



CURRENT

Meeting Planners International

October 1992

Dallas-Fort Worth Chapter

President's Message

World Cup Soccer— Maximizing the Potential

By Mary W. Cowart
Mary Cowart Meeting Consultants

Mention of Dallas' World Cup Soccer games brings excitement to any conversation—and well it should.

This event is a landmark in our city's development, and the financial benefit Dallas will accrue will be felt and appreciated by all its residents in both the short and long term.

However, there will be challenges before our city if it is to capitalize on such an opportunity. Since Dallas has never before hosted any event of this scope, we've got a great deal to learn. And the time to learn it is now.

As an organization proud of its members' professionalism and that of their industries, the D/FW chapter of MPI cordially invites not only our members, but also those

in related industries, to this month's informative chapter meeting relating to World Cup Soccer.

"We want to provide the attendees with as much information as possible to enable them to sell their services to the World Cup USA sponsors, visiting media, tour groups and fans," says Martin Conley, director of operations for World Cup 1994, and a speaker on the meeting's panel.

"We want World Cup organizers to realize that the Dallas/Fort Worth community has all the services necessary to put on an event of this magnitude," said Conley.

Beyond immediate concerns, consider this: As

(continued on page 3)



Mary W. Cowart

MPI

MEETING PLANNERS INTERNATIONAL®

October D/FW Chapter Meeting

Impact!

Learn about the economic impact of

World Cup Soccer

October 22, Thursday

*Dallas Convention Center
West Ballroom*

Orientation 4:30 p.m.

Registration & Reception 5-6:30 p.m.

Dinner 6:30 p.m.

World Cup Program 7-9 p.m.

R.S.V.P.
by noon, Thursday, Oct. 15
Sandy or Kim
214-343-0555

*Advance Registration \$26
Late Registration \$35
Guest Registration \$30*

See page 4 for more details. See page 5 for reservation policy.

INSIDE

'Love for Kids' Card Sale **2**

Organ Builders Honored **3**

World Cup Soccer **4**

Escoffier & Conv. Center **5**

V.P. Sue Ferguson-Fry **7**

'Deck the Hall!' **8**

Current Advertising Info **9**

Last Month's Meeting **10**

Current

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Upcoming MPI Events

October 14, Wednesday

"Brown Bag" Luncheon
Allianz Financial Center
11:30 a.m.-1 p.m.

October 22, Thursday

Chapter Meeting
Dallas Convention Center
West Wing
5:00 p.m./Dinner

October 27, Tuesday

"How To" Breakfast
Plaza of the Americas
7-9:30 a.m.

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
*tentative/TBA
Reception

December 6-9

Professional
Education Conference
Honolulu, HI

January 19, Tuesday

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

March 9, Tuesday

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

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

*NOTE: December meeting is tentative until venue is set.

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

By Marti Fox
Campbell Travel

Ho! Ho! Ho! It's time to show our support and "Love for Kids" through our chapter's fourth annual holiday card sale.

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, chaired by Pat McCain (Krisam Group).

From among many adorable entries from kids throughout the Dallas/Fort Worth area, 12-year-old Tysha Moser's

"Snowman and Reindeer" caught our eye and was the 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.

Thank you to the many volunteers who met in the Metroplex Room, courtesy of the Grand Kempinski earlier this month to get the cards ready for pickup, sale and delivery at the October D/FW MPI meeting. Cards are also available by contacting McCain at 214-458-8692.

MPI Honors Lay Organ Builders

By Steve Foster
Yellow Rose Touring Company

The Dallas/Fort Worth Chapter of Meeting Planners International (MPI) recently said "thank you" in true Texas fashion to the people responsible for designing and installing the new concert organ at the Morton H. Meyerson Symphony Center.

Members of a crew from C.B. Fisk, Inc., of Gloucester, Massachusetts, were guests of honor at a barbecue reception and dinner in Highland Park last month. At the home of Mr. and Mrs. C.A. Rundel, the crew was officially recognized by MPI for their tireless work in making the Herman and Amelia Lay Family Concert Organ a reality.

C.B. Fisk, Inc., designed the largest mechanical organs built in America during this century. The company was started in 1961 by Charles B. Fisk, who studied nuclear physics before turning to a career in organ building.

The Lay Family Concert Organ was the last one in which Mr. Fisk, who died in 1983, was directly involved.

The design and construction crew had been in Dallas for more than a year, installing the organ. Each of the organ's 4,535 pipes was individually installed and voiced in a dust-free environment. The largest front pipe stands more than 32 feet tall.

As guests enjoyed Texas-style barbecue, Kim O'Connor, a singing cowboy, strolled among the guests playing their favorite Texas tunes.

Chapter officers Mary Cowart (Meeting Consultants), president, and Lesley Meyer (Sunbelt Motivation & Travel), vice president/public relations, hosted the event which was coordinated by Dorrit Turner (Yellow Rose Touring and Special Events Company).

MPI members who provided their services for the event were Alan Powdermaker (Circle R Ranch), Bob Jaeckle (Reunion Ranch), O.D. O'Donnell (Nightlife Entertainment) and Lisa South (Ducky-Bob's Party Rentals).

Howard Hallan of Ben E. Keith Beverages and Bic Jones of Cannonball Party Rentals also provided services for the party.

President's Message/ Mary Cowart

continued from page 1

the world grows smaller and terms like "global marketplace" become permanent parts of our common vocabulary, this event provides a significant introduction of Dallas, Texas, to much of the world. With the tremendous influx of international visitors and worldwide media coverage, World Cup Soccer can actually become a vehicle to market our city around the globe.

World Cup 1994 will affect you. It will affect your family. It will affect your business. It will affect your pocketbook, and it will affect your community.

Dallas will feel the effects of this event for many months before it occurs.

My challenge to you is to Get into the ACT. Join us as we prepare to meet this challenge with Achievement, Contribution and Teamwork.

DOLLAR\$ & CENT\$

D/FW Chapter/MPI

For the month ending August 31, 1992:

Beginning of the Month	\$30,684.48
Receipts	\$6069.75
Disbursements	(\$3,258.32)
EOM Balance	\$33,495.91*

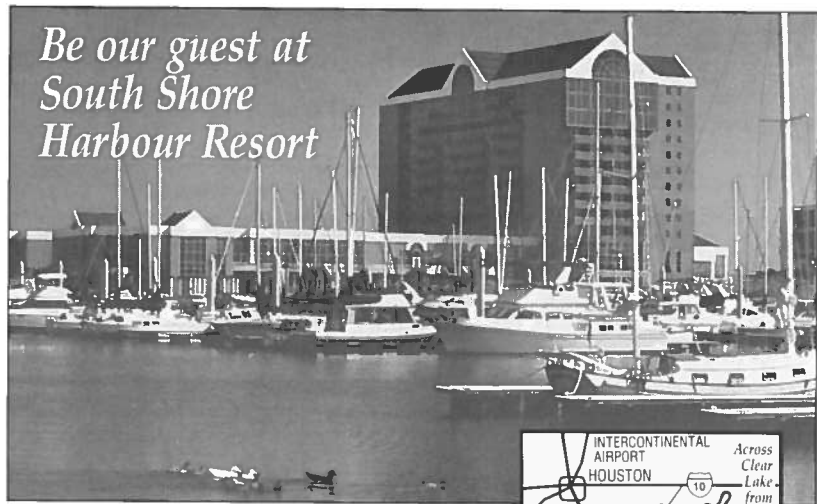
*EOM Balance includes Gives Kids the World Reserve Account and PGA.

*Report submitted by Alan Powdermaker
(Circle R Ranch), vice president/finance.*

MPI

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October Meeting Highlights

World Cup Soccer 1994 Expected to Bring Huge IMPACT to Many Dallas-area Businesses

By Alex Vurpillat
Carey Transportation
&
Kim Kelley
The Tower Club

You probably already know Dallas has been awarded six games of the 1994 World Cup Soccer Tournament.

You may even know that Dallas has been chosen as the official site of the International Broadcast Center for the event, a designation that is expected to bring some 3,500 broadcasters and technicians to Dallas to provide pictures and descriptions of the matches to audiences around the world.

You've probably heard that this is a great coup for Dallas and that many dollars will flow into the city as a result.

And you may not have thought much about it beyond that point.

Impact!

This month's MPI chapter meeting—"Impact!"—Thursday evening, October 22, will address what you need to know because, make no mistake about it—World Cup Soccer 1994 *will* impact you and your business.

To make that impact a favorable one, it's time *now* to do the planning and set the groundwork to assure maximum

benefits and minimum headaches.

As thousands of visitors from around the globe flock to our city for this world-class event, it is important that our industry be ready.

Planners can expect clients to come forward with last-minute requests for hotel rooms, game tickets and restaurant reservations. None will be available. Who you gonna call?

Hoteliers, entertainers, transportation specialists, restaurant owners... all want an opportunity to bid on the various pieces of business coming to town with the games. How do you become a part of the bidding process?

Experts & Soccer Enthusiasts

Addressing these and many more important issues will be a panel of individuals including Lamar Hunt and Jim Graham, co-chairs of World Cup Dallas; Dave Whitney, president of the Dallas Convention & Visitors Bureau; Martin Conley, director of operations for World Cup Dallas; Jeanne Johnson, director of planning and development for World Cup Dallas; Bill Stroube, World Cup USA; Robert Steinfeld, international sports

Did you know?—

- ⚽ World Cup games generate four times the visitors as the Olympics!
- ⚽ Dallas is already besieged with calls from other countries requesting the services of meeting planners and suppliers!

How will this affect your business?!
Are you prepared to supply?

producer and recent director of the Barcelona Games; plus representatives of the International Broadcast Center.

Also in attendance to bring home the excitement of the world's most popular sport will be Gordon Jago, coach of the Dallas Sidekicks, plus several players, including Billy Phillips. Jago will engage various attendees in games to amuse and delight, and "pump you up" for the experiences ahead.

Meeting Details

A reception, featuring a stroll down the "Avenue of the Games," will take place beginning at 5 p.m. in the West Ballroom of the Dallas Convention Center. An exquisite dinner will be provided by Escoffier International.

Hosting the October meeting are Alexandra Vurpillat (Carey Transportation), Lori Farris (Pomodoro Restaurant & Arcodoro Italian Bistro), Steve Kemble (Event Design), and Todd Richter (Escoffier at Dallas Convention Center).

This very special meeting is open to members, their corporate clients, friends, local industry associations, and those in related fields. Advance registrants (prior to October 15) may attend for \$26. Late registration is \$35.

This is important! Be there!

about World Cup Soccer...

- ⚽ World Cup is a 24-team international tournament played once every four years in a single host country.
- ⚽ The projected cumulative worldwide television audience for the 1994 World Cup Final is 30 billion.
- ⚽ At least one billion will watch the World Cup Final live on television.

October Host Facility

Escoffier and Dallas Convention Center Welcome MPI Members and Industry Associates to 'Impact!'

The Dallas Convention Center and Escoffier Catering join the D/FW chapter of MPI in welcoming '94 World Cup Soccer enthusiasts to "Impact!" October 22.

"We are undergoing many changes at the Convention Center," said Todd Richter of Escoffier. "One is the ongoing expansion that will make the Dallas Convention Center one of the largest, most versatile convention complexes in the nation. Complimenting this enlarged service facility will be the superior service of Escoffier, the Center's exclusive catering service."

Richter is one of four MPI hosts for the October chapter meeting

The 550,000-square-foot expansion is scheduled for completion January 1994. The "new" Convention Center will boast 807,000 square feet of exhibit space, 104 meeting rooms, a theatre, arena, and two ballrooms which will break out into eight additional meeting rooms.

Land purchase and expenses for the project will cost about \$91 million.

Escoffier Catering has a well-trained management staff of 15 full-time service professionals, including culinary Olympic medal-winning chefs.

"Escoffier Catering is named for the famous French chef, August Escoffier, who reigned in the 1800s," said Richter. "The 'King of Kings Chef,' he revolutionized French cooking, known today as classical French cuisine."

The Convention Center's executive chef, Egon Siewert, C.E.C., A.A.C., is a recipient of the Escoffier Society's medal, a prestigious award made only twice a year. Trained in Germany and Switzerland, Siewert served as chef at the Washington Hilton and Sheraton Park Hotels in Washington, D.C., and the Bismarck Hotel in Chicago.

Another member of the Escoffier team is Ray DeLeon, C.E.C., A.A.C., assistant executive chef. DeLeon was awarded eight medals—five gold, two silver, and one bronze—at the 1988 Culinary Olympics in Frankfurt, Germany. He also holds awards from the Texas Chefs Association for ice carving and buffet presentation.

The Dallas Convention Center is situated at 650 South Griffin Street. Complimentary parking is available in the underground garage accessible from Griffin.

Southbound travelers on Central Expressway: exit on Woodall Rogers Freeway (U.S. 77); exit Field Street; turn left on Griffin Street.

Eastbound travelers from Arlington, Grand Prairie, Fort Worth on I-30: exit Lamar/Griffin Streets.

Northbound travelers from Duncanville, DeSoto on I-35: exit I-30 East; exit Lamar/Griffin Streets.

Westbound travelers from Mesquite, Garland, on I-30: from the left lane of the freeway exit Downtown/Ervas Street, westbound to Griffin Street.

'How To' Breakfast Set for October 27

Thomas E. Acker, president of Priority Management will discuss "How to Find a Balance Between Work and Home: Bridging the Gap Between Reality & Expectations" and "The 21st Century Workplace" at the "How To" breakfast on Tuesday, October 27, at the Plaza of the Americas Hotel.

This D/FW MPI-sponsored educational breakfast will take place from 7-9:30 a.m. Registration is \$13 per person. For more information call Pam Power (Dallas Fan Fares), 214-239-9969 or Cathy Mason (US Motivation), 817-540-9845.

Professional Growth Association scholarship funding is available to qualified members. Call Paige Garrett (DalCity Associates) at 214-2330-9070 for more information.

Ethics: Are Yours the Same As Mine?!

MPI members agree to principles of strict ethical conduct when they make the commitment to become members. But what exactly does that mean? How can we compete in a tough market and still be true to what we believe is "right"?

At the November chapter meeting we'll explore the question of ethics as it relates to our daily decisions. The luncheon meeting will take place November 19 at the Grand Kempinski Hotel.

Look for meeting details in next month's issue of the *Current*.

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.)

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Current Deadlines

Copy and ads for the **November** issue of the D/FW MPI chapter
newsletter, the *Current*, are due *Thursday, October 15*.

Copy and ads for the **December** issue are due *Thursday, November 12*.

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.*

Member Profile/Sue Ferguson-Fry

Chief Cityplace Meeting Planner Sue Fry is California Transplant

By Gracie H. Hilton
The Write Stuff

Self-professed former "Valley Girl," Sue Ferguson-Fry, director of sales at Cityplace Conference Center, has come a long way from her growing up days in California's San Fernando Valley.

"I was the original flower child," says Los Angeles-born Sue as she recalls spending vacation time in San Francisco participating in peace rallies, moratoriums and sit-ins during the late '60s.

The current vice-president/education for the Dallas/Fort Worth chapter of Meeting Planners International describes the '70s as her transitional stage—a decade that brought the beginning of her hotel management career, a vocation that eventually led to her current prominent position in the meeting planning business.

An impressive resume details more than 15 years in the hospitality industry—a career that includes 10 years in hotel management, plus several stints in catering and sales.

During her first day of training for a job with Hilton Hotels, Sue had a "glimmer" of what she someday wanted to do.

"On a tour of the Beverly Hilton, we walked through rooms being prepared for a Grammy Awards gala, and for disco star Donna Summers' birthday party," Sue remembers. "All that glitter and glamour... all that hoopla... I loved it! I knew instantly, 'This is what I want to do! I want to plan big celebrations!'"

Sue spent the next ten years in hotel management in cities along the California coastline. An early favorite was a property situated on a peninsula jutting out into the Pacific because it "provided lots of opportunities to enjoy my favorite leisure activities—lounging on the beach and staring at the ocean," recalls Sue.

Another favorite job was a seven-year stint at Pierpont Inn, a vintage (1908) hotel in Ventura County. One of the job benefits was an apartment with a scenic overlook of the ocean.

Clients were mainly defense and aerospace personnel, as well as pilots and crew of *Air Force One*, since then-president Ronald Reagan vacationed down the way in Santa Barbara.

It was during her stint with the Hilton Corporation that she met client Rich Fry. A Texas Instruments engineer, Fry regularly brought groups of aerospace industry specialists to California for business meetings and seminars.

Over a 10-year period, with Sue booking many a room for Rich and his groups, what started as a good friendship slowly evolved into romance.

"We're one of those rare couples who literally 'had lunch' for nearly a decade before we ever 'had breakfast!'" Sue says with a laugh.

In 1988 Sue and son Casey ("my bicentennial baby," Sue calls her child who was born in 1976) "rented a U-Haul, learned to say 'y'all'" and moved inland to Dallas where Sue soon became Mrs. Rich Fry.

Marriage to Rich broadened Sue's and Casey's family tree. Rich's three children from a previous marriage are Andy, 25, a TI engineer; Amy, 18, and Chris, 23, both students at Texas Tech University. Last spring foster daughter Hope joined the family.

Sue's first jobs in Texas were in catering, first at an airport-area hotel and then at a gourmet food market. After a brief stint as a self-employed caterer, she landed the top sales job at Cityplace Conference Center, a Club Corporation of America affiliate in a new building owned by the Southland Corporation.

At Cityplace Sue sells space and helps plan grand events in 22,000 square feet of lushly appointed meeting space, as well as the magnificently decorated Cityplace Club high atop the building. At a height of 42 stories, Cityplace is the tallest building outside Dallas' central business district.

Early in her career Sue had a brief glimpse of some major event planning at the Beverly Hilton and started dreaming some big dreams. Today, almost a dozen years later, she is responsible for more than a million dollars in annual banquet and conference sales.

She hasn't entertained the Grammy winners yet, but she has staged some impressive galas, fundraisers, conferences, dinners and receptions. Last year she presided over 52 wedding receptions and expects that number to exceed 100 this year.

During Sue's early days at Cityplace, Judy Love Rondeau (Canadian Consulate General) and Connie Sandifer (who recently moved to Seattle) came to Cityplace to book a meeting.

It's easy to guess the rest. Encouraged by these two eager MPI flag-wavers, Sue was soon a member of the D/FW chapter, as well as a member of Rondeau's program committee.

Sue continued working in the program area during the years Lisa South (Ducky-Bob's Party Rentals) and Lesley Meyer (Sunbelt Motivation & Travel) held the top post in education.

"What a great way to learn about MPI!" says Sue as she praises and compliments Rondeau, South and Meyer, "three exceptional mentors."

These days, Sue, too, is an MPI standard bearer. Overseeing all educational programs for the chapter, she has lots of opportunities to wave that flag.

Actively involved in MPI's Richland College basic meeting planning course, Sue teaches several classes. She is a frequent contributor to the *Current*, the chapter newsletter.

Does Sue miss California? You bet.

"All my life, I lived within view of the ocean. I miss that," she says, "but the people here—especially the friends I've made through MPI—are what make Texas wonderful."

And those friends think this California girl is here to stay!



Sue Ferguson-Fry planned—and participated in—a few celebrations during her days with Hilton Corporation in California.

'I need HELLLLLP!!!!'

Kemble Spearheads 'Deck the Hall' Project, Solicits Help from MPI

By Gracie Hilton
The Write Stuff

Steve Kemble (Event Design) has a new project — Christmas decorations at Dallas City Hall.

Everyone who reads Dallas newspapers knows about Steve Kemble. His name, face, favorite party ideas or current projects are constantly "in the news."

"Do you know *every* staff writer and columnist at the *Dallas Morning News*?!" someone asked him recently.

As Dallas lobbied to host the '94 World Cup soccer games, we saw Steve welcoming decision makers with convincing signs.

At the height of Desert Storm we saw Steve hanging huge yellow ribbons near Dealey Plaza as reminders of U.S. service members in the Middle East. As Desert Storm wound toward an end, Steve was there again, planting thousands of American flags to welcome servicemen home from the Persian Gulf.

And those are just three among scores of mentions in Dallas-area newspapers about Kemble's latest project.

Recently we read—for probably the tenth time in two years—about Steve's vision for downtown Dallas to be properly decorated for the holiday season.

"Have you SEEEEEEEEN our city's downtown Christmas decorations?! They're AAAAAWFUL!" says this man who speaks in capital letters, elongated syllables and exclamation points.

Kemble's big dream is to see downtown Dallas buildings draped with huge banners that will "look like a sea of stained-glass windows. It will be BEAUUUUUUTIFUL!!!!!" he says.

The idea for "generic holiday" banners — colorful draping that will be suitable for holidays, celebrations and

festivals of all types — has drawn praise from many Dallas leaders. Trammell Crow recently donated a feasibility study, and the idea is still very much alive, reports Steve.

Draping Dallas—another story in itself—awaits a more favorable economic period, "but decorating City Hall is doable NOWWW," says Steve. "We're gonna do it for FREEEEE!"

"There have NEEEVER been holiday decorations in City Hall,"



Steve Kemble —described by Dallas Morning News columnist Larry Powell as a man "whose lifework is celebrations"—enlists the assistance of D/FW MPI chapter members to 'Deck the (City) Hall' in downtown Dallas.

explains Steve. "None. Zero. ZIIIP! Hundreds and hundreds of Dallasites visit this building every day—in December, too; no Christmas decorations?!—that's SAAAAAD!"

Steve has been working with Doranda Day, special events coordinator for the Dallas Parks and Recreation Department. The two have decided to deck the hall with lots of trees plus giant 72-inch wreaths.

Kemble is soliciting donations of decorations, time and creative talent

from D/FW MPI chapter members.

"I just KNOOOOOW the stuff we need is among our MPI group," says Steve. "I bet we have dozens and dozens of party planners who have big cartons and warehouses FULL of lots of GORRRRGEIOUS decorations they're just DYYYYING to donate to the City Hall project!!!!"

Kemble emphasizes that the decorations don't have to be new: "We can take old, or previously used stuff and spruce it up with new bows and ornaments and such; we can work MIIIIIRRRACLES!!!!"

The only requirements: the donated decorations must be flame-retardant.

So far, Linda Sergeant (Bill Reed Decorations) has responded to Kemble's plea for help— and he's confident other MPI chapter members will follow suit.

"What a TERIFFFFIC project for all of us in the hospitality industry!!!!" he says. "And if our members don't have decorations, we still need their time and creativity to pull this off."

Steve will spearhead the project to assemble and spruce up the decorations, but the city's general services department will do the actual "hanging of the green."

Borrowing MPI President Mary Cowart's theme for excellence in our chapter, Steve urges our membership to "Get into the ACT."

"With Achievement, Contribution and Teamwork, we'll deck the hall, and have lots of FUUUUUUN doing it," says Kemble.

Steve has enthusiasm for every project he undertakes. That enthusiasm is contagious. City Hall will be alive with Christmas

decorations this holiday season. No doubt. Will you help?

Because the decorations need to be in place by Thanksgiving weekend, time is of the essence. Steve encourages you to give him a call, ASAP, at 214-943-5949—by October 22, for sure.

Or, volunteers can visit with him personally at the reception prior to the October MPI meeting. He'll be a host at the event featuring "Impact!—World Cup Soccer," another of his projects.

He'll be looking for YOOOOOU!!!!

Heard it through the Grapevine...

By Ken Cohen
Cohen's Casino Parties

Anita Selgers of the *Adolphus Hotel* gave birth to a baby girl on September 3. Hanna Elizabeth weighed in at 6 pounds, 8 ounces, and measured 20 inches in length. **Gall Lemaire** won the "pot" at the *Adolphus* for coming closest to guessing the baby's date and time of birth, sex and weight.

Also in the gambling news is **Ken Cohen**, who is in the gambling (party) business professionally through *Cohen's Casino Parties*. Ken recently won \$1000 in the lottery after purchasing two tickets, which he does weekly. He was playing the "Texas Two Step" and hit it for the maximum.

In times of cutbacks it's encouraging to see that someone is hiring. *Omni Hotels* just opened a national sales office in Las Colinas and hired three MPI members: **Erin Donohue** (formerly with the *Omni Melrose*), **Vicki Tomboni** (formerly with the *Fairmont*), and **Kathy Senese** (formerly with the *Omni Mandalay*).

Luana Stoutmeyer of *Center Stage Band* acquired a daughter-in-law when Luana's son Sean married September 5. Sean is at the Navy's Advanced Electronics School in Waukegan, Illinois. His bride, Susan Yarbrough, is a senior at Texas A&M.

Peter Studebaker of *Magic Tradeshow Promotions* was interviewed to appear on Bill Cosby's new show, "You Bet Your Life." Stay tuned.

Michelle Clough of *Computer Language Research* gave birth to a baby girl on September 8. Jordan Alexandra weighed 8 pounds, 3 ounces, and measured 21 inches long.

According to an executive at the *Anatole*, **Sally Gibbons** will be hearing wedding bells in the near future.

Danny Smith is now convention service manager at the *Omni Mandalay*. Danny was formerly with the *Harvey D/FW*.

Carolyn Carey of *Fidelity Union Life Insurance Company* is a grandmother!

Smart Idea! Advertise in the *Current*!

QUESTION: What reaches almost 600 people monthly and increases your company's recognition among professionals in the meetings industry?

ANSWER: An advertisement in the *Current*, the newsletter that chronicles the activities of the Dallas/Fort Worth chapter of Meeting Planners International!

When planning your 1993 budget, be sure to include a few digits for an ad in the *Current*. (A \$500 investment for a sponsorship ad will bring your company a full-page ad on the inside back cover, plus two prominent mentions on the front page!) People remember what they see and read. Don't miss this opportunity to showcase your business or service through the *Current*!

Current Advertising Rates & Information

SIZE	PER ISSUE	YEARLY RATE	MEASURE
Full Page	\$500	\$250	7 1/2" x 9 1/4"
Two-Thirds Page	\$400	\$200	7 1/2" x 6"
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To place ads, contact Stephanie Davis, *Current* advertising chair (214) 851-2016; or Lesley Meyer, vice-president of public relations (214) 401-0210.

Her daughter Carla, an Aggie, and Carla's husband Barry, also an Aggie, presented Carolyn with an 8 pound, 2 ounce Aggie granddaughter, Lindsey, on August 24.

Steve Kemble of *Steve Kemble Event Design* was mentioned in the *Dallas Morning News* on August 24 for his part in chairing the effort to decorate City Hall with Christmas trees. This work is being done on behalf of the City of Dallas and volunteers are needed. (See related story on page 8.)

Lisa South of *Ducky-Bob's Party Rentals* celebrated one of those "special" birthdays when she entered the realm of real adulthood last month. Ask to see the video from her surprise 30th birthday party.

Gall Lemaire of the *Adolphus Hotel*, recovering from recent surgery, sends thanks to all MPI friends who remembered her with phone calls, cards, flowers and notes.

Karen Spika of *Graphic Concepts Group* gave birth to a baby girl on August 12. Natalie Paige weighed 8 pounds, 4 ounces, and measured 21 inches long.

Keep up with personal news about fellow MPI chapter members — job changes, promotions, awards or special recognitions, weddings, births, and, of course, lottery winners! — 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 is Member-Friendly at Third Annual Trade Show

By Kim Kelley, CMP
The Tower Club

"Members and member-volunteers are the lifeblood of every non-profit organization," said Randy Pennington, speaker at the September chapter meeting at the Embassy Suites Hotel. MPI tapped into that lifeblood at the third annual MPI Natural Resources Trade Show preceding the luncheon meeting. The show encouraged committee members to become more involved.

The trade show proved to be our best yet. Chapter committees showed off their creativity as they vied for prizes and the title of "Best." The program committee and membership committee both walked away with West End Pub Crawls for their efforts.

The trade show also saw the "kickoff" of our chapter's newly rejuvenated Job Bank. As in the past, MPI's International Headquarters was represented among the trade show booths.

A delicious luncheon was served as Bill Boyd, CMP, brought news from the International Board of Directors. According to Bill, MPI continues to expand in both size and in scope with the addition of new chapters in Europe, Canada and here in the U.S. Boyd also reported that an accredited two-year degree in travel and tourism is being proposed through the Richland College program.

Pennington's presentation left us with several great ideas. Central to his talk was his "law of reciprocity"—what one gets out of an organization is directly proportional to what one puts into it. He encouraged chapter leaders to establish trust and build commitment among the membership.

After the meeting, Pennington conducted the Executive Workshop on Leadership. The workshop sold out, and several had to be turned away for lack of space.

Many thanks to all who donated the great prizes that were awarded to lucky members: Randy Pennington, (our guest speaker), Steve Kemble (Event Designs), Marsha Singer (Executive Connection) and Michelle Sanseverino (MPI Headquarters).

Thanks for a lovely venue and great lunch to Diane Bower and the staff of Embassy Suites. Kudos to Linda Sergeant (Bill Reed Decorations) for the signage, and pats on the back to all of those hard-working meeting co-chairs: Gail Lemaire (The Adolphus Hotel), Marilyn Manby (Sunbelt Motivation & Travel, Inc.), Marsha Singer (The Executive Connection, Inc.) and Mary Cain (Texas Bundles).

The September meeting saw record attendance, thanks to the work of the Membership committee's phone tree. (Better make your RSVP for the next meeting early!)



LEFT: Out of a job? Looking for a new challenge? Your first stop should be MPI's Job Bank. Committee members are **Carolyn Carey** (Fidelity Union Life Insurance Company), **Amanda Ogelsby** (The Aerobics Center), **Marilyn McGuire, CMP** (National Athletic Trainers Association) and **Kristen Hanson** (The Mansion Hotel).



Patricia Tripp, CMP (Princess Cruises & Tours) and **Lesley Meyer, CMP** (Sunbelt Motivation & Travel, Inc.) encouraged participation in the chapter's public relations programs.



LEFT ABOVE: **Paige Garrett** (DalCity Associates) promotes the Professional Growth Awards program with props provided by **Ken Cohen** (Cohen's Casino Parties).



Marsha Singer (The Executive Connection, Inc.), **Mary Cain** (Texas Bundles) and **Marilyn Manby** (Sunbelt Motivation & Travel, Inc.) were co-chairs for the September meeting. Not pictured is co-chair **Gail Lemaire** (The Adolphus Hotel), who is recovering from recent surgery.



LEFT: Embassy Suites hosts for the September meeting were staff members Diane Bower (sales manager and MPI member), P. Jon Mitchell (sales manager), Lee Witherow (general manager) and Eileen Corrigan (director of sales).

RIGHT: O.D. O'Donnell (Nightlife Talent and Management Agency) and Alex Vurpillat (Carey Transportation) talked to members and guests about volunteer opportunities.



Photos by Mark Lazarow Photography



ABOVE: Current MPI President Mary Cowart (Meeting Consultants), and immediate past president Lisa South, CMP (Ducky-Bob's Party Rentals), greet members and guests at the Council of Past Presidents booth.

BELOW: Fred Knieberg, CMP (retired member) and Judy Love Rondeau (Canadian Consulate General) visit in the gazebo of the Embassy Suites atrium.



LEFT: The award-winning program committee booth was one of the most active—and loudest!—at the fair. Participants included Sherri Cook (Sherri Cook & Associates), Lori Farris (Pomodoro), Steve Kemble (Event Designs), Debra Williams (Big Spur) and Todd Richter (Escoffier at the Dallas Convention Center).

BELOW: Diane Smith, CMP (Alcon Labs), Charlotte Merrill-Davis (Event Source Professionals, Inc.) and Stan Heller (Silverleaf Marketing) "manned" the Membership Booth, which was a prize winner in the MPI Natural Resources Trade Show.



MPI

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