

# MPI

MEETING PROFESSIONALS INTERNATIONAL™

Committed to Educational Leadership

# CURRENT

Meeting Professionals International

October 1997

Dallas/Fort Worth Chapter

## President's Message Being Informed Leads to Productive Service



Gregory Pynes  
Hand & Associates  
Communications  
D/FW Chapter President

*Involvement through Service* means staying informed.

I continue to be amazed at the energy surrounding the MPI D/FW Chapter—whether it be the record breaking attendance at the August program (309),

or the commitment of a single member to encourage increased attendance from chapter members in Fort Worth, Arlington and the Mid-Cities.

Melanie Arguello (Fort Worth CVB) is a chapter member who makes things  
*continued on page 3*

## Gemelli Committee Evolves into WDP Worldwide Development Program to Provide 'Link' to Other Chapters

The D/FW Chapter of MPI recently embarked on a new era when the Board of Directors approved the mission of the Worldwide Development Program (WDP).

Formerly known as the Gemelli Committee, the program has been restructured to include providing assistance to other MPI chapters in the domestic marketplace, as well as internationally.

"WDP is an avenue to continue our strong association and assistance with such international markets as the Italia chapter, while expanding into domestic markets," said Bobby Bulger (Bobby Bulger Travel Concepts, Inc.), chairperson for the Worldwide Development Program.

A key area of the program is to develop long-term strategy and promote

awareness and education of both the international and domestic marketplaces, she said.

"While the assistance and joint sessions with the Italia chapter has been successful in the past, we wanted to look closer to home and see where we could 'link up' with a domestic chapter to provide assistance in their development as well," said Bulger.

Dorrit Turner (Yellow Rose Touring & Special Events) will head up the International Link section of the program while Tim Wade (Lennox Industries) will be liaison of the Domestic Link.

Lisa South, CMP (CLR/Fast-Tax) co-chairs the program with Bulger and will serve as interface with MPI's international office.  
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**Worldwide Development Program**

# 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 Chapter Meetings

**October 23, Thursday**  
Monthly Chapter Meeting  
Grapevine Convention Center  
"Self-Directed Leadership" +  
Tribute to MPI D/FW Chapter Member  
Bill Boyd, CMP,  
MPI International Supplier of the Year  
11:30 a.m.

**November 20, Thursday**  
Monthly Chapter Meeting  
Arlington Marriott  
"Mediation & Arbitration"  
11:30 a.m.

**December 18, Thursday**  
Monthly Chapter Meeting  
Omni Mandalay  
Holiday Party w/NACE & HSMIA  
6:30 p.m.

**January 22, Thursday**  
Monthly Chapter Meeting  
Wyndham Anatole  
"Government Affairs"  
11:30 a.m.

## CURRENT Deadlines

ISSUE	DEADLINE
November inserts due Nov. 5	Oct. 17, Friday
December inserts due Dec. 3	Nov. 14, Friday
January inserts due Jan. 7	Dec. 14, Friday



## MPI

MEETING PROFESSIONALS INTERNATIONAL®

*Committed to Educational Leadership*

**MPI International Headquarters**  
4455 LBJ Freeway • Suite 1200  
Dallas, Texas 75244-5903  
972-702-3000  
FAX: 972-702-3070  
<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

happen. Thanks to her influence, and special help from Katy Brimson (Dipert Coaches), 16 people from the area traveled together across the river to north Dallas for a chapter meeting at The Grand Kempinski last month, using that travel time to network all the way.

Thank you for this outstanding example of *Involvement through Service!*

*Involvement through Service* can also mean service through leadership as an officer or director of the MPI D/FW Chapter.

Even though the 1997-98 chapter year is only several months old, the Board of Directors is already looking toward leadership for 1998-99.

If you are interested in serving in this capacity, Mary Lynn Novelli, CMP (Sterling Hotels & Resorts), immediate past president and chair of the Nominating

Committee, encourages you to attend the MPI D/FW Chapter Leadership Forum (CLF).

First, be informed. Read about the elections process in the "Policies and Procedures" section of the new Chapter Directory.

Then plan to attend the CLF November 11 at the Wyndham Anatole Hotel to learn more about this important opportunity to exhibit *Involvement through Service*.

Read more about the CLF on page 16.

To be involved, we need to be able to communicate with one another easily. So you'll be happy to know that a new resource notebook—including the updated Chapter Directory—will be available at the October meeting.

An *informed* membership is *productive* and *involved!*

## Worldwide Development Program

continued from page 1

With the formation of any committee, obtaining enthusiastic and committed volunteers is the first priority of the new group, Wade said.

"This new direction provides an opportunity to join at the ground level and really make an impact on providing goodwill in the area of another chapter's development while learning about a new market, be it domestic or international," said Tim Wade.

The "Link" groups will work closely with MPI International in identifying chapter(s) that may need assistance.

"Our approach is going to be a slow and methodical search for those chapters and/or clubs which will be a good fit with what we can provide," said Wade.

Look for more news on the Worldwide Development Program in future issues of the *CURRENT*. In the meantime, don't be surprised if you receive a call

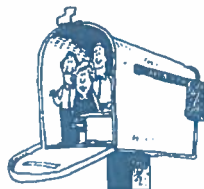
from Turner or Wade about joining this newly revamped committee.

Better yet, don't wait for their call. "Link up" with MPI D/FW WDP by calling Tim Wade (972) 497-5039 or Dorrit Turner (214) 637-0046 today!

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

Report those changes to the  
MPI D/FW Chapter office  
972-233-9107 x1674

and the  
MPI International Headquarters  
972-702-3000



*Keep your records up to date!*

# MPI

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  
214.979.4639

#### President-Elect

Colleen A. Rickenbacher, CMP  
Dallas Convention & Visitors Bureau  
214.571.1040

#### Immediate Past President

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972.726.9800

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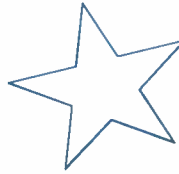


Bobby Bulger  
Bobby Bulger Travel  
Concepts, Inc.





# 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.



**Phil Crouse**  
Petroleum Institute

Phil Crouse (Petroleum Institute) has attended the last three Meetings Industry Legislative Action Days as a member of the Texas delegation in Washington D.C. He has served on the International Affairs Committee for MPI and served as the Chair Emeriti for the Texas Travel, Tourism and Meetings Industry Legislative Action Day in Austin. He has helped to set up a web site to address industry advocacy and has worked on the industry advocacy Buddy Program.

Fellow MPI members report that because Crouse has worked tirelessly "behind the scenes," he is a big part of the success of industry advocacy in governmental affairs.



To nominate a Star of the Month, fax Marcy Roitman (Grapevine CVB), 817-488-1048

## D/FW Meetings & Hospitality Industry

# JOB BANK

**Voice Mail**  
**972-381-5624**

**E-mail**  
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*Find a Good Employee!*



### Features

- List of job openings with contact information
- Updated weekly
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- Leave a message for Job Bank committees of MPI, NACE or HSMA
- Free for applicants

To volunteer for the Job Bank Committee, call  
Patti O'Neil  
(Conference Planning, Inc.)  
972-608-0444  
fax 972-608-0533

**20th**  
*Anniversary*  
1977-1997

**MPI**

MEETING PROFESSIONALS INTERNATIONAL®  
Committed to Educational Leadership

Dallas/Fort Worth  
Chapter

### Meeting Planning TIP

Fold telephone messages in half so thieves can't pick up the room number of a carefree or careless attendee; this is important especially when you post messages.

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

# October Meeting Highlights

## Motivational Speaker Exposes Grand Illusions

By Sally Bresnahan  
American Airlines  
Training & Conference Center

Billy Riggs (Visions & Ventures Bureau of Speaking Services), powerful motivational speaker and world-class illusionist, will present a spectacular educational and entertaining program at the October 23 luncheon meeting at the Grapevine Convention Center.

MPI D/FW Chapter member William J. Boyd, CMP (Sunbelt Motivation and Travel, Inc.), 1997 MPI International Supplier of the Year, will be honored in a special tribute.

For Riggs, the art of illusion is more than a hobby; it is setting his audiences free from the illusions many have carried around since childhood.

Through "Grand Illusions," Riggs will show audiences how to become self-directed leaders—by exposing the illusory thinking that inhibits growth.

Illusions of the mind—faulty beliefs about the marketplace, other people and, especially, ourselves—often wreak havoc with what otherwise could be a fulfilling, productive, happy adult life, Riggs maintains.

Stripping away these illusions, he says, is an essential ingredient to a content, successful life.

With a spellbinding combination of classic magic, humor and life-changing education, Riggs shows audiences how to eliminate a "lifetime of confusion" by stripping away those illusions.

Grapevine hosts—eager to showcase all that Grapevine has to offer for meetings professionals—include Marcy Roitman (Grapevine Convention & Visitors Bureau), Tom Wayne (Grapevine Convention Center), Sophia Staecker (Hyatt Regency DFW), Kara Volmer (Grapevine Mills Mall) and Dale Boyd (B-4 Parties Plus).

October committee members are Chair Sally Bresnahan (American Airlines Training & Conference Center), Marcy Roitman (Grapevine Convention & Visitors Bureau), and Anna Squire (HackBerry Creek Country Club).

## MPI

MEETING PROFESSIONALS INTERNATIONAL®

Committed to Educational Leadership

October D/FW Chapter Meeting

### "Grand Illusions: Self-Directed Leadership" plus Special Recognition:

—William J. Boyd, CMP

MPI International Supplier of the Year —

Thursday, October 23

Grapevine Convention Center  
1209 South Main  
Grapevine, Texas 76051  
817.481.0459

11:00 a.m. Member Orientation—Room TBD

11:30 a.m. Registration—Main Lobby

Reception—Lobby II

12:00 p.m. Luncheon and Program—Concord Room

—Complimentary Parking—

R.S.V.P. to Joe

by noon, Tuesday, Sept. 23

•phone 972-233-9107 x1674

•FAX 972-490-4219 (see fax insert)

•74742.1725@compuserve.com

Advance Registration \$24

Late Registration \$32

Guest Registration \$27

## IGLOO

Illusionist

Grapevine Convention Center

Luncheon

October 23

Outstanding New

Membership Directory

this MNEMONIC  
will help you remember  
details about the  
Oct. meeting!

1997-98

MEMBERSHIP DIRECTORY

Pick up your copy at the  
Oct. 23 meeting.

Oct. 23

Special Presentation Honoring  
William J. Boyd, CMP  
MPI International  
Supplier of the Year

## October Host Facility

### Grapevine Convention Center

Unparalleled location and unmatched amenities and attractions — all are available at the Grapevine Convention Center. Whether the Center is hosting a meeting with several key executives, an event with hundreds of associates, or a meal function, this superior 23,500 square foot facility can be "custom tailored" to your specifications.

The Convention Center has generous pre-function areas, finely appointed and just right for registration or entertaining prior to any event. Grapevine Convention Center has been designed to accommodate a great variety of meetings and functions.

# EDUCATION NEWS

## Educational Opportunities at a glance



**October 15, Wednesday**  
CMP Study Course/Dallas  
Embassy Suites Park Central  
6-8 p.m.  
(consecutive Wednesdays through Nov. 12)  
\$35 for members

**October 13, Monday**  
CMP Study Course/Arlington  
Arlington CVB  
6-8 p.m.  
(continuing Mondays through Nov. 10)  
\$35 for members

**November 11**  
"Walk a While"  
Hosts: The Ranch & Five Star Limousines  
5-7 p.m.  
Denise Howieson 214.819.3150

**November 11**  
PO'D Chair Meeting  
Taco Bell Corp  
11:45 a.m.-1 p.m.  
Sherry Richardson 972-258-2221

**November 19**  
PO'Ds #5 & #8  
Taco Bell Corp.  
11 a.m.-1 p.m.  
\$10 per person

**December 17**  
PO'Ds #1, #3, #4, & #6  
Speakers Showcase  
Nicki S. Jorski, CMP 972.385.9091  
11 a.m.-1 p.m.  
\$10 per person

**November 15, Saturday**  
CMP University  
DFW Lakes Hilton  
8 a.m.-5 p.m.  
Brenda Miller, CMP 214.343.2000  
\$50 for members

For more information  
about any of these educational opportunities call  
Marti Fox, CTC (BTI Americas)  
214-905-8550

## MPI D/FW, Malibu Speed Zone, Southwest Airlines 'Racing Toward Teamwork' Theme of Fall Super Session November 13

Imagine your hands behind the wheel of a race car. You are speeding down the racetrack, your heart pounding, wind blowing through your hair and your team is cheering you toward the finish line.

This is not a fantasy; it is the 1997 Fall Super Session, "Racing Toward Teamwork," November 13, 5:30-9:15 p.m.

A joint project of MPI D/FW, Malibu Speed Zone and Southwest Airlines, the Fall Super Session offers education, fun, and ideas you can use in planning your next event.

Featured will be an interactive super session facilitated by Joey Connelly, a Southwest Airlines "University for People" learning facilitator.

The Fall Super Session is designed to help participants understand the meaning and implementation of teamwork. Teams will participate in The Grand Prix Indy Races, the Turbo Track, and Video Racecar Simulators.

Rewards will be given to winning team members. The top player of each team will compete in the Top Eliminator Dragsters, which go 0-70 mph in three seconds.

Get your engines running by registering today for the 1997 Fall Super Session at Malibu Speed Zone. Space is limited; register early!

For more information call Jill Heyerdahl (JH Travel Incentives, Inc.) 972.293.1509.

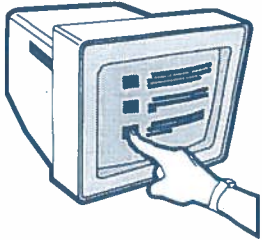
# What have we done for you lately?

- Created the meeting industry's first Resource Center.
- Designed MPINet, the industry's first global on-line system.
- Developed the industry's first approach for evaluating the impact of meetings, Maximizing Your ROI

## MPI FOUNDATION

PREPARING MEETING PROFESSIONALS FOR THE FUTURE  
4455 LBJ FREEWAY, SUITE 1200, DALLAS, TX 75244

## 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.

### MS Access 7.0 for Windows 95 (Event Management Software)

Focus on to expand your use of Access with enhanced query, tables and form and report design. Using Form Wizards to create, modify and enhance a form. Learn how to use the power of Report Wizards to generate summary report.

#### October 18, Saturday

9:00 a.m.-5:00 p.m.

Intermediate Tools & Techniques

#### October 25, Saturday

9:00 a.m.-5:00 p.m.

Advanced Tools & Techniques

---

Classes are \$59 each.  
Special price: \$99  
for both ACCESS classes  
(new registrants only).

Classes meet at  
SABRE Training Center  
4200 American Blvd.  
Fort Worth, TX

For more information  
or to register for classes:  
O.D. O'Donnell  
(Nightlife Talent & Management Agency)  
972-789-9340

### MS Powerpoint on Windows 95

Create presentations using wizards, add and format text, insert clip art, create graphics, change color schemes and templates, modify master pages and answer questions with help.

Learn how to import data from other applications to create a presentation quickly. Organize text and print presentation outline, copy slices and information from one presentation to another to save time, customize a color palette to improve presentations, create an original design template for a uniform presentation, modify graphs to illustrate and specify data, and produce an animated slide show.

#### November 8, Saturday

9:00 a.m.-5:00 p.m.

Intermediate

#### November 15, Saturday

9:00 a.m.-5:00 p.m.

Advanced

---

Classes are \$59 each.  
Special price: \$99  
for both POWERPOINT classes  
(new registrants only).

Classes meet at  
SABRE Training Center  
4200 American Blvd.  
Fort Worth, TX

For more information  
or to register for classes:  
O.D. O'Donnell  
(Nightlife Talent & Management Agency)  
972-789-9340

### Internet Basics

Learn to browse the Travel and Meeting Sites of the Internet. Learn how to build a homepage for the travel professional... And much more!

Classes limited to 20 participants.

#### October 25, Saturday

8:45 a.m.-12 noon

#### November 1, Saturday

8:45 a.m.-12 noon

---

Classes are \$59 each.  
Special price: \$99 for  
both POWERPOINT classes  
(new registrants only).

Classes meet at  
Richland College  
12800 Abrams Drive,  
Dallas, TX  
Del Rio Hall  
Room 224

To register for classes send name,  
company, address, phone, fax and  
e-mail information plus check to:  
Sherri Cook, CMP  
(Sherri Cook & Associates)  
1805 Keats  
Plano, TX 75093  
972-732-9396  
no shows will be billed



## News from MPI D/FW's Educational Program Series

# PO<sup>4</sup>Ds Notebook

### The "Unplanned" Meeting

Can you imagine 17 MPI members attending an "unplanned" meeting? That is exactly what happened at DFW Lakes Hilton last month.

PO<sup>4</sup>Ds #9 & #10, led by Joel Hueske (Meeting Planners Guide) and Debbie Rubin (Worthington Hotel), organized a program with an Open Forum format, allowing attendees to ask questions and speak their minds on any topic.

Topics included: •hotels' challenge to utilize room and meeting space Sunday night through Wednesday; •the best way to prepare for the CMP; •utilizing technology; and •ideas for bringing fun to meetings.

Participants agreed that the Open Forum stimulated some great ideas; provided the opportunity for everyone to participate; and allowed attendees to get to know each other better.

Special thanks go to Bill Gilchrist and the DFW Lakes Hilton for providing the meeting space and a tasty lunch.

### True Colors

PODs #1, #3, #4 & #6 met last month to learn their "true colors." Seventeen attendees enjoyed a brown bag lunch at the Apartment Association of Greater Dallas during the "True Colors" presentation by Elaine Sullivan.

"True Colors is a program designed to "make you aware of what colors say about you and others, provides information you can use to improve your personal communication skills," say the organizers.

The program was informative and fun—an excellent program idea for a monthly meeting, said participants.

### Help PO<sup>4</sup>Ds Help You!

Do you need certain credits in order to renew your CMP? Volunteer to present a program at one of the PO<sup>4</sup>D meetings. This is a good opportunity for you and a worthwhile program for our members. Contact Bill Matyastik (Business Interiors) or any of the PO<sup>4</sup>D chairs to learn more about this opportunity.



**Professional  
Opportunity for  
Development**

## PO<sup>4</sup>Ds Vying for 'Top PO<sup>4</sup>D of the Year'

The PO<sup>4</sup>Ds are off and running for the "Top PO<sup>4</sup>D of the Year" honor. Help your PO<sup>4</sup>D in this endeavor with every MPI Monthly Meeting and every PO<sup>4</sup>D Program you attend. Points will be tracked each month in the CURRENT.

The Top PO<sup>4</sup>D of the Year (Sept. through June '98) will be recognized with a grand prize to be announced at a later date.

After the first month of the race, the standings are as follows:

PO <sup>4</sup> D	Points
#1 Lewisville/Coppell/Carrollton/Addison/Flower Mound	38
#2 Richardson/Plano	37
#3 Galleria	31
#4 Irving/Las Colinas	43
#5 Downtown & SE Dallas	28
#6 Inside LBJ (NW)	36
#7 LBJ (N & NE)	22
#8 Stemmons Frwy & SW Dallas (Duncanville/Desoto/Cedar Hill)	23
#9 Mid-Cities (Arlington/H.E.B./Grapevine/Southlake)	35
#10 Fort Worth	115



### Five Rules for Smart Use Cellular Telephones

1. Cellular telephone technology is good, but not perfect, so always let someone know you are calling from a cellular phone in case you're suddenly cut off.

2. Never discuss sensitive or confidential information on your cellular phone. Eavesdropping technology is also advanced and easily available. (This includes cordless phones also.)

3. Be careful when using your telephone in the car. Pull over to the side of the road or into a parking lot to place or receive a call. If you must use your telephone in transit, don't dial while you're driving. If you use the telephone a lot in your car, consider investing in a speaker phone.

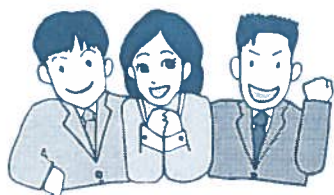
4. The receiver is billed for outgoing and incoming calls. Don't call someone on their cellular phone unless you have their permission to do so. It is similar to calling them collect.

5. Don't use your telephone in crowded areas. Be aware that you may be disturbing other around you. If you must keep your phone on in a crowded area to receive a call, immediately leave the room to talk. It's never good manners to broadcast your conversations.

—reprinted with permission from Barbara Pachter's Techno Etiquette



# EDUCATION NEWS



"Oh boy! The date has been set for the 1998 TEC! Make your plans now to attend this important conference!"

## Second Annual Texas Education Conference

November 7-8, 1998  
Saint Luis Hotel • Galveston

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

MPI  
TEC



The Certified Meeting Professional designation provides an almost instant recognition of knowledge and professionalism within the meetings industry. The CMP defines a common denominator of awareness that eases any "start off" working relationship between and among planners and suppliers.

Our company seeks out other CMPs with whom to work. The designation tells us "we speak the same language; they know our industry."



**William J. Boyd, CMP**  
President and CEO  
Sunbelt Motivation & Travel, Inc.  
Meeting Professionals International  
International Supplier of the Year

Trying to figure out how to come up with the funds to attend an MPI conference or workshop?



## Need Assistance? Apply for a PGA!

Professional Growth Awards (PGA) lends a hand to members who want to further their careers through educational sessions such as the Professional Education Conference, executive workshops or the CMP program.

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



## MPI D/FW Chapter TECHNOLOGY INSTITUTE

The Hands-on Technology Institute is a series of intensive courses geared toward the meeting professional. See page 7 for details about fall classes.

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## October Meeting Highlights

# MPI D/FW Hits Record Breaking Attendance for Evening Meeting at Lone Star Park

### How to Theme an Event

As the trumpets sounded the call to the post, MPI D/FW members and guests proceeded to Silks dining room, overlooking Lone Star Park. During dinner, attendees enjoyed horse races being simulcast from other race tracks.

Using a special MPI horse race as an example, MPI "jockies" (meeting professionals) on their "horses" (meeting/event components), provided helpful hints on bringing together the crucial elements in building a meeting around a theme.

Among the topics covered were •Site Selection, •Entertainment, •Venue, •Budget, •Transportation, •Objectives, •Keynote, •Decor, •Audio visual and •Giveaways. Helpful hints included:

1. Discuss with management or client an appropriate theme, well-defined objectives and a comprehensive, realistic budget.

2. Select a facility to enhance the theme (example: Lone Star Park for the "Racing to the Top" theme.

3. Utilize AV to reinforce the theme with graphics, big screens or smaller units as the JumboTron and in-house television system at Lone Star Park.

4. Engage a speaker or speakers who will support your theme (example: real jockies or a well-known jockey to speak on "Racing to the Top" or "Winning.")

5. When guests require transportation, show an appropriate video on the coaches.

6. Contract theme-related entertainment (example: trumpeters to herald guests to the first race). Use business theater (actors) in the presentation. Create appropriate tapes to play during program and breaks.

7. Select appropriate decor (example: entrance unit like the Churchill Downs archway; stage backdrop like the racing horses; registration decor with horse names; costumes for speakers and waitstaff).

8. Provide a giveaway item such as a money clip or binoculars and loving cups as awards to tie in with the theme (example: theme prizes as "boxes of four" and complimentary passes with parking to Lone Star Park).



September Program Committee members were **Gerry Reid** (Gerry Reid Speaking), **Merriann Skinner** (Texas Instruments), **Sherri Cook, CMP** (Sherri Cook and Associates) and **Peg Wolschon** (Gray Line/Kerrville Bus/Coach USA).



From the wagering tise, from the race-Star Park, Grand Pi guests dined in the on the lower level house television sy



### Photos by VISTA

RIGHT: Almost a dozen representatives of the Orlando/Orange County Convention and Visitors Bureau were on hand to promote Orlando, site of the January 1998 MPI Professional Education Conference. The bureau sponsored the pre-meeting reception.



h to the call to the post, from the meeting planner's needs to the supplier's exper-  
video system, to the special MPI horse race—the September dinner meeting at Lone  
was an unusual and creative educational production. MPI D/FW members and  
Dining Room at Lone Star Park. The program was presented from a stage created  
facility. Guests faced the park and were able to tune in the program on the in-

## Photos by VISTA

LEFT: Hosts at Lone Star Park included **Mike McCoy**, corporate sales manager; **Karla Olson**, account executive; **Kim Dorn**, assistant group sales coordinator; **Staci Honnas-Krug**, account executive; and **Don Feneziani**, catering and special events manager.



**Gregory Pynes** (Hand & Associates) and **Andrea Spivey** (Petroleum Information/Dwights LLC) get ready for the races.



LEFT: **Kenneth E. Riha D.D.S.** (Dental Solutions), **Jo Ann Riha, CMP** (Marriott Hotels, Resorts, Suites) and **Norman Burkhalter** (Boy Scouts of America) enjoy the pre-meeting reception.

## Hall of Fame

*Please salute the following companies and individuals for their contributions to the September meeting at Lone Star Park in Grand Prairie*

### Host Facility, A/V, Passes, Prizes, Announcer, Jockies, Jockey Attire

Lone Star Park at Grand Prairie  
Corey Johnson, General Manager  
Mike McCoy, Corporate Sales Manger  
Don Feneziani, Catering Manager  
Peter Clarac, Audio Visual Manager

### Reception/Program Funds

Orlando/Orange County CVB -  
Joanna LaNeave  
Adams Mark Hotel - Gail McGlothlin  
Buena Vista Palace - Jamie Cox  
Buena Vista Suites - Barbara Hydechuk  
Caribe Royale Resort Suites - Mary Polich  
Clarion Plaza Hotel - Vickie Hiatt  
Delta Orlando Resort - Linda Wiman  
Grenelefe Golf & Tennis Resort - Dick Shatto  
Hard Rock Cafe' - Piper Hood  
La Quinta - Sandi Muscari  
Marriott World Center - Mike Wainright  
Omni Rosen Hotel - Michael Hershfield  
Radisson Twin Towers - Linda Finley  
Renaissance Orlando Resort - Terri Strouse  
Sea World of Florida - Scott Crawford  
Sheraton Orlando North - Terri Harris  
The Peabody of Orlando - Sherry Kovensky  
WDW Attractions - Wendy Van Zee

### Transportation

Gray Line/Kerrville Bus/Coach USA  
Peg Wolschon

### Entertainment

Night Life Talent and Management Agency  
O.D. O'Donnell

### Giveaways

Appointments Promotional Advantage  
Esther Wigley, CAS

### Decor

Freeman Decorating  
David Gisler

### Staging/AV Support

Intelecon  
Rob Keating

### Costumes

Magic, Etc., Derek Kennedy  
Costumes by Dusty, Louise Nielsen

### Program Participants

AV: Peter Clarac  
Moderator: Sherri Cook, CMP  
Track Announcer: John Dooley  
Speaker: Betty Garrett, CMP  
Facility: Mike McCoy  
Entertainment: O.D. O'Donnell  
Decor: Terry Ellegood  
CEO: Greg Pynes  
Meeting Planner: Merriann Skinner  
Award: Esther Wigley, CAS  
Transportation: Peg Wolschon  
Subconscious: Rob Keating

### Program Committee

Sherri Cook, CMP  
Sherri Cook and Associates  
Gerry Reid  
Gerry Reid Speaking  
Merriann Skinner  
Texas Instruments  
Peg Wolshon  
Gray Line/Kerrville Bus/Coach USA





**M.T. Gnad**  
Richland College  
'Grapevine' Columnist

## Heard it through the Grapevine!



**Mitchell Cathey**  
Old San Francisco Steak House  
'Grapevine' Columnist



**Mike Hamilton**, owner, *Mystery Dinner Playhouse*, announces its new location at SEASONS Restaurant in The Dallas Medallion Hotel.

**Judy Benaroche, CMP**, director of meetings and marketing, *E. Harden & Associates*, married Michael Johnson September 28.



Congratulations to the MPI D/FW members who were part of the team recently honored at the International



Special Event Convention. The Hong Kong USA Gala produced by **Steve Kemble**, *Steve Kemble Event Design* (pictured above) in Dallas, won an Esprit Award for the Top Ten Events in the World. Kemble accepted the award on behalf of his entire team including; **Debbie Meyers, BRAVO! Entertainment**; **Jay Cooper, Cannonball-Ducky-Bob's Party and Tent Rentals**; **Ken and Linda Thornton, Fun Factory Decorations and Special Events**; **Scott Thompson and Denise Howieson, IGNITION! Creative Group** (pictured above); **Sandra Dingler, Party Service**; **Ric Ricci and Alan Sims**, recently of *The Fairmont Hotel*.

**Sheri Hobbs**, a Richland College graduate, is the new program manager at *Yellow Rose Tour & Special Events Co.* Hobbs is coordinating the opening of Texana's (Yellow Rose's speciality store) new exhibit at the Texas State Fair.



**M.T. Gnad** is the new teaching administrator for Richland College. She will coordinate Richland's Meeting Planning and Exposition Management Program.

**Sonya Odell**, meeting planner, *Central and Southwest*, was selected to participate in the Leadership Arts Program with the Dallas Business Committee for the Arts.



**Lori Farris**, owner, *Pomodoro-Arcodoro*, had a baby girl on August 26.

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 Gnad** (A Bunch of Grapes) or **Mitchell Cathey** (Old San Francisco Steak House) about items of interest for this column.

Gnad can be reached at 972-866-8640; fax 972-613-4523, or [gnadt@airmail.net](mailto:gnadt@airmail.net).  
Cathey can be reached at 214-357-0484; fax 214-357-6592.  
Please submit photo ("head shot") with your news item.

**Tiffany Vinyard**, recently joined *SEI Ltd.* Incentives as costing analyst.



**Dorrit Turner**, president, *Yellow Rose Tour & Special Events Co.*, announces the company's move from the Infomart to 1331 Regal Row.

**Dana Grant-Loge**, *Trail Dust Steak House*, and her staff recently hosted a gala benefit featuring LeAnn Rimes. The event raised more than \$150,000, which was donated to the Dallas Bryan's House.

**Lisa Flick**, sales manager, *Hard Rock Cafe*, is expecting her second child sometime this fall.

## Seeking the Input of Newsletter Readers!

We'd like to hear from you!

- If you or someone you know has information or insight to share, consider writing an article for publication in the *CURRENT!* We seek brief educational articles and tips for meeting planners.
- What do you like best about the newsletter? What do you like least?
- Comments regarding content? Ideas for articles? Suggestions for "Opinion, Please!"

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## MPI D/FW Activities

# Table Host and Chapter Information Booth Help 'Get the Word Out'

With the myriad service and educational projects and opportunities available through the MPI D/FW Chapter, the Table Host Program and Chapter Information Booth are important communications vehicles for "getting the word out."

### Table Host Program

Serving as a Table Host is one of the most important responsibilities at each chapter meeting.

The table host is the "official" greeter, welcoming members and guests, and often suggests personal introductions during the business card exchange.

At every meeting, a packet of information, including the meeting evaluation, is placed at each table. The table host distributes copies of any flyers or brochures about upcoming programs.

The Table Host program is the chapter's way of keeping members up-to-date on educational programs and

other projects, without inundating everyone with piles of paper. And it's a great way to network and meet people!

For more information about this program, contact V.P. Programs Steven G. Foster (Circle R Ranch), 817-430-1561.

### Chapter Information Booth

Working on an MPI project you want to tell the entire membership about? Utilize the Chapter Information Booth, provided each month by Brenda Miller, CMP (The Trade Group).

Prominently displayed at each chapter meeting, the Chapter Information Booth is the ideal vehicle to promote your involvement opportunity, upcoming chapter event or special interest function.

Contact Betty Garrett, CMP (Garrett Speakers International), 972-513-0054/ fax: 972-513-0540 to request promotional space at the Chapter Information Booth.



## NEW MEMBER HAPPY HOUR

Lulu's Bait Shop  
2621 McKinney Ave.

November 6  
5:30-7:30 p.m.

**all members welcome!**

Come "meet some new faces" and enjoy complimentary appetizers and beverages.

**Would you like to host the New Member Happy Hour next month?**

Call Lynn Lewis (Ernst & Young)  
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# MPI D/FW Welcomes 24 'New Kids on the Block'

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Special Events Administrator  
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Bedford, TX 76021  
972/518-4408  
972/518-4982 (fax)  
landers@cng.dl.nec.com  
Planner

**Aaron A. Appleby**  
Student  
11313 Autumn Chase  
Bedford, TX 76022  
409/569-1606  
Student

**Leslie G. Baker**  
Consultant  
Thiebaud McCreery & Associates  
1950 Stemmons Freeway  
Suite 5001  
Dallas, TX 75207  
214/800-8861  
214/800-8862 (fax)  
Planner

**Trudy J. Bonifas**  
Convention Manager  
Alcon Laboratories, Inc.  
6201 South Freeway  
Fort Worth, TX 76140  
817/551-4618  
817/568-7237 (fax)  
Planner

**Charlotte A. Bostwick**  
Event Specialist  
Special Arrangements, Inc.  
2000 E. Randol Mill Road, Ste. 605  
Arlington, TX 76011  
817/926-8148  
817/265-7052 (fax)  
bostwick@fwst.net  
Planner

**Sandra R. Cavallo**  
Special Sales Coordinator  
Dallas Theater Center  
1123 Cloudcrest Court  
Fort Worth, TX 76107  
214/526-8210  
214/521-4423 (fax)  
Supplier

**Peter S. Chantilis**  
President  
Peter S. Chantilis Presentations  
200 Crescent Court, Suite 1070  
Dallas, TX 75201  
214/871-5100  
214/871-5101 (fax)  
Supplier

**Cynthia A. Cogdell**  
Account Manager  
Event Pro of Texas  
6311 North O'Connor, Suite N21  
Irving, TX 75039  
972/869-7632  
972/869-7634 (fax)  
Planner

**Guillerminia F. Cowan**  
Conference Coordinator  
The Energy Council  
122 W. John Carpenter Fwy, Suite 525  
Irving, TX 75039  
972/717-8105  
972/717-6107 (fax)  
energycouncil@cyser.com  
Planner

**Kimberly C. Fox**  
Manager Program Operations  
BTI Americas Mtg. & Incentive Mgt.  
8585 N. Stemmons Fwy, Suite 325N  
Dallas, TX 75247  
214/905-8557  
214/905-4459 (fax)  
Planner

**Jeanne M. Frosch**  
Sales Manager  
Richardson CVB  
411 Belle Grove Drive  
Richardson, TX 75080  
972/234-4141  
972/680-9103  
Supplier

**Teresa Hodan**  
Food & Beverage Director  
La Cima Club  
5215 N. O'Connor Blvd, Suite 2600  
Irving, TX 75248  
972/869-2266  
972/869-4590 (fax)  
Planner

**Debbie Holman**  
Administrator  
Vista  
4505 Ratliff  
Dallas, TX 75248  
972/380-0985  
318/267-9758 (fax)  
Supplier

**Jeorgia D. Hopgood**  
Administrative Secretary  
Annuity Board of the SBC  
2401 Cedar Springs  
Dallas, TX 75201  
214/750-0511  
214/720-4792 (fax)  
Planner

**Kristine E. Houston**  
Sales Manager  
Hotel Crescent Court/  
The Mansion on Turtle Creek  
400 Crescent Court  
Dallas, TX 75201  
214/871-3200  
214/871-3245 (fax)  
Supplier

**Alexandra W. Infeld**  
Marketing Manager  
Lulu's Bait Shack  
2621 McKinney Avenue  
Dallas, TX 75204  
214/969-1927  
214/969-9466 (fax)  
Supplier

**Brenda M. Martin**  
Marketing Comm Coordinator  
DAC Vision  
1501 Reisen  
Garland, TX 75042  
972/494-4555  
972/272-8724 (fax)  
Planner

**Michelle D. Nunn**  
Special Events Coordinator  
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2221 Lakeside Blvd., MS #C1221  
Richardson, TX 75082  
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972/684-3797 (fax)  
E-mail: nunn,@nt.com  
Planner

**Donald A. Offill**  
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Planner

**Dayna L. Tooley**  
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5702 W. Lase Drive  
Fort Worth, TX 76180  
817/258-8095  
817/258-8092 (fax)  
Planner

**Marsha L. D. Willox**  
Meeting Coordinator  
Internat'l Assn of Assembly Mgrs  
4425 W. Airport Freeway  
Suite 590  
Irving, TX 75062  
972/225-8020  
Planner

**Marci L. Zaworski**  
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Fred Knieberg, CMP  
AFK & Associates  
(retired)

## The Mentor Program

for more information about the MPI DFW Mentor Program, call Fred Knieberg, CMP 214.261.4316



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# Chapter Leadership Forum Looking toward '98-99 Leadership

By Mary Lynn Novelli, CMP  
Sterling Hotels & Resorts

Even though the 1997-98 MPI D/FW Chapter year began just several months ago, the Board of Directors is already looking toward leadership for 1998-99.



May Lynn Novelli,  
CMP  
Nominating  
Committee Chair

If you think you might like to serve as a future officer or director of your professional organization, the MPI D/FW Chapter Leadership Forum (CLF) is an opportunity to learn more about those responsibilities—the *commitment involvement requires*—before the Nominating Committee meets.

Plan now to attend this informative session November 11, 5 p.m., at the Wyndham Anatole Hotel.

To register for the CLF—or to express

## EFFECTIVE LEADERSHIP FOR MPI D/FW

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interest in serving on the Nominating Committee, call Immediate Past President and Nominating Committee Chair Mary Lynn Novelli, CMP, 972-726-9800.

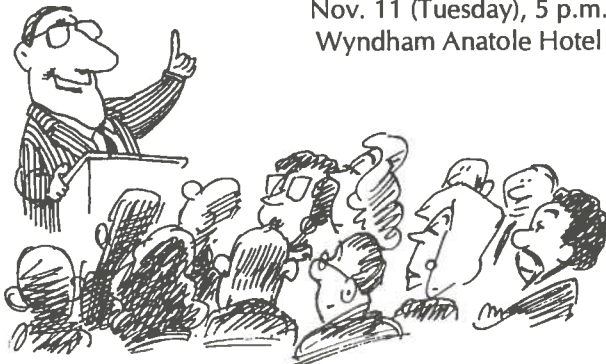
## Chapter Leadership Forum

*Interested in chapter leadership?*

If you think you might like to serve as a future officer or director of your professional organization, the MPI D/FW Chapter Leadership Forum is an opportunity to learn more about those responsibilities—the *commitment involvement requires*—before the Nominating Committee meets.

### Chapter Leadership Forum

Nov. 11 (Tuesday), 5 p.m.  
Wyndham Anatole Hotel



To register for the CLF, or to express interest in serving on the Nominating Committee, call Mary Lynn Novelli, CMP (Sterling Hotels & Resorts) — 972-726-9800

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# Tips for Planning Frugal, Fantastic Events

By Steve Kemble (Steve Kemble Event Design)

*EDITOR'S NOTE: This column, written by MPI D/FW Chapter member Steve Kemble (Steve Kemble Event Design), was published in the July 1997 issue of The Meeting Professional.*

Meeting planners looking for new ideas are in luck, thanks to Dallas event planner Steve Kemble. Several of his inexpensive, creative tips are offered below.

- Contribute money to a local high school band, then use the band for an event.
- Make the most of your caterer. When planning a menu, ask for stations with design themes such as a stir-fry table or sushi bar. You'll provide excitement and decor within your food budget.
- For a corporate picnic with a minimal food budget, get entrees from the caterer and request side dishes from employees. Ask them to submit their recipes two weeks before the event so they can be copied and put in a simple book to be distributed at the picnic.
- Keep in mind that amusement and water parks and sporting events provide built-in atmosphere and entertainment.

- Visit the local museum. It may cost money to rent, but you'll save on decor and your guests will be surrounded by art or artifacts worth millions.
- Create your own jungle. Make a contribution to the local zoological society and you may be able to get animals, such as live elephants, for your event. This idea provides donations to the zoological society, recognition for the company and a memorable experience for guests.
- For a corporate meeting with no entertainment budget, organize a talent show with help from the human resources department. You'll be amazed how creative people can be, especially if the grand prize for winning is a paid day off.
- If a client has a low budget but wants to do something that will have a great impact, suggest a corporate donation to a civic cause.

## MPI D/FW Board Notes

The MPI D/FW Chapter Board of Directors (BOD) meets monthly, usually on the Wednesday evening prior to the monthly chapter meeting.

All chapter members are welcome—and encouraged—to attend. If you are interested, contact any member of the BOD for details. (See directory on page 19.)

Here are highlights from the Sept. 24 meeting.

### Membership Needs Assessment Survey

President Gregory Pynes distributed the results of the MPI D/FW Chapter Membership Needs Assessment Survey. Fourteen percent of the membership—47 planners and 56 suppliers—responded to the survey. Pynes asked BOD members to review the results for discussion at the October BOD meeting. More details to follow.

### Policies and Procedures

Pynes requested any additional suggestions or changes for the chapter's Policies and Procedures. The final version will be distributed and voted on at the next BOD meeting, and will then be distributed to the membership.

### MPI Foundation

Vice President Membership Delinda Dudley voiced the concern of several com-

mittee and other chapter members in reference to the DFW Chapter's three-year pledge of \$5,000 per year to the MPI Foundation.

Some are concerned that fulfilling the pledge might detract from funds needed for member recognition and education programs.

Although funds for donations to the Foundation come from fundraising activities, not from membership fees, many chapter members are not aware of this, nor are they aware of the benefits the Foundation provides to membership.

Because all financial pledges must be approved by the current BOD, it was decided that chapter leadership should place a strong effort on educating membership about the MPI Foundation—and then discuss the pledge again, closer to the end of this board year, when the decision will be made.

### New Member Involvement

Vice President/Membership Delinda Dudley asked the board to encourage new members to attend chapter functions, including the monthly meetings and the New Member Happy Hours. All members are invited and encouraged to attend, as frequently as they wish.

### Chapter Resource Handbook

Vice President Public Relations & Mar-

keting Marsha Singer reported the D/FW Chapter Resource Handbook is in production and will be ready for distribution at the October monthly meeting. Members will be allowed to pick up one handbook only, and must present a form of identification. There will be an additional opportunity to pick up the handbook at a separate reception; the remainder will be mailed.

### Chapter Leadership Forum

Immediate Past President Mary Lynn Novelli, CMP, asked the board to actively train and incubate new leaders for the coming year(s). Board members were asked to invite and encourage committee and chapter members to attend the upcoming Chapter Leadership Forum, which is open to all members.

**Chapter Meeting  
Arlington Marriott  
November 20  
11:30 a.m.**



**"Mediation & Arbitration"**



## Public Relations Corner



# Writing Effective Press Releases



By Dana Nickerson, CMP (Square One Productions)  
Community Awareness Chair

Media releases, short news stories or announcements about your business, service or product, can be an important tool.

The release is designed to kindle interest and initiate inquiries. Ideally, your releases are individually tailored to the style and format of each publication and sent to the editor most likely to use them. It is important to know the correct editor for a media release.

Your choice of format can make the difference in whether your release is printed or discarded. A non-traditional looking release can detract from your credibility.

Use these media release standards:

Use company stationary with address, phone and NEWS or PRESS RELEASE across the top.

Contact person—spokesperson for your company for an interview or follow-up. Be sure to include a phone number during the day if you are doing an event (such as a cell phone).

Release date- “for immediate release” or a specific date and time (used usually when sending out copy of a specific speech in advance).

Releases should be short – 250-300 words, 1 to 1 1/2 pages with 1 1/2" margins, double spaced with at least two inches of space just above the text of the release. One page is best! Type on one side of paper only.

The body of the release should start one-third of the way down the page to give the editor space to insert his/her own headline.

The headline should summarize the main news story for the editor’s immediate attention.

The “lead” is the most important part of the release, containing the essential details. This could be the only part that is published. It should include the who, what, when, where, why and (sometimes) how.

Releases for the trade media can be more detailed and specific.

The body of the release should provide the details and expand on the headline announcement. Present the facts with short concise sentences and paragraphs, with action verbs to make the message clear to the reader.

Use simple language and straightforward explanations. Use regular typefaces and normal capital and lower case style. Do not use subheads, capitals, underlining, italics or script typefaces.

Support claims with facts.

Use the inverted pyramid of writing, giving the most important information first.

Be wary of overwriting and use of ineffective superlatives or exaggerated words such as renowned, remarkable, superb, etc.

Be precise; say “400 members,” not “many.”

Avoid cliches.

Check for sense, accuracy, spelling, grammar and punctuation.

Identify any picture, chart, diagram, drawing or photo on the back (they will not be returned).

Follow up with appropriate thank you note or letter to the editor, if release is published.

Keep a “fact sheet” on hand for journalists; they may call for more details or follow-up.

At the end of all press releases should be your “boiler plate” – a short descriptive paragraph of your business, etc. ie., MPI is the world’s largest association of.....”

Remember, once at the editor’s office, you have no control over how the release will be used or edited.

## CURRENTly

CURRENT Editor  
Gracie Hilton  
The Write Stuff



As MPI D/FW heads into fall, board members and committee chairs are still seeking volunteers for a variety of projects.

Don’t know who to call to align yourself with the project or activity of your choice? Contact any member of the Board of Directors, and they’ll point you in the right direction.

For your convenience, see the updated pictorial directory on page 19. Make that call and you’ll be on the right track for *Involvement through Service*.

Another venue for *Involvement through Service* is providing articles or story ideas for the *CURRENT!*

Managing Editor Kristi Carter (J&S Audio Visual) wants to hear from you! See page 12 for ways to contact her.

Interested in writing for the newsletter? Get some writing tips from the article in “Public Relations Corner” on this page. Dana Nickerson, CMP (Square One Productions) makes it easy.

—ghh ©  
gracie@eaze.net

## Your Meeting Planning TIPS Here

The *CURRENT* wants to publish some of your favorite meeting planning tips. E-mail your list to *CURRENT* Editor  
Gracie Hilton  
(The Write Stuff):  
gracie@eaze.net

State the tips *briefly* and include your company name.

## Executive Board

# MPI

MEETING PROFESSIONALS INTERNATIONAL®  
Committed to Educational Leadership

1997-98

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ON YOUR MARK!



GET SET!



GO!!!

**to the MPI - DFW SUPER SESSION on November 13, 1997**

**Sponsored by Malibu SpeedZone and Southwest Airlines**

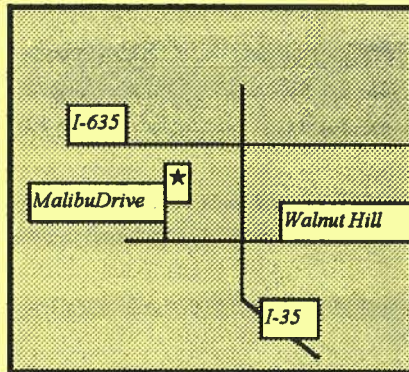
**Theme - "Racing Toward Teamwork"**

**A Teambuilding Experience**

*Come be a part of the action at the Metroplex's most exciting Teambuilding venue. Learn about the elements of Teambuilding, whether it be in the workplace, for corporate events, or tackling a major project.*

<b>Reception &amp; Registration:</b>	<b>5:30 - 6:15pm</b>	<b>Sandwiches, Chips, &amp; Soft Drinks included</b>
<b>Teambuilding:</b>	<b>6:15 - 7:15pm</b>	<b>"How Teambuilding Can Make a Difference"</b> <b>Joey Connelly, Southwest Airlines Facilitator</b>
<b>Competition Begins:</b>	<b>7:15 - 9:00pm</b>	<b>Grand Prix, Turbo Trax, Simulators</b>
<b>Debrief:</b>	<b>9:00 - 9:15pm</b>	
<b>Awards:</b>	<b>9:15 - 9:30pm</b>	

**Fun, Prizes, and Excitement provided by MPI, Malibu SpeedZone & Southwest Airlines**



*SpeedZone is located on I-35 approximately two mile south of I-635 and approximately two miles north of Texas Stadium off of Walnut Hill Lane.*

*After exiting Walnut Hill, go one block west to Malibu Drive and turn right.*

*SpeedZone will be on your right at 11130 Malibu Drive.*

**Phone 972-247-RACE**

**Event Requirements and Recommendations:**

- **All participants must be 18 years old, have proof of a valid drivers license, and be required to sign a Express Assumption of Risk, Complete Waiver Agreement not to Sue and Indemnity Agreement for Group Events at time of registration of event.**
- **All participants are recommended to dress for an outdoor event (slacks, jeans, light jacket) and closed-toe shoes are required.**
- **The consumption of alcoholic beverages is prohibited during competition. A cash bar will be available after 9:00pm.**
- **Lockers are available at SpeedZone to secure your personal belongings and valuables (i.e. - purses) during competition. Cost is \$.50.**



**Please Complete the Back Side of this Form to Register!!!**



# MPI

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Register by Faxing form to : Jill E. Heyerdahl, JH Travel Incentives  
Phone (972) 293-1509 Fax (972) 293-2774

Cost: \$30 Per Person Checks payable to MPI DFW Chapter

## Please complete the following survey!

From the choices below, please check 10 of the 20 boxes that best describe you and your preferences. After you are finished, please circle "the best of the best". Circle that one checked box that is most descriptive of you. Choose only one! See you at the SpeedZone!

ACTIVE VARIETY SPORTS	<input type="checkbox"/>	ORGANIZED PLAN NEAT	<input type="checkbox"/>	NICE HELPFUL FRIENDS	<input type="checkbox"/>	LEARNING SCIENCE PRIVACY	<input type="checkbox"/>
FUN ACTION CONTESTS	<input type="checkbox"/>	CLEAN ON TIME HONEST	<input type="checkbox"/>	CARING PEOPLE FEELINGS	<input type="checkbox"/>	CURIOUS IDEAS QUESTIONS	<input type="checkbox"/>
PLAYFUL QUICK ADVENTURESOME	<input type="checkbox"/>	HELPFUL TRUSTWORTHY DEPENDABLE	<input type="checkbox"/>	KIND UNDERSTANDING GIVING	<input type="checkbox"/>	INDEPENDENT EXPLORING DOING WELL	<input type="checkbox"/>
BUSY FREE WINNING	<input type="checkbox"/>	FOLLOW RULES USEFUL SAVE MONEY	<input type="checkbox"/>	SHARING GETTING ALONG ANIMALS	<input type="checkbox"/>	THINKING SOLVING PROBLEMS CHALLENGE	<input type="checkbox"/>
EXCITING LIVELY HANDS-ON	<input type="checkbox"/>	PRIDE TRADITION DO THINGS RIGHT	<input type="checkbox"/>	NATURE EASY GOING HAPPY ENDINGS	<input type="checkbox"/>	BOOKS MATH MAKING SENSE	<input type="checkbox"/>

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ MPI Member Yes/No

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_



RSVP By Friday November 7, 1997

