

President's Message 'Out of the Box' Ideas Bring Success



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

Thinking "Out of the Box" has provided MPI D/FW Chapter members numerous creative opportunities this year!

It has been your Board's vision to encourage committee chairs and other leaders to concentrate on doing things a little

differently in order to keep chapter members interested and excited, both with our MPI Chapter and the entire meetings industry.

If you've been involved this year, you

continued on page 4

TKCB Proceeds Provide Richland Scholarships for 12 DISD Seniors



Twelve graduating seniors from three Dallas Independent School District high schools are the recipients of one year scholarships to the Travel, Exposition and Meeting Management Program at Richland College. The scholarships were made possible from the proceeds of The Kids Charity Ball. On hand for the presentation at last month's MPI D/FW Chapter meeting were Richland College President Stephen K. Mittelstet, as well as a number of Richland and DISD faculty and staff.

Austin via Miami Air Incentive Travel Focus of D/FW Chapter Meeting—in 'Nassau'Austin!

A private Miami Air jet will whisk MPI D/FW Chapter members to Austin for the May 22 meeting—another first for this award-winning chapter!

Dedicated to incentive travel—a study of what goes into planning a successful program—the meeting at the Austin Renaissance Hotel is subtitled, "Next Stop: Nassau."

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Bahama Tourist Centre

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CURRENT MPI

MEETING PROFESSIONALS INTERNATIONAL®

Committed to Educational Leadership

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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

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 IGNITONI 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.

June 5, Thursday Mentor Committee Meeting Sunbelt Motivation & Travel 12:00 p.m. June 6, Friday CMP University The Stoneleigh Hotel 1:00 p.m.-5:00 p.m.

June 7, Saturday CMP University The Stoneleigh Hotel 8:30 a.m.-5:00 p.m.

June 10, Tuesday Membership Committee Meeting Grand Kempinski 5:30 p.m.

> June 11, Wednesday D/FW MPI Board Meeting 5:00 pm

June 11, Wednesday CMP Study Course Hackberry Creek Country Club 6:00 p.m.-8:00 p.m.

June 19, Thursday Program Committee Meeting Adam's Mark Hotel 5:30 p.m.

June 23, Monday Public Relations/Marketing Committee 1GNITONI 201 Regal Row 6:00 p.m.

June 24, Tuesday Education Committee Meeting Annuity Bd 2401 Cedar Springs 11:30 a.m.

June 25, Wednesday PO⁴Ds Chair Committee Meeting 6:00 p.m.

June 26, Thursday D/FW MPI Awards Gala Adam's Mark Hotel 6:00 p.m.

June 27-28
Texas Education Conference
DFW Lakes Hilton

See page 9 for Technology Seminar dates

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

June July May 16, Friday June 6, Friday

MPI

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Committed to Educational Leadership

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Incentive Travel: Learn about it in Austin!

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Chapter partners Miami Air and The Bahama Tourist Centre, along with a panel of professionals who specialize in incentive travel, will join forces to discuss these results-producing programs.

Miami Air has given us the sky—literally! MPI D/FW Chapter members will gather at the Harvey Hotel DFW Airport to register, then board Kerrville Bus Company coaches for transfer to a chartered Miami Air jet.

Next stop: Nassau—well, Austin, actually—but look forward to a re-creation of this popular island destination at the Renassiance Austin Hotel.

"Rewarding employees with incentive travel requires expert planning," said Dana Nickerson, CMP (Square One Productions), one of several members of the May Program Committee.

"Corporate and incentive get-aways have become a lucrative, multi-billion dollar business," she said. "Incentive travel produces results. It is used to increase sales, reward employees or recognize special clients."

"We've lined up a panel of incentive professionals who will discuss the 'Top Ten Musts' in planning," Nickerson said.

Moderated by Marti Fox, BTI Americas) the panel will be headlined by Gary Murphy (Miami Air), who specializes in chartered flights for incentive and meetings travel; and Henry Lightborne (The Bahama Tourist Centre), specialist in travel to exotic destinations.

Other panelists include Beverly O'Laughin (Compucom); Phyllis Firebaugh, CMP (SEI Incentives); and Linda Poole (Renaissance Austin Hotel).

Because of limited seating, the charter flight is limited to chapter members only; reservations will be made on a "first come, first reserved" basis.

All other chapter members and guests who can provide their own transportation to Austin are invited to this special program.

The Renaissance Austin Hotel extends a special MPI rate of \$89 for members and guests who wish to drive (or fly on their own) to Austin and stay for some "R&R" or sales calls.

MPI

MEETING PROFESSIONALS INTERNATIONAL®

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May D/FW Chapter Meeting

D/FW Chapter Meets in Austin! "Designing Incentive Travel Programs" —Featuring Miami Air Charter Flight to Austin—

Charter limited to MPI D/FW Members Only.
All other members and guests who can provide
their own transportation are invited to this special program.

Thursday, May 22

Renaissance Austin Hotel
9721 Arboretum Blvd. • Austin • 512-343-2626

4:00 -4:25 p.m. Registration—Harvey Hotel, DFW Airport Lobby Entrance
4:30 p.m.—Miami Air Charter Flight to Austin
6:00 p.m.—On-site Registration at Renaissance Austin Hotel
6:30-7:15 p.m.—Poolside Welcome Reception
7:15 p.m.—Dinner and Program
10:45 p.m.—Return to DFW with transfers to DFW Harvey Hotel

R.S.V.P. to Joe by noon, Friday, May 16 •phone 972-233-9107 x203 •FAX 972-490-4219 •74742.1725@compuserve.com

Registration (all categories) \$35

Bring plenty of business cards. You'll need them for networking opportunities with meeting professionals from other areas of the state—and for some special prize drawings.

Upon arrival in Austin, chapter members will be transferred via Gray Line of Dallas/Fort Worth to the hotel. After registration, we'll join invited guests from

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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).

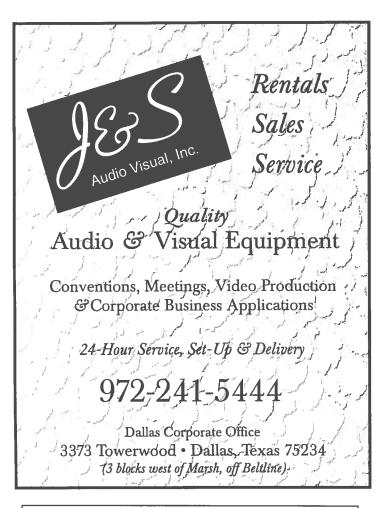
May Host Facility Renaissance Austin Hotel

The Renaissance Austin Hotel, situated in the heart of Austin's exclusive Arboretum development, sits amidst 95 acres of specialty boutiques, restaurants, cinemas and exercise paths leading to a scenic 1.5 acre lake.

The hotel offers more than 60,000 square feet of function space. The 12,000 square-foot. Grand Ballroom, the 30,000 square-foot Rio Grande Exhibit Hall, a tiered amphitheatre, and a business center are just a few of the meeting and special event offerings.

Overnighting in Austin? The Renaissance Austin Hotel extends a special MPI rate of \$89 for members who wish to arrive early or extend their stay in Austin. Call 512-343-2626 for reservations (on space available basis).

The Renaissance Austin Hotel is situated at the intersection of U.S. Highway 183 and the Capital of Texas Highway, State Highway 360.



By now you've seen and heard me, so



Let's Get Busy!

Let me help you make your next event the best ever!

v 1997-2004

Are You Prepared to Shape a Century?

- v Get Your ASK in Gear!
 Attitudes, Skills and Knowledge for Success and Happiness
- V Here We Go Again!

 I Just Got it Working and Now You Want to Change it?
- v Belief Systems

Your BS is as Good as (or Better Than) My BS!

Call today for other topics, details and to reserve your dates.

Gerry Reid Speaking 4333 Essex Court, Suite 105 Flower Mound, Texas 75028-1769 972-539-4487 greid@onramp.net http://rampages.onramp.net/~greid



President's Message

continued from page 1

are familiar with the creative and successful programs, events and new ideas thus far. Expect even more exciting "out of the box" events in the next few weeks!

·A private jet—Miami Air—will whisk us to Austin for the May monthly meeting. Talk about a new and exciting idea!

•This year's President's Appreciation Reception honoring committee chairs, moves from a 30-minute champagne toast prior to the Awards Gala to a full blown dinner party (June 5) hosted by the brand new Lone Star Park Race Track in Grand Prairie.

·The Annual Awards Gala changes from May to June this year and unless you attend you will never believe the "out of the box" decor and presentation planned by Gala Chair Patti Wilke, CMP, along with Event Producer Jim Monroe (Gale Sliger Productions) and David Gisler (Freeman Decorating/AVW). Plan now to bring your boss, spouse, peers—anyone who would enjoy learning more about MPI.

·Expect two major new features at the Awards Gala. Beautiful membership pins (thanks to the vision of O.D. O'Donnell (Nightlife Talent & Mgt.) will be presented to MPI members with 5, 10, 15 and 20 years of service. A memorabilia wall, coordinated by the Council of Past Presidents, will commemorate the 20th anniversary of the MPI D/FW Chapter.

·Finally, the year ends with the Texas Education Conference (TEC). All three Texas Chapters have united to provide a fabulous and affordable educational and networking opportunity for MPI members from Texas and the surrounding region. Do yourself a favor and plan to attend the TEC, June 27-28.

WOW! All this in six weeks! A tremendous ending for a tremendous year! Did you expect any less from MPI's Greatest Chapter in the World?!

—MLN



The Sixth Floor Museum

AT DEALEY PLAZA

DALLAS' #1 VISITOR SITE

MPI Days

June 5 and June 6

All MPI Members are invited to preview the newly expanded visitor's center with reception capacity of 250 and dinner capacity of over 100.

COMPLIMENTARY PARKING AND TOURS FOR MPI DAYS

Call Keith Hickman at 214-653-6659

Rickenbacher Named President-Elect Pynes to Lead in 1997-98 with Seven New Board Members

Seven new board members will join 1997-98 President Greg Pynes (Hand & Associates) and other seasoned veterans in leading the MPI D/FW Chapter next year. New officers assume their duties July 1.

New to the Executive Board are Colleen Rickenbacher, CMP (Dallas CVB), named president-elect, and Marsha Singer (The Dallas Directory, Inc.), who will serve as V.P/ Public Relations & Marketing.

New on the supplier representation list are Tony Cummins (Adam's Mark Hotel); Delinda Dudley (Malibu Speed Zone); and Betty Garrett, CMP (Garrett Speakers International).

Tamara Quilty (Sprint) and Linda Vest, CMP (State Farm Insurance) are new planner representatives on the board.

Other 1996-97 board members who were elected to new positions are Susie Carr, CMP (Annuity Board of the Southern Baptist Convention), who will serve as V.P. Administration; Peg Wolschon (Kerrville Bus Company), V.P. Education; Melissa Parks, CMP (HD Vest Fi-

nancial Services), V.P. Finance; Dean Conwell (Irving CVB), V.P. Membership; and Steven Foster (Gray Line of DFW), V.P. Programs.

Kristi Hollomon (J&S Audio Visual) was re-elected to a board position representing suppliers.

Cheryl Beasley, CMP (SABRE Travel Information Network) and Dana Nickerson, CMP (Square One Productions) return to board service as planner representatives.

Mary Lynn Novelli, CMP (Sterling Hotels & Resorts) will serve as immediate past president.



1997-98 President Greg Pynes Hand & Associates



1997-98 President-Elect C.Rickenbacher Dallas CVB

May meeting in Austin

continued from page 3

the MPI Hill Country and Houston Area Chapters for a poolside reception.

(See registration form for "Special Instructions" for those on the Miami Air charter flight.)

A number of chapter partners—Miami Air, The Bahama Tourist Bureau, Kerrville Bus Company, Gray Line of Dallas Fort Worth, The Harvey D/FW Hotel, The Renaissance Austin Hotel, and The Trade Group and Presentation Services—are making this special evening possible.

The May Program Committee includes: Chair Steve Kemble (Steve Kemble Event Design), Steven Foster (Gray Line of Dallas Ft Worth), Dana Nickerson, CMP (Square One Productions) and Peg Wolschon (Kerrville Bus Company).



MPI

MEETING PROFESSIONALS INTERNATIONAL³

Committed to Educational Leadership

Meeting Professionals International is the world's largest association of meetings professionals with more than 14,200 members in 45 countries and 56 chapters. 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

Mary Lynn Novelli, CMP Sterling Hotels & Resorts 972-402-4875

> President-Elect Greg Pynes Hand & Associates 214-696-9525

Immediate Past President Phyllis Firebaugh, CMP SEI Incentives 214-717-1400

Vice President/Administration Linda Sergeant Bill Reed Decorations, Inc. 214-823-3154

Vice President/Education Susie Carr, CMP Annuity Board of the SBC 214-720-4658

Vice President/Finance Melissa Parks, CMP H.D. Vest Financial Services, Inc. 214-863-6160

Vice President/Membership Michelle Carter, CMP Wyndham Anatole Hotel 214-761-7200

Vice President/Programs Cindy Hamilton CityPlace Conference Center 214-841-6830

Vice President/Public Relations/Marketing Dana Nickerson, CMP Square One Productions 214-343-8067

> Board of Directors Planners

Cheryl Beasley, CMP SABRE Travel Information Network 817-963-2025

Steven Foster Gray Line of Dallas/Fort Worth 214-630-1000 Sally Goldesberry, CMP

Meetings & Exhibit Specialists 281-335-1362 Tracey Smith

Computer Language Research, Inc. 972-250-7404

Suppliers Dean Conwell Irving CVB 214-252-7476 Joe Diaz

Delta Air Lines 214-827-1580

Kristi Hollomon J & 5 Audio Visual, Inc. 972-241-5444

Peg Wolschon Kerrville Bus Company 214-263-0294

EDUCATION NEWS



Educational Opportunities

May 20 Walk-a-While 5:30-7:30 p.m. **IMAX Theater**

May 21 & 28 CMP Study Group 6:00-8:00 p.m. Hackberry Creek C.C.

May 22 Incentive Travel Renaissance Austin Hotel 6:00 p.m.

> May 31 MPI Net 9:00-5:00 p.m. Richland College

June (TBD) Walk-a-While 5:30-7:30 p.m. Lone Star Park

lune 4 & 11 CMP Study Group 6:00-8:00 p.m. Hackberry Creek C.C

> June 13 & 14 **CMP University** 6:00-8:00 p.m. 1:00-5:00 p.m. Stoneleigh Hotel

lune 14 Computer Basics - Windows 9:00-5:00 p.m. Sabre Training Center

lune 17 Wine Tasting 6:00-8:00 p.m. Tony's Wine Warehouse

June 18 & 19 Speaker's Showcase 11:30 a.m.-1:30 p.m. see p. 8 for sites

June 21 Computer Intermediate 9:00-5:00 p.m. Sabre Training Center

June 27-28 **Texas Education Conference DFW Lakes Hilton**

For more information about any of these educational opportunities call Marti Fox, CTC (BTI Americas) 214-905-855 or Peg Wolshon, CTP (Kerrville Bus Co.) 972-263-0294

Walk a While in My Shoes...

What to Do and How to Get There IMAX Theater at The Science Place May 20, Tuesday • 5:30-7:30 p.m.



- •Become familiar with transportation concepts for small and large groups.
- •Learn the ins and outs of moving people safely, timely and economically.

•Find ways to better cost your ground transportation options.

- •Identify tour options and attractions as part of meeting or spouse/family programs.
- •Use attractions as unusual venues for meeting or event sites.

This Walk a While program will depart from the Wyndham Anatole Hotel (Chantilly Ballroom Entrance) on board a Kerrville bus. Participants will participate in an actual abbreviated tour en route to the IMAX Theater at The Science Place for a fascinating behind-the-scenes tour of this amazing attraction. Refreshments will be served on the coach.



\$10, Members • \$15, Non-Members • \$8, Students

PGA Scholarship Funds are available for this program: fax Eric Newcomb (LeMeridien Hotel), 214-855-1735, for PGA information.

> For more information contact: Peg Wolschon (Kerrville Bus Company) 972-263-0294

CMP

By CMP Liaison Cyndi Martinez, CMP The Stoneleigh Hotel



Study Opportunities for June 21 CMP Exam

CMP Study Group sessions began May 7. Remaining dates are 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.

A few CLC glossary terms:

Barn doors: Movable hinged flaps used on stage lights to control light spill. Random access: Ability to retrieve, in any sequence, visual and taped elements

regardless of original placement order.

Proscenium: Arch that separates the stage from the auditorium. High Jacker: Equipment capable of lifting a person or persons to a given

height.

Questions about the CMP program? Call CMP Liaison Cyndi Martinez, CMP (The Stoneleigh Hotel), 214-871-7111, ext. 408.

EDUCATION NEWS

Italian Gemelli Seminar Participants Express Praise for D/FW Program

By Diane Smith, CMP Alcon Labs, Inc.

The Gemelli Seminar—the MPI D/FW Chapter's joint educational event with MPI Italia last October—continues to bring grazzis from our Italian friends who attended.

"Thank you and thank you many times. You have all been wonderful hosts to everybody. Your attention, kindness and warmth have impressed us all. We will never forget it,"said Nadia Colaiuda, CMM, CMP, Augustea SRL/Rendezvous Italiano.

Ever the Italian poet, Paolo Missiaja, CMP, Servizi Internazionali/Platinum Viaggi E Turismo, Rome, wrote: "Oh charming Texas nights. Oh wonderful people. Oh marvelous atmosphere. Where are you? Still in our hearts, we brought them with us. Thank you for the splendid experience.".

"I thank you for the warmth and hospitality during my stay in Texas. I look forward to our continued collaboration," writes Aldo Scoppa, Archaeology Travel Service, Rome.

Our friend in Florence, Giuseppe Lepri, NEWTOURS, wrote: "I want you to know that Texas and the wonderful and perfect hospitality we received are still in

Meeting Planning TIP

A slide projector can be used as an inexpensive spot light when the budget is tight. Be sure to have some colored gels.

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

my heart. The seminars we attended were of great interest for all of us. They gave and taught us so much and in particular, the great opportunity of getting always closer to the American market. We wish now to realize a program aimed at developing not only our business relations, but, as I desire, a brilliant future for our newborn friendship."

While the expressions are different and personal, the message is clear. Our second joint seminar was a rousing success and the opportunity to develop our Sister Chapter relationship even further seems limitless.

For more information on the Gemelli Program, contact Bobby Bulger (Bobby Bulger Travel Concepts), 214-341-5876.

Watch for updates on new Gemelli programs in future issues of the CURRENT.

Bi-PO⁴D Meeting PO⁴Ds 8 & 9

Hotel Pricing & Negotiations

May 20 (Tuesday) 11:30 a.m. - 1:30 p.m.

Radisson Plaza Fort Worth 815 Main Street Fort Worth

Facilitating a round table discussion will be three leading industry professionals who perform this task on a daily basis. Bring your questions and get the inside "scoop" on the ins and outs of hotel pricing and negotiations.

RSVP Debra Rubin, CMP (The Worthington Hotel) 817-870-1000

> May 17 May 31

June 14

lune 21

July 12

July 26

August 16

August 23

October 4

October 18

November 1

November 15

September 6

September 20

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 Handson Technology Instititute 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 classess meet at American Airlines Sabre Training Center, 4200 American Blvd., Ft. Worth.

Internet-Using it for Business
MPINet
Computer Basics/Windows Applications Beginner
Computer Intermediate - Networks & Laptops
Windows 3.1 vs. Windows '95
MS Excel for Windows 7.0 on Win '95 Beginner
MS Excel for Windows 7.0 on Win '95 Intermediate/Advanced
Meeting Mgmt. Software (Peopleware, Trak, Prosoft, Lotus Notes)
MS Word for Windows 7.0 on Win '95 Beginner
MS Word for Windows 7.0 on Win '95 Intermediate/Advanced
MS Access 7.0 on Win '95 Beginner (Event Mgmt. Software)
MS Access 7.0 on Win '95 Intermediate/Advanced (Event Mgmt.)
MS Powerpoint 7.0 on Win '95 Intermediate/Advanced

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

EDUCATION News

MPI D/FW PO⁴Ds Present 'Speakers Showcase' June 18 and June 19

MPI members and guests will have two opportunities next month to witness some of the best professional speakers in this part of Texas.

Don't miss the Speakers Showcase June 18 (Wednesday) at LeMeridien Hotel or June 19 (Thursday) at Omni Park West Hotel (LBJ & Luna).

Both are "noontime" events with registration beginning at 11:30 a.m. and the program beginning at noon.

The Showcase is a great way for meeting planners to check out some talented speakers—and a great opportunity for these speakers to display their expertise to individuals seeking professional presenters.

Five speakers, supplied by Mary Shiroma (Southwest Speakers Bureau), will showcase their skills in a 10-minute presentation on topics ranging from customer service to leadership to teamwork.

The speakers are Bill Matyastik, Ken Nietenhoefer, Jim Sundberg, Larry Traudt and Jim Wacker.

The June 18 Showcase is a "Brown Bag" event; bring your own lunch and drinks will be provided.

Lunch (\$10 at the door) will be provided June 19 at the Showcase at Omni Park West Hotel.

All chapter members (and guests) are invited to attend either program. Professional Growth Association scholarship funds are available through the PGA Committee.

The Speakers Showcase events are organized through the MPI D/FW Chapter's PO4Ds program, organized to reach more MPI D/FW members by offering educational programs in various geographical regions throughout the metroplex.

Reservations may be made by returning a broadcast fax form.

Rob Keating, fax 214-748-4546, is

reservations manager for the June 18 Showcase.

Bill Matyastik, fax 817-858-2020, will oversee reservations for the June 19 Showcase.

Bill Matyastik



What is the Score? The answer to this question can motivate athletes to come from behind to win the game in the final minutes. It can also improve productivity in business and quality of life. Bill Matyastik combines his experience as a

tennis professional with his years in sales management to offer some powerful insights. Find out why he says, "If work were more like sport, people would be far more productive and complain about the arrival of the weekend. Give success a sporting chance."

Ken Nietenhoefer



Based on his hot-selling book, Don't Shoot the Customer, Ken Nietenhoefer's lively presentations motivate audiences to reload service-strong attitudes into any organization. The San Antonio Express-News calls his approach "the blueprint to success relations." customer

Nietenhoefer also delivers a thought-provoking, humor-tinged presentation, Mission Made Possible, to inspire audiences to achieve lifetime dreams.

Iim Sundberg



Nicknamed "Iron Man" by the media for his consistent play and phenomenal stamina, legendary former Texas Ranger Jim Sundberg now brings the same success, consistency, drive and determination to creating exciting, customized presentations

for corporate audiences. He speaks with onviction and integrity on a variety of topics including What is Success, How to Improve Your Effectiveness and Principles of Self-Management.

Larry Traudt



President of the Waco-based American Leadership Institute, Larry Traudt is a highly successful speaker who takes audiences through a step-by-step program that improves leadership skills. The process results in a better understanding of self and of oth-

ers, and the ability to immediately use higher leadership skills. In his highly motivating, I Excel in Pride, Traudt helps audience members discover their own leadership paths.

Iim Wacker



Former head football coach of TCU, Jim Wacker has returned to Texas after coaching at the University of Minnesota. Recognized twice during his career as the top football coach in the nation, Wacker now brings to corporate audiences his powerful message about believing,

achieving, teamwork and winning. "Teamwork," he says, "requires that we accept and respect others who are totally different from ourselves. A group with a wide diversity of backgrounds and beliefs is like a quilt with a wide variety of shapes and colors - components must be sewn together with love and understanding."

Speakers Showcase lune 18 LeMeridien Hotel

11:30 a.m. Registration 12 noon Brown Bag Lunch & Program

FAX your reservation to Rob Keating 214-748-4546

Speakers Showcase lune 19 **Omni Park West Hotel**

11:30 a.m. Registration 12 noon Lunch & Program (\$10 at the door)

FAX your reservation to Bill Matyastik 817-858-2020

EDUCATION NEWS

Texas Education Conference Set June 27-28 at DFW Lakes Hilton

By Sally Goldesberry, CMP Meetings & Exhibits Specialists

Ensure that your career stays "On the Right Track" by attending MPI's Texas Education Conference—a joint effort of the D/FW, Hill Country and Houston



Sally Goldesberry, CMP TEC Co-Chair

Area MPI chapters—June 27-28 at the DFW Lakes Hilton & Conference Center.

The TEC is an opportunity for local and regional MPI members to attend an affordable in-depth and networking confer-

ence. The conference registration fee is \$85.00. The DFW Lakes Hilton is offering a special hotel room rate of \$79 single/double.

A special highlight of the conference will be the MPI TEC Trade Show. A limited number of booths are available \$350—first come, first reserved.

MPI D/FW Chapter member Brenda Miller, CMP (The Trade Group) is one of several guest speakers. Miller will discuss "Effective Trade Shows and How to Work a Trade Show."



Brenda Miller. CMP
The Trade Group

Dallas Attorney Steven Rudner, also a member of MPI D/FW, will discuss legal and liability issues of the meetings industry. Rebecca Morgan, CSP, will discuss "TurboTime: Maximizing Your Results Through Technology." Morgan has been a guest on televisions "Oprah" show.

The opening reception, hosted by DFW Lakes Hilton, will be held in the trade show area. Saturday's luncheon will also be held in the trade show area for both suppliers and attendees to get the most out of the show.

Daily prize drawings will be held as well. Bring plenty of business cards!

Begin the conference by joining industry peers and friends for a Golf Tournanment Friday, June 27, at Grapevine Golf Club. See box at right for educational programming topics.

Sponsorship opportunities are available. See the registration form in this newsletter for more details or to register.



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For more information:
Betty Garrett, CMP, 972-513-0054
Sally Goldesberry, CMP, 281-335-1362

April Meeting Highlights

Richland Scholarship Recipients, Revolutionary Letter Writing, Focus at Omni Richardson Hotel



LEFT: Twelve graduating seniors from three Dallas Independent School District high schools are the recipients of one-year scholarships to the Travel, Exposition and Meeting Management Program at Richland College. The students are pictured with members of MPI D/FW's Richland College Committee. The scholarships were made possible from the proceeds of The Kids Charity Ball.

On hand for the presentation at April's MPI D/FW Chapter meeting were Richland College President Stephen K. Mittelstet (below, left) as well as a number of Richland and DISD faculty and staff. Presentations were made by Colleen Rickenbacher, CMP (Dallas







Eric Newcomb (LeMeridien Hotel) and Stephanie Clem draw attention to the Professional Growth Awards program. Their colorful costumes make an editor wish the CURRENT







"Come on along to Na mon!" said Steven Fos Line of Dallas/Fort Wo by Dana Nickerson, (One Productions). O. O'Donnell (Nightlife Management), right, e sentiment.

The trio appeared in c island attire to publici Miami Air flight to Au educational program a incentive travel.



Peg Wolschon Jablonsky (DF) (DFW Lakes H

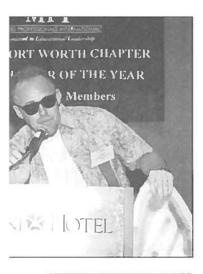


Delynn Upde CMP (Annuit and Norb De College).



Deronda Jones (Automotive Oil Change Association) and Nancy Slaughter Monroe

(Gale Sliger Productions).



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Jan Jones (Business Letters Unlimited), challenged "straight-jacket" writing habits and urged MPI members and guests to employ creative substitution to "energize writing and revolutionize the way you write letters."



Photos by Lazarow Photography



Chuck Hornick (Earnest & Associates) and Charlotte Bostwick (Charlotte Event & Meeting Planning) were among the guests at the April meeting.



Kristi Dean (Creative Promotional Advertising) and **Ann M. Stetson** (LeMeridien Hotel).



Laura Prittie, Cynthia Bras and Carol Woods were among the hosts at the Omni Richardson Hotel.



Gary D. Jackson, Jr. (Marriott Solana, Westlake) and **Lisa Alderson** (Marriott Solana, Westlake).

Hall of Fame

Please salute the following companies and individuals for their contributions to the April meeting at the Omni Richardson Hotel.

> Business Letters Unlimited Jay Jones 817-465-4440

Omni Richardson Hotel Sherry Graham 972-231-9600

> Floral World Arthur Miron 214-350-2800

George Primo Orchestra George Primo 972-986-9666



lle Bus Company), Rosemary Hilton) and Tamara S. Adkins



Omni Richardson Hotel), Susie Carr, of the Southern Baptist Convention) , PhD, CMP (Tarrant County Junior



Elizabeth Hartman (Medieval Times) and Marina Klein (Wyndham Garden Hotels).

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CURRENTly Editor's Notes

Some organizations "wind down" with activities and projects near the end of an administrative year.

Not the MPI D/FW Chapter!

"Committed to Educational Leadership" is a must-include part of the



Gracie Hilton
The Write Stuff
Editor, the CURRENT

official MPI logo. And even though the chapter year is near its 1996-97 end, educational opportunities are as prolific as ever.

The headliner is the statewide Texas Education Conference (TEC) June 27-28 at the DFW Lakes Hilton.

A joint effort of the Texas MPI Chapters—Texas Hill Country, MPI Houston Area and MPI D/FW—the TEC is an "opportunity for local and regional MPI members to attend an affordable indepth networking conference," stress the conference co-chairs.

Read about it on page 9 and expect more details in next month's CURRENT.

There's more! This month's installment of the popular "Walk a While in My Shoes" educational series takes participants to the IMAX Theater via a Kerrville bus May 20.

Then there's a plethora of possibilities at the Hand-on Technology Institute!

Don't forget **CMP University** June 13-14—and other study opportunities!

Or the **Speaker's Showcase June 18** & June 19.

Or the June 17 Wine Tasting. ?! ©

Peruse all of these educationally enriching projects on pages 6-9—and on page one! "Next Stop: Nassau"—the May 22 chapter meeting in Austin via Miami Air—is a "hands on" lesson on incentive travel.

Meeting Professionals International: Committed to Educational Leadership.

ghh @

P.S. Meeting professionals have experienced all kinds of local and regional festivals. But how many of you have attended the World Cow Chip Throwing Championship®?!—a recent pleasure in Beaver, OK!

Heard it through the

Grapevine!



Judy Benaroche, CMP, has been promoted to director of meetings and marketing at *E. Harden & Associates*. Judy is pleased to announce her engagement to Michael Johnson; a fall wedding is planned.

Delinda Dudley is the new director of sales at *Malibu Speed Zone*. She was formerly with Six Flags Over Texas.





Sally Gibbons is moving to Las Vegas to accept the position of director of sales at Caesar's Palace Hotel. She was formerly with the Wyndham Anatole Hotel.



Sue Ferguson-Fry has been named sales manager at Rough Creek Lodge in Glen Rose, which will open in December. Sue was formerly with Hard Rock Cafe.



Phyllis Tackett is the new director of events for *The Singles Foundation*. Prior to this position Phyllis freelanced for the Exxon Corporation.

Cindy Stanley-Plotkin is the manager of incentive sales for Dallas Fan Fares. She was formerly with Marketing Equities International. Julie Roberts has accepted the position of meeting planner with ADSC. She was formerly with CEI Association Management.

As the new director of *Tourisme Quebec*, Sandy A. Mukitarian will promote Quebec, Canada to planners and tour operators in the southeastern region of the United States.

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.

MPI D/FW Chapter Board Notes

---April Highlights---

Public Relations Projects

A group of MPI D/FWChapter representatives met with "News 8 Listens" to discuss how the meetings industry impacts the local economy.

The Dallas Business Journal has another meetings industry insert scheduled for October 97 release, and MPI D/FW is working on a special project for advertising and editorial support. Upcoming issue will highlight MPI.

Texas Business has agreed to be a sponsor of the TEC.

MPI D/FW Chapter Member Steven Foster was on the radio recently discussing the Brimer Bill.

Because of The Kids Charity Ball 1997, MPI D/FW was able to designate \$9,000 for continued educational programming and donate \$5,000 to the MPI Foundation. Final figures will be presented at the May meeting and proceeds will be distributed to the designated charities at the June Awards Gala.

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

1997-98 Directory Contract Approved

A motion was made and accepted to approve the contract to handle the sale, contracting, and collection of money and artwork for the MPI D/FW Chapter's 1997-98 membership directory and handbook.

The BOD will review the chapter secretary's contract in May.

V.P. Administration Linda Sergeant

May Meeting in Austin

The May monthly meeting to be held in Austin will have an early registration of May 16 and air transportation will be limited to 150 members. The registration fee for this meeting will be \$35.

V.P./Programs Cindy Hamilton

MPI D/FW Has Five New CMPs

The Dallas Chapter has five new CMPs, bringing the MPI total to more than 3,597. Director of Education Peg Wolschon

Richland Scholarship Recipients Honored

Twelve DISD students selected to receive Richland College scholarships from proceeds of The Kids Charity Ball were recognized at the April meeting. All will be members of MPI D/FW and will be assigned a mentor who will help encourage them to continue with and succeed in school.

President-elect Gregory Pynes

Community Services Project

Community Services Committee members met in early April to volunteer time and talents to Bryan's House. Keith Hickman, M.T. Gnadt, Cheryl Beasley, CMP and her husband Jimmie painted six offices and a large upstairs hallway.

Chair, Community Services Cheryl Beasley, CMP



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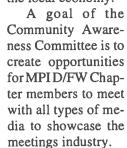


MPI D/FW Shares Ideas with WFAA's 'News 8 Listens'

By Dana Nickerson, CMP Square One Productions

At the invitation of WFAA-TV, the Community Awareness Committee recently coordinated a group of MPI D/FWChapter representatives to meet with "News 8 Listens" to discuss how the meetings industry—the third largest employer in the state of Texas and the largest

in Dallas—impacts the local economy.





Dana Nickerson, CMP Chair, Community Awareness Committee

An enhanced industry awareness enables all planners and suppliers to better market services and products, and develop improved educational and marketing opportunities for the MPI D/FW membership.

Among the participants in the "News 8 Listens" idea exchange were MPI D/FW Chapter President Mary Lynn Novelli, CMP (Sterling Hotels & Resorts), offical spokersperson for MPI D/FW); President-elect Greg Pynes (Hand & Associates); Immediate Past President Phyllis Firebaugh, CMP (SEI Incentives); V.P. Public Relations & Marketing Dana Nickerson, CMP (Square One Productions); and Heather Barton (MPI International).

Other participants, representing planners, included Tracey Smith (Computer Language Research); Linda Hill, CMP (Meetings Management/Festivities); Phil Crouse (Phillip C. Crouse & Associates); LeeAnn Harle (Renaissance Meetings & Incentives); and Sherri Cook, CMP (Sherri Cook & Associates).

Other participants, representing suppliers, included Tony Cummins (Adams Mark Hotel); Denise Howieson (IGNITION! Creative Group); Bill Gilchrist (DFW Lakes Hilton); Joe Diaz (Delta Air Lines); Steven Foster (Gray Line of Dallas/ Fort Worth); and Don DeFeo (Raddison Fort Worth Hotel).

Opinion, Please!

Q: As a participant of "News 8 Listens," did you feel this initial meeting helped the media understand the issues we are concerned about as meeting professionals in this community?



Don DeFeo Radisson Plaza • Director of Sales

A: Judging by the reaction of Nan Goplerud, our interviewer, I would say this was a very good first step for us. She exhibited a genuine curiosity about our industry, asked probing follow-up questions and was surprised at the scope and impact of the meetings business. Hopefully, this will act as a "door opener" for further media exposure.



Tracey Smith

Computer Lanuage Research, Inc. • Marketing Programs Lead A: I think Channel 8 definitely has a better idea of what we do and the impact we have on local revenues and taxes. Do they understand? I'm not sure we as a group fully understand our own issues. I'm just beginning to grasp them myselfI But, with continued educational updates, I feel MPI D/FW membership is on the right path to enlightenment and knowledge.



Phil Crouse
Phillip C. Crouse & Associates • President

A: This meeting just set up contacts and helped Channel 8 to recognize MPI as a resource for issues facing our industry. Outside of the Brimer Bill it was evident from our discussions that there were no newsworthy issues pending at this time. However, it is important to build media relationships for when newsworthy events occur. This chapter has planned a good strategy for the future.



Sherri Cook, CMP
Sherri Cook & Associates • Owner

A: Yes, definitely. Not only did the media learn who we are and what we do, but also the importance of our jobs to the city's economy. Additionally, we demonstrated the vastness of our industry and scope of our work force. I think we had an impact on the media in attendance and opened an area of mysticism unknown to the media.

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



23

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.



Tony Cummins Adam's Mark Hotel

Tony Cummins (Adam's Mark Hotel) is known for his dedication to the chapter's PO⁴D Program. Cummins was responsible for getting the PO⁴D Handbook together. Thanks to his persistence, this innovative educational program has flourished, enabling chapter members to participate in more educational programs.



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

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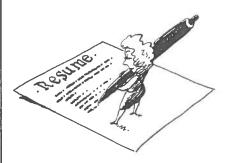
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D/FW Chapter Mentor Program—a 'Win-Win' Relationship

By Diane Smith, CMP • Alcon Labs, Inc.

When I was first asked to become a mentor in the MPI D/FW Chapter's Mentor Program, I hesitated. "Just what I need, one more project!" I thought.

At a time when I was trying to "retire" from my MPI duties, the last thing I wanted was to take on another challenge. I knew the commitment required time and I didn't have a lot of that to spare.

However, Fred Knieberg, CMP (AFK & Associates, Inc.), finally convinced me that it was an opportunity I shouldn't pass up. Fred, co-chair

of the Mentor Program, was right!



Diane Smith, CMP Alcon Labs, Inc.

It's been said that "you can't teach an old dog new tricks." I'm living proof that's not true! Having been in this business of planning meetings for several years now, I feel my "how to" is comprehensive. But don't be fooled ... you can never know it all.

That's what the Mentor Program has taught me. Asher Lortz (IBM/Tascor) and I began our mentoring relationship last November. Once we got through the holiday crunch, we put in place a program that included weekly communication and a monthly face-to-face—hitting high gear in January.

While the program sets no limits on telephone communication, our busy schedules really haven't allowed for much more than a weekly phone visit and our monthly face-to-face. But those sessions have been invaluable.

As the "mentee" in our relationship, Asher identified specific goals she wanted to achieve when we first began. I did the same. At our first meeting, we reviewed our goals and determined that they were realistic and quantifiable. It was obvious that I had insights that might be valuable to Asher—and that she had ideas and views I could learn from as well.

What have I learned? Different ways of looking at things is probably what's been most insightful for me. While I've "been there, done that," looking at problems and opportunities from Asher's viewpoint has opened my eyes to alternative solutions, ways of doing things I might not have considered before.

Helping her work through the process has been a learning experience for me as well. And, while I have many friends that I count on in this business, the mentorship relationship provides me the opportunity to work one-on-one with someone who can benefit from my experiences—and teach me new things in the bargain.

While I can't speak for Asher, I believe she'd agree we've both profited from this relationship—and will continue to.

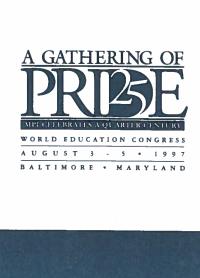
If you believe, as I do, that "time is money," then you certainly agree that time should be spent wisely. Investing your time in the Mentor Program can be a profitable experience and a great way to increase your "net worth."

I encourage everyone to seriously consider being a part of the MPI D/FW Chapter Mentor Program.

It's a win/win situation.

EDITOR'S NOTE: The Mission Statement of the Mentor Program is: "To encourage experienced professionals, to nurture and assist in the development of newer members of the meetings industry and to provide a structured environment for this effort."

For more information about the Mentor Program, contact Fred Knieberg, CMP • 214-361-4316



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Nominees for '96-97 Awards Announced; Chapter Winners to be Honored at June 26 Awards Gala

Chapter Planner of the Year Nominees



Greg Pynes
Hand & Associates



Dana Nickerson, CMP Square One Productions



Patti Wilke, CMP Independent Planner

Chapter Supplier of the Year Nominees



Michelle Carter, CMP Wyndham Anatole Hotel



Mary Lynn Novelli, CMP Sterling Hotels & Resorts



Linda SergeantBill Reed Decorations

Chapter Planner of the Year and Chapter Supplier of the Year awards are presented for lifetime contributions to the Chapter in committee and board involvement, meeting industry service, recognition and awards, industry-related speaking engagements and community service.

Rising Star Nominees



Tamara Quilty Sprint



Gerry Reid Gerry Reid Speaking



Esther Wigley Appointments

The **Rising Star** award is presented to a chapter member who has made a significant contribution over the course of the past year and who has been an MPI member for three years or less and has not served on the Board of Directors. Chapter award winners are selected by the Board of Directors and past award recipients.

Many thanks to Awards Committee Co-chairs Susie Carr, CMP (Annuity Board of the Southern Baptist Convention) and Pat McCain, CMP (Krisam Hotels & Resorts), who coordinated the nomination and selection process for all chapter level awards and the nomination process for international awards.

International Award Nominees

Winners, selected by the International Awards Committee, will be announced at the World Education Conference.



Nominee
for
International
Planner
of the Year
Sally Goldesberry, CMP
Meetings & Exhibits Specialists

Nominee for International Supplier of the Year Colleen Rickenbacher, CMP



International Planner and Supplier of the Year awards are based upon service at the international level as well as the chapter, industry and community; published articles, speeches, professional recognition, certification and continuing education.

Dallas CVB



Nominee for International Chapter Leader of the Year Phyllis Firebaugh, CMP SEI Incentives

The International Chapter Leader award recognizes one who has the ability to motivate others, stimulate volunteer functions and act as a catalyst for exceptional results.

Nominee for International 'Tomorrow's Leader' Kristi Hollomon J & S Audio Visual



The International **Tomorrow's Leader** award is presented to a "new" member who has made contributions through involvement, commitment, and achievement over a four year period.

178 Long-Term Members to be Honored in June at Inaugural Membership Pin Presentation

Five MPI D/FW Chapter members will receive 20-year membership pins at the "Celebrating the Vision" gala June 26. A total of 178 members will be recognized for long-term membership in this inaugural presentation. Twenty-one (21) members will receive 15-year pins; 31 members will receive 10-year pins; 121 will receive 5-year pins.

20 Years

Ellen Beckert Douglas Heath, CMP, CAE Suzann Oliver, CMP H.C.Olson Ron Trammell

15 Years

Andy Anderson J. William Boyd, CMP Dick Champ, CHSE Norbert Dettman, CMP Greg Elam Sally Gibbons David Gisler Rosemary Hall Linda Hill, CMP Bruce laster Gene Johnson Melody Lavagetto Marilyn McGuire, CMP Lesley Meyer, CMP **Bob** Mitchell Alan Powdermaker Nita Sisul Pat Smith Charlotte St Martin

Mary Upton, CMP

10 Years Jay Allen Maurine Allen, CMP Kay Burkhardt Susie Carr, CMP Mary Cowart Phyllis Firebaugh, CMP William Gilchrist, CMP Sally Goldesberry, CMP Paulette Good-Lindsay Carolyn Hopper Hugh Hunt Phyllis Jannusch Vicki Kempe Fred Knieberg, CMP Gail Lemaire Cheryl Lilley Michele McDonald Kevin McMahon Kimberly Mudrone O.D. ODonnell Lodi Palmer, CMP Sherri Pizitz, CMP, CSEP David Powdermaker Colleen Rickenbacher, CMP Eugene Rondeau Iudith Rondeau Susanne Ruffner, CMP Michele Sanseverino Lisa South, CMP Dorrit Turner

Robert Walker

Patti Wilke, CMP

5 Years Holly Adams Tom Beene Judy Benaroche, CMP Paige Braun Judith Brills Margaret Brown, CMP Nancy Bryan **Bobby Bulger** Deborah Burleson Bitsy Burns, CMP Norma Byers Thomas Calhoun Faye Cantrell Carolyn Carey, CMP Michelle Carter, CMP Gary Clark Sherri Cook, CMP Anne Copeland Phares Corder Phyllis Cox Judy Crow Marty Dahlgren Robert Darden Don Defeo Erin Donohue Vincent Elorza Gretchen England Lori Farris Francy Fellman Sue Ferguson-Fry Marc Finley James Follett, CHSE Steven Foster Wendy Foster Jeff Fountain

Betty Garrett, CMP
Richard Gilland
Patty Habeeb
Cindy Hamilton
Elizabeth Hartman
June Herold
Eddie Heyland
Ron Hiett
Gracie Hilton
Debra Hood-Koch
Les Hudson
Tracy Johnson

Martha Fox

Linda Gant

Barbara Kemerer
C. W. Kendall
Peggy Labounty
Debra Lakin, CMP
Gary Larr
Lynn Larson, CMP
Mark Lazarow

Clairene Jorella

Steve Kemble

Mark Lazarow Helen Lemay Jana Liles Katheryn Louth Marie Malloy Carol Marks Debra May

Cherrie McBratney Pat McCain, CMP Karen McCollough

Susan McElroy Dana McGoveran Jeffery Means, CMP

Charlotte Merrill-Davis, CMP Jonna Moody

Sandra Moten Carmen Murphey, CMP Deborah Muszynski

Eric Newcomb Dana Nickerson, CMP Mary Lynn Novelli, CMP Beverly O'Laughlin

> Verne Packer Patricia Palacios Cynthia Palmer

Gretchen Parr-Silver Patricia Phelps Robert Phillips

> Jan Pollard Greg Pynes Todd Richter

Gay Robson, CMP Julie Sanders Brenda Sayegh

Stephanie Schroeder Leslie Schultz

> Linda Sergeant Janis Shaffer

Carole Sharapata Mary Shiroma Marsha Singer

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Bettie Smith

Diane Smith, CMP Tracey Smith Lisa Stedman

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Patricia Tripp, CMP Don Vaughn

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Marcia Warnke Deborah Weaver-Small, CMP

Inez Wehrli Lauren Weiland

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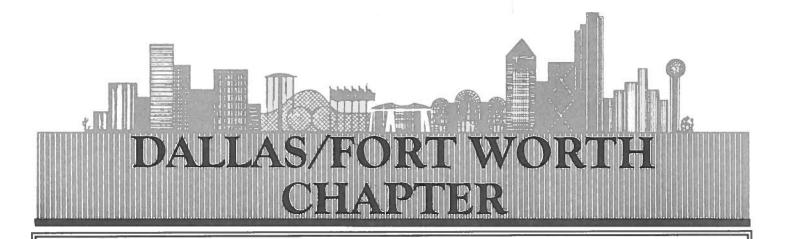


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