

MPI

MEETING PROFESSIONALS INTERNATIONAL*

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CURRENT

Meeting Professionals International

August 1997

Dallas/Fort Worth Chapter

Involvement through Service

"We live in a society that always has depended on volunteers . . . some who give their money, others who give time, and a great many who freely give their special skills, full time or part time . . . almost anything that really matters to us, anything that embodies our deepest commitment to the way human life should be lived and cared for, depends on some form . . . of volunteerism."

—Margaret Meade

'MPI TV' Suggests Service Areas, Provides Information about Chapter Operations



In a clever illustration, MPI D/FW Chapter Vice President/Finance Melissa Parks, CMP (H.D. Vest Financial Services) prepared "Budget Pie" with "incomegredients" to demonstrate the chapter's operating budget.

Parks was one of several presenters at last month's chapter meeting at the Omni Dallas Park West Hotel.

For more news about the program, see pages 10-12.

President's Message

Service Opportunities Numerous for MPI D/FW Members Seeking Involvement



Gregory Pynes
Hand & Associates
Communications
D/FW Chapter President

Throughout the course of the coming year, I will take time out to recognize a few of the countless individuals who volunteer their time around this organization—not to show any sense of favoritism—merely to reinforce my theme through a sampling of examples.

Shining examples are Keith Hickman (Sixth Floor Exhibit) and Sally Bresnahan (American Airlines Training and Conference Center) for their commitment to producing an excellent chapter program. If you could not join us for the July chapter meeting held at the Omni Park West, you missed a chance to see your

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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 Chapter Meetings

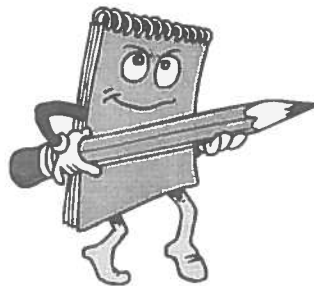
August 28, Thursday
August Chapter Meeting
The Grand Kempinski Dallas
11:30 a.m.

September 25, Thursday
Monthly Chapter Meeting
Lone Star Park, Grand Prairie
"How to 'Theme' an Event"
6:30 p.m.

October 23, Thursday
Monthly Chapter Meeting
Venue TBA
"Self-Directed Leadership"
11:30 a.m.

November 20, Thursday
Monthly Chapter Meeting
Embassy Suites Park Central
"Mediation & Arbitration"
11:30 a.m.

CURRENT Deadlines



ISSUE	DEADLINE
September inserts due Sept. 10	August 15, Friday
October inserts due Oct. 8	Sept. 19, Friday
November inserts due Nov. 5	Oct. 17, Friday
December inserts due Dec. 3	Nov. 14, Friday

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MPI International Headquarters
4455 LBJ Freeway • Suite 1200
Dallas, Texas 75244-5903
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<http://www.mpiweb.org>

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.

President's Message

continued from page 1

Board of Directors' theatrical flair shine through as we staged "MPI TV."

As the host, my topic for the show was "Involvement Through Service." Each of the vice presidents and the immediate past president and president-elect participated as guests in a fun and informative format.

Special recognition to Melissa Parks, CMP (H.D. Vest), our cooking guest who made Budget Pie' and the delightful Susie Carr, CMP (Annuity Board of the SBC)—or was it Ernestine from "Laugh In"? These two truly stole the show!

Involvement through Service produced the board's first retreat July 25-26 at the Harvey DFW (many thanks to the folks at the Harvey). Thanks, too, to the Board's official meeting planner, Linda Vest, CMP (State Farm Insurance).

The Board gathered for a half-day session on Friday, which focused on our behavior. It was fun and insightful information led by chapter member, Francie Schwartz (Spectra Communications). The behavioral analysis will serve us well, as many of us begin the process of working together for the first time.

On Saturday, we began our day with a great exercise led by Gerry Reid (Gerry Reid Speaking), on vision. Your board, appreciative of the value membership lends to the process, has created a two-page list of vision items. After review by

the respective committees, these items will be adopted as the "Chapter's Work Plan for the Fiscal Year."

Your *Involvement through Service* is the driving force!

The first of four meetings of President's Council—comprised of several international appointments—has been held. These positions allow a flow of communication between the chapter and international headquarters.

Members of the President's Council are Wendy Ezernack (Wyndham Anatole), International Conference Liaison; Lee Ann Harle (Renaissance Meetings), International Governmental Affairs Liaison; Michelle Carter, CMP (Wyndham Anatole), International Marketing Liaison; Melanie Arguello (Fort Worth CVB), International Special Interest Group Liaison; Pat McCain, CMP (Krisam Hotels & Resorts), 1998 Awards Gala Chair; and Patrice Ewig (Le Meridien Dallas), The Cookbook Czarina. ????? do you really want to say that?

Joe Diaz (Delta Air Lines) and the Community Services Committee have begun signing up members for the AIDS Lifewalk, one of many Community Service projects this year.

So many are involved to make this the most dynamic professional association this side of Mars. There is a place for you and your talents. All it takes is a commitment to plug yourself in.

Call 972.248.4889 and leave me your message of commitment. Together we can make a difference. —GP

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MEETING PROFESSIONALS INTERNATIONAL®
Committed to Educational Leadership

Meeting Professionals International is the world's largest association of meetings professionals with more than 14,500 members in 51 countries and 58 chapters and three clubs. MPI serves as the pivotal force in positioning meetings as a primary communication vehicle and a critical component of an organization's success. MPI leads the meeting industry by serving the diverse needs of members and nonmembers alike through its commitment to quality education, continuous improvement and excellence in meetings while upholding high ethical standards.

D/FW Chapter President

Gregory Pynes
Hand & Associates Communications
972.248.4889

President-Elect

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Dallas Convention & Visitors Bureau
214.571.1040

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Sterling Hotels and Resorts
972.726.9800

Vice President/Administration

Susie Carr-Tennison, CMP
Annuity Board of SBC
214.720.4658

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Kerrville Bus Company Coach USA
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Vice President/Public Relations/Marketing

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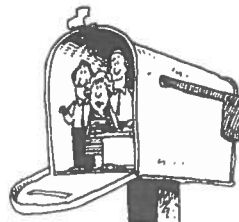
Betty Garrett, CMP
Garrett Speakers International
972.513.0054

Kristi Carter
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972.241.5444

Alainna Webb, CMP
The Carey Companies
214.748.0448

**New job? address?
phone number? e-mail address?**

Report those changes to the
MPI D/FW Chapter office
972-233-9107
and the
MPI International Headquarters
972-702-3000



Keep your records up to date!



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.



Elizabeth Baryshev
Compucom Systems

"An incredible support person with a 'whatever I need to do to make this successful' attitude," is the way a fellow MPI member describes **Elizabeth Baryshev** (Compucom Systems), MPI D/FW's August Star of the Month. Baryshev served on the Hospitality/Registration Committee for the 1997 TEC, doing an outstanding job organizing the volunteers. She has also served on the "Walk a While in My Shoes" Committee and the Program Committee. She went "above and beyond" for the May 1997 chapter program when she helped with last-minute overhead slide changes—a feat she accomplished on a laptop computer during the Miami Air Charter to Austin.



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

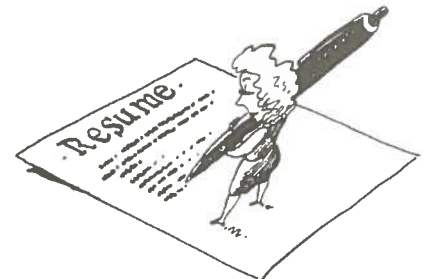
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Gems in MPI D/FW 'Circle of Commitment' Pins Symbolic

More than 180 members of the MPI D/FW Chapter recently received membership pins representing long-time commitment to the organization. Gold "Circle of Commitment" pins represent 5, 10, 15 and 20 years of membership.

Five-year members were presented pins with an emerald, representing growth.

Ten-year members were presented pins with a ruby, representing involvement.

Fifteen-year members were presented pins with a sapphire, representing knowledge.

Twenty-year members were presented pins with a diamond, representing mentors..

The pin presentation coincided with the chapter's 20-year anniversary.

If you have not received your pin, contact: O.D. O'Donnell (Nightlife Talent & Management Agency), 214.691.4417.

August Meeting Highlights

Remember GLAD and Learn about MNEMONICS

By Esther Wigley, CAS
Appointments

MNEMONICS...remember that word!

Better yet, remember to attend the August 28 luncheon meeting (a.k.a. the "GLAD" meeting!) at The Grand Kempinski Dallas.

Based on the applied principles of mnemonics, the science of memory, Brian Dodge, an expert on success principles, will demonstrate memory techniques and strategies known only to a handful of America's top professionals.

His program, "Developing a Powerful Memory," focuses on three areas: first, how to create upward consistent growth in your life; second, how to produce the best results for the year; and, third, the benefits of a powerful memory.

A special drawing for a three-day, two-night, round trip for two will be sponsored by the Mexican Tourism Office. The winner will be a guest of the Fiesta Americana Hotel in one of the following cities: Puerto Vallarta, Cancun, Ixtapa or Mexico City.

Committee members for the August program are: Esther Wigley (Appointments) and O.D. O'Donnell (Nightlife Talent & Management Agency). Co-chairs are Leah Belasco (Dallas Parkway Hilton) and Bernay Porter (International Association for Exposition Management).

in September, remember

GLAD!

Grand Kempinski, Baccarat Room

Luncheon, 11:30 am

August 28th, 1997

Dodge, Brian J.

MPI

MEETING PROFESSIONALS INTERNATIONAL®

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August D/FW Chapter Meeting

"MNEMONICS—The Science of Memory"
—featuring Brian Dodge—

Thursday, August 28

The Grand Kempinski Hotel Dallas
15201 Dallas Parkway
Dallas, Texas 75248
972.386.6000

11:00 a.m. Orientation for New Members & Guests—Baccarat Room
11:30 a.m. Registration and Reception—Outside Garden Court
12:00 p.m. Lunch and Program—Malachite Room

—Outdoor Self-Parking Complimentary; Covered Garage Parking, \$1—

R.S.V.P. to Joe

by noon, Tuesday, August 26

•phone 972-233-9107 x203

•FAX 972-490-4219 (see fax insert)

•74742.1725@compuserve.com

Advance Registration \$24

Late Registration \$32

Guest Registration \$27

August Host Facility

The Grand Kempinski Dallas

Discover "old world charm in an ultramodern city" at The Grand Kempinski Dallas. Situated in the heart of North Dallas amidst one of the finest shopping and business districts in the Southwest, the Kempinski offers deluxe accommodations with 527 guest rooms, 37 suites and two private concierge floors.

The Grand Kempinski Dallas is rated #1 in ability to service groups and meetings by *Successful Meetings* magazine's "State of the Industry Survey of Travel and Incentive Planning Executives."

The Kempinski has a total of 100,000 square feet of meeting space, including 24 break-out rooms and featuring the 25,400 square foot Crystal Ballroom with a 26-foot ceiling.

Food and beverage outlets include the Bristol Lounge, Kempinski's nightclub, and two restaurants Le Cafe and Monte Carlo.

The Grand Kempinski Dallas, 15201 Dallas Parkway, is situated on the west side of the Dallas North Tollway, between Beltline Road and Arapaho. Outdoor parking is complimentary; covered garage parking is \$1.

New Member Happy Hour



Planet Hollywood Dallas West End

September 4
5:30-7:30 p.m.

Enjoy complimentary
appetizers and beverages,
compliments of Planet Hollywood.

Questions?
Call Lynn Lewis (Ernst & Young), 214-665-5785.

MPI D/FW Retrospective Video

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<http://www.mpiweb.org>

Heard it through the Grapevine!



M.T. Gnadt
'Grapevine' Columnist



On July 11 **Susie Carr, CMP**, Annuity Board of the Southern Baptist Convention, became Mrs. Dan Tennison or **Susie Carr-Tennison**.

After 25 years in the industry, **Bob Mitchell** announced his retirement from *The Four Seasons * Regent Hotels and Resorts*. Bob said he is enjoying his time off but sees himself returning to the industry in the not too distant future.

Alan Powdermaker and **David Powdermaker**, owners of *Circle R Ranch*, announce a new partnership with **Steven Foster**, who has joined *Circle R Ranch* as chief executive officer.



Foster was formerly with *Gray Line of Dallas/Fort Worth/Coach USA*. **Wendy Foster**, Steven's wife, will assume expanded duties as chief operating officer.

S. Foster

Tamara Quilty, CMP has joined the staff of *MCI Planners*. She was formerly with *Sprint*.



Kristi Carter has been promoted to director of sales and marketing at *J&S Audio Visual*.

Dara Hall joined *Event Source Professionals* as vice president. She was formerly with *Dallas Market Center*.



Independent planners **Sheri Pizitz, CMP, CSEP** (*Events Unlimited, Inc.*) and **Steve Kemble** (*Steve Kemble Event Design*) recently chartered the *S.E.A.R.C.H. Foundation* to provide special support to those in the event industry facing a life threatening illness.



Event Source Professionals Inc., was recognized by the *HEB Chamber of Commerce* as one of the *Top 20 Fastest Growing Businesses* in the *Metroplex*. **Charlotte Merrill-Davis, CMP**, is president of *ESP*.

Robert Bourestom, *Addison Conference & Theatre Centre*, and his wife *Kristan* recently welcomed their first daughter, *Sarah Claire*—about the time of their seven-year wedding anniversary.

COMING ATTRACTION! Beginning this fall the "Heard It Through The Grapevine" Column will feature "What's My Line Under the Grapevine." If you enjoyed reading little-known facts about members in the June issue, you will love this!

On May 31 **Andrea Minaldi** became Mrs. **Tom Spivey**. **Andrea Spivey** is a planner with *Petroleum Information Dwigths*.

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* (*A Bunch of Grapes*), 972-866-8640; FAX 972-613-4523, or gnadt@airmail.net about items of interest for this column. Please submit photo ("head shot") with your news item.

What is a PO⁴D?!

By Bill Matyastik
Business Interiors

Format

A "PO⁴D" (Professional Opportunity for Development) is defined as a "small unit within a larger unit."

That is exactly what the MPI D/FW Chapter PO⁴D program is. The metroplex has been divided by zip codes into ten areas, or PO⁴Ds.

Each of these PO⁴Ds will provide educational and social activities so that MPI members can attend programs in a convenient location, requiring less time away from the office.

The smaller size meetings also create a more intimate environment in which to learn and network.

In order to better coordinate MPI's educational effort, former programs such as MPI Brown Bag and Good Morning MPI have been absorbed by the PO⁴D program.

The PO⁴Ds are led by a director who reports directly to the vice president of education.

Who?

All MPI members and their guests are welcome to attend these programs that typically last one hour. You are also welcome to attend PO⁴D programs held by PO⁴Ds other than your own.

Normally, a \$10 registration fee will be collected at each program.

What? When?

Notice of PO⁴D programs will be given to MPI members via the newsletter and broadcast fax.

Those PO⁴D members targeted by a particular program will receive two faxed notices; the first notice faxed 7-10 days prior to the program date; the second notice faxed 2-3 days prior to the program date.

PO⁴D chairs will also coordinate phoning to promote the programs. You can help by notifying your PO⁴D chair of any address or fax number changes.

On Your Mark! Get Smart! GO!

PO⁴Ds are off and running for the 1997-98 season—and if you hook-up with your individual PO⁴D, you can win a "gold medal."

In addition to the educational value gained from attending each MPI D/FW educational program, you will earn points for your PO⁴D team—simply by attending.

Earn one point for every educational program attended. PO⁴D chairs earn 10 points for each PO⁴D committee meeting attended.

This scoring will apply to the entire season (July '97 through June '98) and the standings will be listed in the *CURRENT* each month.

The "Top PO⁴D" will be recognized and awarded a "Gold Medal" at the end of the season.

The August chapter meeting will kick off the season. You will be informed at the registration table as to which PO⁴D you belong, and asked to sit at a designated PO⁴D table. (Guests may sit at any table they choose.)

Not in favor of assigned seating? Please indulge this one-time effort to kickoff the PO⁴D program. Give the PO⁴Ds a try. You'll be glad you did.

Speakers Showcase a Hit; Programs Will Be Repeated

The June Speakers Showcase presentations at Le Meridien Hotel and Omni Park West Hotel received rave reviews from the 50 MPI members in attendance.

"It was a wonderful opportunity to hear and get to know some of our area's talented speakers," said one attendee.

The audience was entertained, educated and energized by topics on leadership, customer service and personal success.

Displaying a wide variety of speaking styles, Billy Matyastik, Ken Nietenhoefer, Jim Sundberg, Larry Trout and Jim Wacker each presented a ten-minute sample of his "stuff" and had some one-on-one time with audience members.

A special thanks to Mary Shiroma of Southwest Speakers Bureau for providing the speakers. Also, thank you to Omni Park West for serving an exceptional lunch.

Because of the success of these first showcases, others will be featured in the months to come. Stay tuned to the MPI *CURRENT* and your fax machine for details.

1997-98 PO⁴D Chairs

PO ⁴ D #1	Nikki Jorski (Apt. Association of Greater Dallas)
POD #2	Phares Corder (Phares Corder Entertainment)
POD #3	Renee Ledezmar (Dallas County Dental Society)
POD #4	Marti Dahlgren (Boy Scouts of America)
POD #5	Sherri Starr (Planet Hollywood)
POD #6	Kimberly Williams (Sheraton Park Central)
POD #7	Stephanie Rice (Wholesale Distributors Assn.)
POD #8	Sherri Starr (Planet Hollywood)
POD #9	Joel Hueske (Meeting Planners Guide)
POD #10	Debbie Rubin (Worthington Hotel)
Director	Bill Matyastik (Business Interiors)

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PO⁴D



Questions? Suggestions? Contact
PO⁴D Director Bill Matyastik (Business Interiors) 817.858.2030.

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Get involved in the
PO⁴D program!

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Need A\$\$istance? Apply for a PGA!

Did you miss the Professional Education Conference because it was not in your budget?

Did the cost of obtaining your CMP keep you from taking the next step in your career?

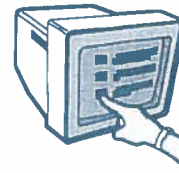
Did you miss a relevant executive workshop because of registration fees?

Don't miss out! Professional Growth Awards (PGA) lends a hand to members who want to further their careers through educational sessions.

With the generous donations from monthly raffles, members of the D/FW chapter enable the PGA Committee to provide financial support to qualified members.

For details or to request PGA applications, call Patty Stern (Five Star Limousines), 972.234.5466.

MPI D/FW Chapter



HANDS-ON

TECHNOLOGY INSTITUTE

The Hands-on Technology Institute is a series of 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! Courses are open to all professionals and co-workers.

August 23, Saturday
Meeting Management Software Options

September 6, Saturday
MS Word for Windows 7.0 on Win '95
Beginner

September 20, Saturday
MS Word for Windows 7.0 on Win '95
Intermediate/Advanced

October 4, Saturday
MS Access 7.0 on Win '95
Beginner (Event Mgmt. Software)

October 18, Saturday
MS Access 7.0 on Win '95
Intermediate/Advanced (Event Mgmt.)

November 1, Saturday
MS Powerpoint 7.0 on Win '95
Beginner

November 15, Saturday
MS Powerpoint 7.0 on Win '95
Intermediate/Advanced

All classes (\$59 each) meet at SABRE Training Center, 4200 American Blvd., Fort Worth, 9:00 a.m.-5:00 p.m.

For more information or to register for classes:
O.D. O'Donnell (Nightlife Talent & Management Agency) • 214-691-4417

Meeting Management Software Preview Feature of August Technology Institute

Three "top" meeting management software packages—Meeting Trak, Peopleware and PlanSoft—will be reviewed or previewed at the August 23 session of MPI D/FW's Technology Institute.

"Only recently has anyone seen all three of these in one place," said Sherri Cook, CMP (Sherri Cook & Associates). "The D/FW Chapter will have the rare opportunity to review these software programs in a hands-on session."

Meeting Trak is a well-established meeting management software package utilized by thousands of meeting professionals.

Peopleware was previously a registration software package which expanded to include all aspects of meeting management.

PlanSoft is a software package that will be available this fall. PlanSoft claims that it will be "the industry software for facilities and planners" by utilizing the

same forms and updating for each other on-line.

Each software program will be demonstrated for approximately two hours with "Q&A" time to discuss flexibility, features and customization ability.

Find out which suits your needs: "to do" lists, attendee profiles, registration, meeting set ups, audio visual needs, food and beverage, speaker and exhibitor profiles, accounting, history tracking, badges, tickets, confirmation letters, labels, certificates, transcripts, copying a meeting, numerous reports, etc.

To register, contact Sherri Cook, CMP at 972.732.9396 or O.D. O'Donnell (Nightlife Management & Talent) at 214.691.4417.

Cost is only \$59 for this course or a package of seven courses (beginner and intermediate courses in Word, Excel, Access, and Powerpoint, split among your peers if desired) for \$250.

August Meeting Highlights

'MPI TV' Premieres 'Involvement through Service'

MPI D/FW Chapter members who wanted to be more involved in MPI—but needed some direction—learned a lot at the July MPI D/FW Chapter luncheon meeting and the debut of "MPI TV."

A seat in the studio audience at the Omni Dallas Hotel Park West for the season premiere of "Involvement through Service" was a great way to kick off the 1997-98 chapter year.

MPI TV featured an array of guests—chapter officers and committee members—who detailed numerous ways members can contribute to MPI and ensure personal career growth.



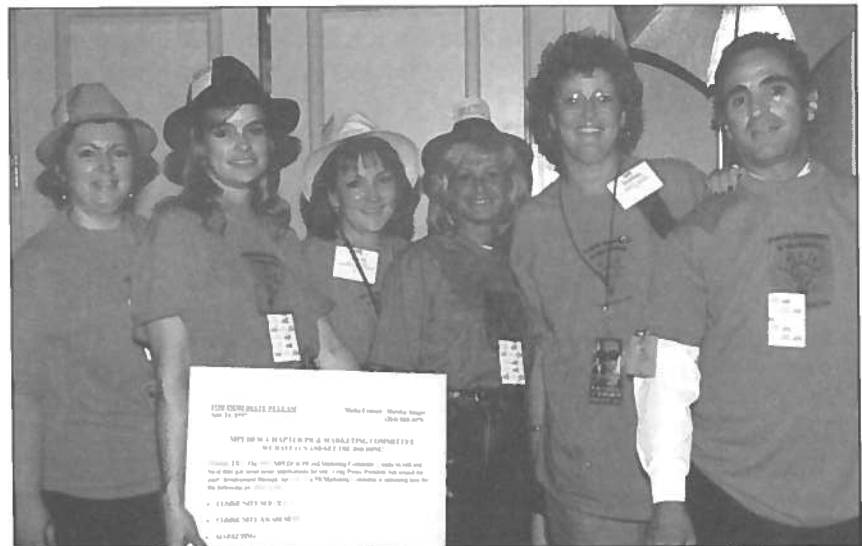
MPI D/FW Chapter President **Gregory Pynes** (Hand & Associates Communications) hosted the fast-paced, informative show. A long-time regular on the MPI "talk" circuit, Pynes is excited about his new starring role and launching the "Involvement Through Service" theme. Here he welcomes "guest" talker and V.P. Membership **Delinda Dudley** (Malibu Speed Zone) who talked about how an active and viable chapter is always "on the grow."



LEFT: **Bill Matyastik** (Business Interiors) preaches the PO⁴D program to **Mark B. Wilder** (The Harvey Hotel Plano), **Joanne Nichols** (Homewood Suites Hotel); and **Karen Enderlin** (Hampton Inn Plano) at the pre-meeting reception.

Photos by VISTA

RIGHT: Members of the Public Relations/Marketing Committee, wore "press hats" to encourage participation. Pictured are **Dana Nickerson**, CMP (Square One Productions), "Walking Press Release" **Kristi Carter** (J&S Audio Visual), **Tracey Smith** (Computer Language Research, Inc.); **Paige Braun** (The Conventioneer), **Marsha Singer** (The Dallas Directory, Inc.), and **Joe Diaz** (Delta Air Lines).





Administration **Susie Carr**, Community Board of the Baptist Convention), estimate," the telephone addressed the skills and needed to assist in all the diverse areas involved in the D/FW Chapter meeting.



Tips on opportunities available in the public relations and marketing arenas were highlighted by V.P. Public Relations and Marketing **Marsha Singer** (The Dallas Directory, Inc.).



Because MPI is committed to educational excellence, V.P. Education **Peg Wolschon** (Kerrville Bus Company Coach USA)—in "Get Smart" attire—discussed service opportunities on the Education Committee.

Another talk show guest was V.P. Finance **Melissa Parks, CMP** (HD Vest Financial Services). See page 1 for notes about her presentation.



Offering their perspective on *Service through Involvement* were Immediate Past President **Mary Lynn Novelli, CMP** (Sterling Hotels & Resorts) and President-Elect **Colleen Rickenbacher, CMP** (Dallas CVB).

Photos by VISTA



"Stagehand" **Billy Carter** (SuperShuttle/ExecuCar) ensured plenty of applause for the "TV" audience.



LEFT: Enjoying the pre-meeting reception were **Jill Jeffcoat** (Grapevine CVB), **Terry Ellegood** (Freeman Decorating) and **Tamara S. Adkins** (DFW Lakes Hilton).

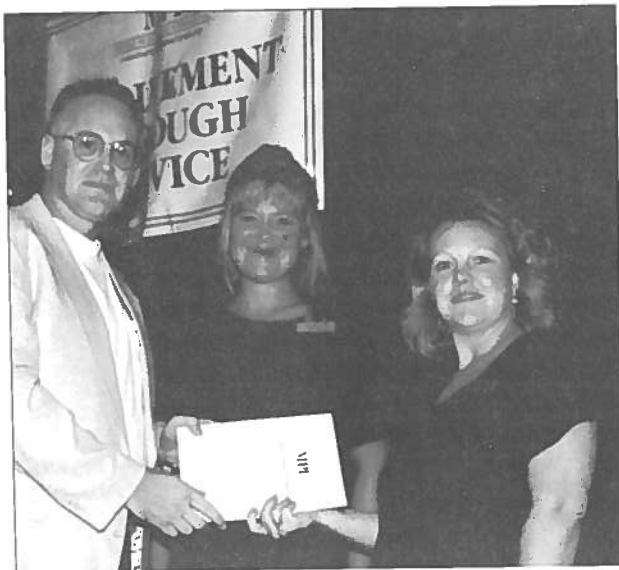
continued on page 12

'MPI TV' Premieres 'Involvement Through Service'
continued from page 11

RIGHT:
Kirk Norris (Intelecon)
 and **Rob Keating**
 (Intelecon).



LEFT: Dozens of MPI D/FW Chapter members took advantage of a special photo op this month: **Jerry Hughes** (Jerry Hughes Photography) was on hand to snap professional "head shots."



V.P. Programs **Steven Foster** (Circle R Ranch) recognizes hosts from the Omni Dallas Hotel Park West. Earlier, in his "David Letterman-style" presentation, Foster announced that, in answer to members' requests, 1997-98 monthly chapter meetings will take place in a variety of venue options, more widely spread throughout the metroplex.

Hall of Fame

Please salute the following companies and individuals for their contributions to the July meeting at the Omni Dallas Park West.

Facility, Reception, Luncheon & Centerpieces
THE OMNI DALLAS HOTEL PARK WEST

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"MPI TV" Host
GREGORY PYNES
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"MPI TV" Guests
MARY LYNN NOVELLI, CMP
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DELINDA DUDLEY
 Malibu Speed Zone

STEVEN G. FOSTER
 Circle R Ranch

July Program Committee
SALLY BRESNAHAN
 American Airlines Training & Conference Center

KEITH HICKMAN
 The Sixth Floor Museum

Photos by VISTA

How to Promote Your Business through Community Involvement

EDITOR'S NOTE: The following is adapted from an article recently published in the Dallas Business Journal by contributing writer Dana Nickerson, CMP. Nickerson is chair of the MPI D/FW Chapter's Community Awareness Committee.

Why does the MPI D/FW Chapter get involved in the community? How does it help the membership? Why is community awareness so important?



Dana Nickerson, CMP
Square One Productions

The goal is to enhance the image of the meeting professional by creating awareness of your role and increase the value to your employer, client, the trade and the general public.

MPI gets involved in the community to promote our industry and you can do the same for your business.

Promoting your business, producing an event or hosting a conference for your organization is a challenge and can be costly. There are many alternatives to promoting that are effective and can be some of the most effective ways to increase your business, better your public image and create employee loyalty.

Do you represent a non-profit organization looking for ways to get your message to the community? Use a community event to promote your business.

Dallas/Fort Worth offers a full range of events that suggest themes for serving the community and enhancing your business promotion.

Coincide a special event with a local or national event and gain in many ways. Advertising and promotions are already in place. Attention and enthusiasm has been created. You simply need to take it to the next level.

How? Step one: become informed of what is going on in your community. Sometimes the smaller things make the biggest impact.

Step two: get to know your city officials and city projects.

Step three: develop a good relationship with the media.

Be creative. If your business area is a "mess" because of street construction or building remodeling, have a "construction party." Invitations could be mini-blueprints. Present the guests with hard hats and serve food from paint trays and scaffolding.

Consider these scenarios:

The city has a large arts festival. Have a small showing of local artists in your location to coincide with the event.

The Dallas Zoo has a new sculpture. Have a "jungle party" to tie in with the existing press created by the new sculpture.

There's a lot of hype regarding a premiere movie about dinosaurs. Have a jungle/dinosaur related in-store promotion with the same theme or jungle theme for your next meeting or convention.

PBS is hosting a fund drive and needs volunteers or support. Send your employees to help and get on-the-air promotions.

Do you have a product or service that would benefit a non-profit organization? Create an event to assist the charity. Encourage your employees to volunteer in community activities. It will raise public awareness for the non-profit organization, and create goodwill for your business at the same time.

Encourage your employees to volunteer for charitable work.

There is potential for any organization, business or non-profit organization or individual.

For instance, the premiere of a movie such as *101 Dalmations* offers a great chance for an animal shelter to get its message across; adopt puppies who need a home and raise money.

"Back to School" is a prime time to help homeless children and provide school supplies and clothes.

Holidays are a natural. But go beyond

Christmas and Valentines Day. Don't forget about the First Day of Spring, Arbor Day, Grandmothers Day, National Chocolate Week, etc.

Local theatre or national tours are great possibilities for an event. For example, a 50s party tied to the musical, *Grease*, may offer your organization a chance to have the stars attend. It's a win/win proposition—a great draw for your event, and the performers are pushing their own interest.

Your imagination is your only limitation to a multiplicity of ideas for self or business promotion.

Careful planning can minimize potential obstacles such as trademark and copyright laws.

Avoid much of the red tape inherent in working with a city or federal property by checking out rules and regulations. Check on liquor permits, security rules and requirements regarding promotional materials.

Be aware of what's going on in your community for insight into ways to get your message across—and sell your product, yourself, or your business!

Looking for Volunteers

Vice President

Public Relations

& Marketing



Vice President / Public Relations & Marketing
Marsha Singer
The Dallas Directory, Inc.
214.823.4370 • FAX 214.821.1856

Would you like to . . .

- Work on the chapter newsletter?
- Learn to work with the media?
- Create a black tie fundraiser?
- Work on the chapter handbook?
- Market MPI projects?

Call Marsha Singer today!

Get involved in MPI D/FW!
Involvement through Service

MPI D/FW Welcomes 42 'New Kids on the Block'

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continued on page 15

New Kids on the Block

continued from page 14

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1997 WINTER EXAM SCHEDULE

DECEMBER 6, 1997

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Austin, TX	Orange County, CA
Baltimore, MD (ASAE's Management Conference)	Philadelphia, PA
Chicago, IL	Phoenix, AZ
Denver, CO	San Diego, CA
Florham Park, NJ	San Francisco, CA
Minneapolis, MN	Seattle, WA
	Washington, DC

JANUARY 24, 1998

Orlando, FL
(MPI's Professional Education Conference)



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BOARD NOTES from the July Board of Directors Meeting

Board meetings for the 1997-98 year were set for the Wednesday evening prior to the monthly meeting (usually the fourth Wednesday of the month) at 5:30 p.m. Members are encouraged to attend, and can contact any board member for the location.
—President Gregory Pynes

A motion was approved to implement a returned check policy for the chapter effective Sept. 1 which will initiate a \$10 (up from \$4) per occurrence fee for returned checks. Members who have outstanding checks have until that date to take care of it without the additional penalty.
—V.P. Finance Melissa Parks, CMP

"No-shows" must take care of any outstanding charges before they will be allowed to register for the next month's meeting.
—V.P. Finance Melissa Parks, CMP

A motion was made and approved to accept the MPI D/FW Chapter 1997-98 budget.
—V.P. Finance Melissa Parks, CMP

To maintain consistency at registration for the monthly meetings, a motion was made and approved to move Guest/On-Site Registration to fall under the Administration Committee instead of Membership where it currently resides. Administration will be responsible for immediately forwarding to the Membership Committee pertinent information regarding any potential members.
—V.P. Administration
Susie Carr-Tennison, CMP

The committee structure of The Kids Charity Ball has been redesigned and will include, a chair, chair-elect, chairs-emeriti, and six sub-committees (auction, celebrity bears,

corporate sponsorship, event coordination, promotion, and raffle). All areas of TKCB will fall under the guidance of one of these sub-committees.
—V.P. Public Relations & Marketing
Marsha Singer

Newsletter contributors must include self-addressed, stamped envelopes if they wish to have disks and photos returned.
—Director of Chapter Communications
Kristi Carter

Mark your calendar now!

MPI TEC

Second Annual Texas Education Conference

November 1998 Galveston

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

Chapter Meeting
September 25
6:30 p.m.

"How to 'Theme' an Event"



Lone Star Park
Grand Prairie

Meeting Planning TIP

Take extra transparency film with you along with markers for speakers who might forget their overheads. And they're a perfect substitute for a flipchart.

—submitted by
Dana Nickerson, CMP
(Square One Productions)



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New advertising opportunities include second and third color additions, reasonably priced classified ads and inserts (a limited number). Call Director of Chapter Communications Kristi Carter (J&S Audio Visual, Inc.), 972-241-5444 for details.

Because a limited amount of space is available for advertising in each issue, space is sold on a "first come, first served" basis.

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Standard Rates (applicable to non-MPI members)

SIZE	1x	3x	6x	12x
Full Page	\$1000	\$900	\$700	\$500
Two-Thirds Pg.	\$800	\$700	\$550	\$400
Half Page	\$600	\$500	\$400	\$300
Third Page	\$400	\$300	\$250	\$200
Quarter Page	\$300	\$250	\$200	\$150

MPI D/FW Members Rates (50% off standard rates)

SIZE	1x	3x	6x	12x
Full Page	\$500	\$450	\$350	\$250
Two-Thirds Pg.	\$400	\$350	\$275	\$200
Half Page	\$300	\$250	\$200	\$150
Third Page	\$200	\$150	\$125	\$100
Quarter Page	\$150	\$125	\$100	\$75

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Half Page Vert.	3 1/2" x 9 1/2"
Third Page Hor.	4 7/8" x 4 1/2"
Third Page Vert.	2 1/4" x 9 1/2"
Quarter Page Hor.	7 1/2" x 2 1/4"
Quarter Page Vert.	3 1/2" x 4 1/2"

Rates for MPI members from other chapters:
25% off standard rates

The *CURRENT* is published monthly, 12 months annually, by the Dallas/Fort Worth chapter of Meeting Professionals International. *CURRENT*, the primary information source for members of the MPI D/FW Chapter, is circulated among more than 800 individuals and companies interested in the field of meeting planning. Rates are based on camera-ready copy. Payment due at ad copy deadline.

For more advertising info contact
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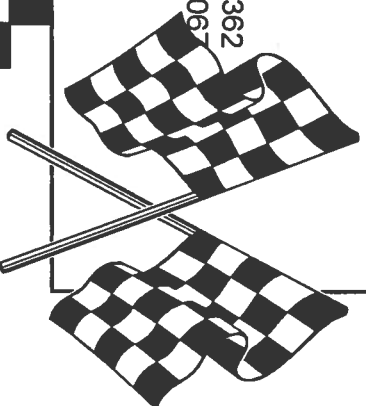
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AND
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A POWERFUL TEAM

Sunday, October 5, 1997 - Lee Park - 1P.M. - 3 miles or 5 Km

Dallas Aids Life Walk is the largest AIDS fundraising event in the State of Texas benefiting Oak Lawn Community Services, a Dallas social services agency that provides living assistance for people living with AIDS.

Join other fellow MPI D/FW members on our team, "*Les Voyageurs Contre Le Sida*" (Travelers Against AIDS), for this worthy cause and one of our Community Service projects for the year. Make a big difference by donating a little bit of your time. Here's how you can get involved:

- ◆ Sign up to be a walker for AIDS Life Walk and raise money by having friends and family members sponsor you. If you can't walk, sponsor someone else you know is walking. Every little bit helps!
- ◆ Buy or Sell Raffle Tickets. Donate some of your time to sell raffle tickets at the August monthly meeting to raise money for our team. Tickets sell for \$5.00 each or 5 tickets for only \$20.00. Prizes include 2 tickets on Delta Air Lines anywhere in the continental U.S., a Canadian rail pass, or 2 nights at a Sutton Place Hotel (members of Sterling Hotels & Resorts) in either Newport Beach, Vancouver, or Toronto.
- ◆ Donate any items you don't need for our HUGE and FUN yard sale to be held on September 20. All proceeds from this sale will go toward our team's total.

You can make a difference in someone else's life this year. Have fun while working together toward this worthy cause! Join the team today!

To sign up for the team, sell raffle tickets, or donate some time or items for the yard sale, contact

- ◆ Joe Diaz, Team Captain, Delta Air Lines, 214-827- 1580
- ◆ Paige Braun, Community Services Chair, Dallas Conventioneer, 214-691-8073

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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.

Dallas Group

When: Wednesday, 10/08/97 Wednesday, 10/29/97
 Wednesday, 10/15/97 Wednesday, 11/05/97
 Wednesday, 10/22/97 Wednesday, 11/12/97

Time: 6:00pm - 8:00pm

Where: Embassy Suites Park Central
 13131 N. Central (LBJ & Central)
 Dallas, TX 75243

Arlington Group

When: Monday, 10/06/97 Monday, 10/27/97
 Monday, 10/13/97 Monday, 11/03/97
 Monday, 10/20/97 Monday, 11/10/97

Time: 6:00pm - 8:00pm

Where: Arlington Convention & Visitors Bureau
 1905 E. Randol Mill Road
 Arlington, TX 76011

CMP UNIVERSITY

When: Saturday, 11/15/97

Time: 8:00am - 5:00pm
 (Breaks & Lunch Included)

Where: DFW Lakes Hilton
 1800 Highway 26E
 Grapevine, TX 76051

Costs

	<u>CMP Study Course Only</u>	<u>CMP University Only</u>	<u>CMP Study Course & University</u>
Members	\$35	\$50	\$65
Non-Members	\$55	\$70	\$100

All registrations must be received by September 26, 1997.
 You will earn CEU credits on both courses based on the number of hours you actually attend.

Please return this form along with your check made payable to MPI D/FW Chapter to: Brenda Miller, CMP, The Trade Group, 10266 Miller Road, Dallas, TX 75238. Direct inquiries to (214) 343-2000. Confirmation, including exact location and pertinent details, will be sent via fax or mail.

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