

Four-Time Winner—Chapter of the Year Award

MPI

MEETING PROFESSIONALS INTERNATIONAL®

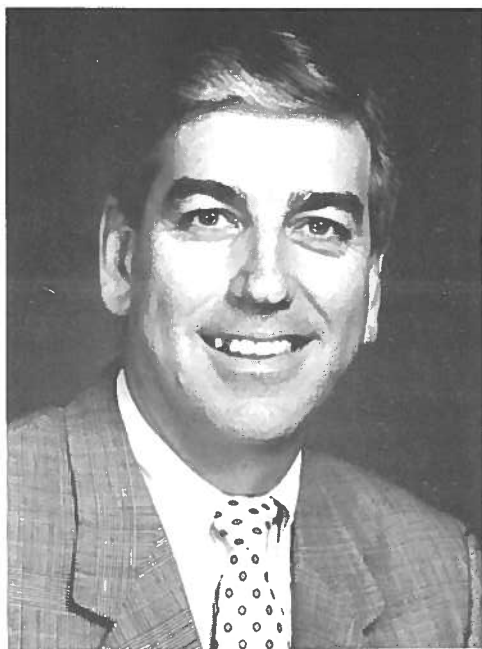
Committed to Educational Leadership

CURRENT

Meeting Professionals International

September 1997

Dallas/Fort Worth Chapter



Bill Boyd, CMP

President & CEO,

Sunbelt Motivation & Travel, Inc.

MPI International Supplier of the Year

MPI Names J. William Boyd, CMP, 1997 International Supplier of the Year

Meeting Professionals International (MPI) named J. William (Bill) Boyd, CMP, 1997 "International Supplier of the Year" at the association's World Education Congress (WEC) in Baltimore, MD.

Boyd, president and CEO of Sunbelt Motivation & Travel, Inc. in Dallas—and a long-time member and leader of the MPI D/FW Chapter—served as MPI's international president 1994-95.

He will be honored in a special presentation at the October chapter meeting.

Boyd has been featured in numerous industry publications and in 1995 *Meeting News* named him "one of the 25 most influential people in the meeting industry."

The Meeting Professional Award in the supplier category is presented annually to a member of MPI in recognition

of outstanding association/industry contributions, leadership and professionalism. The award is based on both international and chapter participation, presentations relating to the industry in general, articles written in the hospitality industry press and industry recognition received. The selection was made by MPI's International Awards Committee.

Active in MPI since 1979 and a member of the International Board of Directors 1991-1996, Boyd has served the MPI Dallas/Fort Worth Chapter in numerous leadership roles, including the presidency in 1988-89.

In 1991, he was named by the D/FW Chapter as Chapter Manager of the Year and in 1989 the chapter's Supplier of the Year.

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President's Message

Pynes Begins Presidential Year, Represents D/FW at WEC/Baltimore

As a part of the presidential swearing-in statement delivered by Ron Trammel (Mary Kay), I agreed to represent you at all international functions. During the World Education Congress last month in Baltimore, I attended several functions related to the International Council of Chapter Presidents.

This body, comprised of the presidents from each chapter, meets formally to discuss issues pending before the International Board of Directors as well as other topics that arise during the interaction that occurs as the presidents socialize and participate in round tables.

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Gregory Pynes
Hand & Associates
Communications
D/FW Chapter President

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CURRENT MPI

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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

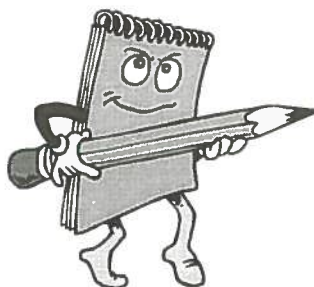
September 25, Thursday
Monthly Chapter Meeting
Lone Star Park, Grand Prairie
"How to 'Theme' an Event"
6:30 p.m.

October 23, Thursday
Monthly Chapter Meeting
"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
Embassy Suites Park Central
"Mediation & Arbitration"
11:30 a.m.

December 18, Thursday
Monthly Chapter Meeting
Venue TBA
Holiday Party w/NACE & HSMIAI
6:30 p.m.

CURRENT Deadlines



ISSUE	DEADLINE
October inserts due Oct. 8	Sept. 19, Friday
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

During the most recent meeting of the International Council of Chapter Presidents, we approved two recommendations that were forwarded to the International Board of Directors that will establish the MPI Japan Club and the MPI Brazil Club.

This move positions MPI to take a leadership role in the Pacific Rim and in Latin America, two areas of the globe identified as growth areas for our industry and thus our association.

Both Mary Lynn Novelli, CMP (Sterling Hotels & Resorts), past president of our local chapter, and I attended two functions recognizing the significant success of the Connections 2000 Campaign. As reported by the MPI Foundation, the independent organization dedicated to research, the Connections 2000 Campaign—launched just one year ago—achieved the watershed mark of \$3 million. What a terrific achievement for a foundation that, just a year earlier, was living hand to mouth.

The Dallas/Fort Worth Chapter made a commitment in the 1996-97 fiscal year to contribute \$15,000 over the next three budget years to fund the efforts of the Foundation. To date, we have delivered \$5000 towards that commitment. Our contribution is significant because we are participating in the funding of a number of projects that will have a direct impact on our profession.

As you begin to finalize your budgets or plans for travel in 1998, I hope you will consider *Involvement* in either the Professional Education Congress in Orlando, Florida, January 25-27 or the World Education Congress in San Diego, July 12-14. Your active *Involvement* in either of these meetings will have a profound impact on your continued growth and that of your company.

MPI: International and Chapter Levels

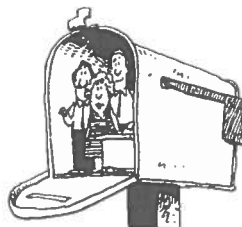
While reviewing the "Needs Assessment" surveys, it became clear that there is a lack of understanding concerning Meeting Professionals International (more commonly referred to as International) and the local office for the MPI Dallas/Fort Worth Chapter.

The D/FW Chapter is one of 58 MPI chapters (plus three clubs) worldwide. MPI is a 14,500-member organization—representing local organizations in 51 countries!—and we are fortunate that Dallas is the international headquarters of this dynamic association.

Our chapter, as a subset of International, is the primary contact most D/FW Chapter members have with MPI. Yet a number still call International for information about activities of the D/FW Chapter. While International does have some limited information concerning our activities, your best source of information is this publication, the *CURRENT*; and our chapter office, managed locally by Don Dillon and Associates.

**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
972.248.4889

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214.571.1040

Immediate Past President

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Sterling Hotels and Resorts
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Annuity Board of SBC
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Vice President/Finance

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214.343.8067

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MCI Planners
972.418.1050

Linda Vest, CMP
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972.732.5970

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Adam's Mark Hotel Dallas
214.922.0316

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Garrett Speakers International
972.513.0054

Kristi Carter
J & S Audio Visual, Inc.
972.241.5444

Alainna Webb, CMP
Excel Communications
214.863.8926



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.



Patty Stern
Five Star Limousines

"Committed, creative, caring and helpful" is the way fellow MPI members describe Star of the Month Patty Stern (Five Star Limousines). Stern's active involvement in MPI D/FW began with the Mentor Program. Soon, she was serving on the award-winning January 1997 program committee and, more recently, on the Texas Education Conference Committee—working diligently to secure many of the numerous TEC raffle prizes. For the 1997-98 year, Patty is serving as PGA Committee chair.



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

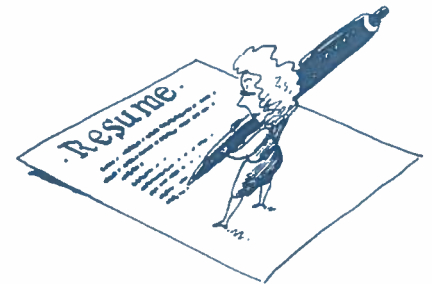
D/FW Meetings & Hospitality Industry

JOB BANK

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Find a Good Employee!



Features

- List of job openings with contact information
- Updated weekly
- Instructions about listing a job
- 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 972-608-0444

20th
Anniversary
1977-1997

MPI

MEETING PROFESSIONALS INTERNATIONAL®
Committed to Educational Leadership

Dallas/Fort Worth
Chapter

Meeting Planning TIP

Keep a list of phone numbers of your credit card companies with you! If you need to report a lost or stolen card, be aware that 800 numbers do not work outside the U.S.

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

September Meeting Highlights

Lone Star Park Focus: How to 'Theme' an Event

By Gerry Reid
Gerry Reid Speaking

From the wagering booth to the call to the post, from the meeting planner's needs to the supplier's expertise, from the race-track video system, to the special MPI horse race—the September 25 dinner meeting at Lone Star Park, Grand Prairie, will be an unusual and creative educational production.

Two reasons to attend this meeting:

1. Learn how the experts build an event around a theme.
2. Get a first-hand look at one of the newest and most exciting "theme" venues in the D/FW Metroplex—Lone Star Park at Grand Prairie.

Registration will begin at 6:00 p.m. at the wagering booths. The 6:30 p.m. reception—sponsored by the Orlando/Orange County Convention and Visitors Bureau—will feature a special display of the latest information about Orlando, site of the January 1998 MPI Professional Education Conference.

As the trumpets sound the call to the post, proceed to dinner at Silks restaurant, overlooking Lone Star Park.

The first race will be a special one; don't be late! During dinner, enjoy horse races being simulcast from other race tracks, right at your dining table!

During the main program, look over the shoulder of a meeting planner as she works with suppliers to bring together the crucial elements in building a meeting around a theme.

As her meeting takes shape, each part of a successful meeting plan will be presented by one of our own MPI experts.

Imagine a special MPI horse race. The horses are each named for a specific part of a meeting: •Site Selection, •Entertainment, •Venue, •Budget, •Transport

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MPI

MEETING PROFESSIONALS INTERNATIONAL®
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August D/FW Chapter Meeting

"How to 'Theme' an Event"

Thursday, September 25

Lone Star Park
1000 Lone Star Parkway
Grand Prairie, Texas 75050
982.237.5118

5:00 p.m. Bus leaves the Westin Galleria
6:00 p.m. Registration—Wagering Booth
6:00 p.m. New Member Orientation—Suite 6-22
6:30 p.m. Reception—Silks Concourse
6:55 p.m. Call to Post for first race and dinner.
7:00 p.m. Dinner—Silks restaurant
7:35 p.m. Program—Center Stage
9:10 p.m. Buses depart for return to the Westin Galleria
10:00 p.m. Buses Arrive at Westin Galleria

—Complimentary Parking at Lone Star Park. Enter the track through the Gate 5 entrance.—

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 \$28
Late Registration \$35
Guest Registration \$32

September Host Facility

Lone Star Park, Grand Prairie

Lone Star Park at Grand Prairie is Dallas/Fort Worth's first "World Class Thoroughbred Facility." Boasting 280,000 square feet, Lone Star Park is a unique sports entertainment complex located conveniently between Dallas and Arlington off I-30 and Beltline.

Lone Star Park can accommodate up to 3000 people for group events in the off-season (December 1- April 1 and August 1- October 1).

The state of the art video system makes every seat front row for your conference. During live racing Lone Star Park is a new and very unique off site event location.

Executive Chef Pat Hershorne can create a menu to make every event a winner! With packages starting at \$3.50 per person, it is sure to fit with every meeting planner's budget.

MPI Celebrates 25 Years at 1997 World Education Congress

By Wendy Ezernack
Wyndham Antatole Hotel

A global conclave committed to educational leadership and industry networking for the meeting planning industry met in Baltimore August 3-5 at the MPI World Education Congress.



Wendy Ezernack
Wyndham Anatole
Hotel

An estimated 2500 members representing several countries attended "A Gathering of Pride." Almost 100 of those were members of the Dallas Forth/Worth Chapter.

Jack Kemp, GOP vice presidential candidate in 1996, opened the WEC during the general session on Sunday with "On the Eve of a New Millennium."

Kemp outlined a world vision of endless possibilities and opportunities, and encouraged the audience to prepare for the 21st century by "pulling the world together."

Attendee Beverly O'Laughlin (Compucom) enjoyed the high energy of the opening general session. "There is an 'esprit de corps' in MPI," O'Laughlin said. "The energy and spirit of the opening session set the tone for the entire conference."

Sail Baltimore was the theme for Sunday night's opening reception on the piers of the Inner Harbor and the nearby National Aquarium. Several D/FW Chapter members were spotted eating crab claws and shrimp by the dozen, doing oyster shooters and drinking some of Baltimore's best homemade brew!

Linda Vest, CMP (State Farm Insurance) was one of many D/FW Chapter members spotted in the Aquarium later in the evening enjoying the seals, stin-grays and the tropical rain forest!

MeetingPlace '97, WEC's annual trade show, boasted an all-time record attendance of 1,177 planners, superceding original estimated ratios with a 2.9 meeting planner (buyers) ratio per booth.

"This year was the most successful WEC MeetingPlace Trade Show I have experienced; the traffic at the Dallas booth was tremendous!" said Deb Muszinski (Dallas Convention and Visitors Bureau)

Reportedly, MPI will adjust its attendance projections to allow more than 400 exhibitors at the 1998 San Diego WEC.

Educational sessions were offered both Monday and Tuesday. Of the several sessions O'Laughlin attended, her favorite was the "ROI—Return on Investment" seminar.

"The ROI seminar created an awareness of importance of understanding how key managers in our corporations view meeting planning," she said.

"The key managers are interested in bottom line issues of the meeting; the planners are interested in tailoring the

interaction of the attendees of the meeting," said O'Laughlin. "The goal is to create a higher value level of your meeting planning department so both needs are met."

The star-filled closing gala celebrated MPI's 25th anniversary. The Bacon Brothers (yes, as in *Kevin Bacon!*) opened the dinner with many female attendees swarming around the stage for a closer view. Sheena Easton's show ignited the crowd's enthusiasm, taking the audience down memory lane.

The Galaxy Party Band delivered a high energy performance, luring many D/FW Chapter members to the dance floor until the wee hours of the morning!

The WEC Baltimore was an uplifting experience for many seasoned attendees and first-timers. It offered a chance to get reacquainted with old friends while making new friends and clients.

"MPI conferences help us elevate our perceptions of our own roles and help us value ourselves as meeting planning professionals," O'Laughlin said.

Plan now to join in the education, networking and uplifting experience of the MPI Professional Education Congress in Orlando, January 25-27, 1998!



A few dozen of the almost 100 members of the MPI D/FW Chapter attending the 1997 World Education Congress in Baltimore gathered for a group shot. Joining "Charlie Chaplin" at "front and center" are President-elect **Colleen Rickenbacher, CMP** (Dallas CVB) and President **Gregory Pynes** (Hand & Associates Communications).

EDUCATION NEWS

'Get Smart' with the PO⁴Ds

In keeping with the MPI D/FW's 1997-98 education theme, "Get Smart," the PO⁴Ds enlisted the help of "secret agents." Top agent #86, Bill Matyastik, has recruited nine (or ten) additional agents who have accepted the mission to "get you smart."

Agent #86
aka **Bill Matyastik**
Business Interiors
817-858-2030
comment: He refuses to use the "cone of silence."



Agent #001
aka **Nikki Jorski**
Apartment Assoc.
Greater Dallas
shoeph: (972) 385-9091
comment: Has been known to wear her trenchcoat in 100 degree weather.



Agent #006
aka **Kimberly Williams**
Sheraton Park Central
shoeph: 972 851-2016
comment: Is she really that cheerful?

Agent #002
aka **Phares Corder**
Phares Corder
Entertainment
shoeph: 972 235-6219
comment: Horn secretly converts into a missile launcher.



Agent #007
aka **Stephanie Rice**
Wholesale Distributors
Association
shoeph: 214 349-7100
comment: Wore high heels until She poked herself in the ear answering the phone

**TOP
SECRET
AGENT!**



Agent #003
aka **Renee Ledezma**
Dallas Mid-Winter
Dental Clinic
shoeph: 972 386-5741
comment: Having worked with dentists, we rely on her to administer torture.



Agent #008
aka **Sherri Starr**
Eddie Deen's Ranch at
Downtown Dallas
shoeph: 214 741-4211
comment: Looks remarkably like Agent #005.

Agent #004
aka **Sherry Richardson**
Taco Bell Corp.
shoeph: 972-258-2221
comment: Usually will find her making "a run for the border."



Agent #009
aka **Joel Hueske**
Meeting Planners
Guide
shoeph: 817 656-2046
comment: You must pronounce his last name as the password



Agent #005
aka **Sherri Starr**
Eddie Deen's Ranch at
Downtown Dallas
shoeph: 214 741-4211
comment: It is believed she has discovered human cloning.



Agent #010
aka **Debbie Rubin**
Worthington Hotel
shoeph: 817 882-1667
comment: Seasoned veteran from our western region.



**Professional
Opportunity for
Development**

Ironically, these agents are determined not to keep any secrets. So contact them to find out about upcoming programs in your area. The PO⁴D program will get you so smart that you will be recruited by headhunters from all over the world. Would you believe?! At least you won't say "Duh" the next time someone says "PO⁴D."

AREA	PO ⁴ D #
Lewisville/Coppell/Carrollton/ Addison/Flower Mound	1
Richardson/Plano	2
Galleria	3
Irving/Las Colinas	4
Downtown & SE Dallas	5
Inside LBJ (NW)	6
LBJ (N & NE)	7
Stemmons Frwy & SW Dallas (Duncanville/Desoto/Cedar Hill)	8
Mid-Cities (Arlington/H.E.B./Grapevine/Southlake)	9
Fort Worth	10

EDUCATION NEWS

'Walk-A-While in My Shoes' Program Announces Format Change

While the new format for the popular "Walk-A-While" educational series has changed, the goal remains the same—to learn about the many diverse facets of the meeting industry.

The new format calls for one program per month, rather than seven consecutive weeks.

"This gives attendees the flexibility of attending one class, three classes or 12 classes," said "Walk a While" Chair — one program per month, giving attendees the flexibility of attending one class, three classes or 12 classes—

"Mark your calendar for the second Tuesday of each month," Howieson said, "and anticipate a fun, behind the scenes look at businesses and services that make-up the meeting industry."

Scheduled topics and venues include •Airlines, •Ground Transportation, •Convention & Visitors Bureau, •Production Company, •Special Event Decorators, •Hotels and •Unique Venues.

GET SMART and have fun with Walk-A-While!

The Walk-A-While Committee is still seeking volunteers. Interested? Contact Howieson, 214-819-3150 or Co-Chair Kathleen Jones (Sprint), 972-405-5109.



PGA

is not a golf tournament.

Perhaps the MPI D/FW Professional Growth Awards program needs a new name! If you have one in mind, call PGA Chair Patty Stern (Five Star Limousines) 972-234-5466

Mark your calendar now!

**MPI
TEC**

Second Annual Texas Education Conference

November 7-8, 1998

Saint Luis Hotel
Galveston

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

Need Assistance? Apply for a PGA!

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

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

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

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

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

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



The Dallas/Fort Worth Chapter of Meeting Professionals International proudly salutes 12 new Certified Meeting Professionals (CMPs).

Susan R. Davis, CMP • Hyatt Regency Dallas

Rebecca Halloran, CMP • Spear 1 Productions, CMP - Inc.

Deronda Jones, CMP • Automotive Oil Change Association

Charles A. Laterza, CMP • Richland College

Paula Lawkis-Bruton, CMP • Morton's of Chicago

Krystal A. McCoy, CMP • Hyatt Regency DFW

Mindy McLaughlin, CMP • Hyatt Regency DFW

Cindy S. Plotkin, CMP • Dallas Fan Fares, Inc.

Bernay Porter, CMP • Intl. Assn. For Exposition Management

Barbara Powell, CMP • Sally Beauty Company

Leigh Ann Runyan, CMP • PepsiCo Food Systems

Renee Walsh Vincent, CMP • Hyatt Regency DFW

Five Fall Courses Offered Hands-on Technology Institute

September 20

MS Word for Windows 7.0 on Windows 95—Intermediate/Advanced Tools & Techniques (Course 109)

Expand your knowledge of MS Word with using styles to format text, customize form letters, merged data, create envelopes, arrange text in columns for newsletters and book purposes. Also create documents with graphics, charts and tables.

October 4

MS Access for Windows 95 (Event Management Software) (Course 110) Beginning Fundamentals

Database management made easy for meeting professionals, understanding database management with field attributes, edit and remove records in a table, search, display and modify data. Learn how this can save valuable time and reduce frustration. You need a good working knowledge of Windows 95.

October 18

MS Access for Windows 95 (Event Management Software) (Course 112) Intermediate/Advanced Tools & Techniques

Focus on intermediate skills 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.

November 1

MS Powerpoint on Windows 95 Beginning Fundamentals (Course 113)

Creating 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.

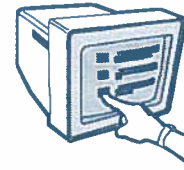
November 15

MS Powerpoint Windows 95 (Course 114) Intermediate/Advanced Tools & Techniques

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.

All classes (\$59 each) meet at SABRE Training Center,
4200 American Blvd.,
Fort Worth,
9:00 a.m.-5:00 p.m.
For more information
or to register for classes:
O.D. O'Donnell
(Nightlife Talent & Management Agency),
214-691-4417

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.

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

October 4, Saturday
MS Access 7.0
(Event Management Software)
on Windows '95
Beginner

October 18, Saturday
MS Access 7.0
(Event Management Software)
on Windows '95
Intermediate/Advanced

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

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

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LEFT: MPI D/FW V.P./Programs (Circle R Ranch) **Steven Foster** visits with former U.S. Congressman/ HUD secretary/GOP vice-presidential candidate **Jack Kemp** at MPI's World Education Congress in Baltimore. Foster, 1996-97 MPI D/FW Chapter legislative chair; and Kemp, WEC keynote speaker; discussed industry advocacy for government affairs at a Special Interest Group (SIG).

August Meeting Highlights

MPI D/FW Achieves Record Attendance for Monthly Chapter Meetings at The Grand Kempinski



Alaina Webb, CMP (Excel Communications), far right, second row; and **Joe Kolb**, chapter secretary (Don Dillon Associates), center, first row; pose with the 1997-98 MPI D/FW Chapter "Registration Services Team" for 1997-98. This team registered a record-breaking number of attendees—309—for a "regular monthly chapter meeting" at the August meeting at The Grand Kempinski Dallas. A new, improved, "more member friendly" registration process is underway for monthly chapter meetings; look for details in the October *CURRENT*.



George Primo (George Primo Orchestras) provided musical entertainment at the pre-meeting reception at The Grand Kempinski Dallas.



Guest speaker **Bria Pynes** thanked by MPI D/ **Gregory Pynes** (Ha Communications). I on self improve tance of developin.



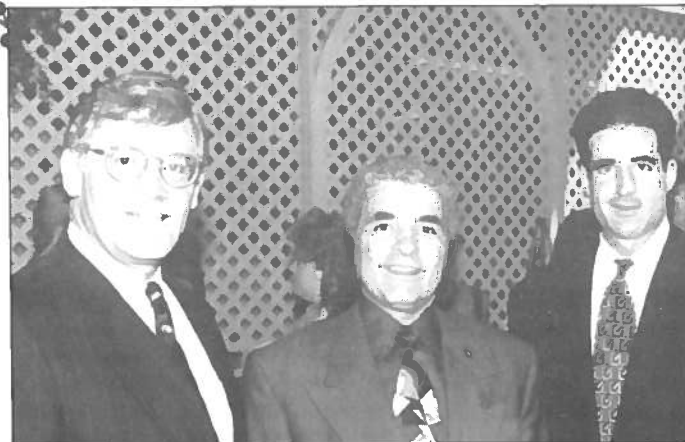
Elizabeth Chandler (The Meadows Foundation) and PO⁴D Chair **Bill Matyastik** (Business Interiors) promote the "Get Smart with PO⁴Ds" program.



Phares Corder (Phares Corder Entertainment) and **O.D. O'Donnell** (Nightlife Talent & Management Agency) chat at the reception. In the background are **Tony Cummins** (Adam's Mark Hotel) and **Eddie Heyland** (Balloon City USA).



Deborah Roberts (Omni Dallas Hotel Park We Lil's Dude Ranch) and **Cheryl Mortland** (Omni) were among 309 attendees at the August meeti



Bill Cahal (Helms Briscoe), **Russ Yaquinto** (The Change Connecti) and **Patricia Palacios** (Helms Briscoe) get acquainted at the reception



Teresa G. Sevilla (AeroMexico), **Maria Escarfullery** (Fiesta Americana Hotels), **Carmen Canavati** (Mexican Government Tourism Office), **Denise Wilson** (Adventure Tours USA), and **Maggie O. Pool** (Adventure Tours USA) were present for a drawing for a Mexico vacation, sponsored by the Mexican Tourism Office. Winner was Sally Goldesberry, CMP (Meetings and Exhibit Specialists).



Gloria Ford-Hernandez (The Beach Club) purchases Professional Growth Awards (PGA) "opportunity" tickets from **Alicia Harrison** (GOURMETDALLAS).

*Photos
by
VISTA*



Melanie Arguello (Fort Worth CVB), and **Katy Brimson** (Dipert Coaches), fifth and sixth from left, front row, pose with several of the 18 MPI D/FW Chapter members and guests who enjoyed complimentary transportation via **Dipert Coaches** from Fort Worth and Arlington to the August meeting at The Grand Kempinski Dallas. Arguello enriched the fun and camaraderie by providing goodies for almost a dozen drawings for free passes to Fort Worth-area attractions. The consensus: all participants enjoyed the opportunity to "sit back and leave the driving to Rick" (Dipert Coaches driver) and would happily take advantage of any future opportunities for transportation from Fort Worth/Arlington to Dallas meeting sites!

Hall of Fame

Please salute the following companies and individuals for their contributions to the August meeting at The Grand Kempinski Dallas.

Michael Spamer, general manager
The Grand Kempinski Dallas

Studio Kippenbroch (centerpieces)
The Grand Kempinski Dallas

Tamme Leff, director of catering
The Grand Kempinski Dallas

Bryan J. Dodge, speaker
Memory Training Institute

George Primo, pianist
George Primo Orchestra

Dan Lockwood (av support)
J&S Audio Visual

Eddie Heyland (balloons)
Ballooon City, USA

Katy Brimson (coach transportation)
Dipert Coaches

August Program Committee
O.D. O'Donnell
Nightlife Talent & Management Agency

Esther Wigley, CAS
Appointments

Leah Belasco
Dallas Parkway Hilton

Bernay Porter
International Assn. for Exposition Mgt.



is officially
pter President
sociates
presentation
ed the impor-
memory skills.



na Krzan (Texas
Hotel Park West)



l Yaquinto (AT&T), and



Mitchell Cathey
'Grapevine' Columnist

Heard it through the Grapevine!



M.T. Gnad
'Grapevine' Columnist

After 24 years in the industry, **Nina Sisul**, director of marketing, Westin Hotel Galleria Dallas, has accepted early retirement. She looks forward to her new role running the Shady Oaks Golf and Driving Range Pro Shop in Cedar Creek Lake, designed and built by Nina and her husband.

Dawn Ballard has joined the Medieval Times as a sales manager.



Renee Ledezma has been promoted to the position of convention coordinator with *Dallas County Dental Society*.

Alex Infeld, a recent SMU grad, joined *Lu Lu's Bait Shack* as marketing manager.



Elizabeth R. Hartman left her position at Medieval Times to spend time with her daughter, Alexandria. She will remain active in the industry, working part time for *The Dallas Directory*.



Donna Krzan is the new director of marketing for conventions, meetings and associations for *Texas Lil's Dude Ranch*.

Cameron Miller recently moved to Dallas from San Diego and has accepted a sales manager position with *Hard Rock Cafe*.

Anna Squire has joined *Hackberry Creek Country Club* in Las Colinas as catering director. She was formerly with the Harvey Hotel Plano.

Karen McCollough recently moved to Houston to accept a promotion from sales manager to director of hotel services, *AVW Audio Visual, Inc.*



Tamara Quilty joined *MCI Planners* as account manager for corporate and incentive meetings. She was formerly with Sprint.

Sherri Starr moved from Planet Hollywood to accept the position of sales manager, *Ranch at Downtown Dallas*.



Alainna Webb, CMP, is the new manager, corporate events, *Excel Telecommunications, Inc.* Alainna was previously with The Carey Companies.

Mitchell Cathey, who has been hired as sales manager for the *Old San Francisco Steak House*, has been accepted in the Leadership Arts Program with the Dallas Business Committee for the Arts. Mitchell will join M.T. Gnad in providing information for the MPI D/FW Chapter "Grapevine" column.



Linda Tibbets has joined *Reunion Ranch* as director of sales and marketing. Linda, an MPI member since 1992, was formerly with Integrity Publishing.

Cheryl L. Beasley, CMP was recently promoted to manager of event marketing for *SABRE Travel Information Network*.



Bundles of Joy ...

Donna C. Johnson, SuperShuttle, and her husband, Cary, recently adopted a baby boy, Dillon.

On July 30, **Pat McCain, CMP, Krisam Hotels & Resorts**, and her husband, David, welcomed a daughter, Kelly. The McCains also have a son, Conner, who was born in 1995.

Terri Sue Bowman, Fun Factory Decorations, and her husband, John, became new parents last month with the birth of their daughter Hanna.

Patty Phelps has a new baby girl named Jamie, born June 7. Patty plans to return to her position as sales manager, *Kaleidoscope Events* after Labor Day.

Wendy and Steven Foster, Circle R Ranch, are proud parents. On August 13 they welcomed a daughter, Aubrey.

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:gнадt@airmail.net).

Cathey can be reached at 214-357-0484. Please submit photo ("head shot") with your news item.

Courtesy and Information Center V.P./Finance Explains New Collection Procedures

In an attempt to get a handle on outstanding debts to the chapter, the Board of Directors recently voted to implement new policies regarding "no shows" and returned checks ("insufficient funds") which represent a financial liability for the MPI D/FW Chapter.

According to new chapter policies, outstanding debts may be paid at a "Courtesy and Information" table set up at monthly meeting registration.

"Each month about 20-30 people RSVP for the monthly meeting and then cannot make it for whatever reason," said MPI D/FW Chapter V.P. Finance Melissa Parks, CMP (H.D. Vest Financial Services).

"At the same time, we field about five returned checks each month, each of which carries a bank charge," she said.

"Absorbing these costs puts undue

pressure on all areas of the chapter and is not good business practice," Parks said. "If we collected 75% of the 'no shows,' we could add as much as \$1,000 to our annual income."

After Oct. 1, returned checks will incur a \$10 fee, Parks said.

"The newly created Courtesy and Information Center (CIC) will make it easy for people to 'settle up' when they pick up their badges and registration information," Parks said.

The CIC is the "chapter communications center," said V.P. Administration Susie Carr-Tennison, CMP (Annuity Board of the Southern Baptist Convention). "If you have a question, or if someone needs to leave a message for you, check the CIC."

The first CIC will be set up at the September monthly meeting.

For more information about the new collection policies, contact Parks at 972-863-6160.

CURRENTLY

CURRENT Editor
Gracie Hilton
The Write Stuff



Of the plethora of "just for grins" messages that have landed on my hard drive via cyberspace, "Things We Can Learn from a Dog" is my favorite-to-date. Thanks to Lesley Meyer, CMP (Sunbelt Motivation & Travel, Inc.) for sending it my way. (If I knew the original source, credit would certainly be given.)

Things We Can Learn from a Dog

1. Never pass up the opportunity to go for a joyride.
2. Allow the experience of fresh air and the wind in your face to be pure ecstasy.
3. When loved ones come home, always run to greet them.
4. When it's in your best interest, practice obedience.
5. Let others know when they've invaded your territory.
6. Take naps and stretch before rising.
7. Run, romp, and play daily.
8. Eat with gusto and enthusiasm.
9. Be loyal.
10. Never pretend to be something you're not.
11. If what you want lies buried, dig until you find it.
12. When someone is having a bad day, be silent, sit close by, and nuzzle that someone gently.
13. Thrive on attention and let people touch you.
14. Avoid biting when a simple growl will do.
15. On hot days, drink lots of water and lie under a shady tree.
16. When you're happy, dance around and wag your entire body.
17. Delight in the simple joy of a long walk.
18. No matter how often you're scolded, don't buy into the guilt thing and pout... run right back and make friends.

—ghh ☺

gracie@eaze.net

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Would you like to . . .

- Serve as an official MPI Table Host at chapter meetings?
- Join the Program Committee and become a chapter meeting planner?
- Donate a service or facility to a monthly chapter meeting?

Call Steven G. Foster *today!*

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Involvement through Service



New Member Happy Hour Old San Francisco Steak House

Oct. 9
5:30-7:30 p.m.

Enjoy complimentary
appetizers and beverages,
compliments of
Old San Francisco Steak House

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

MPI D/FW Welcomes 30 'New Kids on the Block'

Brian D. Acheson
President
VIP Events, Inc.

381 Casa Linda Plaza, Suite 300
Dallas, TX 75218
972/209-8003
972/226-9591 (fax)
Supplier

Dawn M. Ballard
Sales Manager

Medieval Times Dinner &
Tournament
1812 Market Center Blvd.
Dallas, TX 75207
214/761-1801
214/761-1805 (fax)
Supplier

Patricia M. Becker

Local Corporation Sales Manager
Southfork Ranch
3700 Hogge Road
Parker, TX 75002
972/442-7800
972/442-5259 (fax)
Supplier

Janel Black

Sales Manager
Bristol Hotels & Resorts
14315 Midway Road
Dallas, TX 75244
972/980-8877
972/788-2758 (fax)
Supplier

Blake T. Bowman

Sales Manager
Mesa Airlines
222 Aviation Way
Fort Worth, TX 76106
817/740-6603
817/740-6612 (fax)
Supplier

Kathryn E. Brimson

Sales Representative
Dan Dipert
7301 West Pioneer Parkway
Arlington, TX 76013
817/654-3622
817/654-9151 (fax)
Supplier

Linda Hughes Caldwell

Event Coordinator
Stonebriar Country Club
5050 Country Club Drive
Frisco, TX 75037
972/625-5050
972/625-5076 (fax)
Supplier

Krista M. Chaich

Excel Communications
8750 North Central Expressway,
Suite 1600
Dallas, TX 75231
214/863-8422
214/863-8988 (fax)
Planner

Laurel M. Chooljian
Marketing Specialist
Nortel

4126 Ride Lane
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972/684-5690 (fax)
laurel_chooljian@nt.com
Planner

Adriana Comini

Publisher & Owner
The Go! Guide
1737 Whittier Avenue
Dallas, TX 75218
214/328-3000
214/320-3919 (fax)
Supplier

Stacey M. Day

Sales Manager
Holiday Inn Select
1241 West Mockingbird Lane
Dallas, TX 75247
214/630-7000
214/638-6943
Supplier

Pamela A. Duggan-Wilemon

Special Events Director
Home & Apt Bldrs Assn of Metro
8730 King George Drive, Suite 100
Dallas, TX 75235
214/631-4840
214/631-3356 (fax)
Planner

Steve L. Fox

President
Corporation Swing
815 Turnberry Drive
Mansfield, TX 76063
817/477-4242
817/477-4142 (fax)
Supplier

Bronwyn L. Hansen

Planner
Exxon Corporation
5959 Las Colinas Blvd, Rm 2242
Irving, TX 75039
972/444-1018
972/444-1231 (fax)
Planner

Tina Marie Holloway

Conference Planner
Global Real Estate - AT&T
1200 Peachtree St, Rm LL007
Atlanta, GA 30309
404/810-8977
404/810-8384 (fax)
Planner

John A. Jakob

Owner
Abbey Party Rents
2525 W. Mockingbird Lane
Dallas, TX 75235
214/350-5373
214/350-7715 (fax)
abbeypartyrents@airmail.net
Supplier

Sherry Larking

Marketing Directory
Double Diamond Inc.
3500 Maple Avenue, Suite 1400
Dallas, TX 75219
214/526-9801
214/526-7721 (fax)
Supplier

R. Scott Larsen

Director of OP Catering
Culinaire International
2121 San Jacinto
Dallas, TX 75201
214/754-1886
214/754-1881 (fax)
Supplier

Michael A. Leff

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3373 Towerwood
Dallas, TX 75234
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972/247-2590 (fax)
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Director of Councils & Divisions
Home & Apt Bldrs Assn of Metro
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972/424-0002 (fax)
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Director Product Marketing
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972/256-9904
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Michelle Redford

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415/322-2194
415/322-3440 (fax)
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Eddie Deans Ranch
at Downtown Dallas
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Dallas, TX 75202
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214/741-9890 (fax)
Supplier

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214/357-7532 (fax)
tamls@juno.com
Planner

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214/220-7465 (fax)
Supplier

Melissa Y. Zales

Senior Management
Meeting & More
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Dallas, TX 75248
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mtgs4you@aol.com
Planner



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Public Relations Corner

What is newsworthy?



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

You have been charged with the overwhelming task of creating media attention for your company, program, services or new product. Is it newsworthy?

Journalists are inundated with information. You must select and offer what is most important to them, and to help them select the key points that will serve both their needs and yours. Consider the angle that will be of interest and relevance to the readers of newspapers and magazines. Always be alert to events that are visual (photo ops), novel, and involve large sums of money or great numbers of participants.

Consider every outlet for stories: the news editor, features editor, business editor, entertainment editor, fashion, travel, etc. One of the best ways to get a feel for staff writers, editors and their interests is to "study" the media. You will discover over a period of time many people have specialized interests and you can find the angle to address their specialties. It is always important to make something visual to create photo opportunities.

The U.S. Federal Communications Commission requires the media to reserve free time each week for programs of public interest. These are called PSAs—Public Service Announcements. Perhaps your company has some worthwhile general interest commentary. You may wish to consider incorporating some public interest or charitable aspect in your project to create more interest.

These guidelines determine newsworthiness:

- Immediacy—the event just happened; timing is important.
- Timeliness—upcoming event notices and invitations to media need to be given as early as possible, and reports or reviews sent as soon as possible following the event. Many editors/writers prefer e-mail news today.
- Proximity—the story happened close to home. Local media should not be overlooked. Don't think only of the Dallas Morning News or Fort Worth Star Telegram; remember community newspapers. Don't forget your hometown paper for stories about awards, honors, etc.
- Significant stories—a seminar on planning the presidential convention will be more newsworthy than one on the annual board meeting. Usually, the more people that might be affected or concerned about a subject, the greater the news value.
- People—newcomers, guests, retirees, or a new president Will be of interest to the person's hometown paper, college alumni publication, business, industry, trade and professional publications and publications of ethnic or religious groups or clubs to which they belong. If possible, such releases should be tailored specifically to each individual publication.
- Prominence—if Fred Smith speaks at your meeting, Fred Smith's hometown paper might report it, but if someone who has recently been in the "limelight" speaks, then everyone's hometown paper might cover this primary story.
- Originality—stories involving mystery, intrigue, unusual occurrences or twists, romance, human interest, conflict, drama, sagas, etc.
- Background reporting—behind-the-scenes stories, secondary stories, inside stories, unknown information about the news.

September Chapter Meeting at Lone Star Park

continued from page 4

tation, •Objectives, •Keynote, •Decor, •Audio visual and •Giveaways.

Which horse will you bet on for a successful meeting? Who will win, place and show?

At the end of the evening, look forward to a special MPI race. If the right horse wins (odds are very much in its favor), you will win a free general admission to Lone Star Park's "Meeting of Champions" to be held this fall.

Members of the September Program Committee are: Sherri Cook, CMP (Sherri Cook and Associates), Gerry Reid (Gerry Reid Speaking), Merriann Skinner (Texas Instruments) and Peg Wolschon (Gray Line/Kerrville Bus/Coach USA).

Driving directions:

From Fort Worth: I-30 East, exit Beltline in Grand Prairie. Turn left (north) on Beltline and go approximately 1/2 mile. Lone Star Park is on right. Enter through Gate 5 and identify yourself with MPI.

From Dallas: I-30 West, Exit Beltline. Turn right (north) on Beltline and go approximately 1/2 mile. Lone Star Park is on right. Enter through Gate 5 and identify yourself with MPI.

From 183, take Beltline south. Lone Star Park is on left 1/2 mile before I-30. Enter through Gate 5 and identify yourself with MPI.

...or take the bus!

For those who want to relax and network a bit longer, Gray Line/Kerrville Bus/Coach USA will provide bus service to and from Lone Star Park in Grand Prairie, departing from the Westin Galleria at LBJ and the Tollway at 5:00 p.m.



Bill Boyd, CMP Named 'International Supplier of the Year'

continued from page 1

Under Boyd's leadership, the D/FW Chapter won its first Chapter of the Year Award—and captured the honor a second time the very next year.

Among MPI's 58 chapters worldwide, D/FW is the only one named Chapter of the Year a total of four times.

Model Leadership

In 1994, at the beginning of Boyd's term as MPI's international president, Tina Berres Filipski, then editor of *The Meeting Manager*, said, "Talk to Bill Boyd and feel the energy and excitement in his words when he talks about MPI and its future."

Filipski described Boyd's "hands on management—getting out among the masses, shaking hands, listening to the needs of the people he serves."

As MPI's international leader, Boyd visited 42 chapters, convened an historic meeting of all industry association executives and top elected officers to further industry unity and explore joint educational opportunities. He created the President's Advisory Council and chartered five new chapters.

He has been a member and chair of various committees and councils such as the MPI Foundation's Connections 2000 Executive Committee, MPI's Nominating Committee, MPI's Executive Committee, Special Interest Groups (SIG), and MPI's International Board of Directors. He served as board liaison to both the Chapter Relations Committee and the Council of Chapter Presidents (COCP).

Boyd is currently chair of the Scholarship Committee at Richland Community College in Dallas where he was instrumental in the development of a new two-year associate degree program in Travel, Exposition and Meeting Management.

"Selected by your peers—not once, but twice!—as one of 14,000 members speaks for itself," says Norb Dettman, PhD, CMP (Professional College Management, International), fellow member and past president of MPI D/FW.

"Selflessly dedicated to the profes-

sional growth of his colleagues in a business that is very competitive, Bill is a humble but aggressive leader," says Dettman. "He is what every professional should be."

Boyd's Evolving Career

A native of Baytown, Texas, Boyd launched his career in 1969, as a stamp redemption manager for Top Value Enterprises headquartered in Dayton, Ohio. Later, when he tried to resign, he came away with a promotion instead—as a travel director for the company's incentive travel division. After 20 months he moved into sales and quickly moved up through the organization.

In 1975, he returned to Texas, as vice president of sales for Vanguard Incentives; several years later he was named president.

A short time after Vanguard was sold in 1979, Boyd opened Sunbelt Motivation & Travel, Inc., a company that today provides program planning; incentive travel; meeting and conference planning; promotions, leisure and business travel.

Boyd founded Sunbelt in 1980 on three basic principles: •professionalism, •attention to detail, and a •commitment to do the job right. It is a philosophy he applies to his business on a daily basis, according to former MPI D/FW president Lesley Meyer, CMP, Sunbelt vice president and co-owner.

"Bill leads by example," says Meyer. "his attention to detail and follow-up skills benefit all who work with him and are the driving force behind Sunbelt's 'dependability philosophy.'"

"Bill Boyd is one among many. He is MPI!," says long-time friend Dettman. "MPI D/FW is very lucky to have him as a model, and a friend."

MPI D/FW Chapter members are encouraged to attend the October luncheon chapter meeting to honor fellow chapter member and International Supplier of the Year Bill Boyd, CMP.

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Automate Your Office for Efficiency

Maximize Results through Technology

EDITOR'S NOTE: Rebecca L. Morgan, CSP, recently spoke at the MPI Texas Education Conference; here are some highlights of her workshop.

Automating repetitive function is a great way to use your computer to maximize your efficiency. These programs can help save time on redundant tasks.

AUTODIALERS: Use an autodialer program that dials phone numbers directly from your contact manager (data base file) with the click of a mouse. The computer's modem is connected to the phone. The dialer eliminates common mistakes, such as transposing phone numbers or dialing the fax line instead of the voice line.

MACROS: Macros automate repetitive typing. Use macros to reduce the number of keystrokes needed to type commonly used phrases. Set up macros for addresses, phone and fax numbers, program titles, conference titles, etc. Most word-processing programs have a built-in macro feature.

AUTOMATER: Programs such as OpenSesame "watches" how we use our computer and automates repetitive functions. For example, if you open America On Line at 9:00 a.m. daily, OpenSesame asks if you want to automate that action. If you say yes, then it will automatically open AOL the same time every morning.

BACKUPS: Have you ever put together a complete proposal only to have it disappear before you could print it and only 30 minutes before your presentation? Backup your work! Most programs have this function built-in. It is also a good idea to keep a separate set of files off-site.

ELECTRONIC PAYMENTS: Send payments electronically from programs such as Quicken, an electronic checkbook and financial management programs. Funds are transferred to companies that have electronic accounts setup to accept payments, such as gas, electric,

phone companies and banks. If a paper check is required, Quicken prints the check on your laser printer.

Other important automated programs that work for you are:

EMAIL: Use to •Automate outgoing/incoming mail •Contact clients/vendors •Do-pre-meeting survey of participants and follow-up •Send text for other documents.

INTERNET/WORLD WIDE WEB: Use to: •Access information/people •"Just in time" information" •Online services •Industry information and periodicals

FAX MODEM: Use to: •Send or receive faxes from your computer, using less paper. Print those you do need. •Fax information quickly, saving time from going to machine over and over again. •Access your library's local card catalogue for easy research information.

PIM: (Personal Information Manager)/networkable calendar" Use to: •Track events, in-office meetings •Automate updates and changes •Set an alarm to remind you of client calls to make. •Easy reference ("When did I meet w/ Mr. Smith last?")

CONTACT MANAGEMENT: An effective data base program can help organize your clients, contacts, vendors, personal contacts, etc. It offers a world of options including: •Track conversations •Track follow-up •Create boiler-plate correspondence •Send items to select mail

list.

ELECTRONIC PRESENTATIONS: With electronic presentations such as Powerpoint, you can create: •More dynamic visuals •Make presentations easily customizable •use in real time. •Create slides/overheads •Create hand-outs/notes

OTHER PRODUCTIVITY ENHANCERS include wireless phone headsets and microcassette recorders.

A few more tips to make technology work for you: •Take a class in the software programs you use often. •Be curious. Play. Have fun. Engage your creativity. •Start simple. •Understand how to fully use what you have before buying more. •Attend a User Group. www.ugconnection.com •Learn universal commands. •Get a tutor. •Subscribe to a computer magazine. •Ask your child.

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8:00am - 4:40pm
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When you learn about the responsibilities of the Administration Committee, perhaps you'll decide to join our team!

The Administration Committee is looking for volunteers who will make a commitment to attend all MPI D/FW monthly meetings.

Learn all about the new ideas the Administration Committee will put into practice this year and learn the fundamental responsibilities that help the MPI D/FW chapter operate successfully.

The Administration Committee is committed to discovering members' needs regarding the registration process. Look for the "Suggestion Box" at the registration table. A prize will be awarded for ideas which are implemented.

To volunteer your services or get more information, call the Registration Services chair, Alainna Webb, CMP (Excel Communications), 214.863.8926.

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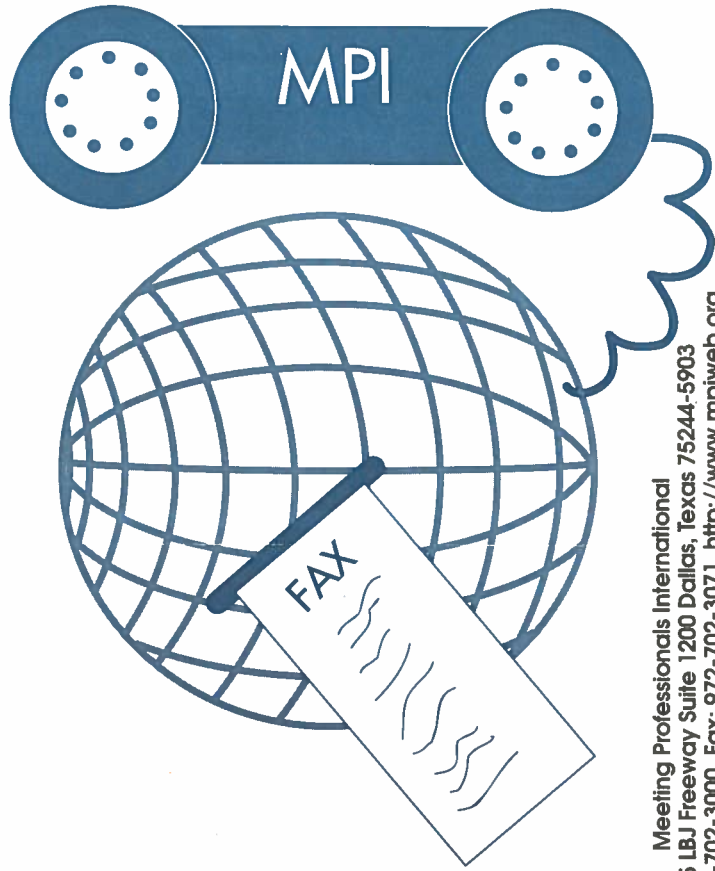
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Help MPI D/FW Move Into the New Millenium

Design a new look for the chapter's stationery and earn a 1/4-page ad in the award-winning *Current*.

Contest Rules:

- ✓ The MPI logo may not be altered or combined to form another logo.
- ✓ The design must use only one color (officially PMS 540 or Pantone Cool Gray 11 or black), but may include percentages (halftones) of that same color, as in black and gray.
- ✓ The Board of Directors list must appear on the left.
- ✓ The chapter office's address and phone numbers must be included.
- ✓ Mention of the chapter's four Chapter of the Year awards and the current year motto (Involvement Through Service) are preferred.
- ✓ The design should distinguish the D/FW chapter from the International office's stationery.
- ✓ Entries must be mailed by October 10, 1997, to Gregory Pynes, c/o Don Dillon & Associates, 4020 McEwen Suite #105, Dallas, TX 75244-5019. Do not fax entries.
- ✓ The winning entry will qualify for a quarter-page ad in the *Current*, the D/FW chapter's newsletter, in either the December, 1997 or January, 1998 issue.

"Involvement through Service"

Chapter Office: 4020 McEwen #105 ♦ Dallas, Texas 75244-5019

e-mail: 74742.1725@compuserve

Director of Chapter Communications Explains Policies and Procedures for *CURRENT* Contributions

By Kristi Carter
J&S Audio Visual

All MPI members are encouraged to contribute articles and/or photos to the *CURRENT*, the award-winning D/FW Chapter newsletter.

Our volunteer staff—Editor Gracie Hilton (The Write Stuff), Photographer Shelley Kaler (VISTA), Managing Editor and Director of Chapter Communications Kristi Carter (J&S Audio Visual) and Advertising Chair Stephanie Davis-Schroeder (ITT Sheraton)—working under the direction of V.P. Public Relations and Marketing Marsha Singer (The Dallas Directory, Inc.)—offer a few guidelines that will ensure the very best coverage for your committee's projects and activities.

Getting the Copy to the Editor

Hilton can receive information via the INTERNET (gracie@eaze.net). Although attachments must be in Word for Windows 6.0 or PageMaker 6.5 (Windows), she can receive keystroked information through an e-mail message.

If you don't have access to the WWW, submit all written items (whatever the length—four lines to four pages) on 3.5 inch disk, Windows format—preferably in Microsoft Word 6.0 or WordPerfect to: *CURRENT* Editor Gracie Hilton, 3020 Glasgow Court, Arlington, Texas 76105. Please always indicate which word processing program you use.

Because of space allocations and frequent duplications—and for consistency of style—most submissions are edited. All final editing is the decision of the editor. When copy is submitted on time, Hilton submits a proof to the contributor, indicating edits and requesting assistance in fact checking and proofreading.

Deadlines

Deadlines for the 1997-98 administrative year are listed on the reverse side. Deadlines for the next several issues are printed on page 2 of the *CURRENT*.

Because of production schedules, information received after the deadline day will not be included in the newsletter in progress. Late-arriving copy will be included in the next month's issue, if the information is still timely.

It is *your responsibility* to *guarantee delivery*—via mail, e-mail or courier (at your expense)—*by the deadline*.

This does not mean mailing the disk on the deadline day. ☺ Nor does it mean phoning on the deadline day to explain why you failed to meet the deadline. ☺ Nor does it mean trying to figure out an e-mail system on the deadline day. ☺

All information, photos, etc., must be in the editor's possession on the deadline day.

Photos and/or disks will be returned only if you include a stamped, self-addressed envelope.

Advertising

Requests about advertising should be directed to Advertising Chair Stephanie Schroeder (ITT Sheraton) 972-980-4934; fax 972-239-4296. Once contracts have been processed and payments made or arranged for through Schroeder, ad copy may be sent directly to Hilton.

Inserts

Inserts are frequently mailed with the newsletter; however, *inserts should not be used in place of an article in the newsletter!*

Because of increased labor and mailing costs, inserts are limited to three per issue.

Inserts must be "MPI-specific" items that require a FAX or mail return response; or regarding "emergency" time-sensitive issues. All inserts must include

the official MPI logo with the D/FW Chapter notation.

All inserts must first be approved by the appropriate vice president. Then "space approval" (made on "first come/first served" basis) must be secured from Managing Editor and Director of Chapter Communications Kristi Carter (J&S Audio Visual), 972-241-5444.

Upon approval, make arrangements for 800 copies to be printed and delivered to the chapter office by 3:00 p.m. on the designated insert deadline date (see reverse side or page two of the *CURRENT*).

Inserts are the expense of the appropriate department. Be sure that an expense form (for tracking purposes only)—indicating the OK of the vice president of that department—accompanies the inserts when delivered to the chapter office.

Inserts should be delivered to Executive Secretary Joe Kolb at the MPI D/FW Chapter office, 4020 McEwen, Suite 105, Dallas, TX 75244 (214-233-9107 x 203).

Questions?

For more information about joining the all-volunteer staff of the *CURRENT*—or any other public relations/marketing project—contact V.P. Singer at 214-823-4370.

See reverse side for newsletter
DEADLINES and GUIDELINES!

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Marsha Singer

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& Managing Editor

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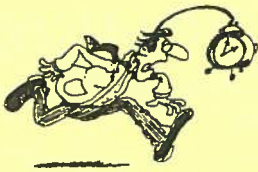
Gracie Hilton

(The Write Stuff)

817-467-5449 (metro)

fax 817-467-7439 (metro)

gracie@eaze.net



CURRENT Deadlines

ISSUE	DEADLINE
September <i>inserts due Sept. 10</i>	Aug. 15, Friday
October <i>inserts due Oct. 8</i>	Sept. 19, Friday
November <i>inserts due Nov. 5*</i>	Oct. 17, Friday
December <i>inserts due Dec. 3*</i>	Nov. 14, Friday

**NOTE: Nov. and Dec. issues mail "earlier than usual" because the Thanksgiving and Christmas holidays mean that the November and December monthly meetings are one week "earlier than usual."*

January ****Dec. 19, Friday**
inserts due Jan. 7

***NOTE: Be aware of this deadline! If you plan to be away this weekend prior to Christmas, copy is cheerfully accepted early! ☺*

February **Jan. 16, Friday**
inserts due Feb. 11

March **Feb. 20, Friday**
inserts due March 11

April **March 20, Friday**
inserts due April 8

May **April 17, Friday**
inserts due May 13

June **May 15, Friday**
inserts due June 10

Copy is always cheerfully accepted early. ☺

Because of production schedules, information received after the deadline day will not be included in the newsletter in progress. Late-arriving copy will be included in the next month's issue, if information is still timely.

The *CURRENT* editor can receive information via the INTERNET (gracie@eaze.net). Although attachments must be in Word for Windows 6.0 or PageMaker 6.5 (Windows), she can receive keystroked information through an e-mail message.

If you don't have access to the WWW, submit all written items (whatever the length—four lines to four pages) on 3.5 inch disk, Windows format—preferably in Microsoft Word or WordPerfect to: *CURRENT* Editor Gracie Hilton, 3020 Glasgow Court, Arlington, Texas 76105. Please always indicate the word processing program used.

INSERTS, which must be approved by Managing Editor and Director of Chapter Communications Kristi Carter (J&S Audio Visual) are limited to three per issue. Inserts must be pre-printed and delivered to the chapter office by the indicated deadline.

a few copy preparation guidelines...

Information about upcoming events should be **intriguing and definitive—copy that will entice and encourage attendance and participation!**

Be sure to include the "5 Ws and 1 H" of good newswriting: Who? What? Why? When? Where? How?

Convince the reader to attend the meeting or function by answering the question: "What's in it for me (you)?"

All pre-meeting stories should include

- story w/ 5 Ws and 1 H
- information included in the "invitation box"
- directions to the meeting site
- names (& company names!) of committee members
- a photo —or any or "graphic" to encourage interest!

It is not necessary to list all donors and contributors in the pre-meeting story. It is, however, absolutely necessary to include a complete list for the follow-up coverage—for the "Hall of Fame" listing.

It is a MUST that this keystroked information be in the *CURRENT* editor's hands by the deadline date!

To be redundant: Please be sure that all contributors understand the importance of DEADLINES and submitting KEYSTROKED (TYPED) copy!

Please submit copy via electronic mail—or on a 3.5 disk in word-processed format (indicate the wordpro system used).

It's easier for the *CURRENT* editor to work with copy that is set "flush left."

Please don't try to emulate a layout (columns) and don't use tabs to indent paragraphs. Instead, indicate paragraphs by skipping a line between them.

Please follow these guidelines to make the editor's job easier!

- "Write Tight!" Strength/not Length! Keep it brief!
- Don't abbreviate.
- Use periods after the a. & p. & m. in and the a.m. and p.m.
- Use a "short dash" in time listings: 7:30-9:30 p.m.
- Use company names in parentheses after member names. For instance: Gracie Hilton (The Write Stuff) is editor of the *CURRENT*.
- Be sure all names and company names are listed/spelled correctly!
- Please! NO tabbing or indenting! Instead, please submit listings flush left, with every line entry a separate line.

THX!
ghh ☺