

# MPI

MEETING PLANNERS INTERNATIONAL®

# CURRENT

Meeting Planners International

September 1993

Dallas-Fort Worth Chapter

## President's Message

# 'Supplanners' Work Toward Common Goals

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

Beginning a new MPI year involves a strong commitment of time and energy from newly elected chapter officers. After two days of intense training and planning late last month—at a weekend retreat hosted by Inn on the River in Glen Rose—your board members emerged with chapter goals for the year and a much stronger ability to make future board meetings highly productive.

As we move forward, we ask the assistance of the entire membership as we seek to achieve these goals:

- To maintain a 75% membership retention rate.
- To provide innovative monthly educational opportunities in addition

to monthly programs that meet the needs of a diverse membership

- To enhance awareness of the D/FW chapter through the local and trade media.
- To develop "supplanner" awareness, to build relationships and promote unity within the chapter
- To publicize

chapter activities and educational programs through the monthly  
*(continued on page 8)*



*Lesley Meyer, CMP*

*This issue of Current is sponsored by*

**Holiday Inn  
Crowne Plaza, Atlanta  
City of Arlington, TX**

## MPI

MEETING PLANNERS INTERNATIONAL®

*September D/FW Chapter Meeting*

# *"Problem Solving through Improvisation"*

*September 23, Thursday*

## *Addison Conference & Theatre Centre*

*15650 Addison Road  
Addison, Texas 75248  
214-450-6202*

*Orientation 11:00 a.m.  
Reception & Registration 11:30 a.m.  
Dinner & Program 12 noon*

*R.S.V.P.  
by noon, Tuesday, Sept. 21  
Sandi or Jennifer  
214-343-0555*

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

*See page 3 for more details and meeting reservation policy.*

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# CURRENT

Meeting Planners International  
Dallas/Fort Worth Chapter

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## CURRENT Deadlines

Copy and ads for the October issue of the D/FW MPI chapter newsletter, the CURRENT, are due Wednesday, Sept. 15

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

ISSUE	DEADLINE
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

**September 7, Tuesday**  
Advanced Mtg. Planning Course Begins  
Richland College  
7-9 p.m.

**September 13, Monday**  
Basic Mtg. Planning Course Begins  
Richland College  
7-9 p.m.

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

**September 23, Thursday**  
Executive Workshop  
Addison Convention Center  
immediately after chapter meeting

**October 5, Tuesday**  
'How-To' Breakfast  
Hotel Crescent Court  
7:30 a.m.

**October 28, Thursday**  
Chapter Meeting  
Clarion Hotel  
11 a.m./Lunch

**November 18, Thursday**  
Chapter Meeting  
Southland Center  
11 a.m./Lunch

**December 5-7**  
Prof. Education Conference  
Anaheim, CA

**December 8-11**  
Golf, Tennis & Fitness Education Clinic  
ITT Sheraton Grande Torrey Pines  
LaJolla, CA

**December 16, Thursday**  
Chapter Holiday Party  
Venue TBA  
Time TBA

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

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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**C.W.Kendall**  
president  
**349-3025**



## September Meeting Highlights

# Exercise Your Mind with a Humorous Look at Problem Solving through Improvisation

Your speaker caught the wrong connecting flight and landed *where!* Your programs got caught in the new folding machine and turned them into origami? The palm tree just arrived for your Bahama Beach Bash in a delightful shade of fuschia? Too late to worry about it! It's time to think fast!

An agile mind and some fancy footwork can turn impending disaster into creative problem solving. Everyone has experienced some last minute change that sends the heart pounding and adrenaline racing through the veins.

Good meeting planners are good crisis managers. As with any skill, the ability to improvise can be practiced.

If you are interested in exercising your creative mind and are willing to have some fun while doing so, you

won't want to miss "Exercising Your Mind: A Humorous Look at Problem Solving through Improvisation," an entertaining and informative program that is the highlight of our September chapter meeting.

Our "instructors" for the September 23 luncheon meeting are "Rubber Chicken," an improvisation comedy troupe led by director Shawn Patrello.

Hosted by the Addison Conference and Theatre Centre, our meeting will begin with registration and reception in the theatre lobby at 11:30 a.m. Tours of the theatre will be available before and after the meeting which will begin

promptly at 12 noon in the exhibition hall. Sfuzzi in Addison will prepare an outstanding meal for us.

Co-chairs for the September meeting are Linda Sergeant (Bill Reed Decorations, Inc.), Cindy Hamilton (Hackberry Creek Country Club), Debora Jerman (Cityplace Conference Center), Kathy Thompson (Inn on the River) and Dawn Conley (Hilton Executive Inn and Conference Center).

Our hosts include Gregory Pynes, manager of the Addison Conference And Theatre Centre and Louise Moore, director of catering for Sfuzzi in Addison.

## DOLLAR\$ & CENT\$ D/FW Chapter/MPI

For the month ending July 31, 1993:

Beginning of the Month	\$43,139.16
Income	4,840.00
Disbursements	(6,810.60)
EOM Balance	\$41,168.56*

Report submitted by Carolyn Carey  
(Allianz Life Insurance Co.), vice president/  
finance.

### POSITION WANTED

May 1993 University of Texas graduate seeks entry level position with a business involving special events and meeting planning. Experience in implementing and coordinating special events from three college internships. Also interested in non-profit organizational development and fundraising. Highly motivated, dedicated, enthusiastic, organized, and prepared to travel/relocate. Contact: Marian Mayo, 3862 Tamworth Rd., Fort Worth, TX 76116; (817)732-2522.

## September Host Facility

### Addison Conference & Theatre Centre

The Addison Conference and Theatre Centre is ideal for conference planners because it was specifically designed with the business community in mind.

Addison developed the Centre in conjunction with the conference facilities found in the town's many fine hotels. The 16,000-square-foot meeting space offers the perfect off-site alternative to the more than 125,000 square feet of conference space available in Addison hotels.

Among the most modern conference and cultural arts facilities in the nation, the 48,000-square-foot complex uses state-of-the-art technology to provide a highly adaptable mixed-use environment. The flexible floor plan accommodates gatherings ranging from private board meetings to large banquets.

The 250-seat theatre emphasizes adaptability. Its design incorporates movable seating and open-air capabilities.

The entire complex accents its utility with aesthetically pleasing surroundings—vaulted soft-pine ceilings, an abundant use of glass, outdoor open areas and beautifully landscaped grounds.

The Addison Conference and Theatre Centre is situated north of Belt Line Road in north Dallas. From Dallas Parkway (north), take the Keller Springs Road exit left. Turn left on Addison Road. From Belt Line Road, turn north on Addison Road.

### 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

### 'Diversity' Topic of October Meeting

*Diversity.* What is it? Who does it affect? What does it have to do with MPI? How will it affect me?

If you are interested in the answers to these and other pertinent questions about the hottest topic to hit the business community since "Quality," you won't want to miss the Oct. 28 MPI meeting at the Clarion Hotel in Dallas.

Bring a friend and 'Diversity' yourselves at this enlightening, educational experience.

Look for more details and an informative article about "Diversity" in the October issue of *CURRENT*.

### How-To Breakfast Set October 5

"How to Promote Your Meeting" is the theme for the 7:30 a.m. "How To" breakfast Oct. 5 at Hotel Crescent Court. Cost is \$15.

Speakers are Dick Martin, Jr. (Allianz Life Insurance Co.) and Susie Oliver (Society for Diagnostic Medical Sonographers).

The "How To" Breakfast Series is designed as an educational tool for meeting planners and suppliers interested in expanding their knowledge regarding various meeting planning functions.

### Job-Bank Expands Charter

The MPI D/FW Job Bank has expanded its charter to become a more viable alternative for job seekers as well as for job postings. Jeff Means, CMP (SEI Incentives), '93-'94 Job Bank chair, emphasizes the mission of the Job Bank—to actively search for job openings within the D/FW marketplace.

To help achieve this goal, Means appointed a Job Bank Advisory Board, comprised of leaders in the various areas of the industry—including hotels, corporations, tourist bureaus, special events firms, destination management companies, incentive houses, audio visual companies, etc.

"It's critical to our success as a clearinghouse through which members can find job openings, to be well informed of openings within the Dallas/Fort Worth area. By developing high level contacts in the industry, we can be more linked with the people who are either making the hiring decisions, or know those who are," Means said.

Job Bank Advisory Board members are Jim Follett (Intercontinental & Forum Hotels), Bob

Walker (AVW), Kaye Burkhardt (Dallas Fares), Barbara Rathwick (Journey House), Phyllis Tackitt (Voluntary Hospitals of America), Suzanne Oliver (Society of Diagnostic Medical Sonographers), Alan Powdermaker (Circle R Ranch), Greg Elam (Dallas CVB), Judy Love Rondeau (Canadian Consulate General), and Betty Hollan (Delta Air Lines).

The new and improved Job Bank is open for business. If you are seeking a position, or if you know of job openings, contact Means at 214-717-1400.

To list your resume with the Job Bank, send five copies of your resume, along with a note regarding what positions interest you, to MPI D/FW Job Bank, 3018 Sierra, Carrollton, TX 75007. Enclose a check, payable to the MPI D/FW chapter for \$15 (chapter members) or \$25 (non-members).

All inquiries are confidential. Only Means, one administrator of the committee, and the prospective employee will be aware of any applications.

In addition to Means, Job Bank committee members are Lori Farris (DFW Hilton), Mark Hughes (Omni Mandalay Hotel), Kristen Garcia (Hotel Crescent Court), Gretchen Parr-Silver (Forte Hotels), and Margaret Brown, CMP (Convex Computer Corporation).

### Richland College Meeting Planning Courses Begin in Mid-September

Fall semester classes for the meeting planning courses at Richland College will begin in mid-September. The classes are taught by Certified Meeting Planners (CMPs) from the D/FW chapter of Meeting Planners International, plus other industry experts.

The basic course begins Sept. 13 and will continue each Monday evening, 7-9 p.m., for 10 weeks.

The advanced course begins Sept. 7 and will continue each Tuesday evening, 7-9 p.m., for 10 weeks.

The curriculum has been expanded to enrich the development and skills of working, experienced planners as well as prepare individuals new to the field.

Tuition for either course is \$98, which covers course materials. Professional Growth Award (PGA) funds are available for half the tuition fee.

Most of the basic course classes will be held on the Richland College campus; however, several will take place at off-site locations.

For more information, or to volunteer as class monitors, contact Michelle Carter (Dallas

CVB) or Paige Braun (DalCity Associates).

To register for classes contact Richland College, 214-238-6144.

### Sept. 23 Executive Workshop Teaches Writing Skills

For tips about better writing, don't miss the afternoon executive workshop on Sept. 23, immediately after the chapter meeting at the Addison Conference Centre.

The workshop, "Better Writing=Better Business" will be led by Janis Simmons, professional writer, editor and trainer.

Register by FAX to Jan Pollard (Omni Hotels), 214-444-8822. The registration fee is \$10.

### PGA Sends Five Chapter Members to Atlanta Conference

Thanks to the support of D/FW chapter members and the guidance of Paige Braun (DalCity Associates, Inc.), five Professional Growth Award (PGA) scholarships were awarded to members to attend the MPI Annual Conference in Atlanta.

The PGA program was established to support D/FW chapter members through scholarships for continued education in the meetings industry.

"With continued support through our monthly raffles, we will help even more members in the year to come," said Kyle Smith (Fairmont Hotel), PGA chair.

For more information contact Smith at 214-720-5285.

### D/FW Chapter Membership Is 575

Membership in the D/FW chapter of MPI stands at 575, according to the chapter membership report as of July 31.

Planner members total 276, or 48.4%; supplier members total 294, or 51.5%.

## National & International News

### Newsletter Awards Announced

Three chapters were awarded newsletter excellence awards at the Newsletter Editors Workshop in Dallas in July.

The Greater New York Chapter was awarded Best Overall Newsletter for its design and consistent mix of articles covering association, chapter and member activities.

Excellence in Newsletter Design was awarded to the Pittsburgh Chapter for its masthead and use of color and photographs.

Interesting and thought-provoking articles were showcased in the Greater Philadelphia Chapter's newsletter which was selected for Excellence in Newsletter Editorial Design.

### MPI Begins Awareness Campaign

"The Best Keeps Getting Better" is the theme of the new public relations awareness campaign. The campaign is designed to enhance MPI's image and to further educate members of MPI's benefits.



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## August Meeting Highlights

# 'The Best Keeps Getting Better'—and D/FW Chapter Members Prove It at Southfork Ranch

By Traci Bower  
*Reunion Ranch*

The D/FW chapter's Fourth Annual Natural Resources program got off to a great start at Southfork Ranch as attendees were welcomed by greeters on horseback.

Special thanks to Southfork Ranch for the generous donation of \$8 of each guest's meal to Give Kids the World, MPI's official charity.

After a delicious dinner at the Oil Baron's ballroom, Bill Boyd, CMP (Sunbelt Motivation & Travel, Inc.), announced exciting news—Richland College will kick off a new two-year associate degree in travel and tourism at the beginning of the '94 spring semester.

Kyle Smith (Fairmont Hotel) encouraged support of the Professional Growth Awards (PGA) program, which helps scholarship recipients such as Sue Ferguson-Fry (Cityplace Conference Center) in continuing education opportunities.

Michelle Sanseverino of MPI International introduced the organization's '93-'94 theme, "The Best Keeps Getting Better," and spoke of the resources and advantages of association membership.

Chapter members enjoyed an entertaining program—clever skits by MPI "actors"—encouraging involvement in chapter activities.

The opportunity to sign up for committee responsibilities was an activity that brought lauded results!

The public relations committee netted nine new volunteers and sold a quarter-page ad that will run 12 months in the CURRENT.

The membership and program committees attracted nine and two new volunteers, respectively, and the education committee had lots of inquiries for new recruits.

Joy Johnson, Lisa Allen and Sheryl Kuhn of Southfork were enthusiastic hosts and helpful meeting planners.

Thanks too, to co-chairs Marsha Singer (The Executive Connection), Gail Koch-Lemaire (The Adolphus Hotel), Marilyn Manby and Debra Williams (Big Spur Corral), and to Carey Limousine for providing transportation from the Mid-Cities to Southfork.



SEATED: Marcy Roitman (Grapevine CVB), Lori Farrls and Gretchen England (DFW Hilton Executive Conference Center), Leslie Pullin (SuperShuttle). STANDING: Tamara Adkins (DFW Hilton Executive Conference Center) and Lisa Shillings (Southland Center Hotel).

RIGHT: Bill Boyd (Sunbelt Motivation & Travel, Inc.), announces Richland College's new two-year degree program in travel and tourism.

FAR RIGHT: Beverly Jaecke (Reunion Ranch).







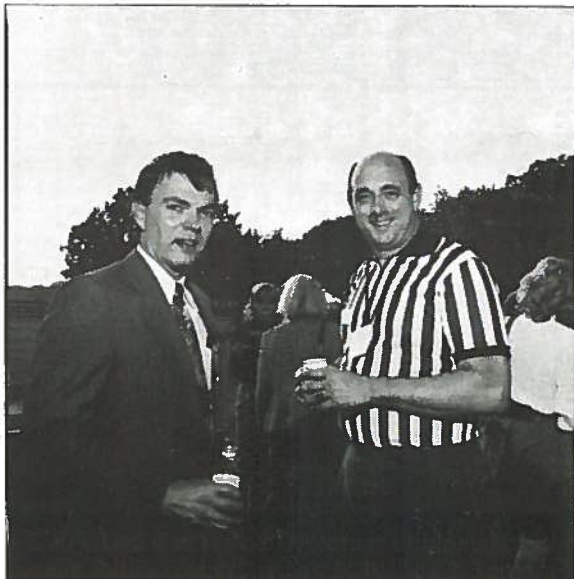
ABOVE: Carolyn Brown (Ramada Renaissance Hotel), Angela Herrera (Radisson Hotel Central), and Carol Kraynick (Ramada Renaissance Hotel).

BELOW: Brian Hendon (Marriott Park Central) and Don DeFeo (Festivities).



ABOVE: The Wildcat Wranglers dance team.

BELOW: Sheryl Kuhn (Southfork Ranch), a Southfork employee, Judi Metts (Experience Dallas) and Mike Miller (Margaritas R Us).



*Photos by  
Mark Lazarow  
Photography*

**THANK YOU!**

A number of generous suppliers and entertainers made the Southfork meeting possible.

COMPANY	ITEM	VALUE
Southfork Ranch	dinner and bar service (pp)	\$63
Southfork Ranch	Give Klds the World Donation (pp)	\$8
Southfork Ranch	wine (per bottle)	\$30
Kaleidoscope	Stage Decor	\$1500
AVW Audio Visual	Sound & Lighting	\$1750
Balloons to You	Balloon Decor	\$600
Katha Black/Texas Southwest	Entertainment	\$300
Wildcat Wranglers Dance Team	Entertainment	\$300
Entertainment Alliance	Entertainment (per hour)	\$125
Nancy & Earl Pederson	Horseback Greeters	\$200
Carey Limousine	Transportation	\$395

## Heard it through the Grapevine...

By M.T. Gnad  
National Business Association

**Candis Clarke**, formerly with the Dallas Arboretum, has accepted the position of director of group sales for *Old City Park*.

*A Catered Affaire* is the recipient of the National Caterer of the Year Award, presented by the National Association of Catering Executives. Congratulations to **Melissa Logar** and all of the staff.

**Nancy D. Bryan** has accepted the position of national sales manager for the *Fort Worth Convention and Visitors Bureau*. Nancy's former position was with The Expo Group.

**Linda Hughes**, sales manager at Bill Reed Decorations, Inc., was married July 17. Linda and Reid Caldwell spent their honeymoon in Hawaii.

**Joe Bedsole** has moved from the Wyndham Greenspoint Hotel in Houston to become national corporate sales

manager for Fort Worth's *Worthington Hotel*.

**Sherri A. Cook, Sherri Cook & Associates**; **Judy Benaroche**, *Sunbelt Motivation & Travel, Inc.*, and **Barbara Derksen**, *American Electronics*; recently earned the Certified Meeting Planner designation. Congratulations!

**Phyllis Cox** has moved from the Grapevine CVB to work as sales manager in charge of SMERF and corporate markets for the *Arlington CVB*.

*Escoffier Catering*, exclusive caterer for the Dallas Convention Center, has been awarded the exclusive contract for the 1993 Grand Prix of Dallas, according to **Jennifer A. Fisher**, sales manager for Escoffier.

**Valerie Neeley-Ybarra** has been promoted to director of operations/Tarrant County, for *J&S AV Communications*. This advancement comes after working as the company's regional director of hotel operations.

**Alice Roberts** left her sales position at Fort Worth's *Worthington Hotel* to move to South Padre Island.

**Kim Kelley, CMP** of the Tower Club, Dallas, will transfer to Los Angeles to a position with City Club of Bunker Hill. Kim begins this new West Coast assignment Sept. 7.

**Lane Salvaggio** accepted a position as associate director of sales for the *Loews Anatole Hotel*. She was recently the account director for the Sheraton Chicago Hotel and Towers.

**Diane Smith, Alcon Labs**, is a grandmother for the second time this year. Elizabeth Ann Smith became Diane's third granddaughter on July 12.

**Don DeFeo** is the director of sales for *Festivities/Meeting Management Associates, Inc.* Prior to this position he worked for Responsible Health Care Corporation.

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.

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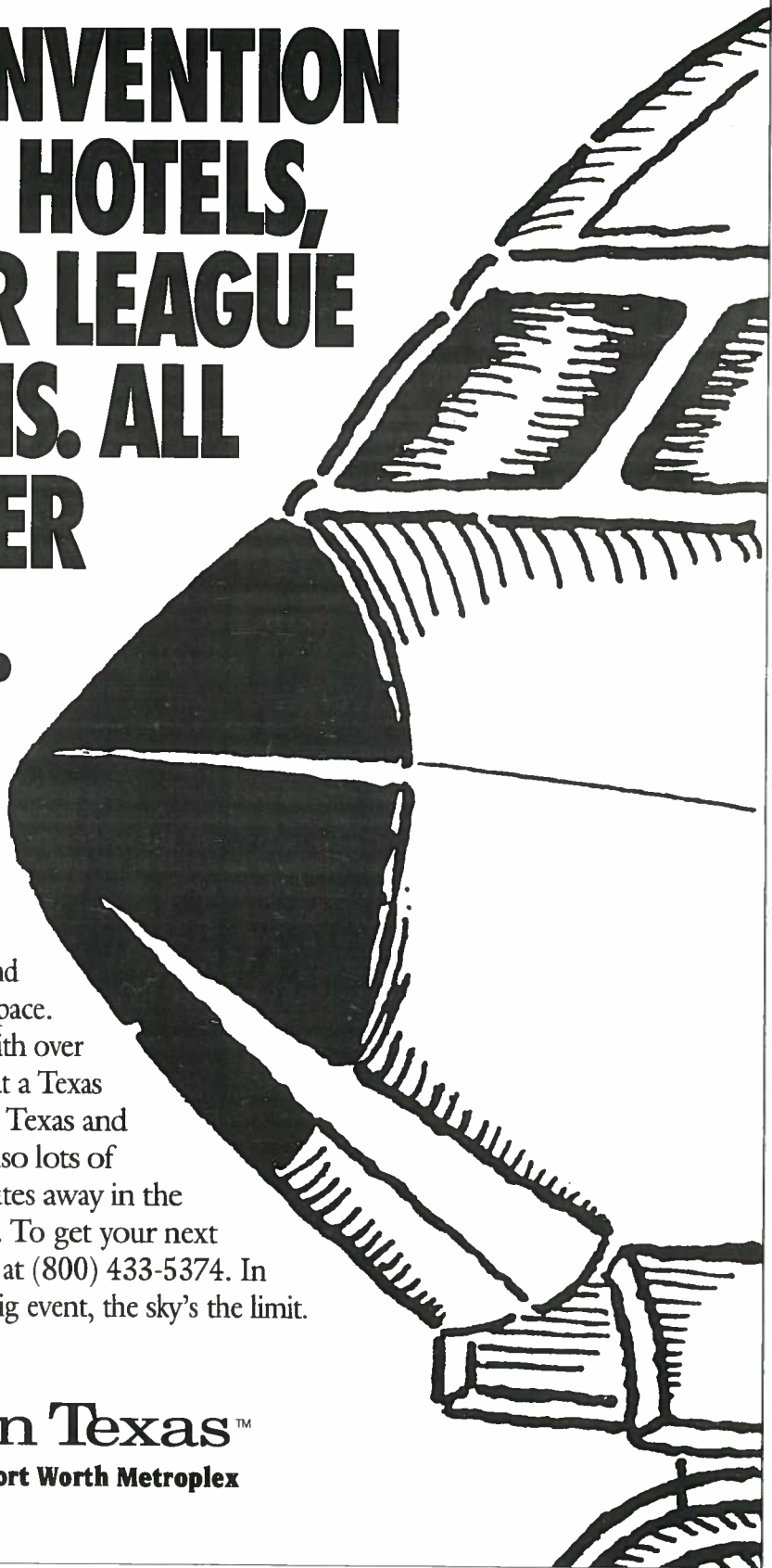
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**President's Message/Annual Retreat/continued from page 1**

newsletter and the local media

- To maintain fiscal stability
- To focus and streamline philanthropic programs
- To develop and execute special projects such as the 1995 PEC, 1994 Texas Regional Retreat, and the Jemelli Program.

The new term, "supplanners," avoids reference to two separate groups—the "suppliers" and the "planners." As part of our focus on TEAM MPI, it is appropriate that we consider ourselves one united team. Hence, our entire membership of "supplanners" will work toward common goals.

In addition to establishing goals, we enjoyed an in-depth presentation on Robert's Rules of Order. Tom Levine, CMP, manager of MIS and training at Sunbelt, made a potentially dry subject fun and interesting. Thanks to Tom, our board meetings should run flawlessly this year.

We spent many hours in work sessions and getting to know one another better as we enjoyed outstanding group functions hosted

by Inn on the River. Sporting an historic building seal, the Inn was recently restored and converted to a comfortable and quaint bed and breakfast overlooking the Paluxy River. Innkeeper Sharon Shaw and Chef Jon Chadwick saw to our every need and treated us to gourmet delights around the clock.

I extend a very special thank you to MPI's own Kathi Thompson, marketing director for Inn on the River, for making me aware of this very special and unique venue.

Only one hour and twenty minutes from downtown Dallas, it is an excellent answer for that CEO who needs to conduct a board meeting or retreat and have the undivided attention of all attendees. The Inn, together with its Great Blue Heron Conference Center, was the perfect solution for our board retreat needs.

As we move through the projects outlined for the coming year, remember: TEAM MPI. Through the teamwork of all "Supplanners," Together Everyone Achieves More.



**RIGHT:** Officers and directors pause for a refreshment break at Inn on the River.



**LEFT:** Chapter leaders enjoy spacious meeting planning facilities during a summer planning retreat.

*Looking for a new challenge?*

*Seeking a qualified applicant to fill a position?*

## Check out D/FW MPI's JOB BANK

*Contact*

**Jeff Means, CMP  
Chairman, D/FW MPI Job Bank**

3018 Sierra  
Carrollton, Texas 75007  
214-717-1400  
FAX 214-717-1624

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*All inquiries are confidential.*

### **News from our Advertisers Breckenridge Hilton**

The seven-year old Breckenridge Hilton—situated 85 miles west of Denver in the heart of the Colorado Rockies—has a new facelift!

The ballroom, with views of surrounding mountain scenery, has new carpet and drapes. The Southwestern-style lobby has been fully renovated.

The 208 guest rooms—each with a tremendous view and 600 square feet of comfortable living space, wet bars, refrigerators and coffee makers—are sporting new carpeting, draperies and bedspreads.

The only Hilton at a premiere ski resort, the Breckenridge Hilton is one-and-a-half blocks from the historic downtown area, and only 50 yards from two high-speed chairs at the ski area.

For more info about the "new" Breckenridge Hilton Resort, call Group Sales, 1-800-321-8444.





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# MPI

MEETING PLANNERS INTERNATIONAL®

Meeting Planners International is the world's largest association of meetings professionals with more than 12,000 members in 42 countries and 49 chapters and clubs. 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.

## MPI Nat'l Headquarters

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