

CURRENT

Meeting Planners International

July 1993

Dallas-Fort Worth Chapter

President's Message

TEAM MPI—Together Everyone Achieves More!

By Lesley Meyer, CMP
Sunbelt Motivation & Travel, Inc.

Throughout the history of the D/FW chapter of MPI, exceptional leaders have worked hard to make our chapter viable, meaningful, and responsive to its membership.

Thanks to their influence, our chapter has risen to its present position of influence and prestige.

Since joining MPI in 1981, I have witnessed strong leaders urge our membership to combine their talents, energies and ingenuities to achieve an impressive level of service—activity that spells success.

Our past presidents have been a vital and effective force in the tremendous growth of this chapter. For more than a dozen years I have personally observed

leaders of irrepressible spirit and dynamic energy carry a banner urging involvement—for it is only through the combined effort of the entire membership—through TEAMwork—that things are accomplished.

With much humility, I accept the reins of leadership, looking to those able leaders of the past. Their imprints are an inspiration and a stimulant.

I am honored to serve as your

(continued on page 2)



Lesley Meyer, CMP

This issue of *Current* is sponsored by

**Holiday Inn
Crowne Plaza**

see page 11

MPI

MEETING PLANNERS INTERNATIONAL®

July D/FW Chapter Meeting

*“Team Building
and Motivation
through Recreation”*

July 22, Thursday

Four Seasons Resort & Club

4150 N. MacArthur Blvd.
Irving, Texas 75038
214-717-0700

Orientation 5:30 p.m.
Reception & Registration 6:00 p.m.
Dinner & Program 7:00 p.m.

R.S.V.P.
by noon, Tuesday, July 20
Sandy or Jennifer
214-343-0555

Advance Registration \$26
Late Registration \$25
Guest Registration \$30

See page 3 for more details and meeting reservation policy.

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CURRENT

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Dallas/Fort Worth Chapter

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CURRENT Deadlines

Copy and ads for the **August** issue of the D/FW MPI chapter newsletter, the *Current*, are due **Thursday, July 15**.

Deadlines for the remainder of the calendar year are as follows:

ISSUE	DEADLINE
September	August 13, Friday
October	September 15, Wed.
November	October 15, Friday
December	November 12, Friday
January '94	December 10, Friday

Please mail or FAX copy to Gracie H. Hilton, *Current* Editor, 3020 Glasgow Court, Arlington, TX 76015, phone & FAX: (metro) 817-467-7439.

Copy is cheerfully accepted early. Information received after 5 p.m. on 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.

Upcoming MPI Events

July 21, Thursday
Chapter Meeting
Four Seasons Resort
6 p.m./Dinner

July 23-24
'93-'94 D/FW Chapter Board Retreat
Inn on the River/Glen Rose

August 26, Thursday
Chapter Meeting
Southfork Ranch
6 p.m./Dinner

September 23, Thursday
Chapter Meeting
Addison Convention Center
11 a.m./Lunch

October 28, Thursday
Chapter Meeting
Venue TBA
11 a.m./Lunch

November 18, Thursday
Chapter Meeting
Venue TBA
Time TBA

December 16, Thursday
Chapter Meeting
Venue TBA
Time TBA

NOTE: Chapter meeting plans are subject to change. Check the CURRENT each month to confirm details.

President's Message/ continued from page one

president, but even more honored to be a part of **TEAM MPI** because together we have achieved more and will continue to do so.

Thank you, **Mary Cowart**, for carrying the banner calling for involvement. You encouraged us on a daily basis to *Get into the ACT*.

Recognizing the fundamentals that are essential to success, **Lisa South, CMP**, encouraged us to get *Back to the Basics*.

Judy Love Rondeau said *Together... We Can Make It Happen*. And it did happen—just like it does every time a group of MPIers get together.

Mary Jo Malone—to whom we owe a word of thanks for calling for an annual "battle cry"—started it all when she said *We Can't Stop Here!* And we didn't stop. We kept going until we claimed our second Chapter of the Year Award!

Thanks to **Bill Boyd, CMP**, we were introduced to the concept of *Infrastructure*.

Although there was no formal annual theme back in 1987, **Dr. Norb Dettman, CMP**, reminded us that *Commitment... Involvement... Concern* were necessary to make our chapter healthy and vibrant.

Others who have carried the MPI banner include Pat Smith, Lynette Owens, La Trelle Smart, Ellen Beckert, Jerry Swiggart, Sally Gibbons, Harmon Hodge, Greg Elam, Charlotte St. Martin, George Gallagher, and **Ron Trammell**, founder of the D/FW chapter and our first president.

Each of these outstanding leaders knew the secret to real success lay in getting everyone involved.

Together Everyone Achieves More. TEAM.

If you are not involved in a committee, you are missing one of the best opportunities in MPI. Through committee involvement you will gain new friends, have a lot of fun, and, at the same time, make valuable contributions to our chapter.

Together Everyone Achieves More. TEAM. Get into the ACT and join TEAM MPI.

July Meeting Highlights

Take Time Out for Sports at Four Seasons

By Debora Jerman
Cityplace Conference Center

"Team Building and Motivation through Recreation" is the theme for the July 22 MPI chapter meeting, hosted by Four Seasons Resort and Club in Las Colinas.

Learn how recreation can contribute to building stronger bonds and "team spirit" in an afternoon of sports and recreation opportunities—tennis, golf, or "non-skilled" organized games.

The program starts with an executive workshop including a variety of sports activities.

The nine-hole golf scramble begins at 2:30 p.m. on the Byron Nelson TPC course. Warm-ups at the driving range are allowed anytime after 1 p.m.

Enjoy an outdoor tennis challenge at 3 p.m.. Get those feet and racquets moving where Ivan Lendel played.

The Four Seasons Corporate Challenge—featuring fun events like tug-of-war and wallyball—will start at 3:30 p.m. Learn how to promote motivation, bonding and teamwork while involving meeting attendees in non-skilled athletic games.

Learn from top golf pros how to improve your game at the 4 p.m. golf clinic.

Appointments for facials or massage are available between 3-5 p.m. at The Spa.

Cost per athletic event, payable on-site, is \$15. Facials or massages are \$65 per treatment.

Space is limited for all events. For registration information contact Michelle Carter (Dallas Convention & Visitors Bureau), FAX 214-746-6688.

A reception, beginning at 6 p.m., will take place on Byron's Patio, one of the elegant outdoor patios. A gourmet dinner, presented by Four Seasons East and West, will feature fare by Chef Muller, known for his outstanding new American cuisine. Pastry Chef Randy Gehman, a Culinary Golf Medalist, will present a surprise dessert of his own creation.

After dinner the program will feature an informative panel discussion on the advantages of incorporating sports into corporate meetings and

events. The panel, comprised of three individuals who specialize in planning of recreational meetings, includes Kaye Burkhart (Dallas Fan Fares); Laura Yarborough (EDS); and John Blanton (Four Seasons Resort and Club).

Casual attire—sports or resort wear—is appropriate for all events. If you wish to change or freshen up before the evening events, the locker rooms at The Spa will be available.

Co-chairs for the July meeting are Carolyn Taylor (Big Spur Corral), Marsha Singer (Executive Connection), Jan Pollard (Omni National Sales), Phyllis Tackitt (VHA), Debora Jerman (Cityplace Conference Center), Mike Snider (Bakers Ribs) and Carol Sharapata (Kerrville Bus Company).

Among our hosts at Four Seasons are Bob Mitchell, regional director of sales, Michael Harrison, director of catering, and La Donna Pettit, sales manager.

July Host Facility

Four Seasons Resort and Club

Nestled among the rolling hills of Las Colinas, the 400-acre Four Seasons Resort and Club is host for our July 22 chapter meeting.

This award-winning resort hotel features 315 rooms, outstanding conference facilities, a championship golf course and excellent recreational amenities.

Four Seasons management recently announced the resort will undergo construction of a \$12 million. Work will begin in June and is expected to be complete in May 1994.

Planned are 50 villa-style rooms near the 18th green of the Tournament Players Course, a huge new pool and a 5,600-square-foot pavilion for staging special events.

The hotel will also undergo a refurbishment of common areas, meeting space, guest rooms and areas of the club.

Four Seasons Resort and Club specializes in small and mid-sized meetings for executive level guests.

From Airport Freeway (183) exit north on MacArthur Blvd. Four Seasons is approximately one mile away, on the right.

From Carpenter Freeway (114), exit south on MacArthur Blvd. Four Seasons is approximately one and one-half miles away, on the left.

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).



News Briefs

D/FW Chapter News

'Put Yourself in My Shoes' Title of New D/FW MPI Mentor Program

Clint Black said it — "Put Yourself in My Shoes." Now the D/FW chapter of MPI says it, too, in announcing the launching of our new mentor program.

"This is a voluntary educational program geared to enhance our most powerful and valuable natural resource, YOU," said Debra Williams (Dallas Dinner Theatres), chair of the mentor committee. "We are targeting individuals who are genuinely interested in learning from someone within our organization."

The program will match planners and suppliers whose concerns and interests are similar. After this match, based on information supplied by participants, the mentor committee will help participants focus on meeting goals.

"We evaluated strengths and weaknesses of mentor programs throughout the country," Williams said, "and designed our mentor program to best serve the needs of our membership."

For more information about the mentor program, contact Williams at 214-905-0808.

Speakers Showcase Set July 16

Cheryl Landon Wilson, daughter of the late Michael Landon and author of *I Promised My Father*, will be the celebrity speaker at the Speakers Showcase luncheon Friday, July 16.

Co-sponsored by the D/FW chapters of MPI, Hospitality Sales & Marketing Association and Speakers Source International, Speakers Showcase will take place at the Sheraton Suites Hotel, Stemmons & Market Center Drive.

Registration for Speakers Showcase presentations, begins at 11:30 a.m. The luncheon will take place from 12-12:45 p.m. The program, which will include almost a dozen presentations, is scheduled from 12:45-4 p.m.

Cost is \$12 per person. For more information call 214-783-9111.

National & International News

Nashville, San Francisco to Host '96 & '97 Convention, Conference

The Opryland Hotel in Nashville, Tennessee, will be the site for the 1996 MPI Annual Convention, July 28-30, 1996.

The 1997 Professional Education Conference (PEC) will be held at the Hilton Hotel & Towers in San Francisco, California, January 12-14, 1997.

These are the first sites selected under the new schedule approved by the MPI Board of Directors that changed the Annual Convention from June to July and the PEC from December to January.

The Annual *Conference* will be called the Annual *Convention* beginning next June in Minneapolis, Minnesota.

"Changing the name allows MPI to better describe the many aspects of our annual meeting that go beyond the word 'conference'—such as our awards ceremony, passing of the gavel, and our annual trade show," said C. James Trombino, CAE, MPI president.

MPI Board of Directors Establishes 'Social Issue' Policy

The MPI Board of Directors approved a recommendation by its Government Affairs Committee to not participate in social, political, moral or religious activities unless the issue directly affects the meetings industry.

The Government Affairs Committee will make a recommendation regarding taking positions on politically sensitive issues.

The Board also approved a process to consider issues directly affecting the industry. This "checklist" is designed to evaluate whether involvement and participation by MPI members and chapters would be adversely or positively affected by a policy position of this nature.

This action does not preclude or dilute MPI's interest in active government affairs advocacy.

12,000th Member Named As MPI Reports Significant Growth

From December 7, 1992 to March 4, 1993, MPI added an unprecedented 1,700 new members to its roster.

This significant growth was sparked by a decision of the MPI Board of Directors to open the doors to suppliers who could join the association without a planner "match" until a balance of planners to suppliers was reached.

On March 4, 1993, MPI's membership reached 49 percent planners, 49 percent suppliers, and two percent students.

During the three-month open enrollment, 500 of those who joined were planners and 1,200 were suppliers.

Vonderkunz Named MPI's Director of Business & Finance

Ricky Vonderkunz has been named director of business and finance for Meeting Planners International. He will oversee four departments, including data processing, office services, budget and finance, and member records.

Vonderkunz brings 18 years experience in data processing, technical and managerial skills to MPI. Before joining the association, he was project leader for Northern Telecom, Inc., in Dallas, where he directed the internationalization of financial software systems.

Membership Director Goes to Press in August; Changes Due August 1

The 1993-94 MPI membership directory goes to press in August. The member records department announces that any membership information changes must be received at international headquarters by August 1 to guarantee inclusion in this directory.

Chapter Manager Workshops Scheduled July 16-18 in Dallas

Workshops for education/program chairs, membership chairs, treasurers, and newsletter editors will be offered in Dallas July 16-18.

Leila Mac Feeley to Be Honored at Second Annual Testimonial Dinner

Leila Mac Feeley, vice president, conferences and travel for The Prudential Insurance Company of America, will be honored at the second annual testimonial dinner benefiting the MPI Educational Research Foundation September 22.

The event, co-sponsored by MPI and Hilton Hotels and Resorts, will take place at the Chicago Hilton & Towers.

For reservations or more information, contact Terri L. Lawrence, 1-214-712-7742.

NEW! MPI Member Logo Approved for Personal Use

The MPI Board of Directors recently approved a special MPI member logo. Designed for personalized stationery items such as business cards or letterhead that includes the member's name, the logo is identical to the association logo, with the addition of a "MEMBER" line beneath.

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MEETING PLANNERS INTERNATIONAL®

M E M B E R

The symbol represented here is not the official logo; it is a facsimile created in a page layout program. (The symbol was not available as this issue of *CURRENT* went to press.) Members should use the official logo only, which utilizes slightly different typefaces and spacing. It should never be re-created as it is done here.

Care must be taken to ensure that the member, not the organization, is identified as the MPI member.

For camera-ready logo sheets and policy use information, call the MPI Marketing Department, 214-712-7750.

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June Meeting Highlights

MPI Extends 'Hands Across the World' with Sister Chapter Inaugural, International Showcase

By Gracie H. Hilton
The Write Stuff

"Hands across the World" was the theme of the June chapter meeting hosted by Hackberry Creek Country Club. The meeting featured the Sister Chapter Inaugural—the announcement of our chapter's formal relationship with the MPI chapter of Italy.

Bobby Bulger (Travel Concepts, Inc.), chair of the Sister Chapter

committee, introduced the program in a thought-provoking presentation about the global marketplace.

Mayor Bobby Joe Raper of Irving and Max Wells, member of the Dallas City Council, formally welcomed Dr. Rodolfo Musco (Rodolfo Musco & Associates) of Milano, Italy, the representative of the MPI Italia chapter.

In an address bringing greetings

from Italian meeting planners, Musco suggested ideas for foreign exchange work programs among meeting industry professionals.

Tim Wade (Lennox Industries, Inc.), co-chair of the Sister Chapter committee, introduced "Connections," a pen pal exchange program designed to foster communication between individuals of the MPI D/FW chapter and the MPI Italy chapter.

The Sister Chapter International program is dedicated to furthering global understanding by encouraging and assisting a relationship between the D/FW chapter and the MPI chapter of Italy—thereby increasing international networking, business and educational opportunities.

The MPI chapter of Italy has 76 members. Of that number, 59 — 77.6% of the membership—are planners. Seventeen — 22.3% — are suppliers.

Objectives of the Sister Chapter program include sharing information on program and membership ideas, technical assistance, joint seminars, the development of a sister chapter newsletter, as well as the initiation of the pen pal exchange program.

Representatives from MPI international headquarters present for the Inaugural were Vice President/CEO Ed L. Griffin, Jr., CAE, Peter Turner, and Tina Berres Filipowski.

Other special guests present to kick off the Sister Chapter program were Jorge Herrera, Dallas Chamber of Commerce; Jody Rodinburg, *Dallas Business Journal*; and Mike Benton, Dallas Convention & Visitors Bureau.

At an International Showcase during the pre-meeting social hour, exhibitors representing international destinations, hotels, airlines and transportation companies, provided promotional materials and were available to answer questions regarding group or individual travel.



D/FW MPI Welcomes MPI Italia

Among special guests on hand to celebrate the Sister Chapter Inaugural were **Max Wells**, Dallas City Council, who brought greetings from Mayor Steve Bartlett; **Ed L. Griffin, Jr.**, CAE (vice president/CEO, Meeting Planners International); **Dr. Rodolfo Musco** (Rodolfo Musco & Associates), representative of MPI Italia; and Irving **Mayor Bobby Joe Raper**. At far right is D/FW chapter member **Bill Boyd, CMP** (Sunbelt Motivation & Travel, Inc.), president-elect of MPI international.



Bobby Bulger (Travel Concepts, Inc.), far left, is co-chair of the Sister Chapter committee. Co-chair is **Tim Wade** (Lennox Industries), left.

Jo Ann Taylor (TravelSearch Network) chats with **Patricia Tripp** (Princess Tours and Cruises) about 1993 Princess itineraries at the International Showcase which featured international travel destinations.



**Photos by
Mark Lazarow
Photography**



Hosts for the meeting at Hackberry Creek Country Club were **Cindy Hamilton** and **Jerry Walker**.



Co-chairs for the Sister Chapter Inaugural and International Showcase were **Sherri Cook** (Sherri Cook & Associates), **Lori Farris** (Pomodoro), **Bobby Bulger** (Travel Concepts, Inc.), **Cathy Mason** (USMotivation), **Peg Wolschon** (Kerrville Bus Company), and **Linda Sergeant** (Bill Reed Decorations, Inc.).



Mary Cowart (Mary Cowart Meeting Associates), chapter president for the 1992-93 administrative year, chats with her successor, **Lesley Meyer, CMP** (Sunbelt Motivation & Travel, Inc.). Meyer, who will assume official duties immediately, will preside at the July chapter meeting.

**Photos by
Mark Lazarow
Photography**

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Heard it through the Grapevine...

By M.T. Gnad
National Business Association

Nick and Sheri Pappas, the MPI "Aggie Connection" are the proud parents of Alexander Thomas, born March 31. Alexander is welcomed by a brother and sister. Sheri, project coordinator for *World Ocean Circulation Experiment (WOCE)* and Nick own a company that distributes imported Belgium chocolates.

In July Melissa Parks, *American Fire Sprinkler Association*, will join a cast of 150 on a 10-month, 18-countries tour of "Up with People," an international, educational and cultural program.

Duncan Duvall, *Doubletree Ranch*, welcomes his wife Alicia as his new parter. Alicia joins the third generation family business after five years with Grandy's Corporation.

Amy Dugan, *Garrett Creek Ranch*, is a new mother. Son Andrew, her first child, arrived in November.

MPI members of the *Dallas/Fort Worth Hilton Executive Conference Center* are congratulated for receiving the International Franchise Association's "Franny" Award on behalf of the Hilton franchise nationwide. This award is considered the "Academy Award" of the franchise industry.

Stephanie S. Davis is now the national account manager for the *Sheraton Park Central Hotel*. Stephanie, advertising director for the CUR-RENT, receives this promotion after three years as account manager.

Colleen Albert, *Dallas CVB*, graduated magna cum laude from Norwood University in Cedar Hill. Colleen now holds a bachelor's degree in business administration, with an emphasis in marketing and a minor in international business.

Dr. Carl A. Hammerschlag, keynote speaker for the MPI '92 Professional Education Conference, will be at Borders Bookstore in Dallas Monday, July 19, from 7-8:30 p.m. to introduce and sign his new book, *The Theft of the Spirit*.

Suzie Oliver, *Society of Diagnostic Medical Sonographers*, and Jan Pollard, *Omni Hotels National Sales Office*, invite all women in the hospitality industry interested in playing golf to join "Just for the Fun of It." All levels of experience and expertise are welcome. Golf lessons, clinics and scrambles are planned on a monthly basis. Contact Suzie, 214-239-7367, or Jan, 214-444-0044, for details.

Tony Cummins, *Culinaire International*, is the recipient of the Greater Dallas Chamber of Commerce Ambassador of the Month award. The award is given for contributions to the Chamber's volunteer program to orientate new members.

The *Adolphus Hotel* announces these staff changes: Becky Milke is association sales director and will work with clients in the D.C. area. Anita Siegers is the contact for the local market, and Gail Lemaire is director of sales.

John Ures has been named vice president of hotel services for *AVW Audio Visual, Inc.* He takes this position after serving at the Sheraton Hotel regional sales office.

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 (214-991-5381 or FAX 214-960-9149) about items of interest for this column.

OOPS! We goofed!



Bill Boyd, CMP
Sunbelt Motivation
& Travel, Inc.
D/FW Nominee—
International Supplier
of the Year



Steve Grassfield
Cityplace
Conference Center
Facility of the Year

These photos were inadvertently switched in last month's CURRENT. Our apologies to both of these honorees!

C. W. Kendall has spent twenty-five years as an entertainment agent in the Dallas area. Offering the finest in live entertainment. Whatever your needs may be, C. W. and his staff of professionals will work with you to find just the right performers to fit your theme and budget. Ken Ran is dedicated to making your event a success through experience, dependability, and quality entertainment.

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SIZE	PER ISSUE	YEARLY RATE	MEASURE
Full Page	\$500	\$250	7 1/2" x 9 1/4"
Two-Thirds Pg. Hor.	\$400	\$200	7 1/2" x 6"
Two-Thirds Vert.	\$400	\$200	5" x 9 1/4"
Half Page Hor.	\$300	\$150	7 1/2" x 4 1/2"
Half Page Vert.	\$300	\$150	3 3/4" x 9 1/4"
Quarter Page Hor.	\$150	\$ 75	7 1/2" x 2 1/4"
Quarter Page Vert.	\$150	\$ 75	3 3/4" x 4 1/2"
Business Card Hor.	\$100	\$ 50	3 1/2" x 2"
Business Card Vert.	\$100	\$ 50	2" x 3 1/2"

Rates are based on camera-ready copy. Special rates are available for advertisers who contract space three and six times per year.

To place ads, contact Stephanie Davis, CURRENT advertising chair, (214) 851-2016; or Steve Kemble, vice-president of public relations, (214) 943-5949.



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Meeting Planners International is the world's largest association of meetings professionals with more than 11,000 members in 35 countries and 46 chapters. MPI's mission is to provide educational opportunities and recognition for those in the meetings industry. The association is committed to excellence in meetings, continuous international growth, research, a strong chapter network and high ethical standards.

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