



**PRESIDENT'S MESSAGE**

by Lisa South, CMP



It's hard to believe that the 1991-92 administrative year for our chapter is quickly coming to a close. As we review our numerous accomplishments, it's hard to imagine

how much we have been able to achieve as a team! Sometimes I have to take a moment to remind myself that we are a volunteer organization; certainly, we help set a standard in that regard.

There have been so many people who have contributed to the Dallas/Fort Worth Chapter this year. A list of these contributions is enclosed with this newsletter, and I extend personal thanks to each one of you. We should take time to thank each other for working together to continue building the D/FW Chapter this year. Anyone who has contributed should be applauded (and will be at our May chapter meeting).

May has traditionally been the recognition month for our Chapter and continues to be that special time to celebrate and say "thank you." A very special program is being planned to recognize members winning the following awards: Suzi Fiveash Award (top membership recruiter); chapter nominees for International Chapter

Manager of the Year, International Planner of the Year and International Supplier of the Year; Chapter Supplier of the Year and Chapter Planner of the Year. I encourage you to bring your boss to this meeting to show him/her more about MPI and what it means.

In this challenging economy, time to devote to a volunteer cause can be hard to find. One of the most rewarding aspects of being President this year has been to see how each member functions for the good of the whole. What synergy! I think each of us have realized, both individually and collectively, this year's theme with our own works for the chapter, "Back to the Basics: Building Blocks of Success." Hopefully each of us has also realized success, both personally and professionally.

**May Chapter Meeting**

**Speaking of Meetings**

by Jeana Stieber

Come join your fellow MPI members in May at the Marriott Mandalay Hotel in Las Colinas to honor our hard working and deserving friends as Suzann Oliver, Chairman of the 1991-92 Awards Committee, presents past award recipients and nominees and winners of our chapter's highest and most prestigious awards. D/FW Chapter Supplier of the Year and Planner of the Year will

*(continued on page 2)*

**MAY CHAPTER MEETING**

<b>DATE:</b>	Thursday, May 21, 1992	
<b>PLACE:</b>	Marriott Mandalay Hotel 221 E. Las Colinas Blvd. Irving, Texas 75039 (214) 556-0800	
<b>TIME:</b>	Member Orientation	11:00 a.m.
	Registration & Reception	11:30 a.m.
	Luncheon & Program	12:00 noon
<b>COST:</b>	Advance Registration	\$22.00
	Late Registration	\$30.00
	Guest Registration	\$25.00

PLEASE RSVP: Before NOON, Tuesday, May 19, by calling Sandi or Kim at (214) 343-0555.

**MEETING RESERVATION AND ATTENDANCE POLICY**

**NOTE:** Money will be collected at the door. If paying by check, please have your check filled out prior to registering at the door. Advance payments are not accepted. Advance reservations must be received by cut-off date; last reservations and walk-ins will be accepted on a SPACE AVAILABLE BASIS ONLY.

**CANCELLATIONS** must also be received by the cut-off date - **NO SHOWS WILL BE BILLED!**

Guests are limited to attending three meetings per chapter year before membership is required to attend future meetings (spouses not included). In case of overflow seating, members not present 15 minutes after the meal is served will have their reserve seats sold.

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



# MPI FOCUS

(May meeting continued from page 2)

be named, and we will recognize our chapter's nominees for International Planner, Supplier and Chapter Manager of the Year.

Our "Facility of the Year" award winner will also be announced and honored.

Our awards event has traditionally been one of the best attended and most enjoyable meetings of the year. Plan now to be at the Marriott Mandalay on May 21 to join in the celebration!



## Dollars & Cents

by Holly Adams

For the month ending  
March 31, 1992

Beginning of the month  
\$14,552.90

Income  
\$6,557.07

Disbursements  
(\$2,137.11)

EOM Balance  
\$19,972.86

## 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 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.

## Heard it Through the Grapevine

by Ken Cohen

### Congratulations!!

Phyllis Cox is pregnant with her second child. The baby is due October 1.

Diedri Fields recently became a grandmother.

Alice Roberts, formerly with the DFW Hyatt, is now with The Worthington Hotel. She is a Sales Manager and handles national corporate business.

Gail Lemaire, formerly with Southland Center Hotel, is now National Accounts Manager at The Adolphus Hotel.

James Lynch has transferred from the Hyatt Dallas to the Hyatt Milwaukee, where he is Director of Sales.

Donna Magro, a former writer of this column, is now a realtor and partner in a new company named New Home Locators.

Kate Mayer has joined the Young Presidents Organization (YPO) staff, moving down from New Jersey, where she was active in MPI as a college student.

Please let me know immediately when you hear about something that belongs in this column. Call me at 276-2998 or fax me at 276-9725. I'm looking for job changes, promotions, newspaper articles, awards, weddings, births, etc.



# PROGRAMS AND EDUCATION

## April Meeting Wrap Up

### "Speak to Win"

by Lesley Meyer, CMP

The four-star Ramada Renaissance Hotel provided an elegant setting enjoyed by 140 members and guests in attendance at MPI's monthly meeting on Thursday, April 30.

MPI members had the opportunity to vote for new board members during the reception before entering the Renaissance Ballroom, where an elegant luncheon was enjoyed by all.



Bill Boyd, CMP, our Marketing Liaison between the D/FW Chapter and MPI International, gave a glowing report on the recent International Board Meeting in Nice and



the "largest ever" International Symposium in Monaco of 200 attendees. In addition, Bill mentioned that four new countries have shown an interest in forming MPI chapters.

As our attention shifted to featured speaker Karen Cortell Reisman, we all became totally involved in her "winning" presentation, "Speak to Win." Sharing secrets of the professional speaker, Karen gave inspiration to the most hesitant of speakers.



According to Karen, confidence is developed through knowing your topic, audience and purpose, and being organized. Delivery is enhanced by using body language, voice inflection and audience participation or involvement. Karen said that main points must be reinforced, as 75% of a presentation is normally

forgotten after 24 hours. Most importantly, Karen stressed that you must "be yourself," but just a little larger than in real life. Armed with the knowledge we all gained from Karen Cortell Reisman, our MPI members will likely be on the speaker's circuit as we go forward from this meeting. Move over, Zig Ziglar: Here we come!

Our evaluations on this meeting gave Karen the highest of marks, and comments such as "great speaker" and "excellent presentation" were stated again and again.



Before adjourning, President Lisa South reported on the outcome of our elections. Congratulations to the newly elected board (see page 7 for listing).

The Ramada Renaissance General Manager, David Reasoner, Director of Sales, Marqueze Brown, and Director of Catering, Carol Kraynick, did an outstanding job of hosting our MPI Chapter, and we thank them for their part in making this meeting a great success. In addition, thanks go to Jeana Stieber and Mary Lynn Novelli for their efforts in planning this meeting.

# PROGRAMS AND EDUCATION

## How to Utilize the Arts Community as a Meetings Resource

by Michelle Carter

April's "How To" Breakfast was unique in many ways. First and foremost, we addressed a topic that is important to all, yet has never been discussed at an MPI forum.

Pat Porter, Executive Director with the Dallas Business Committee for the Arts started by bringing us up to speed with how Dallas Arts compete with other major cities. She also touched on the many resources we have with local theaters, museums and arts facilities. We learned how one would go about using these facilities for a meeting or special event.

Ted Dedee, General Manager of the Morton H. Meyerson Symphony Hall, followed by introducing us to the wonders of the Meyerson. He discussed various uses for the facility and discussed booking procedures. He mentioned that the Hall is adding a kitchen for on-site catering and a new restaurant.

Emily Summers, Associate Director of Exhibition Development and Funding, reviewed happenings at the Dallas Museum of Modern Art and covered various ways planners have utilized the Museum for their special events.

Currently Managing Director for the Dallas Theatre Center, Jeff West closed the meeting with a look at the present and the past of the DTC, which was designed by Frank Lloyd Wright. We were all surprised by his special gift of tickets for "Taking Steps," the play currently running at the Theatre.

We experienced these exciting speakers in one of Dallas' best kept secrets: D'Art Visual Arts

Center on Swiss Avenue. Not only did we get a wealth of information, we were able to experience firsthand one of the many art exhibits that run through the city.

Twenty members were in attendance and concurred this was definitely a wonderful experience and a successful workshop. All walked away with new ideas for unique venues in Dallas that can be utilized for off-site programs.



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# MEMBERSHIP

## New Kids on the Block

✓ Tom H. Beene  
Meeting Planner Silver Tray  
600 Haggard #608  
Plano, Texas 75074  
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✓ Lisa T. Chatterton Mgr.,  
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Richardson, TX 75082  
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(214) 301-8716

✓ Therese N. Colmenero  
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Doubletree @ Lincoln Center  
5410 LBJ Frwy.  
Dallas, Texas 75240  
Supplier  
(214) 934-8400

✓ Lee M. Conte  
Nat'l Sales Manager  
Fort Worth CVB  
100 E. 15th Street #400  
Fort Worth, TX 76102  
Supplier  
(817) 336-8791

✓ Joey Fuller  
Regional Sales Rep.  
Keystone Resort 4  
924 Willow Ridge Dr.  
Mesquite, TX 75150  
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✓ Lisa D. Halfmann  
Mgr. Corporate Conferences EDS  
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Supplier  
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Owner Balloon City USA  
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✓ Cynthia D. Hughes  
Corporate Sales Manager  
American Express  
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Supplier  
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✓ Catherine M. Mason  
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Fort Worth, TX 76155  
Planner  
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✓ Patricia L. Moore  
Travel Coordinator  
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14295 Midway  
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12230 Preston Rd.  
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✓ Cort D. Palmer  
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Every Last Detail, Inc.  
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✓ Danny Smith  
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✓ Rhonda W. Stivers  
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Co-owner Silver Tray Catering  
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✓ Suyen P. Vasquez-Davis  
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✓ Dorothy T. Weil  
Director of Special Events  
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1201 Elm St. #2000  
Dallas, TX 75270

✓ Karen A. Whittlesey  
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2009 Anderson Gibson Rd.  
Grapevine, TX 76051  
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# PUBLIC RELATIONS

## Public Relations Committees Wrap Up 1991-92 Year

by Connie Sandifer, CMP

My sincerest thanks go to the dedicated individuals within the ranks of Public Relations that contributed so greatly to this area's achievements in the last Administrative Year. Being involved in PR often means working "behind the scenes." However, these efforts are still extremely instrumental in the D/FW Chapter's success.

Space constraints preclude listing each committee member individually in this article (a full list of PR committee members will be distributed, with all other chapter committees, at the May monthly meeting). However, below are listed the PR Directors, Committee Chairs and highlights from 1991-92.

### Chapter of the Year Committee

Chair: Sue Ferguson-Fry

- \* Collected, collated and organized all materials/information for the D/FW Chapter's "Chapter of the Year" submission. This year's entry required seven notebooks.

## COMMUNICATIONS COMMITTEES

Director of Communications  
Kim Kelley, CMP

Newsletter Committee Chair:  
Kim Kelley, CMP

- \* Used bid process to determine best printing option for chapter newsletter. Negotiated flat fee for publication, which enabled chapter leadership to more accurately budget this area.
- \* Changed the newsletter's physical appearance to be consistent with materials used by MPI HQ (white

paper/blue ink). All newsletter components: materials (i.e., type of paper used), format (i.e., page titles) and content were easy to read and of consistently high quality, making the publication an effective communications tool for the chapter.

- \* Expanded the scope of newsletter coverage to more effectively address issues of the Dallas/Fort Worth meeting planning community. This included new columns (i.e., "The CURRENT Issue"), expanded industry/association news (via use of press releases distributed by MPI HQ, items in the Chapter Manager, etc.), information on the newly established Government Affairs Committee and other articles.
- \* Published the newsletter for 12 months on a timely basis, keeping the chapter membership abreast year-round of chapter developments.

### Advertising Committee

Co-Chairs:

Kim Kelley, CMP  
Anne Carr

- \* Increased advertising revenue through innovative sales efforts, including providing advertising opportunity information in new member packets, working with CVBs, solicitation of facilities in MPI conference host cities, solicitation of local chapter meeting host facilities, providing information in chapter newsletter, etc.
- \* Had the highest advertising revenue to newsletter publishing cost ratio in the chapter's history. Advertising revenue allowed the publication to be self-supporting, and even profitable, several times during the course of the administrative year.
- \* Supported MPI HQ AdVantage campaign, for 20th Anniversary issue of *The Meeting Manager*, on a

local level with mailouts to key suppliers in the Dallas/Fort Worth area.

## COMMUNITY RELATIONS COMMITTEES

Director of Community Relations:  
Mark Burnworth

Government Affairs Committee  
Chair: Mark Burnworth

- \* Committee was created and an infrastructure established to monitor local government activities that affect the industry and the chapter.
- \* General research was conducted on Dallas city government and issues of interest to the chapter.
- \* Research begun on similar bodies/issues for Fort Worth and the Mid-cities areas.
- \* Reported issues of interest to the chapter's Board of Directors.
- \* Appointed Government Affairs Liaison to facilitate representation of chapter concerns at the International Government Affairs Committee level (program is being coordinated through MPI HQ). Liaison will attend International Committee Meeting at MPI's Annual Conference in Detroit.

### Community Awareness Committee

Chair: Don DeFeo

- \* Information was provided in the form of a press release/announcement to the press on two chapter events believed to be newsworthy to the local community:
  - Love for Kids Christmas Card project - Joint MPI/HSMA meeting in November, featuring Edward E. Scannell, a past president of MPI, as speaker.
  - Laid the groundwork for an industry job fair, to be sponsored by the chapter, to take place in the fall of 1992.

# INDUSTRY NEWS

## Dallas/Fort Worth Chapter 1992-93 Administration

### Chapter Officers

#### President

Mary W. Cowart  
Meeting Consultants &  
Associates

#### Vice President - Membership

Diane Smith, CMP  
Alcon Laboratories, Inc.

#### Vice President - Education

Sue Ferguson-Fry CITYPLACE  
Conference Center

#### Vice President - Finance

Alan L. Powdermaker  
Circle R Ranch

#### Vice President - Public Relations

Lesley Meyer, CMP  
Sunbelt Motivation & Travel, Inc.

#### Immediate Past President

Lisa A. South, CMP  
EDS

### Board of Directors

Carolyn Carey  
Fidelity Union Life  
Insurance Company

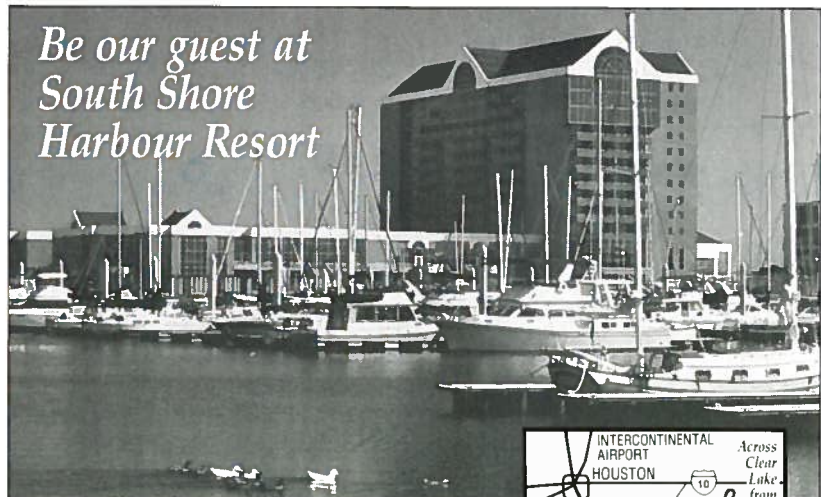
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Great American Reserve  
Insurance Company

Kim Kelley, CMP  
The Tower Club

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# DALLAS/FORT WORTH CHAPTER



10935 Estate Lane  
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Dallas, Texas 75238



CALENDAR UPDATE	OFFICERS	BOARD OF DIRECTORS
<p>Thursday, May 21 Marriott Mandalay Luncheon</p>	<p><b>PRESIDENT</b> Lisa South, CMP (214) 661-6611 EDS</p>	<p>Colleen Albert (214) 746-6628 Dallas Conv. &amp; Visitors Bureau</p>
<p>Thursday, June 18 CityPlace Dinner</p>	<p><b>VICE PRESIDENT, MEMBERSHIP</b> Stanley Heller (214) 245-7987 Silver Leaf Marketing</p>	<p>Robert L. Berry (214) 386-6863 CC&amp;O</p>
<p><b>BOARD MEETINGS</b></p>	<p><b>VICE PRESIDENT, FINANCE</b> Alan L. Powdermaker (214) 539-9121 Circle R Ranch, Inc.</p>	<p>Jimmy Eanes, CMP (214) 991-1444 Interstate Battery Systems</p>
<p>Tuesday, May 12 MPI's Resource Center</p>	<p><b>VICE PRESIDENT, EDUCATION</b> Lesley, Meyer, CMP (214) 401-0210 Sunbelt Motivation &amp; Travel, Inc.</p>	<p>Paige Garrett (214) 380-6903 Great Am. Reserve Ins.</p>
<p>Tuesday, June 9 MPI's Resource Center</p>	<p><b>VICE PRESIDENT, PUBLIC RELATIONS</b> Connie Sandifer, CMP (214) 239-9969 Dallas Fan Fares, Inc.</p>	<p>Lindsey Iacovino (214) 638-0024 AVW Audio Visual, Inc.</p>
	<p><b>VICE PRESIDENT, ADMINISTRATION</b> Diane Smith, CMP (817) 551-8857 Alcon Labs, Inc.</p>	<p>Marilyn Manby (214) 484-9531 Maritz Meeting Planners</p>
		<p><b>IMMEDIATE PAST PRESIDENT</b> Judy Love Rondeau (214) 922-9806 Canadian Consulate General</p>
		<p><b>CHAPTER SECRETARY</b> Sandi Tartleton (214) 343-0555</p>
		<p><b>CURRENT EDITOR</b> Kim Kelley, CMP (214) 220-0403 FAX (214) 953-3070</p>