

CURRENT

Meeting Planners International

June 1994

Dallas-Fort Worth Chapter

President's Message

TEAM MPI, D/FW Chapter, Concludes a Memorable Year

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

Another great year in the life of Team MPI is fast coming to a close, and I am grateful to each and every one of you who make up this terrific organization.

The Dallas/Fort Worth Chapter has almost 600 members and more than half are involved in the numerous committees and projects of MPI. Because of their contributions our chapter has risen to its present position of influence and prestige.

Our Board of Directors worked with dedication to make unity and strong bonds within the chapter their first priority. They had a positive influence on each other and the entire membership of TEAM MPI.

This forward-thinking leadership team established and succeeded in meeting lofty goals:

- To maintain a 75% mem-

bership 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 chapter through the local and trade media.

- To develop "sup-planner" awareness, to build relationships and promote unity within the chapter.

- To publicize chapter activities and educational programs through the monthly 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



Lesley Meyer, CMP

(continued on page 10)

MPI

MEETING PLANNERS INTERNATIONAL*

June D/FW Chapter Meeting

"Food, Fitness & Fun"
featuring
Kenneth Cooper, M.D.

June 23, Thursday

Cooper Aerobics Center

12230 Preston Road
Dallas, Texas 75230
214-386-0306



Orientation 5:00 p.m.
Reception & Registration 5:30 p.m.
Dinner & Program 6:00 p.m.
Teambuilding Activities after Program

(Register for teambuilding activities when RSVPing to chapter office)

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

Advance Registration \$26
Late Registration \$35
Guest Registration \$30

See page 4 for meeting reservation policy.
See page 5 for meeting details.

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CURRENT

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Dallas/Fort Worth Chapter

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CURRENT Deadlines

Upcoming deadlines for copy and ads for the D/FW MPI chapter newsletter, the *CURRENT*, are as follows:

ISSUE	DEADLINE
July '94	June 17, Friday
August '94	July 15, Friday
September '94	August 12, Friday

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

Whenever possible, please send information on 3.5 disk, preferably in WordPerfect or Microsoft Word format.

Copy is cheerfully accepted early. Because of production schedules, 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

June 11-12
Saturday-Sunday
Chapter Management Forum
Minneapolis, MN

June 12-14
Sunday-Tuesday
1994 Annual Convention
Minneapolis, MN

June 23, Thursday
Executive Workshop
Cooper Aerobics Center
1:30 p.m.

June 23, Thursday
Chapter Meeting
Cooper Aerobics Center
6:00 p.m./Dinner

July 28, Thursday
Chapter Meeting
DFW Hilton
11:30 a.m./Lunch

August 5-7
Friday-Sunday
Texas Chapter Retreat
Arlington Marriott

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

C H A R I T Y

By Mary Lynn Novelli
Sterling Hotel Group

O R N E R

Weekend Project Update

A big thanks to all who participated in the Week-End Project benefiting Trinity Ministry to the Poor. Don DeFeo, chairperson, reported that just one day of your time and a job well done definitely made a difference to those who are less fortunate.

This is our last charity project for this board year; please know that your 1993/94 support was greatly appreciated!

The Kids Charity Ball—1995

Can you believe it?! It's already time to get started on the Annual Charity Event for 1995—"The Kids Charity Ball." Please look closely in your copy of this month's newsletter for the volunteer form. Volunteer and get started at our July meeting.

Please note that we are asking for Committee Co-Chairs *Elect*—individuals who will commit to serve a two-year term.

It's all about helping the "Kids," so let's make the 1995 event an even bigger success than the last one.
(See related photo on page 8.)



News Briefs

Chapter News

June 23 Executive Workshop Focuses on Lifesaving Techniques

Are you prepared to save a life? Would you know what to do if someone in your presence began to choke or go into cardiac arrest?

Learn CPR at the June 23 Executive Workshop in the Nichols Room at the Cooper Aerobic Center. The workshop is an opportunity to be certified, or recertified, in this important lifesaving technique.

The class will be conducted by Cindy Lewis, R.N., of Heartbeat CPR & First Aid Instruction. Trained in all facets of critical/intensive care, Cindy has an extensive background in handling traumatic injury situation. For the past nine years she has worked in the Burn Unit at Parkland Hospital.

Cost for the certification workshop is \$25 to workshop participants, thanks to a discount offered by Cindy and her association. CPR certification typically costs \$40.

To register for the 1:30-5:30 p.m. workshop, contact Kathy Senese (Omni Hotels) via FAX, 214-444-8822. Payment will be collected at the workshop. *No-shows will be billed.*

D/FW Chapter Membership is 593

Membership in the D/FW Chapter of MPI stands at 593, according to the chapter membership report as of April 30. That figure indicates a retention rate of 72.45%.

Chapter membership includes 280 planners (47.6%), 308 suppliers (47.6%) and five students.

D/FW Chapter to Host "Lone Star Link Up" August 5-7

Mark your calendar now and plan to attend "Lone Star Link Up," the Second Annual Texas Chapter Retreat, August 5-7.

Hosted by the D/FW Chapter of Meeting Planners International, the retreat will be held at the Arlington Marriott.

Outstanding educational sessions will be offered during this three-day retreat. Suggested topics include business ethics, industry trends, and effective communications.

Participants will enjoy the opportunity to visit MPI International Headquarters in Dallas and will tour MPI's Educational Resource Center.

Enjoy networking with other Texas MPI members during several social functions, including events at Dallas' West End Marketplace, a trip to the historic Fort Worth Stockyards, and a picnic in the park at Six Flags over Texas.

See related information on page 11.

International News

'94-'95 MPI Board of Directors Named

The MPI Board recently named officers and directors for the 1994-95 association year.

Heading the list is President J. William Boyd, CMP, long-time member of the Dallas/Fort Worth chapter. Boyd is president and CEO of Sunbelt Motivation & Travel, Inc. in Irving, Texas.

Other officers are David Kliman, CMP, president-elect; Richard A. Binford, CMP, vice president (v.p.)/administration; James L. Lynn, v.p./finance; Deborah Long Sexton, v.p./member services; and Coleman, CMP, immediate past president.

Board members are Pamela A. Bronkema-Deprez, CMP; Mary A. Cavallini; William C. Downes; Valerie C. Ferguson; Kay V. Granath, CMP; Bob C. Moore; Kerrie L. Peck, CMP; Richard H. Porth, CMP; Kathleen M. Ratcliffe; Robin K. Roselle; John J. Roth, CMP; and Hugh C. Whaley.

Anna Lee Chabotk, CMP, is the Canadian Council representative.

Edwin L. Griffin, Jr., CAE, is executive vice president and CEO of MPI.

MPI Board Approves Dues Increase

In order to bolster support to chapters, the MPI Board approved a \$25 dues increase with more than half the increase going back to chapters through the dues rebate.

Effective July 1, dues for renewing members will be \$260 and new members may join for \$285.

The dues increase is largely in response to

a majority of chapters seeking more funds to enhance education as well as membership recruitment and retention efforts on the local level.

Chapter membership recruiters may wish to encourage prospects to join prior to July 1. Application dated prior to July will be accepted and processed during July. The new dues structure will apply to all applications received after August 1.

This dues structure is applicable to North American chapters. A different formula for rebate is applicable to European chapters and clubs.

Questions? Contact the Marketing or Member Records Department.

MPI U.K. is 47th Chapter

The MPI Board recently approved the charter of MPI United Kingdom (U.K.) Chapter as MPI's 47th chapter.

The U.K. Chapter, which includes England, Scotland, Wales, Northern Ireland and the Channel Islands, is MPI's second European chapter.

Peter Haigh, director of sales and marketing, The Savoy Group, is the chapter president.

Chapter Education Resource Guide Introduced

The Chapter Education Resource Guide was unveiled at the Council of Chapter Presidents meeting June 10 in Minneapolis.

The guide, which will be updated periodically with new topics and modifications, consists of more than 40 modules that include content outlines, format suggestions, extensive references and suggested handouts. This format will allow each chapter to customize educational offerings.

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

For the month ending April 30, 1994

Beginning of the Month	\$86,494.01
Income	5,853.83
Disbursements	(9,085.96)
EOM Balance	\$83,261.88*

*Includes \$10,000.00 PEC
Professional Education Conference

*Includes \$1,401.00 PGA
Professional Growth Award

*Includes \$37,859.42 ACE
Annual Charity Event

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

Editor's Notes

CURRENTly . . .

As a young newlywed in the late 60s, I learned a new word—*aerobics*—at a seminar at Park Cities Baptist Church in Dallas. The discussion was directed by Kenneth Cooper, M.D., shortly after the publication of his first book, *Aerobics*, in 1968.

Today Dr. Cooper is the recognized leader of the physical fitness movement. Responsible for introducing the term *aerobics* into popular vocabulary, he is known internationally as the "Father of Aerobics."



Gracie H. Hilton
CURRENT Editor

More than a quarter-century later, I was privileged to work with Dr. Cooper on a task force studying student life at Baylor University in Waco. He offered significant, meaningful recommendations—regarding a primary point in our deliberations—the importance of encouraging students to develop healthy lifestyles with regular exercise, good nutritional habits and minimization of harmful emotional stresses. Cooper's concept is simple: *It is easier to maintain good health through proper exercise, diet and emotional balance than it is to regain it once it is lost.*

He inspired this on again/off again aerobics enthusiast to be more "on" than "off." Encouraged by Dr. Cooper to "seek the athlete within," this non-athlete now regularly treads (treadmill), tracks (Nordic Trak) or steps (StairMaster)—and, occasionally, even pumps a little iron!

Don't miss the June D/FW MPI Chapter meeting at The Cooper Aerobics Center. Dr. Cooper will inspire, motivate and encourage you to make regular aerobic exercise and other healthy habits a priority.

This issue of the *CURRENT* is laced with a plethora of end-of-the-administrative-year **Thank You** and your chapter newsletter editor has several to add to the list. Thanks to:

- **Steve Kemble** (Steve Kemble Event Design), v.p./public relations—for his positive, upbeat leadership. During the past year Steve and I have become fast FAX friends as we updated each other on what's current with *CURRENT*.

- **President Lesley Meyer, CMP** and **Sherry Burns** (Sunbelt Motivation & Travel)—for almost-weekly consultations. For the past two years, this duo has faithfully proofread each and every issue of the *CURRENT*. Lesley concentrates on content while Sherry, her administrative assistant, has a sharp eye for typos and other errors.

- **O.D. O'Donnell** (Nightlife Talent & Management Agency)—for specialized proofreading and fact-checking expertise.

- **Mark Lazarow** and his assistant and right arm, **Debbie Holman** (Mark Lazarow Photography)—for faithful and always cheerful help in providing photos of chapter officers, candidates, meetings and other special events.

- **Stephanie Davis** (Sheraton Park Central Hotel) for diligence in securing advertisers and negotiating contracts.

- **Traci Bower** (Reunion Ranch) for supplying details for the monthly meeting report pages.

- **Michael Cline** of **MC Graphics** for always dependable service.

- Thanks, too, to **CURRENT contributors** who meet copy deadlines—and especially to those who submit their information on disk! ☺

- Finally, thanks to scores of **D/FW Chapter members** for your assistance and encouragement—especially for your cheerful attitude about the inevitable typos that appear on the meeting recap pages! (The "Last Month's Meeting" centerfold is always produced during the "eleventh hour"—frequently during the middle of the night—in order to meet printing/production deadlines; bloopers are guaranteed!)

Entering a third year of editing the *CURRENT*, I am open to new, improved ways to improve communication about MPI activities. I welcome your input.

—ghh ☺

'New Kids on the Block'/Directory Update D/FW Chapter Welcomes 16 New MPI Members!

Lisa S. Allen
Southfork Ranch
3700 Hogge Rd.
Parker, TX 75002
214-442-7800
Supplier

Lori W. Hauser
Irving CVB
3333 MacArthur #200
Irving, TX 75062
214-252-7476
Supplier

Melanie J. Arguello
Fort Worth CVB
415 Throckmorton
Fort Worth, TX 76102
817-336-8791
Supplier

Judy L. Owen
Allman & Company
5015 Tracy #100
Dallas, TX 75206
214-528-2500
Planner

Kathi M. Berry
Grapevine CVB
One Liberty Pk Place
Grapevine, TX 76051
817-481-0454
Supplier

Betty B. Presnall
D-FW Town Cars
8001 Lemmon Ave. #175.
Dallas, TX 75209
214-956-1880
Supplier

Kay K. Chapman
Stouffer Nashville Hotel
611 Commerce St.
Nashville, TN 37203
615-255-8400
Supplier

Katie A. Price
Red Lion Hotel/Austin Airport
6121 I-35 N.
Austin, TX 78752
512-323-5466
Supplier

Patrick W. Downey
Southern Gas Assn.
3030 LBJ Fwy. #1300 LB 60
Dallas, TX 75234
214-620-8505
Planner

Darlene L. Ray
Bell Northern Research
2201 Lakeside Blvd.
Richardson, TX 75082
214-684-1069
Planner

Jennifer L. Gerdel
Wyndham Incentive Marketing
1909 Hi Line, Suite A
Dallas, TX 75207
214-742-5500
Planner

Lori M. Rayfield
Irving CVB
3333 MacArthur #200
Irving, TX 75062
214-252-7476
Supplier

Karen M. Kaufman
Tony Roma's
10000 N. Central Expwy. 900
Dallas, TX 75231
214-891-7670
Supplier

Severine A. Stephenson
The Science Place
Fair Park
Dallas, TX 75315
214-428-5555
Supplier

Dina L. Kolanowski
Holiday Inn DFW Airport S
4440 W Airport Fwy.
Irving, TX 75062
214-399-1010
Supplier

Julie A. Wiksten
Southern Methodist University
6403 Boaz Lane #101
Dallas, TX 75275
214-768-2617
Planner

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).

June Meeting Highlights

Learn about Food, Fitness and Fun from Kenneth Cooper, M.D., 'Father of Aerobics'

By Kathi Thompson
Inn on the River

Physical fitness is good business and the June 23 D/FW MPI Chapter meeting at The Cooper Aerobics Center will be beneficial for your business as well as your health.

"Food, Fitness and Fun" is the theme, and the focus of this dinner meeting is adapting healthy eating, fitness and teambuilding in the meetings we plan—as well as in daily living.

Guest speaker is Dr. Kenneth Cooper, known internationally as "the man who started America running." More than any other person, Cooper, founder of the Cooper Aerobics Center, has motivated more people



Kenneth Cooper, M.D.

The influence of the "Father of Aerobics" is worldwide. His 11 books have sold more than 20 million copies in 41 languages and Braille. A twelfth book will be published this summer. He has traveled to every continent, lecturing in more than 50 countries. In Brazil, running is called "coopering" or "doing the cooper." In Hungary the 'cooperteszt' is the national fitness test.

to exercise in pursuit of good health.

Beginning times for June meeting functions are earlier than usual. New member orientation is at 5:00 p.m. Registration and a reception will take place on the lawn of Nichols Mansion at 5:30 p.m. Dinner, which will feature a healthy menu noting calorie and fat content, will begin at 6:00 p.m.

Dress is "sports casual"—shorts or jeans and t-shirts. Active—but non-strenuous—teambuilding activities, directed by Cooper Aerobics Center staff members, will take place after the dinner program. Experiential teambuilding is an enjoyable way to build trust, communication and problem-solving skills among a group in a short amount of time.

Sign up for teambuilding activities when making your reservation through the chapter office. Preregistration will ensure time to

assign teams and line up enough instructors—as well as enough cold water stations necessary for outside physical activity in June!

Consider locking belongings in your car; just bring your registration check, PGA dollars, and car keys in your pocket!

Although alcoholic beverages are not a regular feature at this fitness facility, groups are allowed to serve liquor at special events. The D/FW Chapter has arranged for service of beer and wine at the June reception and meeting.

Co-chairs for the June meeting are Sherri Cook, CMP (Sherri Cook & Associates), Amanda Willbanks (The Cooper Aerobics Center), Kathi Thompson (Inn on the River) and Stephanie Staubach (Personalities International).

See page 8 for a map indicating the site of all functions scheduled for June 23.

June Host Facility

The Guest Lodge at the Cooper Aerobics Center

The Guest Lodge at the internationally known Cooper Aerobics Center—a small, luxury hotel with 63 spacious guest rooms, including 12 suites—is "the healthiest hotel in town." Next door to The Guest Lodge is the world-renowned Cooper Clinic, where nine physicians provide comprehensive medical examinations and specialized care.

Situated on a tranquil 30-acre setting, The Guest Lodge at the Cooper Aerobics Center caters to corporate groups as well as discerning individuals.

With its conference and meeting facilities, banquets, weddings, and business and social functions are a specialty. Eight meeting rooms, ranging from 500-2,800 square feet, accommodate groups varying in size from eight to 250 people. Full catering and planning services available.

Groups using the conference facilities at The Guest Lodge frequently add health and fitness packages that include individual fitness assessments, techniques for lifestyle enhancement, and invigorating sports and teambuilding activities. Specially designed corporate wellness workshops are available through The Cooper Institute for Aerobics Research.

The Colonnade Restaurant features delicious, heart-healthy cuisine. The Centertable restaurant features healthy dining in a more casual atmosphere.

The Cooper Aerobics Center, 12230 Preston Road in Dallas, is situated just minutes south of LBJ Freeway on Preston Road, one exit east of the Dallas Tollway.

Travelers on LBJ Freeway (635): • turn south on Preston Road; The Cooper Aerobics Center is on the left. **Travelers on Northwest Highway:** • turn north on Preston; The Cooper Center is on the right.

Upon entering the grounds, MPI members and guests will be directed to complimentary parking areas. See map on page 8 for various activity sites.

May Meeting Highlights

'94 OlyMPIad Honors Leaders and Achievers



Sue Ferguson-Fry
Supplier of the Year



Suzann Oliver
Planner of the Year



Jennifer O'Loughlin
Susie Fiveash Award

May Meeting at the Adolphus Hotel—a Gold-Medal Winner!

Photos by
Mark Lazarow Photography

Meeting Details Reported by
Traci Bower (Reunion Ranch)



Presidential Partners—Coming & Going

J. William (Bill) Boyd, CMP and **Lesley Meyer, CMP** are partners at Sunbelt Motivation & Travel, Inc., headquartered in Las Colinas. Boyd was installed as president of MPI International at the Annual Conference this month in Minneapolis. Meyer served the D/FW chapter as president for the 1993-94 administrative year.



O.D. O'Donnell
Nominee for International Chapter Manager



Norb Dettman, PhD, CMP
Nominee for International Planner of the Year



Alan Powdermaker
Nominee for International Supplier of the Year



All 17 of the 1993-94 officers and directors of the D/FW chapter of MPI were present for OlyMPIad. The '93-'94 board (see listing on back cover of the *CURRENT*) was honored, and the '94-'95 board (to be featured in next month's *CURRENT*) was installed at the May meeting.



Traci Bower (Reunion Ranch), who supplies meeting details for the monthly meeting update centerfold in the *CURRENT*, new member **Jennifer Gerdel** (Wyndham Incentive Marketing) and **Deidre Gordon** (The Kerry Company), pause before enjoying a delicious dinner prepared by the talented chefs at the Adolphus Hotel.



The best-laid plans of mice and men—and meeting planners!—sometimes go awry. Apologies to **Steve Kemble** (Steve Kemble Event Design), whose name was inadvertently omitted from the list of committee chairs responsible for the April meeting—one of three program finalists for the Program of the Year Award.



Gail Lemaire (The Adolphus Hotel), one of the May facility hosts, served on the program committee for OlyMPIad, and was also recognized as a planner for the award-winning August meeting, which was named "Program of the Year. Lemaire is director of sales for The Adolphus, the recipient of every hospitality industry award, including *Five Diamonds* (11 years), *Pin-nacle*, *Gold Platter* and *Top Ten in America*.



Awards Committee

Hard-working Awards Committee members toiled for more than three months planning special presentations to honor chapter leaders and achievers at the OlyMPlad. Pictured are **Gary Clark** (AVW Audio Visual, Inc.), **Cindy Hamilton** (Hackberry Creek Country Club), **Lisa Stedman** (Four Seasons/Regent Hotels & Resorts), **Marilyn Manby** (Event Source Professionals, Inc.), **Dave Gisler** (Freeman Decorating Co.), **Chairperson Phyllis Firebaugh, CMP** (A & C Enercom), **Laura Yarbrough, CMP** (EDS), **Sandra Moten** (Mobil Exploration & Producing), and **Bob Mitchell** (Four Seasons/Regent Hotels & Resorts).



Presidential Triumvirate—Past, Future and Current

Three CMPs—**Lesley Meyer, CMP** (Sunbelt Motivation & Travel, Inc.), **Phyllis Firebaugh, CMP** (A&C Enercom) and **Diane Smith, CMP** (Alcon Labs) are past, future and current chapter leaders. Meyer, president for the '93-'94 administrative year will serve as immediate past president. Firebaugh, center, was named president-elect, and Smith was installed as president for the '94-'95 year.

OlyMPlad Award Winners

Chapter Supplier of the Year
Sue Ferguson-Fry • Cityplace Conference Center

Chapter Planner of the Year
Suzann Oliver • Soc. of Diag. Med. Sonographers

Suzie Fiveash Award (for Membership Growth)
Jennifer O'Loughlin, CHSE • Infomart

Chapter Host Facility of the Year
Southfork Ranch

Chapter Program of the Year
"MPI's Natural Resources"/August Chapter Meeting
Co-chairs:

Gail Lemaire • Adolphus Hotel
Marilyn Manby • Events Source Professionals, Inc.
Marsha Singer • The Executive Connection

Nominee for International Chapter Manager
O.D. O'Donnell • Nightlife Talent & Mgt. Agency

Nominee for International Planner of the Year
Norb Dettman, PhD, CMP • TCJC

Nominee for International Supplier of the Year
Alan Powdermaker • Circle R Ranch

OlyMPlad Thank Yous

Awards Committee

Phyllis Firebaugh, CMP • A&C Enercom
Tammy Adkins • D/FW Hilton Exec. Conf. Ctr.
Gary Clark • AVW Audio Visual, Inc.
David Gisler • Freeman Decorating Co.
Cindy Hamilton • Hackberry Creek Country Club
Marilyn Manby • Events Source Professionals, Inc.
Bob Mitchell • Four Seasons/Regent Hotels & Resorts
Sandra Moten • Mobil Exploration & Producing
Lisa Stedman • Four Seasons/Regent Hotels & Resorts
Patti Wilke, CMP • Consultant
Laura Yarbrough, CMP • EDS

Program Committee

O.D. O'Donnell • Nightlife Talent & Mgt. Agency
Gail Lemaire • Adolphus Hotel
Gale Sliger • Gale Sliger Productions
Phyllis Tackitt • The Tower Club
Mary Lynn Novelli • Sterling Hotel Group
Joe Bedsole • Worthington Hotel

Special Thanks

Hosts

Gail Lemaire • Adolphus Hotel
Hans Mulders • Adolphus Hotel

Masters of Ceremonies

Phyllis Firebaugh, CMP • A&C Enercom
Gary Clark • AVW Audio Visual, Inc.

Theming, Decorations, Centerpieces, Program Cover
Gale Sliger Productions

Video Wall, Lighting & Sound, AV Support, Stage Direction
Al Nelson • Intelecon Services, Inc.

Scriptwriting

Eric Foster & Bob Berry • EFI Communications

Slide Duplication & AV Expertise

Gary Clark • AVW Audio Visual, Inc.

Talent/"The Project" & Pianist Jeff Lankov
O.D. O'Donnell • Nightlife Talent & Mgt. Agency

Photography

Mark Lazarow • Mark Lazarow Photography

Typing Committee Thank Yous, Appreciation Certificates
Sherry Burns • Sunbelt Motivation & Travel, Inc.

Discounts on Awards

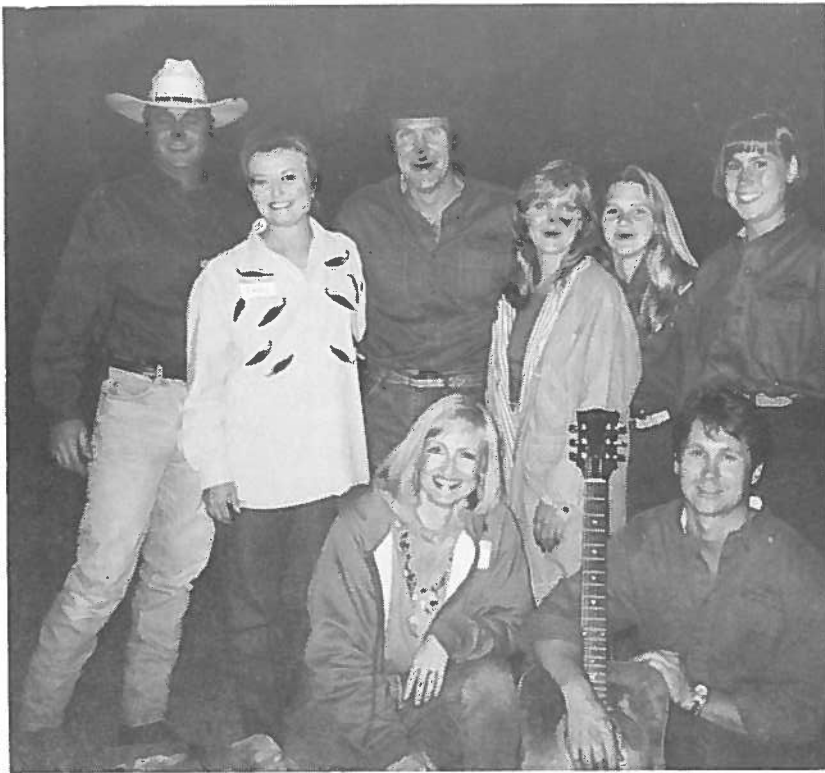
Ursula Kelly • Kelly Promotions, Inc.

Graphic Slide Design & More

Sandra Moten • Mobil Exploration & Producing

Correspondence & Place Cards

Laura Yarbrough, CMP • EDS



Trail Ride at Canyon Lake Ranch Benefits 'The Kids'

A trail ride and barbecue dinner at Canyon Lake Ranch (CLR) in Lewisville was one of several auction items at The Kids Charity Ball, the D/FW Chapter's Annual Charity Event (ACE). President **Lesley Meyer, CMP** (Sunbelt Motivation & Travel, Inc.) purchased the Canyon Lake Ranch package and recently invited several friends and co-workers to share the experience.

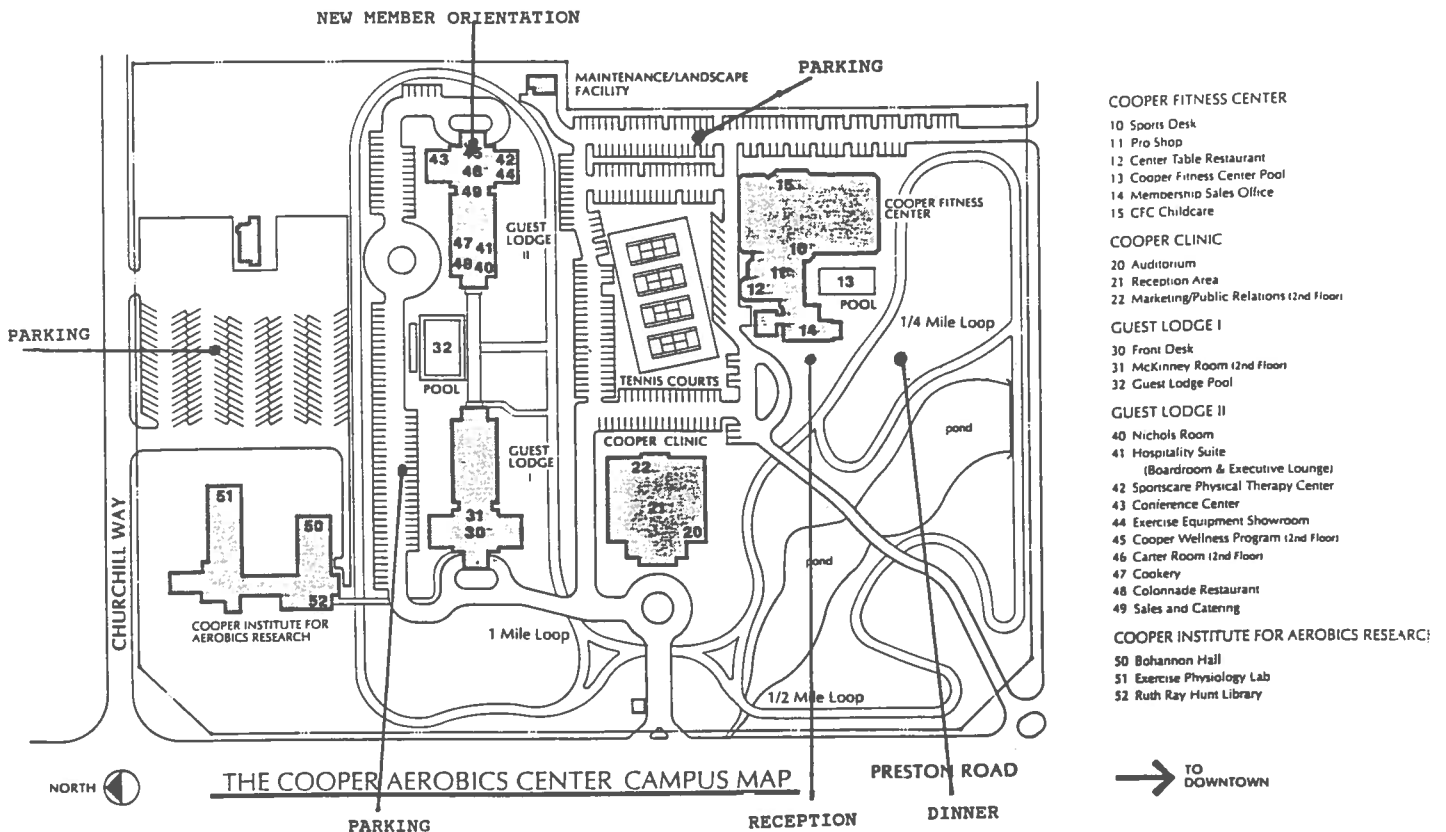
Pictured, standing, are **Todd Smith**, CLR wrangler; **Meyer**; **Tom Perry**, CLR "singing cowboy"; **Sheri Staring**, CLR sales manager; **Jennifer Marshall**, CLR head wrangler; and **Jennifer Keeton**, CLR wrangler. Kneeling are **Gracie Hatfield Hilton** (The Write Stuff), chapter newsletter editor; and **David McCurley**, CLR general manager.

The recent black-tie gala chaired by Mary Lynn Novelli (Sterling Hotel Group) raised \$51,000 for Give Kids the World and Love for Kids.

The ACE was so successful that plans are underway to repeat the event in the spring of 1995. For more information, see "Charity Corner" on page 2.

Guide to Activity Sites at Cooper Aerobics Center

June 23 D/FW MPI Meeting (see related article, page 5)



Heard it through the Grapevine...

By M.T. Gnad
National Business Association

Mary Barnes Knox, director of promotions at *Kim Dawson Talent Agency*, is a mom for the second time. Christopher Jefferson Knox, 6 lb., 4 1/2 oz. was born March 15.

Susan Conley was promoted from assistant vice president to vice president of the *Texas Credit Union League*.

Sue Ferguson-Fry has accepted the position of director of sales and marketing for the *University Club* at the Galleria. Sue's former position was with *CityPlace Conference Center*.

Cindy Hamilton has been named director of sales for *CityPlace Conference Center*. Her former position was with *Hackberry Creek Country Club*.

Carol Marks, president of *Carol Marks Music*, is a proud grandmother. Aubrie Ruth Clara Antonisse, 8 lbs., was born April 6 to Carol's son Bill and his wife.

Nancy Meek, national sales manager at the *Hyatt*, is a new mom. Megan Meek was born March 16.

Lisa South, director of sales, *Ducky-Bob's Party Rentals*, was selected affiliate representative for NACE.

Kyle Smith has accepted a sales manager position with the *Four Seasons Resort and Club*. He was formerly with *Fairmont Hotel Dallas*.

Terry Williams has been promoted to national account manager, *Hyatt Hotels and Resorts National Sales Office* in Dallas. He was formerly senior sales manager, *Hyatt Regency Dallas*.

Terri White has accepted a catering sales manager position for the *Hyatt Regency DFW*. She was formerly at the *Grand Kempinski*.

Richard York has accepted a position as director of operations and marketing, *LIU Properties Inc.*, located in Texas, Oklahoma, and Louisiana. He was formerly with *Irving Convention and Visitors Bureau*.

Melissa Zimmerman has accepted the position of meeting planner for the *Southland Corporation*. She was formerly with *Technol Inc.*

Cindy Hughes, corporate sales manager, *American Express*, is enjoying working out of her home. Her new phone number is 214-418-0602 (incorrectly reported in this column last month). Her new FAX number is 214-417-8746.

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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- a note regarding the type position(s) that interest you

Send these items to:

Jeff Means, CMP
Chair, D/FW MPI Job Bank
3018 Sierra
Carrollton, TX 75007

All inquiries are confidential.

D/FW MPI's JOB BANK

President's Message continued from page 1

PEC, 1994 Texas Regional Retreat, and the Gemelli Program.

We have enjoyed another year of terrific, innovative monthly programs, thanks to the efforts of Vice President (V.P.)/Programs, **Sue Ferguson-Fry** (Cityplace Conference Center). Sue—who has led our Program Committee for the past two years—and her team produced creative and educational programs, with an average attendance of 197 at monthly meetings.

In the new position of V.P./Education, **Michelle Carter** (Dallas CVB) and her numerous committees did an outstanding job developing a wide variety of appealing educational programs. Total attendance at the multiplicity of workshops and seminars averaged 30 persons.

O.D. O'Donnell (Nightlife Talent & Management Agency), V.P./Membership, has a solid talent for reaching out to the membership and mentoring new members. Under his leadership our retention rate is 73.06% and our membership grew to an all time high of 598.

Paige Braun (DalCity Associates, Inc.), V.P./Administration, and her committee have tirelessly overseen registration at monthly meetings and Paige has carefully documented our board meetings in thorough board minutes. She is now shifting into high gear preparing the new Chapter Membership Directory.

Steve Kemble (Steve Kemble Event Design), V.P./Public Relations, led the charge in the vital responsibility of communicating news about activities of the D/FW Chapter to the membership as well as the community. Steve and his committees have generated more publicity than I can remember in past years—including coverage in the local press and trade journals. Our chapter had a major role in the development of the *Dallas Business Journal's Visitors and Conventions Guide*. Our newsletter, the *CURRENT*, continues to develop and is a vital communication link among our membership.

This year our board made a conscious decision to streamline and focus our philanthropic programs and The Kids Charity Ball was a result of that effort. Thanks to **Steve Kemble** (Steve Kemble Event Design) and **Mary Lynn Novelli** (Sterling Hotel Group), event chairperson, \$51,000 was raised to benefit Give Kids the World

and Love for Kids.

Mary Jo Malone (Plaza of the Americas), chair, and **Mary Cowart** (Mary Cowart Meeting Consultants), co-chair, led the efforts to raise \$3,190 for MPI's Educational Research Foundation ERF with the "Spend a Day with a Knight" fundraiser.

These two successful projects more than doubled funds raised in past years for these charities.

Diane Smith, CMP (Alcon Laboratories, Inc.) served as the chapter's first-ever president-elect. She got the ball rolling on the 1994 Texas Regional Retreat—"The Texas Link-Up"—and took on the big job of selling corporate sponsorships for The Kids Charity Ball. As Diane takes the helm of leadership for 1994-95, we can be confident our chapter will continue to shine.

Carolyn Carey, CMP (Allianz Life Insurance Co. of North America), V.P./Finance, oversaw chapter finances with a keen eye to detail, and our financial picture has never been more sound. The Job Bank Committee, which reports to Carolyn, has provided 54 employers with requested resumes.

Mary Cowart (Mary Cowart Meeting Consultants), immediate past president, has certainly not retired from MPI! In addition to service as co-chair of the (ERF) fundraiser, Mary served as chairperson of the Past Presidents Council and the Nominating Committee, and as liaison to the Love for Kids Board of Directors. I owe Mary a great debt as she mentored and aided me throughout this past year.

Our board members are an involved and dedicated group who gave of their time and talent to MPI on numerous projects. My special thanks to **Sherri Cook, CMP** (Sherri Cook & Associates), Catherine Mason (USMotivation), **Phyllis Tackitt** (The Tower Club), **Alexandra Vurpillat** (Carey Transportation), **Charlotte Merrill-Davis** (Events Source Professionals, Inc.), **Mary Lynn Novelli** (Sterling Hotel Group), **Linda Sergeant** (Bill Reed Decorations, Inc.), and **Patricia Tripp, CMP** (Princess Cruises & Tours).

I am also indebted to the legions of leaders who served on committees and in other positions to ensure the success of our many projects. Enclosed in this newsletter is a listing of the many of you who make it all happen for the D/FW Chapter.

It has been an honor and a pleasure to serve with you. Thank you for proving beyond a shadow of a doubt—"Together Everyone Achieves More!"

MPI

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DALLAS/FORT WORTH CHAPTER

P R E S E N T S

The central graphic is a large, dark blue five-pointed star with a white outline, set against a circular background. A red banner with the words "LINK UP" in white, bold, sans-serif capital letters is draped across the middle of the star. Surrounding the star are several logos and text elements:

- Lone Star**: The words "Lone Star" are written in a large, red, serif font, arching over the top of the star.
- WORTHINGTON**: Located in the upper left arm of the star, featuring the word "WORTHINGTON" in a serif font above a decorative floral wreath.
- Hard Rock CAFE**: Located in the upper right arm of the star, with "Hard Rock" in a stylized font and "CAFE" in a smaller font below it, all enclosed in a circular border.
- WEST END MARKETPLACE**: Located in the lower left arm of the star, with "WEST END" above "MARKETPLACE" in a bold, sans-serif font.
- Six Flags Over Texas**: Located in the lower right arm of the star, with "Six Flags" in a large font and "Over Texas" below it, and "A Time Warner Entertainment Company" in small text at the bottom.
- INFORMART.**: Located below the star, in a bold, sans-serif font.
- Marriott ARLINGTON**: Located below the star, with "Marriott" in a large, serif font and "ARLINGTON" in a smaller, sans-serif font below it.
- FORT WORTH**: Located at the bottom left, featuring the word "FORT WORTH" in a serif font above a silhouette of a cowboy on a horse.
- ARLINGTON TEXAS**: Located at the bottom center, with "ARLINGTON" in a large, serif font and "TEXAS" in a smaller font below it, all within a decorative banner.
- Arlington Convention & Visitors Bureau**: Located below the "ARLINGTON TEXAS" banner.
- WE'VE GOT IT DALLAS**: Located at the bottom right, with "WE'VE GOT IT" in a small font above "DALLAS" in a large, bold, sans-serif font.
- Dallas Convention & Visitors Bureau**: Located below the "WE'VE GOT IT DALLAS" text.

MPI TEXAS CHAPTERS RETREAT
AUGUST 5-7, 1994

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DALLAS/FORT WORTH CHAPTER

This year our D/FW Chapter members have proven Together Everyone Achieves More. The following members are recognized for their efforts and contributions to the D/FW Chapter. Please join me in saying THANK YOU to each of these terrific MPI volunteers.

And, may I also thank you for your support this past year as I served our chapter as President. Because we have such strong infrastructure and leadership, my year as President was truly a pleasure, and I thank you for the privilege of serving.

Lesley Meyer, CMP
President
MPI-D/FW Chapter

EDUCATION

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Tony Cummins - Park Central Hotel, Dir. of Education

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Jennifer Lackey - AMS Users
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Joy Johnson - Southfork Ranch
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Donna Johnson - SuperShuttle

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Catherine Mason - USMotivation

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Maurine Allen - Sunbelt Motivation & Travel, Inc.
Fritz Andeweg - Iris Art & Design, Inc.
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Melissa Logar - Star Canyon
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Ann Shepherd - GTE Directories Corp.
Carolyn Taylor - World Cup USA

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Phyllis Tackitt - The Tower Club
Amanda Willbanks-Cooper Aerobics Ctr. Guest Lodge

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Traci Bower - Reunion Ranch, Administration

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Karen McCollough - Medieval Times
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Lisa Shillings - Southland Center

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Karen Fogle - Star Brand Ranch Executive Retreat
Cathy Mason - USMotivation

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Bob Mitchell - Four Seasons ♦ Regent Hotels & Resorts

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Dianna Case - The Grand Kempinski Dallas
Joan Corder - Phares Corder Entertainment
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Maria Escarfullery - Fiesta Americana Hotels
Angela Fails - AOSC
Pat Gallagher - The Consulting Service
Dick Glockner - Southland Center Hotel
Jo Gruber - NCR Corp.
Linda Hughes - Bill Reed Decorations, Inc.
Ursula Kelley - Kelley Promotions
Peggy LaBounty - Arlington Hotel
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Tessy Merrick - ExecuCar
Judi Metts - Experience Dallas
Wendy Skalski - Student
Debbie Small - Soc. of Petroleum Engineers
Kathi Thompson - Inn on the River

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David Gisler - Freeman Decorating
Cindy Hamilton - Hackberry Creek Country Club
Marilyn Manby - Events Source Professionals, Inc.
Bob Mitchell - Four Seasons ♦ Regent Hotels & Resorts
Sandra Moten - Mobil Exploration & Producing
Lisa Stedman-Four Seasons ♦ Regent Hotels & Resorts
Patti Wilke - Consultant
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Tim Wade - Lennox Int'l, Inc., Co-chair
Colleen Albert, CMP - Dallas CVB
Lori J. Farris - Pomodoro
Sue Ferguson-Fry - CityPlace Conference Ctr.
James S. Follett, CHSE - InterCont. Forum Hotels
Betty Hollan - Delta Air Lines
Judith Mathews, CMP - Meeting Tech
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Judy Love Rondeau - Canadian Consulate General
Diane Smith, CMP - Alcon Laboratories, Inc.
Dorrit Turner - Yellow Rose Touring Co.

Gemelli Sub-Committees

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Dorrit Turner - Yellow Rose Touring Co., Co-chair

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Newsletter Committee
Sue Ferguson-Fry - CityPlace Conf. Ctr., Co-chair
Lori J. Farris - Pomodoro, Co-chair

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Chapter Marketing Liaison

Bill Boyd, CMP - Sunbelt Motivation & Travel, Inc.

Nominating Committee

Mary Cowart - Meeting Consultants, Chair
Norb Dettmann - Professional College Management
David Gisler - Freeman Decorating
Mary Jo Malone - Plaza of the Americas
Bob Mitchell - Four Seasons ♦ Regent Hotels & Resorts
Alan Powdermaker - Circle R Ranch
Kyle Smith - The Fairmont Hotel
Laura Yarbrough, CMP - EDS

Chapter Special Interest Group Liaison

Linda Sergeant - Bill Reed Decorations, Inc.

Chapter Organizational Chart

Laura Yarbrough, CMP - EDS

Education Research Foundation Fundraiser Committee

Mary Jo Malone - Plaza of the Americas, Chair
Mary Cowart, Meeting Consultants, Co-chair
Jim Belcher - Marcoa Publishing Dallas, Inc.
Judy Benaroch, CMP-Sunbelt Motivation & Tvl, Inc.
Betty Garrett, CMP - Garrett Speakers Int'l, Inc.
Mary-Therese Gnad - Nat'l Business Assoc.
Donna Johnson - Medieval Times
Debra Lakin - WorldTravel Tradeshows & Conventions
Lesley Meyer, CMP-Sunbelt Motivation & Travel, Inc.
Bob Mitchell - Four Seasons ♦ Regent Hotels & Resorts
Mary Lynn Novelli - Sterling Hotel Group
Rebecca Williams

Chapter Love for Kids Liaison

Mary Cowart - Meeting Consultants

Past Presidents' Council

Mary Cowart (92-93) - Meeting Consultants, Chair
Lisa South, CMP (91-92) - Ducky Bob's Party Rental
Judy Love Rondeau (90-91) - Can. Consulate General
Mary Jo Malone (89-90) - Plaza of the Americas
Bill Boyd, CMP (88-89)-Sunbelt Motivation & Travel, Inc.
Norb Dettmann, CMP (87-88) - Prof. College Mgmt.
Pat Smith (86-87) - P.F. Smith Enterprises
LaTrelle Smart, CMP (85-86)-TX Motor Trans. Assoc./Austin, TX
Ellen Beckert (84-85) - Freeman Companies
Jerry Swiggart (83-84)
Sally Gibbons (82-83) - Loews Anatole Hotel
Harmon Hodge (81-82)
Greg Elam (80-81) - Dallas CVB
Charlotte St. Martin (79-80) - Loews Anatole Hotel
George Gallagher (78-79)
Ron Trammell (77-78) - Mary Kay Cosmetics

Dallas/Fort Worth Chapter of
Meeting Planners International

MPI

**VOLUNTEER
SIGN-UP
FORM**

Annual Charity Event

1995 The Kids Charity Ball

Benefiting: "Give Kids the World" and "Love For Kids"

_____ **YES, I want to VOLUNTEER**
to help with
THE KIDS CHARITY BALL - 1995
(TBA Date: Saturday, March, 1995)

COMMITTEES

- | | |
|--|------------------------------------|
| _____ Corporate Sponsorships | _____ Decorations |
| _____ Table Sales | _____ Entertainment/Event Program |
| _____ Silent/Live Auction/Raffle/Follow-Up | _____ Communications/Protocol |
| _____ Registration/Ticket Sales | _____ Finance/Cashier |
| _____ Invitations/Mailing | _____ Public Relations/Advertising |
| _____ Program Publication | _____ Volunteer Services |

_____ I am interested in serving as a **Committee Co-Chairperson Elect** for '95.
(Will Serve as **Committee Co-Chair** in '96)

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ FAX _____

Please return to: Mary Lynn Novelli
Sterling Hotel Group
FAX 214-402-4889

MPI - DFW CHAPTER INTEREST FORM AUGUST 1994 - JULY 1995

If you are interested in hosting a monthly chapter meeting or Executive Workshop/Breakfast Series or providing a service, please complete this form and return to Cathy Mason, Director of Programs **BY JUNE 29, 1994.**

MONTHLY CHAPTER MEETING

This meeting must be held on the fourth Thursday of each month, with the exception of December. Attendance averages 200+ people, and there must be enough space for registration and reception. Indicate first, second and third choices that your property would be able to host a meeting.

#1 Month _____ Lunch _____ Dinner _____
#2 Month _____ Lunch _____ Dinner _____
#3 Month _____ Lunch _____ Dinner _____

SERVICES FOR MONTHLY MEETING

As a member, you may wish to provide services in support of our educational efforts as follows:

_____ Entertainment _____ Flowers _____ Favors
_____ Decorations _____ Printing _____ Audiovisuals
_____ Tax deductible donation _____ Speaker _____ Rentals/Tents
to support educational efforts

Other: _____

FACILITY FOR SMALLER SEMINARS SUCH AS EXECUTIVE WORKSHOP/BREAKFAST SERIES

Facility: _____

NAME _____ MPI# _____

COMPANY _____

ADDRESS _____

CITY/STATE/ZIP _____

TELEPHONE _____

We appreciate your interest and support. If you have any additional comments for your Program or Education Committees, please provide on a separate sheet of paper.

PLEASE FAX OR MAIL BY JUNE 29, 1994 TO:

Cathy Mason/USMotivation/14500 Trinity Blvd./Suite 114/Fort Worth, TX, 76155

**Telephone: (817) 540-9845, extension 301 (metro)
Facsimile: (817) 540-9819**