

# MPI

MEETING PROFESSIONALS INTERNATIONAL®

Committed to Educational Leadership

# CURRENT

Meeting Professionals International

April 1997

Dallas/Fort Worth Chapter

## President's Message June: a Big Month for MPI D/FW

Many thanks to The Kids Charity Ball Chair Greg Pynes (Hand & Associates) and the entire TKCB Committee for another memorable, record-breaking event staged by the greatest chapter in the world!

Thanks to all chapter attendees, especially those who volunteered their time to work that evening and to chapter member sponsors! Read more about this special event on pages 12-13.



Mary Lynn Novelli, CMP  
Sterling Hotels &  
Resorts  
D/FW Chapter President

With TKCB 1997 behind us—there's much to look forward to!

June, the anniversary of the MPI D/FW Chapter's 20th year, is chock-full of celebrations and activities.

We'll begin the year-long celebration at the annual Awards Gala June 26! In addition to the annual awards, membership pins—a first!—will be awarded to chapter members who have been in MPI for 5, 10, 15 and 20 years.

Another special June event is the Texas Education Conference June 27-28.

Look forward to an excellent educational and networking opportunity. Attendees will be planners and suppliers from the other two Texas chapters, Hill Country and Houston, as well as the chapters from surrounding states.

See page 7 for more information.

## Scott & Carole Murray Receive 'Barrett Award for Loving Kids'



Carole and Scott Murray, center, were honored as recipients of the "Bill & Angela Barrett Award for Loving Kids" at The Kids Charity Ball 1997. Also pictured are TKCB '97 Chair Greg Pynes (Hand & Associates) and Mary Lynn Novelli, CMP (Sterling Hotels & Resorts).

Lights! Camera!  
AUCTION!

The Kids  
Charity Ball '97

benefits:

- Love for Kids
- Bryan's House
- Genesis Women's Shelter
- Weekend to Wipe Out Cancer
- Richland College Scholarship Fund

see pages 8-9

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# CURRENT MPI

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#### MISSION STATEMENT

Meeting Professionals International is the pivotal force in positioning meetings as a primary communication vehicle and a critical component of an organization's success. Meeting Professionals International leads the meetings industry by serving the diverse needs of all people with a direct interest in the outcome of meetings, educating and preparing members for both their changing roles and validating relevant knowledge and skills, as well as demonstrating a commitment to excellence in meetings.

The *CURRENT* is published 12 times yearly for the D/FW Chapter of Meeting Professionals International, the industry's leading educational and networking resource in meetings management. Statements of fact and opinion are the responsibility of individual writers and do not imply collective opinion of the officers or members of MPI.

## Upcoming MPI Events

**April 15, Tuesday**  
Super Session w/ Hattie Hill  
Le Meridien  
6:00 p.m.

**April 17, Thursday**  
Program Committee Meeting  
Omni Richardson Hotel  
5:30 p.m.

**April 18, Friday**  
May *CURRENT* deadline  
copy due by 5 p.m.

**April 22, Tuesday**  
Education Committee Meeting  
Annuity Bd. 2401 Cedar Springs  
11:30 a.m.

**April 24, Thursday**  
**D/FW MPI Monthly Meeting**  
**Omni Richardson Hotel**  
**"Revolutionize Your Writing"**  
**11:30 a.m.**

**April 28, Monday**  
Public Relations/Marketing Committee  
IGNITION 201 Regal Row  
6:00 p.m.

**May 1, Thursday**  
Mentor Committee Meeting  
Sunbelt Motivation & Travel  
12:00 p.m.

**May 7, Wednesday**  
CMP Study Course  
Hackberry Creek Country Club  
6:00 p.m.

**May 13, Tuesday**  
Membership Committee Meeting  
Grand Kempinski  
5:30 p.m.

**May 14, Wednesday**  
D/FW MPI Board Meeting  
5:00 p.m.

**May 14, Wednesday**  
CMP Study Course  
Hackberry Creek Country Club  
6:00 p.m.-8:00 p.m.

**May 15, Thursday**  
Program Committee Meeting  
5:30 p.m.

**May 19, Monday**  
Public Relations/Marketing Committee  
IGNITION 201 Regal Row  
6:00 p.m.

**May 21, Wednesday**  
PODs Chair Committee Meeting

**May 21, Wednesday**  
CMP Study Course  
Hackberry Creek Country Club  
6:00 p.m.-8:00 p.m.

**May 22, Thursday**  
**D/FW MPI Monthly Meeting**  
**Renaissance Austin Hotel**  
**6:00 p.m.**

**May 27, Tuesday**  
Education Committee Meeting  
Annuity Bd 2401 Cedar Springs  
11:30 a.m.

**May 28, Wednesday**  
CMP Study Course  
Hackberry Creek Country Club  
6:00 p.m.-8:00 p.m.

**June 4, Wednesday**  
CMP Study Course  
Hackberry Creek Country Club  
6:00 p.m.-8:00 p.m.

Calendar compiled by **O.D. O'Donnell** (Nightlife Talent & Management Agency), 214-691-4417

—Please refer to the calendar before scheduling any committee meetings.—

## CURRENT Deadlines



ISSUE	DEADLINE
May	April 18, Friday
June	May 16, Friday
July	June 6, Friday
August	July ?, Friday

# MPI

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4455 LBJ Freeway • Suite 1200  
Dallas, Texas 75244-5903  
972-702-3000  
FAX: 972-702-3070  
<http://www.mpiweb.org>

## April Meeting Highlights

# Learn How to 'Revolutionize Your Writing'

Arm yourself with new writing skills at the April 24 MPI D/FW Chapter meeting. Jay Jones of Business Letters Unlimited will discuss "Revolutionizing Your Writing" at the luncheon meeting at The Omni Richardson Hotel (Campbell Road and Central Expressway).

A professional speaker, trainer, author and business letter expert, Jones is the owner of Business Letters Unlimited, a training firm based in Arlington, TX.

He is the author of *Business Letters That Get Results*, a book honored by *Success* magazine as an "Editor's Choice" in its 1994 selling issue.

A trainer for 15 years and a professional speaker for 10, Jones speaks on business writing to companies and associations throughout the United States. Clients include Fortune 500 companies.

Focusing on changing writing skills, Jones—who holds degrees in both law and business—challenges "straight-jacket writing habits" and shares fresh ideas "that will energize writing and revolutionize the way you write letters."

April committee members are Marsha Singer (The Dallas Directory), Ginny Paxton, (Ginny's Gifts) and Patty Stern (Five Star Limousines).

## MPI

MEETING PROFESSIONALS INTERNATIONAL  
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April D/FW Chapter Meeting

### "Revolutionize Your Writing for More Powerful Business Letters"

—featuring Jay Jones—

Thursday, April 24

Omni Richardson Hotel  
701 E. Campbell Road, Richardson  
972-231-9600

11:00 a.m. Orientation for New Members & Guests—Davinci Room 1  
11:15 a.m. Hall of Fame & Program Committee Photo—Foyer outside Salon D  
11:30 a.m. Registration and Reception—Foyer outside Salon D  
12:00 p.m. Lunch and Program—Salon D,E,F&G

—Complimentary Self Parking—

R.S.V.P. to Joe  
by noon, Tuesday, April 22  
•phone 972-233-9107 x203  
•FAX 972-490-4219  
•74742.1725@compuserve.com

Advance Registration \$24  
Late Registration \$32  
Guest Registration \$27

### Chapter 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).

### Alcohol Policy MPI D/FW Chapter

The D/FW Chapter of MPI recognizes and supports the many legitimate uses of alcoholic beverages in the process of conducting our business and social activities. As a chapter, we also recognize that the use and consumption of alcohol at our functions carries with it the requirement to consume those beverages responsibly and in keeping with our professional code of ethics and conduct. We strongly oppose the abuse and misuse of alcohol. We further support those efforts that seek to inform our members of the issues concerning alcohol use and in offering assistance to any members seeking further information and/or assistance either personally or professionally.

### April Host Facility The Omni Richardson Hotel

The Omni Richardson Hotel is situated at the heart of the dynamic Richardson/North Dallas Telecom Corridor at North Central Expressway and Campbell Road.

This convenient location gives business and leisure travelers easy access to virtually all of the North Dallas area.

This elegant luxury hotel offers guests and planners the finest in rooms, exquisite dining experiences, full recreation and leisure options and complete meeting facilities. The proximity to dozens of clubs, theaters and shops in North Dallas make the stay one of a kind.

Guests will find plenty of free parking surrounding the hotel.

### Leavin' on a Jet Plane!

May 22, Thursday evening

D/FW MPI Monthly Meeting  
Renaissance Austin Hotel

Limited Seating • "Members Only"



# MPI D/FW Membership Tops 700; Chapter Welcomes 18 'New Kids on the Block'

*This New Member listing is according to MPI International Records as of 2/20/97*

**Sherry L. Delagarza**  
Int'l SL1 Users Assn  
9461 LBJ Freeway, Suite 122  
Dallas, TX 75243  
972/680-2701  
972/680-1312 (fax)  
Planner

**Amanda Eddings**  
Spear I Productions Inc.  
5485 Belt Line Road, Suite 380  
Dallas, TX 75240  
972/661-3995 x23  
972/934-9730 (fax)  
Planner

**MT Gandt**  
A Bunch of Grapes  
302 Fairway Court  
Dallas, TX 76087  
817/441-9575  
972/279-0500 (fax)  
Planner

**Jan Hall**  
Central & Southwest Corp.  
1616 Woodall Rogers Fwy M/S 7PLA  
Dallas, TX 75202  
214/777-1515  
214/777-2939 (fax)  
Planner

**Dara Hall**  
Event Source Professionals Inc.  
1600 Airport Freeway, Suite 407  
Bedford, TX 76022  
817/267-6698  
817/571-7858 (fax)  
Planner

**Katherine E. Hines**  
The Melrose Hotel  
3015 Oaklawn Avenue  
Dallas, TX 75219  
214/521-5151  
214/521-9306 (fax)  
Supplier

**Fawn M. Houk**  
Hyatt Regency Lake Tahoe  
P.O. Box 3239  
Incline Village, NV 89450-8239  
702/832-3287  
702/831-7508 (fax)  
Supplier

**Milis Jones**  
i2 Technologies  
909 East Las Colinas Blvd.  
Irving, TX 75039  
214/860-6456  
214/860-6060 (fax)  
Planner

**Marina A. Klein**  
Wyndham Garden Hotel  
2015 Market Center Blvd.  
Dallas, TX 75207  
214/742-8686  
214/651-1608 (fax)  
Supplier

**Shay D. Lary**  
MCI Planners  
2245 Keller Way  
Dallas, TX 75006  
972/417-3273  
972/416-9091 (fax)  
Planner

**Renee W. Ledezma**  
Dallas County Dental Society  
4100 McEwen, Suite 141  
Dallas, TX 75244  
214/386-5741  
214/233-8636 (fax)  
Supplier

**Sandy A. Mukitarian**  
Destination Quebec  
2329 Oakcrest Drive  
Garland, TX 75044  
972/414-7013  
972/495-7660 (fax)  
Supplier

**Elly S. Paulsen**  
Freeman Decorating  
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Dallas, TX 75248  
972/503-0567  
Supplier

**Leigh Ann Runyan**  
Pepsico Food Systems  
14841 Dallas Parkway  
Dallas, TX 75240  
972/338-6761  
972/338-6915 (fax)  
Planner

**Jaynie Schultz**  
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9241 LBJ Freeway  
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972/680-8679  
972/690-9318 (fax)  
Supplier

**Eric Sickman**  
Hyatt Regency DFW  
DFW Airport International Pkwy  
Dallas, TX 75261  
972/615-6810  
972/615-6825 (fax)  
Supplier

**Brian N. Smiley**  
Yellow Rose Touring & Special Events  
1950 Stemmons Frwy, Suite 2046  
Dallas, TX 75207  
214/746-3780  
214/746-3786 (fax)  
Planner

**Carla L. Williams**  
Texins Association  
13900 N. Central Expy, MS324  
Dallas, TX 75243  
972/927-3037  
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# 76 Industry Professionals Attend Inaugural Texas LAD in Austin

By **Steven G. Foster** (Gray Line of Dallas/Fort Worth)  
Government Affairs Committee Chair

The inaugural "Texas Travel, Tourism and Meetings Industry Legislative Action Day" (Texas LAD) was a tremendous success, an achievement due in large part to the efforts of the MPI D/FW Chapter.

Seventy-six industry professionals representing 14 associations attended the Feb. 26 event in Austin, marking the first time Texas associations spoke in a unified voice to lobby state legislators on behalf of our industry.



**Steven G. Foster**  
Gray Line of DFW

As state chairman of the event, I was privileged to watch this effort unfold and take shape. Our goal from the start was education—carrying the important message of Texas travel, tourism and meetings to Austin.

We also focused on tackling the tough issue of revisions to the hotel tax code, primarily House Bill 92, introduced by Republican Kim Brimer, which seeks to raise taxes on automobile rental and hotel occupancy rates at the local option to fund the building a new sports arenas. The proposed increase on car rentals could be as much as one-half of one percent, while the increase in hotel occupancy would be up to \$5 a day.

The results of our legislative visits have yet to be counted, but many legislators expressed support for the industry and appreciation for our visit. Speaker of the House Pete Laney met with the Texas LAD executive committee and was especially helpful.

This historic event would not have happened without the commitment and participation of the MPI D/FW Chapter members who gave their time and talent to this effort.

President **Mary Lynn Novelli, CMP** (Sterling Hotels & Resorts) made government affairs and industry advocacy an important part of her "Focus On The Vision" campaign for this chapter.

President-Elect **Greg Pynes** (Hand & Associates), served as event coordinator. His knowledge of the legislative process ensured our efforts would be both authoritative and successful.

**Phil Crouse** (Philip C. Crouse & Associates), chair emeriti, brought his considerable experience as a member of the MPI International Government Affairs Committee to bear on this project.

**Lee Ann Harle** (Renaissance Meetings & Incentives), **Donna Johnson** (Super Shuttle) and **Bill Gilchrist** (DFW Lakes Hilton) served as team captains. Each was responsible for making the legislative contacts and presenting the issues during each of the visits. Their grassroots involvement embodied the spirit of the event.

Several MPI D/FW chapter members joined us in Austin, lending their professional expertise to the effort. Many thanks to **Debbie Meyers** (Bravo Entertainment), **Peg Wolschon** (Kerrville Bus Company), **Steve Kemble** (Steve Kemble Event Design), **Joel Hueske** (MPG Meeting Planners Guide), **Mark Thompson** (Southfork Ranch Event & Conference Center), **Ann Renneker** (Dallas Market Center), **Kristy Sartorius** and **Stacy Girard** (Wyndham Anatole), and **Greg Elam** (Dallas Convention & Visitors Bureau). Their presence made a valuable statement to the members of the Texas Legislature.

Please express your thanks to these talented individuals who traveled at their own expense to Austin to speak on your behalf.

Thanks to everyone involved in The Texas LAD, which has been a huge leap forward for our industry in Texas. We embarked on a project that many said could never be pulled together—they just didn't count on people as dedicated and professional as those who made this event a reality!

## MPI

MEETING PROFESSIONALS INTERNATIONAL®

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# EDUCATION NEWS

## Educational Programming to Merge with PO<sup>4</sup>Ds, Evolve into Workshops

In an effort to enhance chapter educational opportunities by bringing more programs to more people—through multiple presentations in various geographical areas—the Chapter Board of Directors recently passed a resolution to merge the Good Morning MPI and Brown Bag Committees with the PO<sup>4</sup>D program.

At the same time, the Board created the Education Workshop Committee to work in conjunction with the PO<sup>4</sup>D director and chairs to develop educational workshops.

“Essentially, all education programs will operate under the PO<sup>4</sup>D umbrella,” said Vice President/Education Susie Carr, CMP (Annuity Board of the SBC). “GM-MPI and Brown Bag committees will assist the PO<sup>4</sup>Ds in program development for the remainder of this year and then meld into the Educational Workshop Committee this summer.”

The PO<sup>4</sup>D program was established two years ago in an effort to reach more people by offering educational programs in various geographical regions throughout the metroplex.

PO<sup>4</sup>D Director Tony Cummins (Adam’s Mark Hotel) will chair the Education Workshop Committee and continue to lead the PO<sup>4</sup>D program operations.

“Now that we have established the PO<sup>4</sup>D program as a vehicle to offer work-

shops to specific geographical areas, there is less need to have separate committees to plan workshops,” Cummins said. “We can now do a better job of coordinating dates and topics.”

Both breakfast and luncheon workshops will still be offered, but they will be publicized as PO<sup>4</sup>D programs and directed at target markets.

Some programs will require a nominal charge to cover costs.

However, any MPI member is welcome to attend any PO<sup>4</sup>D program, anywhere in the metroplex, Cummins emphasized.

The Board of Directors expressed appreciation to Marti Fox (BTI Americas) and Linda Vest (State Farm Insurance) who chaired the Good Morning MPI and Brown Bag Committees, respectively.

“Marti and Linda and their committee members have done a great job this year and their work is much appreciated,” said Carr.

### MPI

MEETING PROFESSIONALS INTERNATIONAL®  
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*D/FW Chapter  
Annual  
Awards Gala  
June 26, 6:30 p.m.  
Adam’s Mark Hotel  
Dallas*

*Celebrating a year of success  
and our 20th Anniversary!*

*Celebrating...  
Committee Involvement  
Galleria Gold Recruiting Winners  
Suzie Fiveash Winner  
Host Facility of the Year  
Program of the Year  
International Award Winners  
Planner of the Year  
Supplier of the Year  
Rising Star*

## CMP CORNER

### Congratulations to New MPI D/FW CMPs!

Janet Buttimer, CMP (Travel Trade Marketing, Inc.)

Dottie Duke, CMP (The Worthington Hotel)

Julie Johnson, CMP (Lennox Industries)

Rebecca McClanahan, CMP (Hyatt Regency DFW)

Debbie Rubin, CMP (The Worthington Hotel)



*Cyndi Martinez, CMP  
CMP Liaison*

### Study Opportunities for June 21 CMP exam

The next CMP exam is scheduled for June 21.

CMP Study Group sessions are **May 7, May 14, May 21, May 28, June 4 and June 11** (all Wednesdays), 6-8 p.m. Sessions will be held at Hackberry Creek Country Club, 1901 Royal Lane, Irving, Texas.

The **CMP University** will be held at the Stoneleigh Hotel Friday, **June 13**, 1:00 p.m.-5:00 p.m. and Saturday, **June 14**, 8:30 a.m.- 5:00 p.m. The Stoneleigh is situated at 2927 Maple Avenue, Dallas, Texas.

## Hands-On Technology Institute



*sponsored by MPI D/FW Chapter*

Learn to use your computer and software with courses specifically designed for the meeting professional! The Hands-on Technology Institute is a series of 14 all-day (Saturday), intensive courses geared toward the meeting professional. And the price is right! Comparable courses cost more than twice as much—for fewer hours of instruction! May 17 & May 31 classes meet at Richland College, 12800 Abrams Road, Dallas. All other classes meet at American Airlines Sabre Training Center, 4200 American Blvd., Ft. Worth.

Internet-Using it for Business	May 17
MPINet	May 31
Computer Basics/Windows Applications Beginner	June 14
Computer Intermediate - Networks & Laptops	June 21
Windows 3.1 vs. Windows '95	July 12
Meeting Mgmt. Software (Peopleware, Trak, Prosoft, Lotus Notes)	July 26
MS Excel for Windows 7.0 on Win '95 Beginner	August 16
MS Excel for Windows 7.0 on Win '95 Intermediate/Advanced	August 23
MS Word for Windows 7.0 on Win '95 Beginner	September 6
MS Word for Windows 7.0 on Win '95 Intermediate/Advanced	September 20
MS Access 7.0 on Win '95 Beginner (Event Mgmt. Software)	October 4
MS Access 7.0 on Win '95 Intermediate/Advanced (Event Mgmt.)	October 18
MS Powerpoint 7.0 on Win '95 Beginner	November 1
MS Powerpoint 7.0 on Win '95 Intermediate/Advanced	November 15

for more information or to register for classes:  
O.D. O'Donnell (Nightlife Talent & Management Agency) • 972-691-4417

Texas Education Conference

# TEC

*a joint effort of the  
Texas MPI Chapters*

MPI Hill Country • MPI Houston Area • MPI D/FW

June 27-28

DFW Lakes Hilton  
Dallas

*... an affordable, in-depth education and  
networking opportunity for MPI members*

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Customer Service*

*Hotel Revenue Strategy*

*PowerPoint Presentations*

*Hotel & Facility  
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*Creating Unique Special Events*

*Gaining the Competitive Edge  
with the Internet*

*MPINet*

*The Power of Persuasion*

*...and more!*

*Friday Early Bird Sessions*

*Golf Tournament*

*Hotel Revenue Strategy*

*PowerPoint Presentations*

*For more information:*

*Betty Garrett, CMP, 972-513-0054*

*Sally Goldesberry, CMP, 281-335-1362*



**Good Morning, MPI!**

What a great way to wake up in the morning! Earlene Fogle, C.C.H.T., center, conducted a recent "Good Morning, MPI" workshop at the Westin Galleria. Marti Fox (BTI Americas) and Paige Braun (The Conventioneer) were among 32 participants who enjoyed Fogle's presentation on "Goals and the Mind/Body Connection."

# The Kids Charity Ball 1997



*Photos by  
Mark Lazarow  
Photography*







## The Kids Charity Ball

### Many Thanks to the Following 1997 Sponsors

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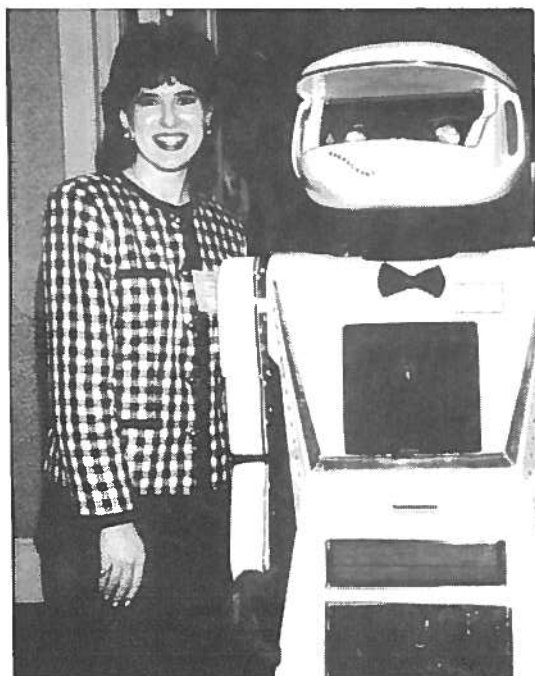
## March Meeting Highlights

# MPI D/FW Focuses on the Dawn of a New Millenium and Honors the Dallas Police Force



"Are you prepared to shape a century?" asked motivational speaker, author and business consultant **Gerry Reid** (Gerry Reid Speaking) at the March chapter meeting. Reid, a member of MPI D/FW, emphasized, "The way we do business over the next eight years will dramatically affect the future of the meetings and hospitality industry."

**Photos by  
Mark Lazarow  
Photography**



**Anna Squire** (Harvey Hotel Plano) visits with an enameled visitor from Robots 4 Fun.



Enjoying the pre-meeting reception at Dallas' Sheraton Park Central Hotel were **Pamela Dalton Deutsch** (Dallas Zoo), **Dayria Tooley**, **Katy Brinson** (Dipert Coaches), and **Karen Hamilton** (Dallas Zoo).



Dallas Police Chief **Ben Click** introduced Police Office of the Month Detective **David Singer** and his wife, **Joy**. Singer, a member of the Dallas Police Force for 19 years, was recognized for outstanding performance as well as commitment to community involvements.



Vice President/Programs **Cindy Hamilton** (Cityplace Conference Center) expresses thanks to the chefs and culinary staff at host hotel Sheraton Park Central.



March Program Committee members **Sally Bresnahan** (American Airlines Training & Conference Center) and **Bernay Porter** (IAEM) chat with facility host **Connie Allen** (Sheraton Park Central). Program speaker **Gerry Reid** (Gerry Reid Speaking) also served on the Program Committee.

## Hall of Fame

*Please salute the following companies and individuals for their contributions to the March meeting at the Sheraton Park Central Hotel.*

Sheraton Park Central  
**Connie Allen**  
Facility & Robots 4 Fun

North Haven Gardens  
**Sally Moore**  
Centerpieces

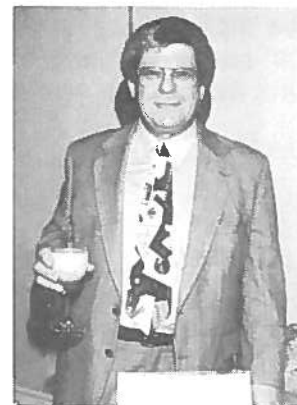
Frozen Beverage Concepts  
**Mike Miller**  
Reception Frozen Beverages

Gerry Reid Speaking  
**Gerry Reid**  
Speaker

AVW  
**Eric Meyers**  
Audio Visuals

Appointments  
**Esther Wigley, CAS**  
Favors

Encore Productions  
**Luanna Stoutmeyer**  
Reception Music



**Mike Miller** (Drinks Fantastic) provided tasty non-alcoholic frozen drinks for the pre-meeting reception.

**Photos by  
Mark Lazarow  
Photography**



**Sally Moore** (North Haven Gardens) provided spring floral centerpieces.

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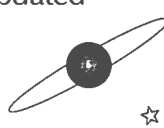
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## Star of the Month



"Star of the Month" is a recognition program honoring chapter members for involvement in committees and special programs. All Stars of the Month are eligible for a special drawing for two educational scholarship awards to attend the MPI International Conference or other MPI educational opportunities.



**Scott Hawkins**  
Personal Excellence, Inc.

Scott Hawkins is president and CEO of Personal Excellence, Inc. A relatively new member of MPI, he has jumped into active participation. Hawkins is a member of the registration committee for the monthly meetings, a member of The Kids Charity Ball committee, a pinch-hitter for the monthly Member Orientation program, and a member of the Star of the Month Committee ("inadvertently" left out of the voting procedure for this month's honoree). Hawkins was the guest speaker for the February monthly meeting in Fort Worth.



To nominate a Star of the Month, call Paige Braun (Dallas Conventioneer), 214-691-8073.

## Heard it through the Grapevine!



**O.D. O'Donnell**, Nightlife Talent & Management Agency, was recently named president-elect of HSMA.



**Patricia Ewig** was recently awarded a certificate of appreciation from Le Meridien Dallas for exceeding her quarterly goals.



**Jyll Bishop** was recently named Regional Marketing Executive for the Camberly Gunther Hotel in San Antonio.



**Wendy Foster**, Circle R Ranch, and husband **Steven Foster**, Gray Line of Dallas/Fort Worth, are expecting a baby.

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 Mary-Therese Gnadt (972-866-8640, FAX 214-724-0932, or [gnadt@airmail.net](mailto:gnadt@airmail.net)) about items of interest for this column. Please submit photo ("head shot") with your news item.

# MPI D/FW Chapter Board Notes

## March Highlights

### Chapter Advertising Efforts

The board approved a motion to research outsourcing chapter advertising efforts.

*V.P./Administration Linda Sergeant*

### Finance Seeks Laptop Computer

The board agreed to research the cost of investing in a chapter laptop computer to reside with the Vice President of Finance and house chapter financial and other important information. The computer would also be available as needed for other chapter use to be checked in and out by the VP of Finance, Melissa Parks, CMP.

*V.P./Finance Melissa Parks, CMP*

### Texas Education Conference

Plans are underway for a joint education conference for all Texas MPI members, the Texas Education Conference, which will take place in Dallas June 27-28.

*President Mary Lynn Novelli, CMP*

### NEW POLICY

#### Voting on Chapter Honors

The board voted and approved a motion to amend chapter policies and procedures for selecting Chapter Planner or Chapter Supplier, honors voted on by the board: any board mem-

ber nominated for one of these awards will not be allowed to vote for that particular award.

(This policy should be added to the policies and procedures in the back of the chapter directory.)

*President Mary Lynn Novelli, CMP*

### NEW POLICY

#### Chapter Spokesperson

The board voted and approved a motion to add the MPI International public relations policy to our chapter policies and procedures, which states that the President will serve as the official spokesperson of the chapter, and that the Vice President of Public Relations & Marketing represents the chapter in its relations with the media.

(This policy should be added to the policies and procedures in the back of the chapter directory.)

*V.P./P.R. & Marketing Dana Nickerson, CMP*

### 76 Participate in Texas LAD

Seventy-six industry professionals participated in the inaugural Texas Travel, Tourism & Meeting Industry Legislative Action Day in Austin in late February. This is twice the number of attendees at the first national LAD. Many were new to the process of industry advocacy, but they delivered a strong, unified message to the state legislature.

*Government Affairs Liaison Steven Foster*

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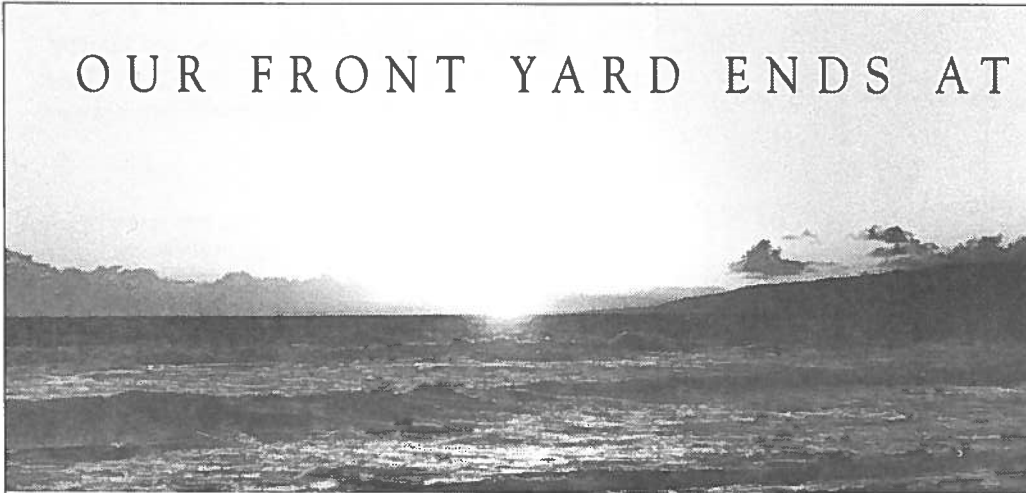
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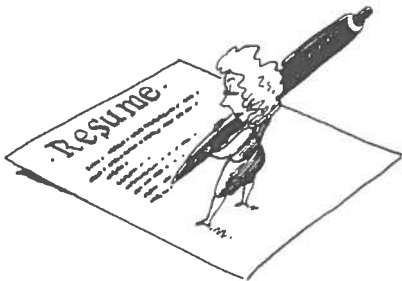
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*Opinion, Please!*

**Q: How do the issues discussed during The Meeting Industry's Legislative Action Day '97 in Washington, DC, affect you and your organization?**



**Lynn Lewis  
Ernst & Young LLP—Meeting Planner**

A: As a meeting planner, all of these issues have their level of importance. However, I feel so very strong about House Bill 92, regarding raising the taxes on hotel occupancy and car rentals to build a new sports arena. The people who stay in these hotels and rent these cars are, for the majority, out of town attendees. Why should they have to pay more money on taxes for something they will more than likely not utilize? If this becomes the case, is Dallas still going to be one of the number one choices in destinations for meetings?



**Martha Fox  
BTI Americas, Inc.—Office Manager**

A: Traveler safety, both individual and for small and large meetings and conventions, has become a hot topic when choosing a destination city and then deciding on a host property. I feel that some cities are very aware of this concern. They have addressed some of their specific problems and are now including this awareness and solutions in their CVB and property collateral. This philosophy needs to grow nationwide.



**Betty Garrett, CMP  
Garrett Speakers Intl. Inc.—President**

A: With tourism growing so rapidly, Congress should take the necessary steps to set up a National Tourism Association. With the numerous airline international gateways now in the United States, tourism is no longer confined to the two or three major metropolitan areas, but does affect the entire United States. Having spent many years in the airline industry and the hospital-ity arena, I believe traveler safety is of utmost importance. Corporations have the manpower and budgets that enable them to keep abreast of the trouble spots in the world. They pass this information along to their travelers so they are able to avoid these areas. This information is usually not available to the general public. Congress should take whatever steps are necessary to see that these kinds of security issues are made public. As a small business owner, business meals are a major part of my expenses. Restoration of the 80% business meal allowance would have a significant effect on my bottom line.

*"Opinion, Please" is a question and answer feature column prepared by Denise Howieson (IGNITION! Creative Group).*

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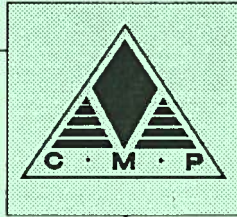


# MPI

MEETING PROFESSIONALS INTERNATIONAL®

## DALLAS/FORT WORTH CHAPTER

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### CMP STUDY COURSE

The CMP Study Course is a six-week program designed to follow the Convention Liaison Manual. The course will focus on areas of knowledge that will be included in the exam. The classes will be conducted by members of the chapter who are experts in their field of knowledge and who have earned the CMP designation.

**WHEN:** Wednesday, 5/7/97      Wednesday, 5/28/97  
Wednesday, 5/14/97      Wednesday, 6/4/97  
Wednesday, 5/21/97      Wednesday, 6/11/97

**TIME:** 6:00 p.m. til 8:00 p.m.

**WHERE:** Hackberry Creek Country Club  
1901 Royal Lane  
Irving, TX

**COST:** \$30 for DFW Chapter Members  
\$55 for all others  
\$20 for Student Members

### CMP UNIVERSITY

CMP University is an intensive one and a half day study course focusing on the topics that will be covered on the CMP exam. The University is designed for those individuals who have done some studying either on their own or through a course and are somewhat prepared for the exam. The University tells you what areas you need to focus your study efforts on.

**WHEN:** Friday 6/13/97, 1:00 p.m. til 5:00 p.m. &  
Saturday, 6/14/97, 8:30 a.m. til 5:00 p.m.

**WHERE:** The Stoneleigh Hotel  
2927 Maple Avenue; Dallas, TX

**COST:** \$40 for DFW Chapter Members  
\$30 for Student Members  
\$65 for other MPI Chapter Members  
\$90 for non-MPI Members

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