to come and grow old with MPI because "the best is yet to be!"

Congratulations to all who won the centerpieces (a bottle of vino). Your program coordinators for the January meeting were Melissa A. Parks, American Fire Sprinkler Association; Marsha Singer, The Executive Connection; and yours truly, Alice R. Riggins, Dallas Convention & Visitors Bureau.



# MEMBERSHIP

## New Kids on the Block

Elizabeth A. Baker  
Human Resources Assistant  
NEC America Inc.  
1525 Walnut Hill Lane  
Irving, Texas 75038  
(214) 518-4911  
Planner

Thomas H. Calhoun  
Director Sales & Marketing  
All World Travel Inc.  
2305 Cedar Springs Road #401  
Dallas, Texas 75201  
(214) 954-1873  
Supplier

Carol J. Durden  
Sales Manager  
DoubleTree Park West Hotel  
1590 LBJ Freeway  
Dallas, Texas 75234  
(214) 869-4300  
Supplier

Steven G. Foster  
Director of Operations  
Yellow Rose Touring/Spec. Events  
1950 Stemmons Freeway #2046  
Dallas, Texas 75207  
(214) 746-3780  
Planner

Penny S. Stafford  
Executive Assistant  
Walsh Oil Co.  
2318 Kenley  
Fort Worth, Texas 76107  
(817) 335-3741  
Planner

✓ Clarees S. Vesey  
Public Affairs Representative  
D/FW International Airport  
2109 Oak Bluff Dr.  
Arlington, Texas 76006  
(214) 574-6706  
Planner

✓ Nancy Bryan  
Sales Manager  
Expo Services Company  
3940 Black Gold  
Dallas, Texas 75247  
(214) 634-9821  
Supplier

## February Host Facility

D/FW Office of Public Affairs

Unlike other properties where MPI meets throughout the year, the Dallas/Fort Worth Airport is not specifically designed to hold functions or meetings. However, they do see millions of visitors through their area on a yearly basis.

This airport was dedicated on September 22, 1973, and began operations on January 13, 1974. It has become the world's second busiest airport (based on total passengers). The total real estate of D/FW consists of 18,177 acres, located in Dallas and Tarrant Counties. Approximately 34,000 airline and support employees, including 1,387 Airport Board employees, make up the base of this large work force.

Original investment at D/FW including facilities and land was based at \$1.6 billion. With the new Airport Development Plan, D/FW will invest \$3.5 billion for major airfield expansion and associated facilities. Terminals include 118 aircraft boarding gates within four terminals. There are also 55 food and beverage units, three coffee shops, 30 lounges, 65 snack bars and seven cafeterias.

Rated the single most important economic asset in the North Texas region, D/FW Airport has been a significant factor in the relocation and expansion of more than 260 businesses to Dallas/Fort Worth. Not surprisingly, it also generates more than \$6 billion annually to the Metroplex economy.

D/FW Airport—it may not be where your meeting starts. But you'll more than likely see it on your way. So join us on February 20!

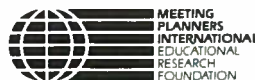
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## Making Changes

If you have a change in your name,  
company business, address, busi-  
ness, telephone number, job title,  
etc., remember to send the informa-  
tion IN WRITING or call:

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

## Heard It Through the Grapevine

by Ken Cohen

Congratulations are in order to three  
chapter members who can now add the  
letters "CMP" behind their names:  
Jimmy Eanes, CMP; Patricia Tripp,  
CMP and Diane Smith, CMP. We are  
all very proud of you all!

William Boyd, CMP has been appointed  
by MPI President Beverly W. Kinkade  
to chair the new Special Interest Group  
(SIG) Advisory Task Force.

Diane Bower is expecting twins in  
June. This will be Keith and Diane's  
first addition since their dog, Pokey.

Susan Ferreri has left the Fairmont and  
moved to San Diego. Her husband  
was the pastry chef at the Fairmont  
and they moved when he accepted a  
new position with another hotel in San  
Diego. Good luck in sunny California!

James Follett recently received The  
Chairman's Award from Inter-  
Continental and Forum Hotels for

"Outstanding Performance Throughout  
1991." Congratulations, Jim!

Ann Shepherd has been promoted to  
Meetings & Conferences Specialist  
with GTE Directories Corporation.  
Welcome to Dallas!

Jim German has transferred from the  
Harvey Hotel Dallas to the Harvey  
Hotel Plano.

Another feather belongs in the cap of  
Judith Mathews, CMP, who has  
recently been published in the Bulletin  
of the Council of Editors of Learned  
Journals, a bi-annual publication.  
Nice work, Judith!

In October, Beth Cresock took a two-  
week trip to Eastern Europe, visiting  
Czechoslovakia, Hungary and Poland.  
Although she went to visit a friend who  
had worked in the Dallas office of the  
Young Presidents Organization, but ended  
up locating some long lost relatives!

Please let me know immediately when  
you hear about something that belongs  
in "Heard It Through the Grapevine."  
Call me at (214) 276-9725 or fax me  
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*C. W. Kendall has  
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# PROGRAMS AND EDUCATION

## Executive Workshop Wrap-Up

by Dana Haggerty

Twenty MPI members were on hand January 14 at the Crescent Court Hotel for the Executive Workshop entitled "Cruises: What You Should Know." Session facilitator was Patricia Tripp. Sally Zappella-Smith, National Sales Manager for Princess Cruises, was the guest speaker.

"Cruises are new to the meetings and incentives industry," Smith said. "We're all still getting used to them."

For the next 90 minutes, she introduced members to the cruise industry: choosing the right cruise and cruise line for your group, pricing considerations, negotiable items and program enhancements. "It's one-stop shopping," Smith said.

Smith encouraged planners to be familiar with any cruise line and their ships before signing the dotted line, and to realize the group size and meeting requirements may dictate your destination. But she also added, "Staffing is the only real limitation. We can't increase the size of our staff; there just isn't enough room on board."

If planning a cruise, Smith advises a generous time frame for planning. For incentive trips, plan a year ahead when possible. Fall is off-season, and may bring better prices. Markets which are more competitive, such as the Caribbean, also offer better opportunities for negotiating.

"Another good thing about cruise meetings: There's no charge for the meeting rooms," said Smith. "I guess we haven't caught on yet."

After an enjoyable Crescent Court luncheon, high-energy cruise film and lots of interesting information, members were ready to board the nearest ship. But don't look for your cabin to have a porthole. Smith says they've been replaced by the modern-day window.

*just a note*

***Interested in  
serving the D/FW  
Chapter in a  
leadership role?***

***Its time to consider  
what you can give  
to our industry &  
our chapter.***

***Nomination forms  
will be available at  
the February  
Chapter Meeting!***



## Polish Your Presentation Skills

by Dana Haggerty

The number one fear in America is the fear of public speaking. As Suppliers and Planners, we know the need for effective communication to succeed in today's business. So how can we become more skilled and comfortable giving presentations?

Our chapter's next Executive Workshop will help you overcome your fears and polish your presentation skills. Jon Spera, an experienced training and development consultant, will offer tips and guidelines for improving your speaking abilities. Jon has served as an internal training consultant, instructed executive communication training programs and is former Training Manager for American Airlines.

Plan to attend this helpful workshop Tuesday, March 10, from 11:30 a.m. to 1:30 p.m. at the Dallas Press Club, 2927 Maple Avenue. The Press Club is located in the 11th floor penthouse of the Stoneleigh Hotel. Complimentary valet parking is available at the hotel's rear entrance.

The workshop fee is \$25 and includes lunch. To register, please complete and return the enclosed workshop registration form. Space is limited, so sign up now!



# INDUSTRY NEWS

## MPI Holds First Job Shadow Program

by Connie Sandifer, CMP

MPI held its first job shadow program on January 3, 1992. Fifteen Hispanic and African American students from fourth grade to college age partnered with members of MPI Headquarters Staff to gain on-the-job work experience and a bird's-eye view of the business world.

MPI and the "I Am That I Am Training Center" co-sponsored the program to help youth develop job skills.

## MPI Sponsors Third C-SIG Tech

by Connie Sandifer, CMP

Following the success of two previous seminars, MPI's Computer Special Interest Group is sponsoring the third C-SIG Tech in Dallas on April 21-23.

Designed to inform meeting professionals in the trends and applications available in today's computer marketplace, the program will feature the use of desktop publishing, bundled and integrated software, historical documentation, video conferencing and much more.

For registration information, call (214) 746-5120.

## Meeting Professionals Generate Million Dollar Business

by Connie Sandifer, CMP

Consider the following:

- \* Meetings constitute a \$54 billion industry.
- \* The average planner member is responsible for managing 16 meetings annually with a budget of more than \$2 million.
- \* MPI members collectively account for 233,000 meetings per year and \$13 billion spent on meetings.
- \* In 1990, 84.9 million delegates attended more than 350,000 meetings in the U.S.
- \* Travel and tourism is the world's largest industry, constituting \$2.5 trillion in 1989.
- \* It is also the world's largest employer, creating 112 million jobs in 1989.

### INDUSTRY CALENDAR

MPI Institutes I & II Louisville, Kentucky	March 31 - April 5, 1992
MPI International Symposium Monte Carlo, Monaco	April 8 - 11, 1992
C-SIG Tech at the INFOMART Dallas, Texas	April 21 - 23, 1992
CMP Exam Locations to be announced	June 27, 1992
MPI Chapter Management Forum Detroit, Michigan	June 27 - 28, 1992
MPI Annual Conference Detroit, Michigan	June 28 - 30, 1992
MPI Institutes I & II San Diego, California	August 25 - 30, 1992
MPI Professional Education Conference Honolulu, Hawaii	December 6 - 8, 1992

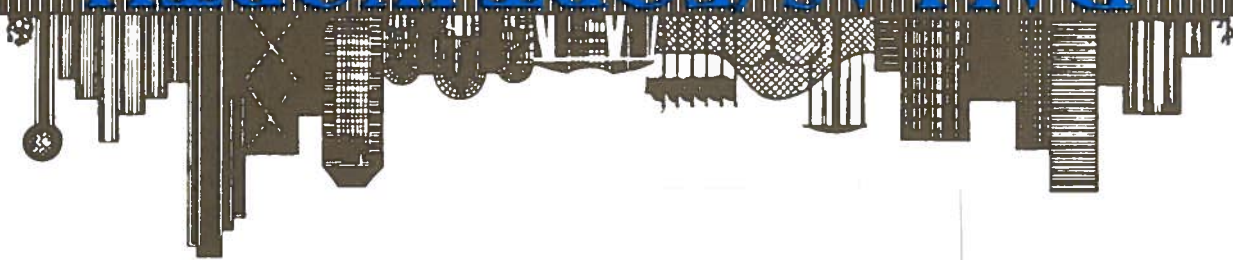
## San Antonio Overwhelmed by Response of Meeting Planners

by Connie Sandifer, CMP

The recent (MPI) Professional Education Conference in San Antonio proved an unprecedented success for the city.

A total of 1,464 attendees at the PED with 753 planners were registered. The ratio of planners to suppliers was 1.37:1.

# DALLAS/FORT WORTH CHAPTER



10935 Estate Lane  
Suite 400  
Dallas, Texas 75238



CALENDAR UPDATE	OFFICERS	BOARD OF DIRECTORS
Thursday, February 20 D/FW Airport Reception	<b>PRESIDENT</b> Lisa South, CMP (214) 661-6611 EDS	Colleen Albert (214) 746-6628 Dallas Conv. & Visitors Bureau
Thursday, March 26 Fort Worth Convention Ctr. Dinner	<b>VICE PRESIDENT, MEMBERSHIP</b> Stanley Heller (214) 245-7987 Silver Leaf Marketing	Robert L. Berry (214) 386-6863 CC&O
Thursday, April 30 Ramada Renaissance Luncheon	<b>VICE PRESIDENT, FINANCE</b> Alan L. Powdermaker (214) 539-9121 Circle R Ranch, Inc.	Jimmy Eanes, CMP (214) 991-1444 Interstate Battery Systems
Thursday, May 21 Marriott Mandalay Luncheon	<b>VICE PRESIDENT, EDUCATION</b> Lesley Meyer, CMP (214) 401-0210 Sunbelt Motivation & Travel, Inc.	Paige Garrett (214) 380-6903 Great Am. Reserve Ins.
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Tuesday, March 10 MPI's Resource Center	<b>VICE PRESIDENT, ADMINISTRATION</b> Diane Smith, CMP (817) 551-8857 Alcon Labs, Inc.	Marilyn Manby (214) 484-9531 Maritz Meeting Planners
Tuesday, April 14 MPI's Resource Center		<b>IMMEDIATE PAST PRESIDENT</b>
Tuesday, May 12 MPI's Resource Center		Judy Love Rondeau (214) 922-9806 Canadian Consulate General
Tuesday, June 9 MPI's Resource Center		<b>CHAPTER SECRETARY</b>
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