

# CURRENT

Meeting Planners International

November 1992

Dallas-Fort Worth Chapter

*President's Message*

## Educational Opportunities Abound at Annual PEC

By Mary W. Cowart  
*Mary Cowart Meeting Consultants*

We in the meeting planning business are most fortunate that our professional organization has such a commitment to education.

Indeed, part of the mission statement of Meeting Planners International is "to provide educational opportunities for professional growth and development for those in the meetings industry through educational programs and services, communications, recognition, special interest groups and networking."

One of the more outstanding educational opportunities is the upcoming Professional Education Conference (PEC) December 6-8 in Honolulu.

The 1992 PEC provides educational opportunities for

every member of the industry—from the apprentice beginning his or her career in the meetings industry to the experienced veteran.

The PEC agenda is packed with more than 50 workshops, allowing participants to custom design a schedule to meet specific needs and interests.

Designed and developed by the MPI Education Department with

assistance from the Education Committee and Special Interest Group Advisory Councils, the workshops will provide a hands-on, participative approach.

Arranged in curriculum tracks, the multi-workshop format offers the option of

*(continued on page 2)*



Mary W. Cowart

**MPI**

MEETING PLANNERS INTERNATIONAL®

*November D/FW Chapter Meeting*

*Ethics:  
Trial by Jury*

*November 19, Thursday*

*Grand Kempinski Hotel*

*15201 Dallas Parkway*

*Dallas, Texas 75248*

*214-386-6000*

*Orientation 11:00 a.m.*

*Registration & Reception 11:30 a.m.*

*Luncheon & Program 12:00*

R.S.V.P.  
*by noon, Tuesday, Nov. 17*  
*Sandy or Kim*  
*214-343-0555*

*Advance Registration \$22*  
*Late Registration \$30*  
*Guest Registration \$25*

*See page 3 for more details. See page 3 for reservation policy.*

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## Current

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## Upcoming MPI Events

#### November 13-14, Fri./Sat.

CMP Study Course  
Plaza of the Americas  
Fri. 1-5 p.m./Sat. 8:30 a.m.-4 p.m.

#### November 19, Thursday

Chapter Meeting  
Grand Kempinski  
11 a.m./Luncheon

#### \*December 17, Thursday

Chapter Meeting  
Plaza of the Americas  
6 p.m.

#### December 6-9

Professional  
Education Conference  
Honolulu, HI

#### January 19, Tuesday

"How To" Breakfast  
Loews Anatole  
7:30 a.m.

#### January 28, Thursday

Chapter Meeting  
Science Place  
11 a.m./Luncheon

#### February 25/Thursday

Chapter Meeting  
Bristol Suites  
11 a.m./Luncheon

#### March 9, Tuesday

"How To" Breakfast  
Arcodoro  
7:30 a.m.

#### March 25, Thursday

Chapter Meeting  
Century II Club, Ft. Worth  
6 p.m./Dinner

#### April 22, Thursday

Chapter Meeting  
Fairmont Hotel  
11 a.m./Luncheon

#### May 27, Thursday

Chapter Meeting  
Loews Anatole  
6 p.m./Dinner

#### June 17, Thursday

Chapter Meeting  
Hackberry Creek Country Club  
11 a.m./Luncheon

*NOTE: Chapter meeting plans are subject to change.  
Check the **Current** each month to confirm details.*

### President's Message/Mary Cowart continued from page 1

following a specific track based on degree of proficiency.

The beautiful setting of the Hawaiian islands will only enhance this outstanding educational opportunity. There are pre-and post extensions designed for golf, tennis and fitness enthusiasts, as well as those who are just interested in exploring the beauty of the outer islands.

So get into the ACT! Call MPI headquarters for details and sign up now for the Number One educational conference in the meetings industry!

We would love to have you be a part of the D/FW team going to paradise. We're holding a space just for you! Aloha!

## Current Deadlines

Copy and ads for the **December** issue of the D/FW MPI chapter newsletter, the *Current*, are due Thursday, Nov. 12.

Copy and ads for the **January** issue are due Tuesday, Dec. 15.

Please mail or FAX copy to Gracie H. Hilton, *Current* Editor, 3020 Glasgow Court, Arlington, TX 76015, phone & FAX: (metro ) 817-467-7439.

*Because of production schedules, information received after deadlines cannot be guaranteed placement.*



## November Meeting Highlights

# Examine Situational Ethics in 'Trial by Jury'

By Kim Kelley  
The Tower Club

MPI members agree to principles of strict ethical conduct when joining the organization. We even put it in writing by signing MPI's Code of Ethics.

In the course of doing business, however, many questions arise to test individual ethical judgment. "Right" and "wrong" seem to come in shades of gray, rather than in black and white.

At the November chapter meeting—a luncheon meeting at the Grand Kempinski November 19—we'll explore the question of ethics as it relates to our daily decisions.

Members will have an opportunity to examine this issue "up close and personal" by participating in a dramatic and interactive meeting format—a mock trial.

Three different situations involving questions of planner and supplier ethics will be dramatized by professional actors. After each presentation, members will discuss each scenario with those seated at their tables.

Members will mark "verdict cards" anonymously, indicating their agreement, disagreement or lack of opinion regarding the ethical choice made by the actor in a specific scene. Results will be published in next month's *Current*.

Maintaining "order in the court" will be corporate attorney David G. McLane of the Dallas law firm Gardere & Wynne. Acting as the court's "judge," Mr. McLane will provide an objective perspective for our consideration.

The meeting will challenge each of us to examine decisions we make on a daily basis, while at the same time allowing members to interact with one another.

Join us at the Grand Kempinski for a wonderful luncheon, excellent fellowship and thoughtful dialogue as we strive to apply standards of professional and ethical conduct to real situations in our industry.

Remember to RSVP early to ensure your place at the table!

Co-chairs for the November meeting are Cathy Mason (US Motivation), Masha Singer (Executive Connection), Linda Sargent (Bill Reed Decorations) and Cindy Hamilton (Hackberry Creek Country Club).

Advance registration (prior to November 17) is \$22. Late registration is \$30. Guests may attend for \$25.

### November Host Facility

## Grand Kempinski Offers Continental Flair in North Dallas

A promotional brochure for the Grand Kempinski in Dallas urges visitors and meeting planners to "discover old world charm in an ultramodern city."

Situated in the heart of North Dallas amidst one of the finest shopping and business districts in the Southwest, the Grand Kempinski offers deluxe accommodations. The hotel has 530 guest rooms, 37 suites, and two private concierge floors.

The Grand Kempinski boasts "one of the finest catering and meeting facilities in the Southwest," says Dianna Case, national sales manager. "Meeting planners like to hear of the 100,000 square feet of meeting space, which includes a 25,400-square-foot ballroom."

Food and beverage outlets include the spacious Atrium Bar, a nightclub, and two restaurants.

"Guests interested in health and fitness enjoy indoor and outdoor pools, racquetball courts, tennis courts, and a full-service health and fitness club," says Melanie Nussbaum, sales manager.

Other amenities include 24-hour room service, a gift shop, travel agency, florist, beauty salon, and an executive business center. Guests are offered complimentary transportation within a three-mile radius.

Joining Case and Nussbaum in welcoming MPI members to the Grand Kempinski in November will be George Palacios, director of catering and convention services.

The Grand Kempinski, 15201 Dallas Parkway, is situated on the west side of the Dallas North Tollway between Beltline Road and Arapaho. Complimentary self-parking is offered in a covered garage attached to the hotel.

### D/FW MPI Meeting Reservation & Attendance Policy

Registration fees will be collected at the door; advance payments are not accepted. If paying by check, please have check completed before approaching registration table. Reservations must be made by RSVP deadline for advance registration fee to apply. Late reservations and walk-ins will be accepted on a SPACE AVAILABLE basis. Cancellations must be made by the RSVP deadline. **No-shows will be billed.** Members are responsible for "no-show" charges for their guests. Guests are limited to attending three meetings per year (spouses are an exception).

## MPI Special Interest Groups Offer Specific Educational Benefits

By Kim Kelley, CMP  
The Tower Club

Special Interest Groups (SIGs) are an important part of MPI's emphasis on educational excellence and professional development. SIGs offer opportunities to join forces with other members who share specific educational needs and interests.

These groups become more active all the time. If you have considered joining one, you'll be interested in this SIG update:

•Technology Update, sponsored by the **Computer SIG** will meet Saturday and Sunday, December 5-6, from 8 a.m. until noon each day at the MPI Professional Education Conference (PEC) in Honolulu.

Who should attend? Anyone who has or needs a computer! Stroll through tabletop exhibits or attend scheduled demonstrations to learn more about the automation tools currently available to you.

•**Corporate Meeting Planners SIG** site visit will occur immediately after the 1992 MPI PEC on Wednesday, December 9, from 8:30 a.m.-1 p.m. Corporate SIG members will have the opportunity to participate in a complimentary site visit to three of Honolulu's prime corporate meeting facilities.

•New members of the **Computer SIG** receive the Computer User's Guide, currently being updated. It contains a reference paper on "how to evaluate software and hardware," an up-to-date version of the Software Resource Guide, discounted coupons for hardware, software and publications, and information on how to best utilize the "birds of a feather" user grouping.

•**Association Meeting Management, Healthcare Meeting Management and Independent Meeting Planners SIGs** are compiling data to publish detailed members' profile directories, each containing pertinent data to promote and ease the interchange of common interests between peers.

• New members of the **Healthcare Meeting Management SIG** members

receive a comprehensive, valuable tool—a Continuing Medical Education workbook.

•New members of the **Independent Meeting Planners SIG** receive a valuable resource paper on "Business Insurance for Independent Planners." Other papers are available at discounted prices, i.e., "Choosing a Business Form: What's Best for You?" and "Independent Meeting Planner Checklists."

•Members of the **Association Meeting Management, Corporate Meeting Planners, Independent Meeting Planners and Sales & Marketing SIGs** are receiving audio cassette tapes and any pertinent handouts from their respective official workshops at the 1992 MPI Annual Conference.

Looking for a new challenge?

Seeking a qualified applicant to fill a position?

Your first stop should be

### D/FW MPI's JOB BANK

Contact

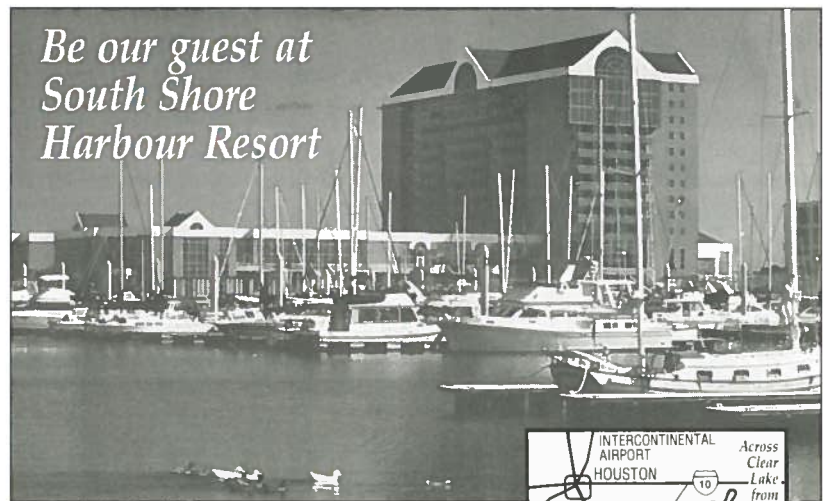
Marilyn McGuire, CMP  
c/o D/FW MPI Job Bank  
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Dallas, Texas 75247  
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*Directory Update/"New Kids on the Block"*

# MPI Welcomes 13 New Members!

**Nancy L. Bracalento**  
*Marketing Analyst*  
Sprint Communications  
1520 E. Rochelle  
Irving, TX 75063  
*planner*  
214-506-1983

**Joan E. Corder**  
*Director of Sales & Marketing*  
Phares Corder Entertainment  
1311 Melrose Drive  
Richardson, TX 75080  
*supplier*  
214-235-6219

**Angla J. Falls**  
*Meeting Planner*  
AOSC  
6060 N. Central #428  
Dallas, TX 75206  
*planner*  
214-692-0771

**Cindy L. Ghormley**  
*Meeting & Event Planner*  
Frito-Lay Inc.  
7701 Legacy Dr.  
Plano, TX 75024  
*planner*  
214-334-2115

**Debora J. Jerman**  
*Sales Manager*  
Cityplace Conference Center  
2711 N. Haskell #200  
Dallas, TX 75204  
*supplier*  
214-841-6637

**Donna C. Johnson**  
*Sales Manager*  
Medieval Times  
1812 Market Center  
Dallas, TX 75207  
*supplier*  
214-761-1801

**Kelly A. Kostelecky**  
*Meeting Planner*  
EDS  
5400 Legacy B3-IE-24  
Plano, TX 75024  
*planner*  
214-604-6314

**Karen R. Lockhart**  
*Academies/Off-Sites Mgr.*  
Young President's Org.  
451 S. Decker Dr. #200  
Irving, TX 75062  
*planner*  
214-650-4672

**Carol J. Manverse**  
*Project Manager Marketing*  
Northern Telecom  
2221 Lakeside Blvd.  
Richardson, TX 75082  
*planner*  
214-684-8002

**Shelly Markowski**  
*Principal*  
Shelley Markowski Strings  
1813 Wisteria  
Denton, TX 76205  
*supplier*  
817-898-0100

**Rebecca K. McVeigh**  
*Assistant Project Manager*  
Young President's Org.  
451 S. Decker Dr. #200  
Irving, TX 75062  
*planner*  
214-650-4600

**Jayne Polcaro**  
*Sales Manager*  
Irving CVB  
3333 N. MacArthur #200  
Irving, TX 75062  
*supplier*  
214-252-7476

**Gynla Westbrook**  
*Mtgs. & Trade Shows Coord.*  
Neilsen Retail Info. Gp.  
104 Decker Ct. #200  
Irving, TX 75062  
*supplier*  
214-541-1537

*This list  
of new members  
is from MPI  
of Dallas/Ft. Worth  
Membership Information  
as of 9/30/92*



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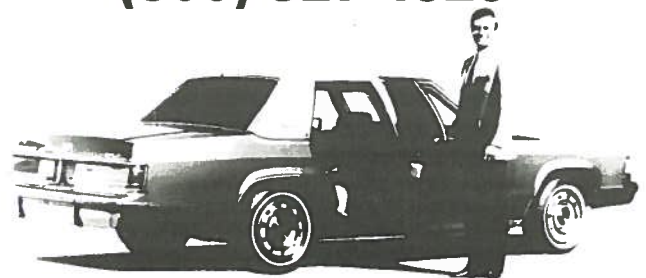
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## Member Profile/O.D. O'Donnell

# O.D. O'Donnell — 'The Source' for Just about Every MPI Question!

By Gracie H. Hilton  
*The Write Stuff*

"You need to check with O.D."

"I'll ask O.D."

"Do you know O.D. O'Donnell?"

"As soon as I check with O.D., I'll get right back to you."

Ask a question about MPI—especially anything having to do with the D/FW chapter—and you're likely to get one of the answers above, or a reasonable facsimile thereof!

The owner/manager of Nightlife Talent and Management Agency, O.D. O'Donnell is the consummate MPI member. The current vice-president/administration for the Dallas/Fort Worth chapter of Meeting Planners International, he also chairs the member orientation committee, the Chapter of the Year committee, as well as the 58-member program committee.

Active in MPI since early 1986, O'Donnell has been involved in a lengthy list of committees and special events. Committee service includes membership on the program, public relations and membership committees. A former member of the *Current* committee, he is a frequent contributor and fact checker for the chapter newsletter. He's also had a hand in naming Host Facility of the Year.

The Love for Kids Christmas party and annual St. Patrick's Day Party for senior citizens have benefited from O'Donnell's talents and contributions, as has the fund raiser ball for Give Kids the World. Ditto for the chapter's soup kitchen.

Long before he was elected vice president/administration, O.D. was welcoming new members and helping them get started through the monthly orientation sessions that take place immediately prior to the chapter meeting.

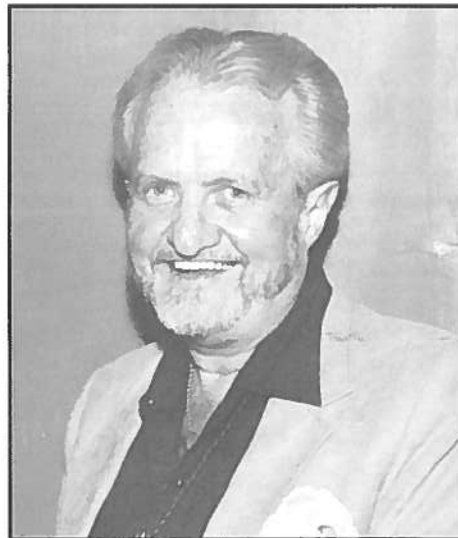
The oldest of three sons born in Allentown, Pennsylvania, O'Donnell has called Texas home most of his adult life. After 10 years as an aerial photographer for the U.S. Navy, he was discharged in Corpus Christi and has lived in the Lone Star State ever since.

During a stint with Arthur Murray Dance Studios, a position that involved

both sales and dance instruction skills, O.D.'s impressive sales and organizational abilities caught the attention of a senior vice president with Encyclopaedia Britannica.

While working his way up the Britannica ladder—from salesman to district trainer to branch manager to district manager to assistant vice president—O.D. became involved in booking entertainment and managing nightclubs.

During the early '70s O'Donnell managed the Losers Club in Dallas, then considered one of the most popular big-name entertainment clubs in the state. In



*O.D. O'Donnell's Nightlife Talent and Management Agency represents more than 100 entertainment groups and individuals, ranging from theme bands to pianists to big-name Las Vegas entertainment.*

the late '70s, he served as entertainment director of the Dallas Playboy Club.

It was the Playboy Club position that provided the impetus for the founding of his current business, Nightlife Talent and Management Agency. Of his several career endeavors, he says that developing Nightlife has been the most fun and most rewarding.

"Just imagine what a rough job it was booking entertainment for Playboy!" he says with a telling smile.

Nightlife Talent and Management

Agency represents more than 100 entertainment groups and individuals, ranging from "Top 40" and country & western bands to solo pianists and guitarists to comedy troupes to big name Las Vegas entertainment.

O'Donnell's list of entertainment "possibilities" enumerates 123 themes or ideas for entertainment for functions ranging from small, intimate parties to convention-size meetings.

Networking through MPI brings a double bonus, says O.D., who claims that this professional affiliation has resulted in increased business as well as new friendships.

Always willing to participate in MPI projects, O'Donnell is just as enthusiastic about recruiting new members. At the recent "natural resources" fair, he was frequently overheard enthusiastically extolling the virtues of membership.

"It took me 2 1/2 years to get with a planner so I could join MPI," recalls O.D. who now helps with member-planner pair relationships whenever possible.

"It is gratifying to see people mature and develop in their chosen profession, and I think MPI helps the process along for those in the meeting planning industry," he says.

O.D. finds working with the program committee—a seven-year commitment so far—especially rewarding. "The 58 dedicated volunteers I work with are enthusiastic as well as creative. I would have to be dead to not appreciate being around such a great group!" he says.

Divorced almost a decade, O.D. has three children. Son Jim and daughter Phyllis are both married. His youngest, Heather, is a student at Stephen F. Austin University in Nacogdoches.

Among his hobbies and pastimes are music and cooking—his dishes are frequent favorites at any "bring a dish" gathering. But it's evident that most of his "free time" is dedicated to the D/FW chapter of MPI.

"I have found some great friendships through MPI—friends I truly treasure," says this dedicated volunteer. "I really enjoy this organization and hope to be active with MPI for at least 20 more years."

Anyone—whether a new member or a seasoned veteran—who has a query about chapter activities could save themselves a lot of time and phone calls by going right to the source! Call O.D. O'Donnell!

## Heard it through the Grapevine...

By Ken Cohen  
*Cohen's Casino Parties*

**Debra Williams**, owner of *Medieval Inn* and *Big Spur Corral*, gave birth to a baby girl on September 30. Sophia Jo weighed 8 pounds, 8 ounces, and measured 20 3/4 inches.

**Jim & Pat Skistimas**, event decorators for *The Balloon House Design Studio*, were presented the "1992 Designer of the Year" award at the International Balloon Arts Convention (IBAC) held recently in San Francisco.

**Phyllis Cox** of *Grapevine Convention & Visitors Bureau* gave birth to a baby boy on September 26. Corey Taylor weighed 6 pounds, 14 ounces.

**Karen Swanson** is now corporate sales manager at the *Richardson Hilton*. Karen was formerly with the Grand Kempinski.

**Susan Conley** of *Texas Credit Union League* gave birth to a baby girl on September 24. Sarah Ruth weighed 9 pounds, 3 ounces, and measured 21 inches.

**Tom Beane** and **Ron Timberlake**, owners of *Silver Tray Catering*, acquired *Jud's Outrageous Affairs*, another catering firm. This acquisition provides these specialists in fine cuisine the resources to handle all phases of corporate catering.

*Keep up with personal news about fellow MPI chapter members — job changes, promotions, awards or special recognitions, weddings, or births—through "Heard it through the Grapevine." Please contact Ken Cohen (214-276-2998 or FAX 214-276-9725) about items of interest for this column.*

# MPI

MEETING PLANNERS INTERNATIONAL®

## D/FW MPI's Annual Holiday Card Sale Benefits 'Love for Kids' Charity

By Marti Fox  
*Campbell Travel*

Ho! Ho! Ho! Our "Love for Kids" Christmas cards are packaged and will be ready for sale at the November chapter meeting!

Early last month, 24 MPI members and friends showed their "Love for Kids" by gathering at the Grand Kempinski to help package 15,000 cards and envelopes for our chapter's fourth annual holiday card sale.

"Snowman and Reindeer," a drawing by 12-year-old Tysha Moser, is the winning design selected for the '92 cards. The message inside reads "Best Wishes for Peace and Joy this Holiday Season."

Now is the time to contact corporations and friends who supported this fund raiser in 1991 to encourage

them to get their orders in for Christmas 1992.

Price for 15 cards and envelopes is \$8. Order 200 cards and envelopes with a personalized line inside for \$106.

Love for Kids is a philanthropic organization created to benefit underprivileged children and senior citizens. Co-founded by MPI member and officer Alan Powdermaker (Circle R Ranch), Love for Kids is one of four local charities endorsed by the D/FW chapter of MPI.

Love for Kids is totally funded by donations from individuals, corporations, and special fund-raising events, such as our annual Christmas card sale.

Cards are ready for pickup, sale and delivery at all MPI gatherings, or by contacting Pat McCain (Krisam Group), chair of the card sale, at 214-458-8692.

## News Briefs

### National and International MPI News

#### Indiana Chapter Chartered

MPI's Board of Directors approved chartering the MPI Indiana Chapter during the fall board meeting in New York.

"The Indiana chapter approval marks another milestone in MPI's history, said Edwin L. Griffin, Jr., CAE, MPI executive vice president and CEO.

"Once again another chapter has evolved from a parent chapter (the Ohio Valley chapter), demonstrating continued MPI membership growth, expansion and service to the meetings industry."

#### Alberta Chapter Splits

At the fall Board meeting, MPI's Board of Directors approved chapter status for the Greater Edmonton and Greater Calgary Chapters.

These two new Canadian chapters were created to better serve a growing MPI membership within the previously existing MPI Alberta Chapter.

With this split, the number of Canadian chapters is now seven.

#### MPI Chapters Number 46

With the addition of the two new chapters produced from the Alberta chapter, and approval of the new Indiana chapter, the number of MPI chapters has grown from 44 to 46.

#### AC and PEC Dates Will Change in 1996

The months of the MPI Annual Conference (AC) and Professional Education Conference (PEC) will change in 1996, according to a decision approved by the International Board of Directors.

In response to members' preference, the Board voted to move the AC from June to July and the PEC from December to January. These changes will be reflected in 1996 schedules.

# World Cup '94 to be 'The Biggest Convention Dallas Has Ever Had'

By Bruce W. Jaster  
*The Jaster Companies*

World Cup Soccer 1994 will sell more than 3.5 million tickets nationally, with more than 400,000 of those in Dallas, making the June and July, 1994, games "the biggest convention Dallas has ever had," according to Dave Whitney of the Dallas Convention and Visitors Bureau.

Whitney joined four other speakers and moderator David Evans of Channel 8 WFAA at the October MPI Dallas/Fort Worth chapter meeting to let MPI members and guests know more of what to expect and what to do for the huge World Cup undertaking. The meeting, catered by Escoffier, took place at the Dallas Convention Center.

Lamar Hunt, Dallas co-chair of the World Cup event, opened the panel's comments with some historical information. World Cup Soccer began in 1930 with 13 nations represented, he said. The United States made the semi-finals that year, the only year the U.S. did so until 1990.

The next round, 1994, will be the first time the World Cup has come to the United States. As host, the U.S. is assured that its team will qualify.

"Dallas has an outstanding schedule of six games," said Bill Stroube of World Cup USA.

World Cup matches will be played at the Cotton Bowl on June 17, June 27, June 30, July 3 and July 9, 1994. Tickets for the matches are allocated with 15% to FIFA, the managing organization, 15% to World Cup sponsors, 15% to international tour operators and 55% to the World Cup offices.

FIFA currently holds more than 300,000 hotel room nights in Dallas, and World Cup Soccer's reservation systems will manage hotel reservations.

Timing between the six matches in Dallas will allow the perfect opportunity for special events and tours. Martin Conley, Dallas World Cup's director of operations said "the highest level of world officials will be here and will be looking for exciting things to do in Dallas."

Robert Steinfeld, who will be in charge of media activities, cautioned the audience

concerning the massive logistics and planning needed to handle the more than 4,000 broadcasters who will be in Dallas for the entire 60 days of the World Cup tournament activities. Dallas will serve as media center for the entire tournament, which will also include games in eight other U.S. cities. Transporting all the journalists who will be here will involve all the buses, motor pools, rental cars and limousines the area can muster.

Jeanne Johnson Phillips, director of planning and development, is charged with raising \$5 million for support of local activities and organizing an estimated 10,000 volunteers. She outlined ways for companies and people who want to participate to be named on volunteer and bid lists.

Those who want to be listed should prepare a resume stating qualifications and experience along with a clear statement of whether services are offered for hire or on a volunteer basis. Send resumes as soon as possible to Dallas World Cup USA '94, Two Turtle Creek Village, 3838 Oak Lawn Avenue, Suite

900, Dallas TX 75219. For more information call 214-526-2600.

Phillips also discussed AMERIFEST, described as "a huge, diversified celebration of everything from concerts to road races." AMERIFEST will be presented by Dallasites as the "something extra" for World Cup guests to enjoy.

The October meeting appeared to be one of the largest in the history of the chapter, thanks in large part to the tremendous number of guests who attended to hear about World Cup.

A large number of people and companies were responsible for making the meeting successful.

Special thanks go to Alex Vurpillat (Carey of Dallas); Lori Farris (Pomodoro & Arcodoro); Oscar McGaskey (Dallas Convention Center); David Gisler (Freeman Decorating); O.D. O'Donnell (Nightlife Talent and Management); Gordon Jago (Dallas Sidekicks); Scott Thompson, Jennifer Fisher and Todd Richter (Escoffier Catering); Steve Kemble (Steve Kemble Event Design); American Airlines, Bill Reed Decorations, AVW AudioVisual, Dallas Convention & Visitors Bureau, Balloon City USA, Dallas Garden Interiors, WFAA Channel 8, World Cup Dallas 1994 and World Cup USA 1994.



Pictured left to right are **Dave Evans**, WFAA Channel 8; **Oscar McGaskey**, general manager, Dallas Convention & Visitors Bureau; **William Stroube**, World Cup USA; chapter President **Mary Cowart**, Meeting Consultants; **David Whitney**, Dallas Convention & Visitors Bureau; **Jeanne Johnson**, World Cup Dallas; **Martin Conley**, World Cup Dallas; and **Robert Steinfeld**, sports producer. Not pictured is **Lamar Hunt**, World Scope Magnitude.





**ABOVE:** Members of the Dallas Sidekicks soccer team assisted members and guests with some kicking instructions. At left, **Joan Corder**, Phares Corder Orchestras, gives a kick that missed the goal, but was vigorous enough to send her shoe flying into the net! At right, **Mary Lynn Novelli** (Sterling Hotel Group) prepares for a swift kick. Both were assisted by **Billy Phillips**, Dallas Sidekicks.



**Kim Kelley, CMP**, The Tower Club, gives 100% in everything she does, and that includes selling PGA benefit raffle tickets to **Carl Seeman**, Medieval Inn, purchaser of 100 lucky chances!



**LEFT:** **Luis Del Rio**, **Tom Kelly** and **Chuck Cotter** dispense World Cup Soccer information to visitors on the Avenue of the Games.



**ABOVE:** **David Bush** and **Carole H. Sharapata**, Carey Dallas/Fort Worth; **Janet Williams** and **Sheryl Kuhn**, Southfork Ranch; and **Jay H. Allen**, also of Carey Dallas/Fort Worth.



**RIGHT:** **O.D. O'Donnell** trips the light fantastic with **Linda Sergeant**, **Bill Reed Decorations**, to tunes by a band provided by **O.D.'s Nightlife Talent and Management Agency**.

**LEFT:** **Tracey Smith**, Electronic Form Systems; **Carolyn Hopper**, Computer Language Research; **Richard York**, Irving Convention & Visitors Bureau; **Melissa Logan**, A Catered Affaire; and **Ingrid Merker Kovacs**, La Musica.





**ABOVE:** Steve Kemble, Event Design; Alex Vurpillat, Carey Dallas/Fort Worth; Todd Richter, Escoffier; and Lori Farris, Arcodoro, served as co-chairs for MPI's World Cup Soccer evening.



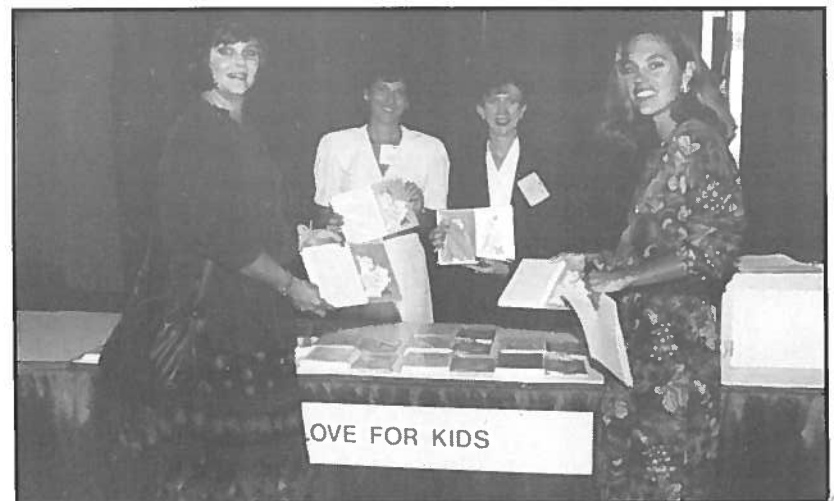
**Michelle Carter**, Dallas Convention & Visitors Bureau, sells a PGA benefit raffle ticket to **Mike Snider**, Bakers' Ribs.



**Sherri Cook**, Sherri Cook & Associates, welcomes guest **Jerry Vurpillat**.

**RIGHT:** Brooks Procter, Patricia Clancy, Joan Henderson, Embassy Suites/Love Field; and Keith Deaver, Farmers Branch Chamber of Commerce.

**BELOW:** Martin Conley is director of operations for World Cup Soccer 1994.



**ABOVE:** Purchasing Christmas cards to benefit Love for Kids are **Carolyn Taylor**, Big Spur Corral; **Marta Lilly**, CMP, Young Presidents' Organization; **Patricia McCain**, Krisam Group; and **Kathy Senese**, Omni Hotels.





**Dana Nickerson, CMP, Square One Productions** fills out a survey about educational programs at Richland College. Manning the booth were **Bill Boyd, CMP, Sunbelt Motivation & Travel**; **Carolyn MacPhee, Richland College**; and **Ellen Beckert, The Freeman Companies**.



**ABOVE: David Gisler and Andy Watson, Freeman Decorating Co.**, visit with **Linda Sergeant, Bill Reed Decorations**. The sign recognizes a number of individuals and companies who made the World Cup Soccer evening a reality for D/FW MPI members.

**Photos by Mark Lazarow Photography**

**RIGHT: Texas Lil and Sarrie Krepps of Texas Lil's Diamond A Ranch** added a colorful cowgirl flavor to a World Cup Soccer evening.

**BELOW: Jim Belcher and Keith Allan, Dallas Convention & Visitors Bureau**, chat with **Alice Riggins, All-in-One Tour Services**.



D/FW MPI World Cup Soccer Evening 10/22/92	
<i>Based on 300 people</i>	
Supplier	Price
Escoffier Catering Labor, Food, Parking, etc. <b>\$65 per person</b>	\$19,500.00
Bill Reed Decorating Gates, Plants, Signs, etc. (No Labor)	\$2,080.00
AVW Equipment and Labor	\$2,245.00
Nightlife Talent and Management Band and Trumpets	\$850.00
Freeman Decorating Pipes, Drapes, Signs, etc. Labor	\$2,578.00 \$384.00
Balloon City Soccer Ball	\$300.00
Steve Kemble Event Designs Centerpieces	\$1,425.00
Carey Limo Transport Equipment	\$400.00
<b>TOTAL</b>	<b>\$29,762.00</b>



# MPI

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