

CURRENT

Meeting Professionals International

October 1994

Dallas-Fort Worth Chapter

President's Message

Education 2000— It's Our Future!

By Diane Smith, CMP
Alcon Laboratories, Inc.

The D/FW Chapter of MPI has a history of offering superior educational programs to its members, both at the regular monthly meetings and through special programs such as Richland College courses, Executive Workshops, the "How-to" Breakfast and "Brown Bag" Luncheon educational series.



Diane Smith, CMP
D FW Chapter
President

While our current programs are some of the best in the industry, our chapter has never been content to accept the status quo.

Instead, we accept the **MPI Challenge** and strive to continually improve—to always surpass past achievements.

As we approach the 21st century, it is imperative that we build the framework to ensure continuing educational excellence. Where do we need to be by the year 2000? What do our members need to ensure productive careers?

What will it take for *you* to excel in *your* area of expertise?—meeting management, destination management, incentive travel, air and ground transportation, food and beverage, audio/visual, site selection, meeting production/promotion—whatever path you've chosen.

(continued on page 14)

MPI

MEETING PROFESSIONALS INTERNATIONAL®

October D/FW Chapter Meeting

*Tracking Trends
in the Meetings Industry—
What's Hot, What's Not, What's Next!*

October 27, Thursday

Arlington Marriott

1500 Convention Center Drive
Arlington, Texas 76011
817-261-8200

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

R.S.V.P. to Sandi
by noon,
Tuesday, Oct. 26
214-343-0555

Advance Registration \$26
Late Registration \$35
Guest Registration \$30
Walk-ins \$35

See page 3 for more details and meeting reservation policy.

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CURRENT

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Dallas/Fort Worth Chapter

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CURRENT Deadlines

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

ISSUE	DEADLINE
November '94	October 14, Friday
December '94	November 11, Friday
January '95	December 16, Friday

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

Please send information on 3.5 disk, Windows format, preferably in WordPerfect or Microsoft Word.

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

Oct. 10-Nov. 14, Mondays

CMP Study Course
Grand Kempinski Hotel
6:00-8:00 p.m.

October 27, Thursday

Chapter Meeting
Arlington Marriott
"Trends in the Meetings Industry"
6:30 p.m./Dinner

November 10, Thursday

Brown Bag Educational Lunch
Venue TBA
11:30 a.m.-12:45 p.m.

November 17, Thursday

Chapter Meeting
Circle R Ranch
"Power Networking"
6:30 p.m./Dinner

Nov. 18-19, Fri.-Sat.

CMP University
Venue TBA

November 19, Saturday
Weekend Charity Project
Trinity Ministry for the Poor
Details TBA

December 11-13
Professional Education Conference
Vancouver, BC

December 22, Thursday

Chapter Meeting
Holiday Gala
Tower Club
6:30 p.m./Dinner

March 18, Saturday

The Kids Charity Ball
Venue TBA

NOTE: Chapter meeting plans are subject to change. Check the CURRENT each month to confirm details. For more information about association events, call MPI Headquarters, 214-712-7700.

C H A R I T Y

By Linda Sergeant • Bill Reed Decorations • 214-823-3154

C O R N E R



Linda Sergeant
Chair, Community
Services

Weekend Project

Our first weekend project, benefitting Trinity Ministry for the Poor, will take place Saturday, Nov. 19. Mark your calendar now to volunteer for this worthy activity. Details are forthcoming.

Food & Clothing Drive

Remember! The D/FW Chapter collects items for our Annual Food & Clothing Drive at both the November and December meetings. Non-perishable foods, coats, and, especially, socks, are much needed.

The Kids Charity Ball 1995

Plans for The Kids Charity Ball 1995 are well underway. Chairperson Steve Kemble (Steve Kemble Event Design) and Chairperson-elect Patti Wilke are already busy organizing committees for the March 18 event. To read more about how you can get involved, see pages 8-9.

Congratulations to NACE!

Congratulations to the D/FW Chapter of the National Association of Catering Executives (NACE) for its successful 1994 Gala, benefitting The Susan G. Komen Breast Cancer Foundation (The Sherri Firnberg Endowment Fund), September 30, at the Westin Galleria Hotel.

October Highlights

Peter McGugan Tracks Trends in the Meetings Industry at the Arlington Marriott October 27

By Betty E. Garrett, CMP
Garrett Speakers International

In ten years more than 60% of the population will be working out of their homes. What does that mean for meeting professionals? Where are the meeting industry's merge lanes onto the information highway?

More and more, families combine annual family vacations with a business convention. Statistics show that the growing business trend, "Honey, I packed the kids," represents a \$75.6 billion a year industry which accounts for 50% of business travel and creates 1.5 million jobs!

Guest speaker Peter McGugan, an internationally recognized psychologist, best selling author, broadcaster and therapist, will address these topics, and more, when he discusses "Tracking Trends in the Meetings Industry" at the October 27 dinner meeting at the Arlington Marriott.

McGugan started his career as a network television news reporter and went on to produce and host his own prime time television series in Canada, and the acclaimed 90 minute television special, "A Journey To The Soul."

His first book, *Beating Burnout: the Survival Guide for the '90s*, became an instant best seller. His second book—about dealing with change and loss—is entitled, *When Something Changes Everything*.



Peter McGugan

McGugan's client list, which reads like a Who's Who, includes companies such as Bell Canada, RE/MAX Realty, Society of Incentive Travel Executives, Texas Hospital Association, American Heart Association, Baylor Medical Center, and Meeting Professionals International.

An innovative, upbeat speaker and teacher, McGugan uses logic and humor, and provides easy-to-use solutions. His presentations bring rave reviews.

If you want to remain on the cutting edge of meeting planning, you cannot afford

to miss this meeting, Register NOW!

New member orientation is at 6:00 p.m. Registration and a reception will begin at 6:30 p.m. The dinner and program will begin at 7:00 p.m.

Co-chairs for the October meeting are: Sue Ferguson-Fry (The University Club), Lisa A. South, CMP (Ducky Bob's Party Rentals), Betty E. Garrett, CMP (Garrett Speakers International, Inc.) and Joe Bedsole (The Worthington Hotel).

Louis Sanchez, sales manager, is the facility host at the Arlington Marriott.

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).

October Host Facility

Arlington Marriott

The Arlington Marriott, situated in the center of the metroplex, is adjacent to the 110,000 square-foot Arlington Convention Center.

With 300 guest rooms and suites, the Marriott has 12 meeting rooms totaling 14,000 square feet of indoor meeting space which can accommodate more than 500 persons. The Outdoor Pavilion is one of several outdoor hospitality areas.

Situated at 1500 Convention Center Drive, The Arlington Marriott is just off I-30 near Six Flags Blvd. and Stadium Drive. Nearby attractions include The Ballpark in Arlington, Six Flags over Texas and Wet 'n' Wild.

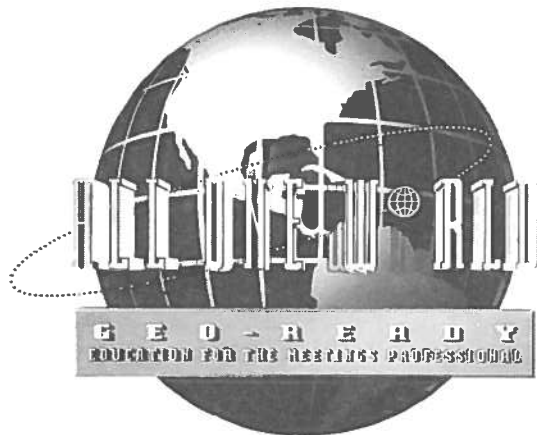
Meeting attendees coming from Fort Worth on I-30: Exit at Ballpark Way. Cross the bridge over the interstate. Turn right at the light.

Meeting attendees coming from Dallas on I-30: Exit at Stadium Drive. Turn left (south) on Hotel Drive; turn left on Convention Center Drive.

The Arlington Marriott offers complimentary self-parking.

THE ONE WORLD ANSWER FOR ALL MEETING PROFESSIONALS

**MEETING PROFESSIONALS INTERNATIONAL
PROFESSIONAL EDUCATION CONFERENCE
DECEMBER 11-13, 1994
VANCOUVER, BRITISH COLUMBIA, CANADA**



PLAN ON ATTENDING a learning and leadership exchange of global proportions. MPI's 1994 Professional Education Conference features:

- 75 Workshops offering Continuing Education Units (CEUs)
- Two General Sessions
- Networking Opportunities

FOR MORE INFORMATION, PLEASE CONTACT:

MPI INTERNATIONAL HEADQUARTERS

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Dallas, TX 75207-3109 USA
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B-1200 Brussels, Belgium
Tel: +32-2-772.9247 • Fax: +32-2-772.7237

MPI

MEETING PROFESSIONALS INTERNATIONAL®

Geo-Ready, Set, Go to the '94 PEC in Vancouver, B.C.

"All One World: Geo-Ready Education for the Meeting Professional" is the theme for MPI's 1994 Professional Education Conference (PEC) December 11-13 in Vancouver, British Columbia, Canada.

Planners and suppliers from across the globe will interact with the industry's leading meeting professionals.

Attention!

**D/FW Chapter Members
Needed at PEC '94 in Vancouver—
to promote PEC '95 in Dallas!**

Attendees may choose from more than 75 educational workshops within a four-track program addressing industry issues. Continuing Education Units (CEUs) are available for general sessions as well as workshops.

Keynote speakers are Dr. David T. Suzuki, Stephen A. Wynn and Ray Pelletier.

Dr. David T. Suzuki, renowned environmentalist, doctor, professor and author, will address "Achieving a Delicate Balance." A professor at the University of British Columbia, Suzuki hosts a one-hour weekly television program, *The Nature of Things*, on the Discovery Channel, as well as a radio program.

"Gaming and Its Impact on Our Industry: A Global Perspective" will be addressed by Stephen A. Wynn, chairman of the board and CEO of Mirage Resorts, Inc. With more than 25 years in the gaming industry, Wynn is widely credited for bringing Las Vegas into the circle of world-class resorts.

Ray Pelletier, an "international business attitude coach," will address "Permission to Win: The Geo-Ready Plan for Success." Pelletier, who specializes in performance enhancement in both business and sports, has extensive experience in working with multinational companies all over the world, as well as coaches such as Lou Holtz of Notre Dame and Dennis Erickson of the University of Miami. He is currently the motivational coach for the Colorado Silver Bullets, the first women's professional baseball team that will compete against men.

Conference highlights include an opening networking reception and an opportunity to enjoy major recreational and cultural attractions in the Vancouver area.

For PEC '94 registration information contact the MPI Conference Department at 214-712-7751. The early bird registration discount is available through Oct. 21.

PEC '94 PRE & POST TRIPS!

Great Deal\$ at

Whistler Resort & Colorful Victoria!

Call Sandi Galloway

Canadian Consulate General • 214-922-9806 x3503

PEC '95—Countdown to DALLAS!

The Countdown Has Begun!

By Greg Elam (Dallas Convention & Visitors Bureau) & Sally Gibbons (Loews Anatole Hotel)

The Countdown has begun! One of MPI's all-time biggest meetings is coming to Dallas next year! The '95 Professional Educational Conference (PEC) will be in Dallas December 10-12, 1995.



Greg Elam



Sally Gibbons

Co-Chairs, Promotion & Public Relations Committee, '95 PEC

In 1990, the Dallas Convention and Visitors Bureau and the Loews Anatole Hotel, with the support of the Dallas/Fort Worth Chapter of MPI, bid on and secured the meeting.

The '95 PEC will be the first big MPI meeting in Dallas since 1979, and the Host Committee is counting on the membership of the D/FW Chapter to make the Dallas meeting the best ever PEC.

First Things First—Co-chairs for the 1995 PEC are **Charlotte St. Martin**, president/CEO of Loews Anatole Hotel and executive vice president of Loews Hotels Corporation; and **Dave Whitney**, president/CEO of the Dallas Convention and Visitors Bureau.

Committee Chairs Named—**Alan Powdermaker** (Circle R Ranch) and **Ron Trammell** (Mary Kay Cosmetics) will co-chair the Sponsorship Committee. Powdermaker and Trammell are the fund raisers who will help make the Dallas PEC the finest ever offered.

Ellen Beckert (The Freeman Companies) will chair the VIP Committee. Beckert will determine guidelines for special hosting responsibilities—how we handle MPI Board Members and other special guests.

Lesley Meyer, CMP (Sunbelt Motivation & Travel, Inc.) will chair the Transportation Committee. Meyer will ensure smooth transportation for our guests, from arrival through departure.

Sally Gibbons, (Loews Anatole Hotel) and **Greg Elam**, (Dallas Convention and Visitors Bureau) will co-chair of the Promotions and Public Relations Committee. Gibbons and Elam will maintain the favorable profile of the PEC, inform the media, and encourage attendance.

These D/FW Chapter members form the Executive Committee. Along with them, teammates **Michael Darst** (Loews Anatole Hotel) and **Colleen Albert Rickenbacher, CMP** (Dallas Convention & Visitors Bureau) will serve as liaisons between the Host Committee and the MPI Headquarters staff.

Host Committee's Duties—Our mission is to surround the 1995 PEC educational program with social events, hosting events, welcoming, coordination and special highlights. The duty, challenge and opportunity of the Host Committee and the membership of the D/FW Chapter is to do what we do best—operate terrific events.

Next Things Next—All D/FW Chapter members who can attend the 1994 PEC in Vancouver are urgently encouraged to do so. Dallas will host the Tuesday (Dec. 13) luncheon at the 1994 PEC in Vancouver. We're counting on a large contingent of chapter members to serve as luncheon hosts—and to make suggestions to make the 1995 PEC better than ever!

Gearing Up for 1995—To ensure smooth, memorable meetings requires hard work from talented people. Within the next two months the committee chairs will be recruiting committee members. Your help will be needed. Please say "yes" when asked!

Editor's Notes

CURRENTly . . .

ATTENTION: D/FW Chapter members are urged to attend the **Professional Education Conference (PEC) in Vancouver, B.C., Canada**, in December! You are needed to help promote interest in the 1995 PEC in Dallas.

The Dallas Convention & Visitors Bureau and the Loews Anatole Hotel, along with the Dallas/Fort Worth Chapter, will sponsor a luncheon on Tuesday, Dec. 13, in Vancouver—and planners for this special event are hoping for a large contingent from the D/FW Chapter.

For more information about the 1994 PEC, plus plans for the 1995 PEC, see pages 4-5.

As soon as you register for the Vancouver meeting (the early bird registration deadline and discount has been extended to Monday, October 31), alert **Colleen Albert Rickenbacher, CMP** (Dallas CVB), via FAX (214-746-6688)—so the committee can plan for your presence at the Dec. 13 luncheon.



Gracie H. Hilton
CURRENT Editor

Great value\$ in PRE and POST trips are offered to PEC '94 attendees. British Columbia's **Whistler Resort** has room rates starting at \$70 CDN—about \$50 in U.S. dollars! Enjoy **Victoria** through a two-day package that

includes two nights' accommodations, tours, high tea, and a hosted reception for \$149 CDN—about \$106 in U.S. currency.

For details and other destination ideas, call **Sandi Galloway** (Canadian Consulate General), 214-922-9806, x3503.

Thanksgiving is just around the corner. Because of this autumn holiday, the **November meeting date is November 17**—one week earlier than our usual "fourth Thursday." Because of the short span of time between the October and November meetings, everything is "tight." You'll need to make your meeting reservation almost as soon as you receive the newsletter reminder!

The other holiday meeting date to keep in mind is the **annual holiday celebration December 22**. This year's festive event will be at the Tower Club.

Congratulations to **Edye Brookshire, CMP** (Army/Air Force Exchange Service) for becoming the 39th Certified Meeting Professional (CMP) in the Dallas/Fort Worth Chapter of MPI—a group widely acknowledged to represent the top one percent of meeting professionals worldwide.

Pat McCain, CMP (Krisam Group), chair of the CMP committee, is eager to help others in that quest. See page 14 for study opportunities—the CMP Study Course and CMP University—for candidates preparing for the December 10 exam.

Apology of the Month goes to **CURRENT** photographer, **Mark Lazarow** (Mark Lazarow Photography), whose credit line mysteriously disappeared from the "Last Month's Meeting" photo layout in the September issue.

Mark, who dedicates many hours to the D/FW Chapter of MPI—and donates all those professional photos!—**should never be overlooked!**

Late-arriving news: A "**Brown Bag Lunch**"—part of the D/FW Chapter's ongoing educational series—is planned **November 10, 11:30 a.m.-12:45 p.m.**

"Know the Answers Before You Make the First Call" is the theme for a panel discussion featuring **Bob Berry** (EFI Communications), **Suzy Oliver** (Society of Diagnostic Sonographers), **Nancy Fitzgerald** (Kaleidoscope) and **Hans Mulders** (Adolphus Hotel). At press time, the venue had not been set. For more details contact **Paula Tillman**, 214-450-9170 or **Marti Fox** (Campbell Travel, Inc.), 214-716-2585.

—ghh ☺



Out of a job?

Looking for a new challenge?

Seeking a qualified applicant to fill a position?

Check out D/FW MPI's Job Bank!

To list your resume with the Job Bank, send

- a minimum of five (5) resumes (more if you wish)
- a check or money order for \$15 (for MPI D/FW chapter members) or \$25 (for non-members) made payable to MPI D/FW Chapter
- a note specifying the type of position that interests you

Send these items to:

Gretchen Parr-Silver
Chair, D/FW MPI Job Bank
2012 Van Buren Drive
Arlington, TX 76011

All inquiries are confidential.

D/FW MPI's
**JOB
BANK**



News Briefs

News of Local Interest

Dallas CVB Hosts Annual 'Sell Dallas' Luncheon & Trade Show Nov. 2

The Dallas Convention and Visitors Bureau invites members of the D/FW Chapter of Meeting Professionals International to attend the Annual Sell Dallas Luncheon and Trade Show November 2 at the Dallas Convention Center. Keynote speaker is Herb Kelleher, chairman of the board, president and CEO of Southwest Airlines.

Special luncheon guests will be delegates attending the National Tour Association (NTA) annual convention in Dallas.

An afternoon trade show will include exhibitors from Dallas-area hoteliers, catering companies, transportation services, dude ranches, audio-visual companies and others in the hospitality industry. A unique addition to this year's trade show is the Conference Center where meeting planners may set advance appointments with exhibiting suppliers.

The Dallas CVB Member Exchange (hors d'oeuvres and cash bar) will take place from 5:00-7:00 p.m.

The admission fee for the luncheon and trade show is \$35. For reservations, call 214-550-1052. For exhibitor information, call 214-714-0177.

November 1 "How To" Breakfast to Focus on Stress Management

An important step in health management is stress management, and recognizing signs of stress is the first step. Learn all about stress producers and reducers at the November 1 "How To" Breakfast meeting at American Airlines Training and Conference Center.

The program, "Managing Stress in Today's Demanding Climate" will be conducted by Vicki Center, manager of Strategic Partnerships at the AMR Training and Consulting Group.

Cost for the educational breakfast is \$20 for those who register by noon Oct. 28. Late registration is \$22. On-site registration is \$30.

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.

To register, phone Jennifer Lackey (AMS Users' Group), 214-869-1355; or Chris Summey (American Airlines), 817-967-4546.

American Airlines Training & Conference Center is situated at 4501 Highway 360, Fort Worth, TX 76155. Participants should park in the north parking lot, and use the north entrance.

"Walk a Mile in My Shoes" Theme of Experiential Education Course

Early in 1995, MPI's Education Committee will offer "Walk a Mile in My Shoes," a hands-on learning experience.

During this evening course, once a week, for six weeks, "walk in the shoes" of other meeting professionals in the Dallas/Fort Worth area.

Cost for this unique educational opportunity will be \$65. Details forthcoming.

D/FW Chapter Membership is 588

Membership in the D/FW Chapter of MPI stands at 588, according to the chapter membership report as of August 31. That figure indicates a retention rate of 69.07%.

Chapter membership includes 268 planners (45.8%), 317 suppliers (54.1%) and three students.

International News

Marie Bloechle Named Manager of MPI's Resource Center

Marie Bloechle, MPI's new Resource Center manager, comes from Electro Com Automation, L.P. in Arlington, where she served more than six years as Engineering Services librarian.

Bloechle, who holds a master's degree in

library and information studies from Texas Women's University, also has a bachelor's degree in French from the University of California in Los Angeles.

"With the introduction of the MPINet Forum, the Resource Center's capabilities to serve members will increase meteorically. I am excited about the SysOP responsibilities associated with MPINet and the ability to offer a quality online Forum for MPI members," she said.

The more traditional services offered by the Resource Center will benefit from Bloechle's strong background in retail book sales, customer service, and information science.

PEC '94 Set for Vancouver Dec. 11-13

The 1994 Professional Education Conference (PEC) will take place in Vancouver, British Columbia, Canada, Dec. 11-13.

Read more about the conference on page 4.

National Speakers Association Names Griffin 'Meeting Partner of the Year'

The National Speakers Association (NSA) has named Edwin L. Griffin, Jr., CAE, the recipient of the 1994 NSA Professional Meeting Partner of the Year Award.

Griffin, executive vice president and CEO of Meeting Professionals International, received the award during NSA's recent Annual Convention in Washington, D.C.

The award is presented annually to an individual who exhibits "extraordinary communication, implementation, and partnering skills on behalf of the meetings industry." The award also recognized outstanding efforts to foster positive and effective partnerships with professional speakers.

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

For the month ending August 31, 1994

Beginning of the Month	\$42,203.03
Income	18,542.58
Disbursements	(10,570.79)
EOM Balance	\$50,174.82*

*Includes \$10,350.00 PEC Professional Education Conference

*Includes \$1,798.00 PGA Professional Growth Award

*Includes \$2,121.77 ACE Annual Charity Event

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

September Meeting Highlights

INFOMART's 7th Floor Buzzes with New Ideas as MPI Discusses 'Natural Resources'



Eager to show off INFOMART to D/FW Chapter members were INFOMART staffers **Katy Turner**, event services coordinator, and **Jennifer O'Loughlin**, sales manager. **Ann Connolly**, sales manager for the Food and Beverage Department of Dallas Market Center, oversaw the menu for the September meeting.

*Photos by
Mark Lazarow
Photography*



LEFT: **Kelly Massey** (Yellow Rose Touring & Special Events) and **Colleen Albert Rickenbacher, CMP** (DallasCVB) discuss the upcoming Professional Education Conference, December 13-15, in Victoria, British Columbia, Canada.



Enjoying the pre-meeting reception were **Michael F. MacInnis** (Bauer Audio Visual, Inc.), **Ann Connolly** (Dallas Market Center), **Ali Vafa** (Bauer Audio Visual, Inc.) and **Joe Bedsole** (Worthington Hotel).

BELOW: Co-chairs for the September meeting included **Debbie Meyers** (Bravo! Entertainment), **Traci Bower** (Reunion Ranch), **Dave Gisler** (Freeman Decorating Company), **Sherri Cook, CMP** (Sherri Cook & Associates), **Stephanie Staubach** (Personalities International) and **Kathi Thompson** (Inn on the River).

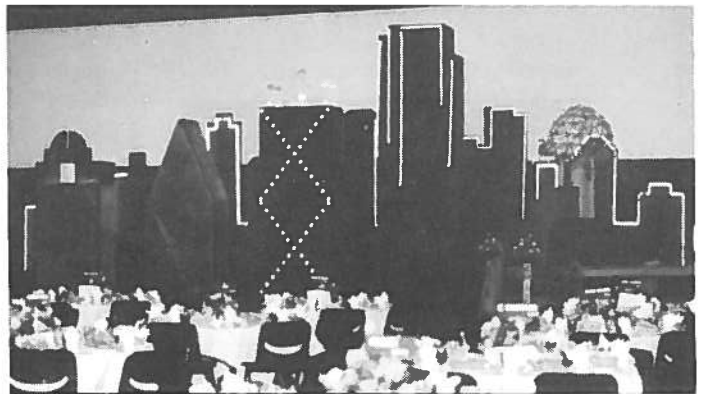




ABOVE: **Steven Foster** and **Dorrit Turner** of Yellow Rose Touring & Special Events were justifiably proud of their company's decorations (right) and table settings, which featured signature yellow roses in floral centerpieces.



LEFT: D/FW Chapter President **Diane Smith, CMP** (Alcon Labs), reports international news from MPI.



Leading a lively roundtable discussion about programming at the "Natural Resources" meeting was facilitator **Lisa South** (Ducky Bob's Party Rentals). Also involved in the discussion was **Wendy Skalski** (Circle R Ranch). In September's unique meeting format, more than 20 facilitators led discussions regarding nominations, awards, membership, education, public relations, administration, finance, fund raising, CMP certification, special projects, and MPI as an international association. A comprehensive report of these discussions will be featured in the November issue of the *CURRENT*.

THANK YOU!

Many thanks to the individuals and companies whose time, talents, and expertise contributed to the enjoyment of the September meeting. They include: • **Dorrit Turner** (Yellow Rose Touring Co.) for providing the decorations and centerpieces • **Al Nelson** (Intelecon Services, Inc.) for the video wall in the lobby • **David Gisler** (Freeman Decorating Co.) for the table stanchion signs, place cards and floor plans • **Jerry Samuels and Deanna Self** (Jerry Samuels Music) for the reception music and • **Mark Lazarow** (Mark Lazarow Photography), for capturing the monthly meeting on film. Special thanks to hosts • **Jennifer O'Loughlin** (Infomart) for the meeting space and the facility reception and • **Ann Connolly, Connie Ward, and William LeNoir** (Dallas Market Center) for food and beverage. Thanks, too, to the **Omni Mandalay** for providing a weekend package for two to the winner of the PGA Drawing, and to **Marsha Singer** (Executive Connection) for the gift certificate for the winner of the report card drawing. *Meeting details were reported by Debbie Meyers (Bravo! Entertainment).*

The Kids Charity Ball 1995

Chairperson
Steve Kemble
Steve Kemble Event Design
214-943-5949

Co-Chair
Patti Wilke, CMP
214-361-7789

Advisor to Chair
Mary Lynn Novelli
Sterling Hotel Group
214-402-4875

Chair Steve Kemble
(Steve Kemble Event
Design), center;
Co-chair Patti Wilke,



CMP, right; and Mary
Lynn Novelli, advisor to
the chair (Sterling
Hotel Group), left, are
already at work
planning The Kids
Charity Ball 1995.

Advisors
Lesley Meyer, CMP
Sunbelt Motivation & Travel, Inc.
214-401-0210

Linda Sergeant
Bill Reed Decorations
214-823-3154

Dana Nickerson, CMP
Square One Productions
214-343-8067

Paige Braun
DalCity Associates
214-233-9070

Greg Pynes
Town of Addison
214-450-6202

Communications/Protocol
Patti Wilke, CMP
214-361-7789

Tina Wakeley
BeautiControl Cosmetics
214-458-0601

**Corporate Sponsorships/
Table Sales**
Bob Berry
EFI Communications
214-869-9751

Mary Ellen Malsbury
WorldTravel Partners
214-702-1014 X3008

Stephanie Davis
Sheraton Park Central
214-851-2016

Decorations
Linda Thornton
Fun Factory
214-686-7444

Bobbi Tierney
AT&T
214-284-2092
Peg Wolschon
Kerrville Bus Company
214-263-0294

Event/Entertainment
Cheryl Beasley
SABRE Travel
817-963-2025

Debbie Meyers
Bravo Entertainment
214-363-6388
Scott Thompson
Showco Creative Services
214-819-3100

Invitations/Mailing
Tracey Smith
CLR
214-250-7404
Dean Conwell
Irving CVB
214-252-7476

**Live and Silent Auction/
Raffle/Follow Up**
Pat McCain, CMP
Krisam Group
214-458-8692
Todd Richter
Designs Behind the Scene
214-319-9206
Patti Palacios
Helms/Briscoe
214-960-5826

Program Publication
M.T. Gnadt
WorldTravel Partners
214-702-1014 X3031

Kristi Hollomon
J&S Audio Visual
214-239-9133

Public Relations/Advertising
Cindy Hughes
American Express
214-418-8602
Stephanie Staubach
Personalities International
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Frits Andeweg
Iris Art & Design
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Registration/Ticket Sales
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Dallas Market Center
214-655-6173
Nikki Jorski
Dallas Market Center
214-655-7655

Volunteer Services
Sandy Summers
Jerell, Inc.
214-637-5300 X57B
Lisa Barham
DFW Reader Board
214-732-1940

If you are interested in serving
on any of these committees,
please call one of the contacts
listed.

The Kids Charity Ball 1995



Trip to Amsterdam Benefits "The Kids"

MPI Member **Helen Schneider Lemay** (The Schneider Group, Inc.) and **Lester Lemay** enjoyed a trip to Amsterdam after successfully outbidding the competitor at the auction at The Kids Charity Ball 1994, the D/FW Chapter's Annual Charity Event (ACE).

The Lemays, shown here outside the Grand Amsterdam Hotel, where "we enjoyed impeccable service and staff attention," enjoyed the area so much that they plan to bring a meeting to Holland in the future.

"... and, of course, we'll continue to support MPI and The Kids Charity Ball," Lemay said.

A black-tie gala held in March, The Kids Charity Ball raised \$51,000 for Give Kids the World and Love for Kids. The 1995 ACE will be held March 18.

The Kids Charity Ball '95 Classified Ads

HELP WANTED! TOP PRODUCERS—Want to be part of something special? Join the Sponsorship/Table Sales Committee for The Kids Charity Ball - 1995. You must be a Top Producer, enjoy cold calling, and be organized. Then you can be part of our TEAM. Give us a call or FAX your name, job title, company, address, telephone and FAX number. You will help bring a lot of happiness to the children of our designated charities. Or if you want a presentation for your organization, call—**Bob Berry**, *EFI Communications*, 214-869-9751, FAX: 214-869-9753 or **Mary Ellen Malsbury**, *WorldTravel Partners*, 214-702-1014, FAX: 214-702-1023, or any of the following: **Lesley Meyer**, *CMP, Sunbelt Motivation & Travel, Inc.*, 214-401-0210, FAX: 214-556-1478; **Stephanie Davis**, *Sheraton Park Central*, 214-851-2016, FAX: 214-991-4557; **Bill Matyastik**, *Business Interiors*, 817-858-2030, FAX: 817-858-2020; **Ken Rowe**, *Class Act*, 214-826-3800, FAX: 214-821-8808.

HELP WANTED! SPONSORS!—Wide range of opportunities available for sponsors for The Kids Charity Ball. Opportunities, costs and benefits listed in column at right. For more info contact **Bob Berry**, *EFI Communications*, 214-869-9751, FAX: 214-869-9753 or any of the other committee members listed in the classified ad above!

The Kids Charity Ball '95 Sponsorship Opportunities

Underwriter Sponsorship
\$15,000

Three Tables for 10
(Premium Seating for 30)
Listing in all Media Promotion
Name on Invitation
Premium Full Page Ad in Program
Premium Signage at Event
Logo on Pre-approved Sponsor Provided
Attendee Memento
Appreciation Plaque Presented at Event
Sponsor/Media Reception

Platinum Sponsorship
\$5,000

Three Tables for 10
(Premium Seating for 30)
Listing in All Media Promotion
Full Page Ad in Program
Preferred Signage at Event
Platinum Plaque Presented at Event
Sponsor/Media Reception

Gold Sponsorships
\$2,500

Two Tables for 10
(Preferred Seating for 20)
Listing in All Media Promotion
Half Page Ad in Program
Signage at Event
Gold Plaque Presented at Event
Sponsor/Media Reception

Silver Sponsorships
\$1,500

One Table for 10
(Preferred Seating)
plus four tickets
Quarter Page Ad in Program
Signage at Event
Silver Certificate after Event
Sponsor/Media Reception

Bronze Sponsorships
\$1,000

One Table for 10
(Preferred Seating)
Business Card Ad in Program
Signage at Event
Bronze Certificate after Event
Sponsor/Media Preparty

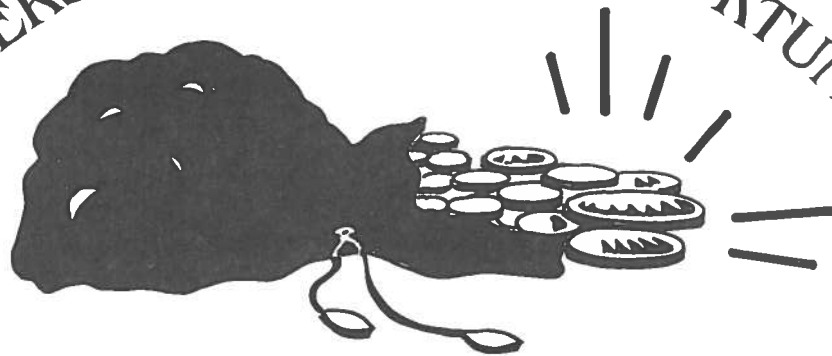
Table for 10
\$700

One Table for 10
Recognition on Program
for Corporate Donorship

Gift of Love
Recognition on Program
for Corporate Donorship

Individual Tickets
\$75

MEMBERSHIP • A GOLDEN OPPORTUNITY



By Bettie Smith
Texas Instruments

Share MPI and fill your pockets with Gold!

"Membership—a Golden Opportunity" is the membership theme for the D/FW Chapter for 1994-95. The Membership Committee wants each individual to share the same objective and realize the opportunity of sharing the MPI opportunity.

The top recruiter for the D/FW Chapter can win a cool \$500 in Galleria Gold. Share the benefits of MPI Membership with your associates and friends in the marketplace! It is possible to be a winner with as few as 12-14 new members.

Be enthusiastic when you talk about MPI. Share what you have gained from your involvement with the association.

Invite prospects to attend monthly meetings with you and encourage them to become involved in chapter activities after they join.

Each prospect can attend three chapter meetings as a guest before applying for membership. Be sure to have membership applications—available at each monthly meeting at the MPI Information Desk—on hand. Be sure your name is on the application for each new member you recruit.

Ten dollars (\$10) in Galleria Gold will be awarded for every two members you recruit. Set your goals and begin planting now in order to have a GOLDEN Harvest in May. All Gold recipients will be recognized at the Annual Awards Banquet.

In addition to chapter prizes, MPI has some great prize opportunities:

Level 1—Members sponsoring one or two new members will receive a luggage tag.

Level 2—Members sponsoring three to five new members will receive a passport holder.

Level 3—Members sponsoring six to 10 new members will receive an international alarm clock, and are eligible to win a trip package.

Level 4—Members sponsoring 11 to 15 new members will receive a carry-on travel bag and the chance to win a trip package.

Level 5—Members sponsoring 16 or more new members will receive a beautiful crystal sailboat sculpture, plus the chance to win a trip package.

The grand prize trip package is a seven-day Mediterranean cruise for two, courtesy of the *SSC Radisson Diamond*. Round-trip air transportation is included.

The second prize trip package is a five-day cruise for two aboard the *Mississippi Queen*, a romantic steamboat trip on Old Man River, to "Tall Stacks" in Cin-

cinnati, America's premier riverfront festival, courtesy of the Delta Queen Steamboat Company. Round-trip airfare and hotel accommodations in Cincinnati are included.

The third prize trip package is a free trip to the 1995 Professional Education Conference (PEC) in Dallas. Round-trip airfare, hotel accommodations and registration fees are included.

Membership in MPI is a GOLDEN Opportunity and "The Galleria Gold" is fun to spend, but your best reward will be seeing others reach their career goals and become stronger in their field through associations in MPI.

If you have questions regarding membership, contact Vice President/Membership Sherri Cook, CMP (Sherri Cook & Associates, (214) 732-9396.



THANK YOU
for being a
"buddy" to a
new member!

(July & August)

Devany Florence • *LaQuinta Conference Center*
Scott Williams • *Bauer Audio Visual*
Skip Williams • *Bauer Audio Visual*
Susan Conley • *Texas Credit Union League*
Debora Jerman • *CityPlace Conference Center*
Wendy Skalski • *Circle R Ranch*
Mark Kovacs • *La Musica String Ensembles*
Jennifer O'Laughlin • *Infomart*
Jyll Bishop • *Riverside Farms*
Traci Bower • *Reunion Ranch*
Kathi Thompson • *Inn on the River*
Karen Fogle • *Star Brand Executive Retreat*
Barbara Derkson • *American Electronics Association*
Bettie Smith • *Texas Instruments*
Betty Pressnal • *DFW Town Cars*
Hugh McElmore • *The Beach Club*
Cathy Brixey • *The Beach Club*
Amanda Willbanks • *Cooper Aerobics Center Guest Lodge*
Melanie Arguello • *Fort Worth Convention & Visitors Bureau*

'New Kids on the Block'

D/FW Chapter Welcomes 21 New MPI Members!

Karen Carter
Hewlett-Packard Company
930 E. Campbell Road
Richardson, TX 75081
214/699-4154
Planner

Anne Chadwick
Sitka Convention & Visitors Bureau
330 Harbor Drive
Sitka, AK 99835
907/747-5940
Supplier

Colleen Cole
Embassy Suites Hotel
13131 N. Central Expressway
Dallas, TX 75243
214/234-3300
Supplier

Maria E. Carmane
Claim Services Resources Group
13800 Montfort #180
Dallas, TX 75024
214/701-0606
Planner

Michael A. Craddock
Amer. College of Emergency Phys.
1125 Executive Circle
Irving, TX 75038
214/550-0911
Planner

Michelle Donahue
Austin CVB
201-A E 2nd Street
Austin, TX 78701
512/474-5171
Supplier

Debbie Duggan
The Adolphus Hotel
321 Commerce Street
Dallas, TX 75202
214/742-8200
Supplier

Stephanie Herfurth
Stoneleigh Hotel
2927 Maple Avenue
Dallas, TX 75201
214/871-7111
Supplier

Peggy Jones
Mother & Daughter Originals
2828 Centerville Road; #105
Dallas, TX 75228
214/613-1274
Supplier

Mona Kestler
Bauer Audio Visual, Inc.
1607 W. Mockingbird
Dallas, TX 75235
214/630-6700
Supplier

Amy J. Martin
The Beach Club
P.O. Box 3032
Grapevine, TX 76099
817/329-1668
Supplier

Jennifer McClure
Theatre Operating Company
1925 Elm Street, #300
Dallas, TX 75201
214/880-0137
Supplier

Alan P. Mercurio
Canadian Airlines/Amer Svcs
4255 Amon Carter Blvd.
Ft. Worth, TX 76155
817/967-2753
Supplier

Patricia T. Morton
PTM Registration & Conv Support
3527 Apple Valley Drive
Dallas, TX 75234
214/406-0608
Supplier

Amy C. Redfearn
Meeting Professionals International
1950 Stemmons Fwy #5018
Dallas, TX 75207
214/712-7705
Planner

Martha Richardson
Mary Kay Cosmetics, Inc.
8787 Stemmons Frwy
Dallas, TX 75247
214/630-8787
Planner

Marcy Roitman
Grapevine CVB
One Liberty Park Plaza
Grapevine, TX 76051
817/481-0455
Supplier

William Schell, Jr.
WDS the Automation Line
200 W. Bear Creek Drive
Euless, TX 76039
817/371-7453
Supplier

Steve Sherman
Holiday Inn
1507 Watson Road
Arlington, TX 76006
817/640-7712
Supplier

Bobbie Swope
Park Lane Ranch & Cattle Co.
8615 Inwood Road
Dallas, TX 75209
214/349-2002
Supplier

Mike Whitson
Princess Hotels International
1106 N. Hwy 360; #306
Grand Prairie, TX 75050
214/641-8998
Supplier

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THE MPI MEMBERSHIP CHALLENGE

- **Find a Member, Keep a Member**—We challenge all members to recruit at least one new member this year as well as retain one member (yourself)!
- **Encourage all members to attend a monthly meeting** this year! Did you know that more than 1/3 of our members have not attended a meeting yet this year? Please help us encourage everyone to take advantage of this terrific opportunity.
- **Join a committee and become involved!** Did you know that just more than 1/3 of our members are on committees? Committee involvement and working together is where networking and relationship building occur.

Meet the **MPI Challenge** and Reap your benefits!

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Heard it through the Grapevine!

By M.T. Gnad
WorldTravel Partners
'Grapevine' Columnist

Cindy Hughes, *American Express*, announces her engagement to Jeff Coggin, *Alamo*. They plan an April wedding.

Sheryl Kuhn has moved to Austin to become convention sales manager for the *Austin Convention & Visitors Bureau*. She was formerly with Southfork Ranch.

Patricia Tripp, CMP ("Tripp"), district sales manager for *Princess Cruises & Tours*, and her husband, Robert, are parents for the first time. On September 14, they welcomed Armand Tripp Jahangiri, who weighed in at 5 lbs., 13 oz.

Mike Whitson has accepted a position as regional director of sales *Princess Hotels International*. He was formerly with Four Seasons Resort and Club.

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 (214-702-1014, extension 3031 • or FAX 214-702-1023) about items of interest for this column.

CMP Study Opportunities Help Candidates Prepare for Exam

By Pat McCain, CMP
Krisam Group

If you're stalling in applying for the upcoming Certified Meeting Professional (CMP) exam—to be administered in Dallas Dec. 10—the CMP Study Group or CMP University—or both!—may be just for you!



Pat McCain, CMP
CMP Chair

The CMP Study Course, which follows the Convention Liaison Manual, is a six-week program, October 10-November 14. The group meets on Monday nights, from 6:00-8:00 p.m., at the Grand Kempinski Hotel.

CMP University is an intensive one-and-a-half day "crash" course—the perfect answer for those who cannot commit to an extended study course, or for those who want a comprehensive review to supplement their six-week course of study. CMP University, venue to be announced, is scheduled for November 18-19, Friday (1:00 p.m.-5:00 p.m.) and Saturday (8:30 a.m.-5:00 p.m.)

Candidates for the exam will study under the direction of other CMPs and regional experts in the fields of meeting objectives, trade shows, audiovisual, site selection, budgeting, food and beverage, transportation, promotion, negotiating, program planning, and other relevant topics.

There is strength in numbers and value in experience. These study opportunities provide both! For more information, call Pat McCain, CMP (Krisam Group), 214-458-8692

President's Message / Education 2000

continued from page 1

The obvious answer: *continuing excellence in education.*

To that end, the **Education 2000 Task Force** will be formed to investigate, formulate and recommend on-going educational programs to encompass the needs of our entire chapter, planner and supplier alike.

Comprised of a number of our talented and visionary members and representatives of the Past President's Council, the mission of the task force is to determine the direction we should take to be where we need to be by the year 2000.

Whatever it takes to achieve the goal of continuing excellence in education—be it a chapter needs assessment survey, individual roundtable focus groups with a cross-section of our membership or discussions with other chapters—it will be the mission of the Education 2000 Task Force to lead us in that direction.

I will be calling on a number of our members in the next few weeks, requesting their time and energy for this project. If you don't hear from me but have an interest in participating in this challenge, I hope to hear from you.

We've proved that our membership can really get behind a project, as evidenced by last year's *The Kids Charity Ball* and the more recent *Lone Star Link Up*.

It's now time to combine our efforts and energies and get behind a project critically important to all of us—our own education. If we succeed over the next five years in developing and charting the future course toward ever-increasing educational excellence, then we will have met the **MPI Challenge**—we will surpass ourselves!

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Want to reach almost 700 meeting professionals in the Dallas/Fort Worth area and beyond—monthly!—and increase your company's recognition among professionals throughout the meetings industry?

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A sponsorship advertisement—a full page on a yearly contract—will bring your company a full-page ad on the inside back cover, plus prominent visibility on the front page!

People remember what they see and read. Don't miss this opportunity to showcase your business or service through the **CURRENT**!

The **CURRENT** is the primary information resource for members of the D/FW Chapter of MPI.

- published monthly
- issued mid-month
- closing date: 15th of the month prior to the issue in which the ad will appear
- rates are for camera-ready copy
- payment in full & camera-ready artwork are due with the advertising contract

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Half Page Vert.	\$300	\$150	3 3/4" x 9 1/4"
Quarter Page Hor.	\$150	\$ 75	3 3/4" x 4 1/2"
Quarter Page Vert.	\$150	\$ 75	7 1/2" x 2 1/4"
Business Card Hor.	\$100	\$ 50	3 1/2" x 2"
Business Card Vert.	\$100	\$ 50	2" x 3 1/2"

CURRENT is published monthly, 12 months annually, by the Dallas/Fort Worth chapter of Meeting Professionals International. **CURRENT**, the primary information source for members of the D/FW Chapter of MPI, is circulated among almost 700 individuals and companies interested in the field of meeting planning.

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

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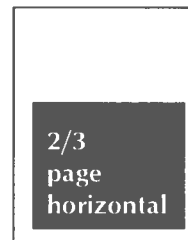
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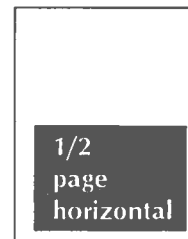
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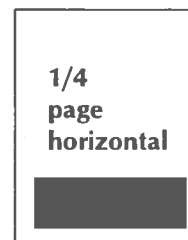
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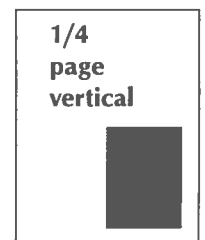
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Meeting Professionals International is the world's largest association of meetings professionals with more than 12,000 members in 42 countries and 49 chapters and clubs. MPI's mission is to provide educational opportunities and recognition for those in the meetings industry. The association is committed to excellence in meetings, continuous international growth, research, a strong chapter network and high ethical standards.

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