

Meeting Planners International

June 1993

Dallas-Fort Worth Chapter

President's Message

Presidential Farewell Laced with Plethora of Thank Yous

By Mary W. Cowart Mary Cowart Meeting Consultants

Mary W. Cowart

Can it be that just a year ago I appeared before you to take the oath of office as president of the Dallas/Fort Worth chapter of Meeting Planners International?

As we prepare to recognize our '92-'93 officers and other leaders of distinction, my heartfelt

thanks goes to many who accepted the challenge to "Get into the ACT." Your combined Achievement, Contribution and Teamwork made this year a shining success.

Thanks to all of you, the D/FW chapter of MPI has risen to its present position of influence and

prestige.

I am particulary indebted to the five vice-presidents (v.p.), the immediate past president, and the six board members who have worked so faithfully with me. Their confidence and cooperation made my task easier. I deeply appreciate their wise counsel and unwavering support, their sacrifice of time and energy.

I am also indebted to the leaders of numerous committees and subcommittees for their enthusiastic service. That indebtedness extends to the legions who served as committee members, devoting themselves to a host of worthy projects.

> Sue Ferguson-Fry (v.p./education) exhibited a high degree of creativity and organizational skills. Sue and her committee organized superlative education programs, from stimulating monthly meetings to informative

special interest programs-a feat that had much (continued on page 2)

> This issue of Current is sponsored by

Holiday Inn Crowne Plaza

see page 11

MPI

MEETING PLANNERS INTERNATIONAL®

June D/FW Chapter Meeting

"Hands across the World"

Sister Chapter Inaugural & International Showcase

June 17, Thursday

Hackberry Creek Country Club 1901 Royal Lane Irving, Texas 75063 214-869-2631

Orientation 11:00 a.m. Reception & International Showcase 11:00 a.m.. Luncheon & Program 12 noon

R.S.V.P. by noon, Tuesday, June 15 Sandy or Kim 214-343-0555

Advance Registration \$22 Late Registration \$30 Guest Registration \$25

See page 3 for more details and meeting reservation policy.



President's Farewell

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Current

Meeting Planners International Dallas/Fort Worth Chapter

Newsletter Staff

Editor Gracie Hatfield Hilton The Write Stuff Phone & FAX metro 817-467-7439

Director of Communications

Patricia Tripp, CMP Princess Cruises & Tours Phone: 214-230-6994 FAX: 214-230-6993

Vice President/Public Relations

Lesley Meyer, CMP Sunbelt Motivation & Travel, Inc. Phone: 214-401-0210 FAX: 214-556-0916

Advertising Chair

Stephanie Davis Sheraton Park Central Hotel Phone: 214-851-2016 FAX: 214-991-4557

Photographer

Mark Lazarow Mark Lazarow Photography 214-380-0985

Department Editors

Membership

Bruce Jaster
The Jaster Companies, Inc.
214-891-8891

Education

Kim Kelley, CMP The Tower Club 214-220-0403

Public Relations

Holly Adams
The Southland Corporation
214-828-7770

Staff Writers

Becky Milkie Adolphus Hotel 214-742-8200

M.T. Gnadt National Business Association 214-991-5381

> Anita Siegers Adolphus Hotel 214-742-8200

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Upcoming MPI Events



June 17, Thursday
Chapter Meeting
Hackberry Creek Country Club
11 a.m./Luncheon

June 26-27
Chapter Management Forum
Atlanta, Georgia
for more info call
1-214-712-7706

June 26 CMP Exam Dallas June 27-29
MPI Annual Conference
Atlanta, Georgia
for more info call 214-712-7751

July 21, Thursday
Chapter Meeting
Four Seasons Resort
(Afternoon Sports Opportunities)
6 p.m./Dinner

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

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

President's Message/ continued from page one

to do with our record-breaking attendance throughout the year.

O.D. O'Donnell, director of programs, is a sturdy fixture of our organization. His work transcends committees. Nearly everyone has gone to O.D. for guidance and assistance at one time or another.

Norb Dettmann, PhD, CMP, a man of wide experience and great ability, served ably as director of education.

A variety of continuing education opportunities were made available by a troop of laborers in the education division, including Lisa South, CMP, Richland College; Michele Carter, "How-To" breakfasts; Phyllis Tackitt, executive workshops; Patricia Tripp, CMP, CMP University; Sherri Cook, CMP study groups; Tim Wade, "Brown Bag" educational luncheons; and Bette Smith, Institutes.

Through the leadership of **Paige Garrett** continuing education was a reality for several of our chapter members, thanks to the Personal Growth Awards.

Thanks, too, to **Kim Kelley, CMP**, for keeping minutes for many meetings—and for her quiet service in many other areas, too.

O.D. O'Donnell, v.p./administration, headlined a group of volunteers who served on the chapter directory committee: Steve Kemble, Linda Sergeant, and Cathy Mason.

Administrative staffers Sandi Niermann and Kim Wible, along with chapter members Mary Lynn Novelli, Linda Hughes and Anita **Siegers**, made sure that registration ran smoothly at each monthly meeting.

O.D. O'Donnell kept us in-the-know about chapter activities with his monthly calendar updates.

Each month has been marked by a steady and healthy rise in our membership. thanks to **Diane Smith, CMP**, v.p./membership and her committee who made sure that all goals were not only met, but exceeded.

This high-energy group includes O.D.
O'Donnell, member orientation; Mary Cain, buddy program, Cathy Mason, member recruitment; Stan Heller and Sherri Cook, member retention and involvement; Charlotte Merrill-Davis, O.D. O'Donnell, Cathy Mason, and Bette Smith, prizes; and Alice Roberts, phone tree.

Lesley Meyer, CMP, v.p./public relations, proved to be a strong force in promoting our chapter's recognition factor. Noteworthy among many responsibilities and accomplishments was the development of a press kit—a chapter first.

I owe a special thanks to **Gracie Hilton**, *Current* editor, for helping me with my monthly articles. Hers is not an easy task and involves lots of last-minute work coordinating all the pieces of the newsletter. Great job, **Gracie**.

Also on the newsletter staff were
Stephanie Davis, advertising director, and
Mark Lazarow, photographer. Mark recorded
almost every MPI event on film and contributed his work to the *Current*, the Chapter of
the Year notebook, and to many other entities.

continued on page 9

June Meeting Highlights

June Meeting Features Sister Chapter Inaugural and International Showcase

By Cathy Mason USMotivation

MPI goes international with "Hands across the World," theme of the June 17 chapter meeting. Hosted by Hackberry Creek Country Club, the meeting will feature the Sister Chapter Inaugural—the announcement of our chapter's formal relationship with the MPI chapter of Italy.

During the pre-meeting social hour, exhibitors representing European destinations, hotels, airlines and transportation companies will present an International Showcase.

Representatives will provide promotional materials and be available to answer questions regarding group or individual travel. Countries to be represented include Belgium, Canada, Denmark, Germany, Italy, the Netherlands, Sweden, Switzerland, and the United Kingdom. All of these countries have active MPI chapters.

The luncheon, featuring international cuisine, will begin at noon. An official from the Dallas/Fort Worth area will welcome the Italian chapter representative in a formal presentation for the Sister Chapter Inaugural.

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, according to the 4/30/93

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 walkins 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).

membership report. Of that number, 59 — 77.6 percent of the membership—are planners. Suppliers number 17— 22.3% of the membership.

In addition to sharing information on program and membership development, other objectives include the development of a sister chapter newsletter, a pen pal program, plus technical assistance and joint seminars.

The reception and International Showcase will begin at 11:00 a.m. Seating for

the 12 noon luncheon and Sister Chapter Inaugural program will begin at 11:50 a.m.

Co-chairs for the June meeting are Bobby Bulger (Travel Concepts, Inc.), Sherri Cook (Sherri Cook & Associates), Lorl Farris (Pomodoro), Cathy Mason (USMotivation), Linda Sergeant (Bill Reed Decorations, Inc.), and Peg Wolschon (Kerrville Bus Company).

Among our hosts at Hackberry Creek Country Club are Cindy Hamilton and Jerry Walker

June Host Facility

Hackberry Creek Country Club

Traditional Southern style meets understated elegance at Hackberry Creek Country Club, site of the D/FW MPI chapter meeting June 17.

A dramatic marble entrance leads guests through bevelled French doors into the light, airy main dining room. Perfect for large luncheons, awards dinners and parties, the room seats from 50-250; the adjacent lounge area expands the party's capacity.

Step out of the ballroom onto the veranda for a breath of fresh air and a beautiful view of the golf course and a running stream.

Hackberry Creek has three other private meeting rooms to accommodate conferences and meetings of various sizes. An experienced staff will add a personal touch to each meeting or party. The club offers complete dining and beverage services.

Hackberry Creek Country Club is situated at 1901 Royal Lane in Irving, near highways 114 and 635.

From downtown Dallas, take 35-N to 114-W. Exit Valley View Lane and go right (north). Proceed left on Royal Lane.

From north Dallas (635/LBJ), take 635-W. Exit Valley View Lane and go left (south). Proceed to Royal Lane and turn right at the fourth stop light.

From Arlington, take 360-N to 183-E. Exit Valley View Lane. Proceed left (north). Cross 114; turn left on Royal Lane.

From Fort Worth, take 121-E to 183-E. Exit Valley View Lane. Turn left (north). Cross 114; turn left on Royal Lane.

Current Deadlines

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

Copy and ads for the August issue are due Thursday, July 15.

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

Because of production schedules, information received after deadlines cannot be guaranteed placement.



D/FW Chapter News

Independent Meeting Planners SIG

The Independent Meeting Planners Special Interest Group (SIG) will meet immediately after the June 17 chapter meeting at Hackberry Creek Country Club. All independent meeting planners are invited to attend.

July Chapter Meeting Features Recreational Opportunities

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

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

Can't break away for the afternoon? Don't miss the reception on Byron's patio at 6:00 p.m. After dinner the program will feature a lecture on the advantages of incorporating sports into corporate events.

Casual attire—sports or resort wear—is appropriate for all events.

DOLLAR\$ & CENT\$

D/FW Chapter/MPI

For the month ending April 30, 1993: Beginning of the Month \$34,777.22

Receipts

16,245.96

Disbursements

(11,171.55)

EOM Balance

\$39,851.63*

*EOM Balance includes Gives Kids the World Reserve Account and PGA.

Report submitted by Alan Powdermaker (Circle R Ranch), vice president/finance.

Community Awareness Committee Hears World Cup Soccer Update

Several important developments in World Cup Soccer were discussed in a recent meeting of the community awareness committee.

According to Maurine Allen (Sunbelt Motivation & Travel, Inc.), a public information center, staffed by volunteers, is now open. The telephone number is 214-526-0700.

A procurement officer has been selected; Altamese Hayes will handle supplies.

The meeting, which took place at the Crystal Palace in the INFOMART, was hosted by Ann Connolly of Culinaire, with a tasty luncheon prepared by Mike Mudrone. Many thanks to both!

Look for "Grapevine" Next Month

"Heard it through the Grapevine," M.T. Gnadt's column about news among our membership, is missing from this month's *Current* because of lack of space. News items scheduled to appear in June will be in the July issue.

Hotel Security Tips Theme of Recent Executive Workshop

A recent executive workshop featured Tony Hilton, director of security at the Fairmont Hotel, who offered these security tips when planning a meeting at a hotel site:

- Include safety tips for attendees in registration materials.
- Meet with hotel security personnel during site inspection visit.
- Discuss the facility's particular emergency plan
- Obtain state liability law information.
 In some states, there is a \$50 liability limit.
- Because fire exits can't be locked, be aware that private security may be required to protect trade show exhibits.
- Always use the deadbolt on guest room doors for additional security.
- Call the front desk to verify that hotel maintenance, engineering, etc. has been dispatched to guest room.

National & International News

Canadian MPI Council, Canadian Government Establish Project

The MPI Canadian Council and the Canadian government have established a contibution agreement, partially financing a million-dollar project to establish occupational standards for the meeting planning profession and industry in Canada.

The project, which will span three years, will include research, meeting planner occupational standards development, higher education curriculum development, certification program design, marketing and evaluation.

By providing standardized training and skills for the meeting planner professional, the project will allow increased exposure for the meetings industry.

Foundations Forge Partnership on "Diversity"

Representatives from the foundations of Meeting Planners International (MPI), American Society of Association Executives (ASAE), International Association of Exposition Managers (IAEM) and Professional Convention Management Association (PCMA) Foundations recently joined forces to co-sponsor a project on cultivating diversity in the meetings, exposition and hospitality industries.

The project will include publishing a book and other collateral materials outlining diversity from both the perspective of a meeting planner as well as a manager. Each foundation will contribute \$20,000 to the project.

N. California and Indiana Leading Chapter Recruitment Contest

Two winners in the 1993 Chapter Recruitment Contest will each receive a 1993 PEC scholarship, including airfare to Anaheim, CA, accommodations for three nights and conference registration.

Leading the contest in mid-May were the Northern California chapter, with a total of 102 members; and the Indiana chapter, with new members representing 40 percent of their total January membership.

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.



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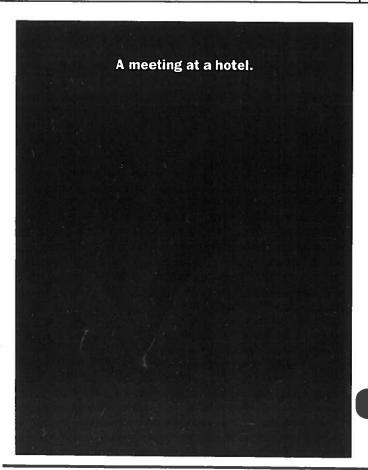
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May Meeting Highlights

O'Donnell and Smith Named Top Local Award Winners at MPI's Parade of Stars'

By Kim Kelley, CMP The Tower Club

Chapter award winners and nominees for international awards were among the "shining stars" recognized at MPI's "Parade of Stars" last month at Loews Anatole Hotel.

O.D. O'Donnell (Nightlife Talent & Management Agency) was a double winner. O'Donnell was named D/FW Chapter Supplier of the Year and also won the Suzie Fiveash Award.

Diane Smith (Alcon Labs) was named D/FW Chapter Planner of the Year.

Awards to Planner and Supplier of the Year are based on significant contributions in committee and board involvement, meeting industry service, recognition and awards, meeting industry-related speaking engagements, and community service.

The Susie Fiveash Award recognizes the individual who recruits the most new members to our chapter this year.

O'Donnell and Smith claimed the terrific trips offered as grand prizes to Planner, Supplier and Recruiter of the Year—"The Canadian Experience," "The Total Spa Experience," and "The Caribbean Getaway."

O'Donnell and a guest will enjoy the Caribbean—courtesy of Mullet Bay Resort, Le Meridien L'Habitation, and American Airlines—and the spas of California—courtesy of La Costa Resort and Spa, Le Meridien San Diego and Delta Air Lines.

Smith and a guest will vacation in Canada, thanks to Intercontinental Hotels, Via Rail Canada and Northwest Airlines.

Also honored as a nominee for Planner of the Year were Kim Kelley, CMP (The Tower Club), Suzie Oliver (Society of Diagnostic Medical Sonographers), and Alex Vurpillat (Carey Transportation).

Honored as nominees for Supplier of the Year were Sue Ferguson-Fry



O.D. O'Donnell Supplier of the Year Suzie Fiveash Award



Diane Smith
Planner of the Year

nominee for International Supplier of the Year.

These honors are based on service on the international level, service to the chapter, industry and community; published contributions to the industry; speeches; professional recognition, certification and continuing education.

Last June's "Succession of Presidents"

program at Cityplace Conference Center was named Program of the Year. Sue-Ferguson Fry (Cityplace Conference Center) picked up that award. Cityplace Conference Center was named Facility of

(Cityplace Conference Center), Mary Jo Malone (Plaza of the Americas), and Alan Powdermaker (Circle R Ranch).

Judy Love Rondeau (Canadian

Consulate General) was honored for her nomination for Chapter Manager of the Year. This award, which recognizes commitment in influencing the life of the chapter, is based on ability to motivate others, stimulate volunteer functions, provide a sense of direction, and act as a catalyst to cause exceptional results.

Norb Dettmann, CMP, PhD
(Professional College Management International) was recognized as the D/FW chapter nominee for International Planner of the Year.

Bill Boyd, CMP (Sunbelt Motivation & Travel, Inc.) was honored as our



Passing the Gavel
Lesley Meyer (Sunbelt Motivation & Travel, Inc.) was installed as president of the D/FW chapter of MPI for 1993-94. Meyer accepts the gavel from Mary Cowart (Mary Cowart Meeting Associates), chapter president for the 1992-93 administrative year



Judy L. Rondeau D/FW Nominee— International Chapter Manager of the Year



Norb Dettmann, CMP, Ph D D/FW Nominee— International Planner of the Year



Bill Boyd, CMP D/FW Nominee-International Supplier of the Year



Sue Ferguson-Fry 1992-93 V.P.-Education Program of the Year



Steve Grassfield Cityplace Conference Center Facility of the Year



the Year, an award claimed by General Manager Steve Grassfield.

Other "shining stars" honored at the

Other "shining stars" honored at the May meeting were the 1992-93 officers and directors and those who were installed to lead our chapter in 1993-94.

THANK YOU to many special people for their contributions of time, special skills, and finances. You made our May meeting, "Parade of Stars," extra special.

Thanks especially to Michael French (Loews Anatole Hotel), Gary Clark and Bob Walker (AVW Audio Visual), O.D. O'Donnell (Nightlife Talent & Management Agency), Nancy Fitzgerald (Kaleidoscope), David Gisler (Freeman Decorating Company) and Linda Thomas (My Calligrapher).



Bob Walker (AVW Audio Visual), left, and **Cindy Hamilton** (Hackberry Creek Country Club), right, shared duties as masters of ceremonies at the May meeting. Between them is **Phyllis Firebaugh** (A&C Enercom), chair of the awards committee.



Lisa South (Ducky Bob's Party Rentals), immediate past president, expresses thanks to Mary Cowart (Mary Cowart Meeting Associates), 1992-93 chapter president, for her service to MPI.

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MPI Foundation Exceeds Goal, 'Thanks to Chapter Support'

Thanks to contributions from several MPI chapters—including the D/FW chapter—the MPI Educational Research Foundation surpassed its financial goal this fiscal year, said John L. Fuller, Jr., Foundation chairman.

"We reached the \$15,000 mark, thanks to generous support from various chapters, including the D/FW chapter," Fuller said.

This figure represents an increase of \$10,000 over the previous largest collective chapter donations to Foundation projects, Fuller said.

The D/FW chapter raised \$1500 for the Foundation—proceeds from a spring fund raiser at Medieval Times Dinner & Tournament in Dallas.

"In these tough economic times, we are acutely aware of the challenges chapters face in managing activities," Fuller said. "The Board of Trustees is most grateful to the D/FW chapter for this generous contribution."

Fuller outlined several recent Foundation accomplishments:

- Organized a joint \$80,000 study on cultural diversity in meetings with the ASAE, PCMA and IAEM Foundations
- Published the International Meeting Guide reference manual
- Conducted a golf, tennis and fitness clinic to assist planner in managing sports events
- Continued to fund the MPI Foundation's Resource Center
- Provided research for development of the closing general session of the MPI Atlanta Annual Conference
- Provided information to more than 5,000 MPI members through the Resource Center
- Inaugurated NewsNet, the quarterly Foundation newsletter

Member Profile/Lisa South

Past President Lisa South, Another Famous American Hail from Same State

By Anita Siegers
The Adolphus Hotel

Arkansans are proud these days of two famous people, the President of the United States—and Lisa A. South, CMP.

A graduate of Arkansas State University with a B.S. in marketing, Lisa South is a credit to any organization with which she aligns herself.



Lisa A. South

Lisa shares her energy and creativity with National Association of Catering Executives, March of Dimes Birth Defects Foundation, Love for Kids, Kilby Awards Foundation as well as Meeting Planners International. Fortunately her husband of nearly two years, Mike Coonan, had more than five years to learn about the many involvements of his bride-to-be.

Everyone delighted in Lisa's jump across the fence from planner to supplier when she joined Ducky Bob's Party Rentals a year ago as director of sales. However, most of the D/FW chapter first came to know South during her four-year tenure with EDS Corporation or during her first three years in Dallas at Associates Corporation of North America.

Currently serving as immediate past president of the D/FW chapter, Lisa has done it all—from local service on the membership committee, to international service as a member of the editorial advisory committee for *Meeting Manager* magazine.

Lisa has still another project in the works. Since last August she and Mike have hosted David Eriksson, a Swedish exchange student, in their home.

President's Message/ continued from page two

Assisting in several projects in the public relations area was Patricia Tripp, CMP, director of communications.

Community awareness, also under Lesley Meyer's direction, had Richard York at the helm and the diligent assistance of Dorrit Turner and Steve Foster. Gregory Pynes took charge of government affairs.

Our activities and projects were recorded in a very special way in a superb collection of reports and memorabilia in the Chapter of the Year notebook, an area chaired by O.D. O'Donnell. Co-chair Steve Kemble, Linda Sergeant, Mary Lynn Novelli, Cathy Mason and Marilyn Manby were key figures in coordinating this massive project to which Mark Lazarow generously contributed his gifts of photographic excellence.

Thanks to **Alan Powdermaker**, v.p./finance, and his team, our financials are in superior shape; excess funds will be distributed to education areas to benefit the membership.

Marilyn McGuire, CMP and Carolyn Carey, CMP, saw to it that the Job Bank—the only active Job Bank in MPI—served our membership well. Other Job Bank volunteers included Barbara Rathwick, Amanda Oglesby, and Leigh Ann Rawls.

Lisa South, CMP, immediate past president, devoted herself to a plethora of projects, including serving on the Council of Past Presidents, the protocol committee and the Love for Kids board. She also coordinated the efforts of the nomination committee.

John Ures, chair of the Give Kids the World Celebrity Sports Classic, did a great job keeping this fund raiser on track. Pat McCain directed the holiday cards benefit sales.

Mary Jo Malone and Suzie Oliver coordinated the Education Research Foundation fund raiser. Bobby Bulger, with vision and leadership, introduced us to the Sister Chapter International program.

Phyllis Firebaugh chaired the awards committee, which plays an important role in recognizing members and facilities vital to our organization.

Debra Williams oversaw a dynamite mentor program that will be introduced at the June meeting. Thanks, **Debra**, for your concern about continuing leadership training. **Gail Koch-Lemaire** coordinated efforts regarding the MPI Annual and P.E.C. Conferences.

Bill Boyd, CMP, is our best-ever chapter marketing liaison. Bill, who served on MPI's international board of directors, and Kim Kelley, CMP, special interest liaison, kept us up-to-date on international MPI news.

Congratulations to each and every one of you. You have answered promptly and wholeheartedly every call for service. It is difficult to express the full measure of my appreciation. You made it happen in '93.

With such a long list of thank yous, names of individuals and projects have surely been inadvertently omitted; I apologize. I wish I could have mentioned each and every committee member who contributed so much time and energy to the various chapter projects. An insert in this issue of *Current* has a more definitive list.

A President's Farewell

It has been an honor and a pleasure to serve as your president. Thank you for a memorable year. As I come to the end of the road, I assure you that the path has been a pleasant one.

My year has brought many new and wonderful friendships which are now among my most cherished possessions.

My heartfelt thanks, then, to all of my fellow MPI members as I step back into the ranks to serve under one whose record of accomplishments ensures that under her leadership our chapter will move forward to even greater achievements.

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D/FW MPI 1993-94 Officers and Directors

Officers and directors of the Dallas/Fort Worth chapter of Meeting Planners International for 1993-94 were announced in May.

Added to this lineup of MPI leaders are two new offices—president-elect and vice president/programs.

Officers



Lesley Meyer, CMP Sunbelt Mot. & Tvl., Inc. President



Diane Smith, CMF Alcon Labs, Inc. President-Elect



Mary Cowart
M.C. Mtg. Consultants
Imm. Past Pres.



Kim Kelley, CMP The Tower Club V.P./Administration



Michelle Carter Dallas CVB V.P./Education



Carolyn Carey, CMP Fidelity Union Life Ins. Co. V.P./Finance



O.D. O'Donnell Nightlife Talent & Mgt. Co. V.P./Membership



Sue Ferguson-Fry Cityplace Conf. Ctr. V.P./Programs



Steve Kemble S. K. Event Design V.P./Public Relations



Sherri Cook
S. Cook & Associates
Board/Planner



Paige Garrett
DalCity Associates
Board/Planner



Cathy Mason USMotivation Board/Planner



Phyllis Tackitt Vol. Hospitals of America Board/Planner

Board Members/ Planners

Board Members/ Suppliers



Charlotte Merrill-Davis Event Source Profs. Board/Supplier



Mary Lynn Novelli Tvl. Res./Sterling Hotels Board/Supplier



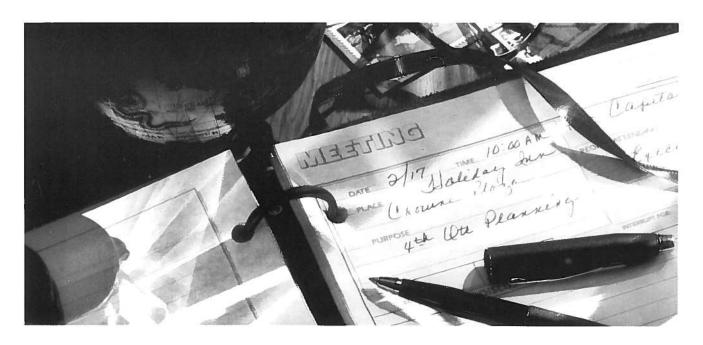
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