

CURRENT

Meeting Professionals International

September 1994

Dallas-Fort Worth Chapter

President's Message

Lone Star LINK Up— a "Texas Size" Success!

By Diane Smith, CMP
Alcon Laboratories, Inc.

It's official—the Lone Star LINK UP was a rousing success. More than 150 MPI members from across Texas and surrounding states linked up with D/FW Chapter members the weekend of August 5-7 to learn more about our industry and ourselves and discover what the D/FW metroplex offers as a first-class destination.



Diane Smith, CMP
D/FW Chapter
President

For those who were there, you know exactly what I mean when I say "It's gonna be right!"—and it was right. From beginning to end, the weekend was flawless, or appeared that way.

Our four speakers, **Don James** (Human Dimensions, Inc.), **Tony Brigmon** (Corporate Program Resources), **Maura Beatty** (Alpha Beatty Communication) and **Randy Pennington** (Pennington Performance Group) gave excellent presentations, as evidenced by the report cards. Each dynamic presenter offered attendees new ways to relate, communicate, and improve themselves on a personal and professional basis.

Hats off to our wonderful LINK UP Committee—**Melanie Arguello** (Fort Worth CVB), **Joe Bedsole** (The Worthington Hotel), **Bob Berry** (EFI Communications), **Michelle Carter** (Dallas CVB), **Phyllis Cox** (Arlington CVB), **Charlotte Merrill-Davis** (ESP), **Delinda Dudley** (Six Flags Over Texas), **M.T. Gnad** (WorldTravel

(continued on page 4)

MPI

MEETING PROFESSIONALS INTERNATIONAL®

September D/FW Chapter Meeting

"MPI's Natural Resources— The Members Speak"

featuring

The Membership of the D/FW Chapter

September 22, Thursday

Infomart

1950 Stemmons Freeway

Suite 7001

Dallas, Texas 75207

214-746-3500

Orientation 11:00 a.m.

Reception & Registration 11:30 a.m.

Luncheon & Program 12 noon

MPI Educational Resource Center Tours 11 a.m. and 1:30 pm

R.S.V.P.

by noon, Tuesday, Sept. 20

Sandi or Jennifer

214-343-0555

Advance Registration \$22

Late Registration \$35

Guest Registration \$25

See page 3 for more details and meeting reservation policy.

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CURRENT

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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
October '94	September 16, Friday
November '94	October 14, Friday
December '94	November 11, 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, 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

September 22, Thursday
Chapter Meeting
"MPI's Natural Resources"
INFOMART
11:00 a.m./Lunch

September 27, Tuesday
Executive Workshop
"The CMP Challenge"
Four Seasons Resort/Las Colinas
5:30-7:30 p.m.

September 29-October 1
MPI Corporate Meeting
Planners Forum
Atlanta

October 27, Thursday
Chapter Meeting
Arlington Marriott
"Trends in the Meetings Industry"
6:30 p.m./Dinner

November 17, Thursday
Chapter Meeting
Circle R Ranch
"Power Networking"
6:30 p.m./Dinner

December 11-13
Professional Education Conference
Vancouver, BC

December 22, Thursday
Chapter Meeting
Holiday Gala
Tower Club
6:30 p.m./Dinner

January 26, Thursday
Chapter Meeting
Westin Galleria
"Time Management"
11:00 a.m./Lunch

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

O R N E R

By Linda Sergeant / Bill Reed Decorations

NACE Gala to Benefit The Sherri Firnberg Endowment Fund of The Susan G. Komen Breast Cancer Foundation

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



Linda Sergeant
Chair, Community
Services

Honorary Chairpersons for the Gala are Nancy and Norman Brinker and Ducky and Bob Firnberg.

Let's support NACE in this wonderful endeavor! If you are interested in purchasing a table, contact Gary Ellegood (AVW Audio Visual), 214-638-0024.

The Kids Charity Ball 1995

The Kids Charity Ball 1995 will benefit Give Kids the World, Love for Kids, Trinity Ministry for the Poor, and The North Texas Food Bank.

Chairperson Steve Kemble (Steve Kemble Special Events) and Chairperson-elect Patti Wilke are already busy organizing committees for the spring '95 event. Please contact either of them to volunteer your time for this worthy project.

September Meeting Highlights

MPI's Natural Resources—Its Membership— Has Opportunity to Express Views in September

By Kathi Thompson
Inn on the River

"MPI's Natural Resources," the annual September meeting theme of the D/FW Chapter of MPI, will have a new focus at the September 22 luncheon meeting, hosted by INFOMART.

In response to the end-of-the-year membership survey, the Program Committee revised the format to invite member input.

In addition to the regular departmental focus, attendees, in round-table discussions, will be able to express opinions on issues of interest and concern, including chapter philanthropies, by-laws, policies and procedures, the nomination process—for board leadership as well as end-of-the-year awards—and changes at the international level.

September meeting attendees will also have the opportunity to tour the offices of the international headquarters of Meeting Professionals International, which is situated on the 5th floor of INFOMART. A special feature of the tour is a stop at the association's Educational Resource Center. Tours will be conducted before and after the meeting, at 11:00 a.m. and 1:30 p.m.

Register for the round-table discussion of your choice when phoning in your meeting reservation. Possible discussion topics are listed in the shaded box on this page. Please be prepared to select a second or third topic, in case your first choice is already filled. Topics will be assigned on a

first-call, first-served basis, so make your reservation early!

New member orientation is at 11:00 a.m. Registration and a reception will begin at 11:30 a.m. The luncheon and program will begin at 12 noon.

Co-chairs for the September meeting are Sherri Cook, CMP (Sherri Cook & Associates), Amanda Willbanks (The Guest Lodge at The Cooper Aerobics Center),

Kathi Thompson (Inn on the River), David Gisler (Freeman Decorating Company), Stephanie Staubach (Personalities International), Debbie Meyers (Bravo Entertainment) Dorrit Turner (Yellow Rose Touring Co.), and Traci Bower (Reunion Ranch).

Facility hosts at INFOMART are Jennifer O'Loughlin, INFOMART sales manager; and Ann Connolly, DMC Catering sales manager.

'The Members Speak' • Possible Discussion Topics

Nominations

Structure, Process for Chapter Board

Awards

Planner, Supplier, Recruiter, Chapter Manager, Perfect Attendance, Rising Star

Programs

*Monthly Meetings—
Location, Planning, Topics*

Education

Brown Bag Luncheons, How-to Breakfasts, Executive Workshops, Richland College, Professional Growth Awards

Public Relations

Newsletter, Government Affairs, Advertising, Community Service, Community Awareness, Chapter of the Year Notebook

Administration

Policies, Procedures, By-laws, Directory, Registration

Finance

Job Bank, Revenues, Expenditures

Fundraisers

The Kids Charity Ball, Educational Research Foundation, 1995 Professional Education Conference

MPI International

Updates, Suggestions

CMP Certification

Certified Meeting Professional—Study Group, University, Exam Preparation

• Mentor Program

Structure, Participant Roles

• Special Projects

Gemelli Chapter, Special Interest Groups, New Ideas

Please register for the topic of your choice when making your meeting reservation.

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).

September Host Facility

INFOMART

INFOMART has more than 300,000 square feet of flexible exhibit space, complimented by 30 meeting rooms and a 500-seat auditorium. The seven-story atrium features three restaurants, a cocktail lounge, gift shop and bookstore.

Full service catering, telecommunications services, audiovisual and registration services are available on-site.

INFOMART is also equipped with a local area networking system, making it possible to network with any of its resident companies from the exhibit floor. Satellite downlink video and teleconferencing capabilities are available through in-house vendors.

The second largest tradeshow facility in Dallas, INFOMART welcomes more than 1,000 meetings and conferences and more than 90 tradeshows.

Situated at I-35 and Oak Lawn, INFOMART is easily accessible to major interstate highways, and to Love Field. On-site self-parking is complimentary.

D/FW Chapter Hosts Second Annual MPI Texas Chapters Retreat—the Lone Star LINK UP

Partners), **Jeff Means, CMP** (SEI Incentives), **Pat McCain, CMP** (Krisam Group), **Belinda Nottingham** (ITT Sheraton), **Jennifer O'Loughlin** (Infomart), **Jan Pollard** (Omni National Sales), **Marcy Roitman** (Grapevine CVB), **Ken Rowe** (Class Act), **Luis Sanchez** (Arlington Marriott) and all the members of the Hospitality Committee who helped things run smoothly.

These people put "everything" into this project and it showed. I extend the thanks and gratitude of our entire chapter to these hard-working folks. They really made it happen for us.

Of course, this outstanding program wouldn't have been possible had it not been for our generous sponsors. Thanks to them, we were able to offer a top-notch program on a zero budget—while generating \$10,000 for our 1995 Professional Educational Conference (PEC) fund.

Please join me in thanking them: **Addison Conference & Theatre Centre**

(Greg Pynes), **Arlington CVB** (Phyllis Cox), **Arlington Marriott** (Luis Sanchez), **Bauer Audio Visual** (Spencer Williams), **Billy Bob's Texas** (Carolyn Snyder), **Dallas CVB** (Michelle Carter), **Dallas Market Center Catering** (Ann Connolly), **Fort Worth CVB** (Melanie Arguello), **Freeman Decorating** (David Gisler), **Grapevine CVB** (Marcy Roitman), **Gray Line Day-El** (Carol Sharpata), **Hard Rock Cafe** (Piper Senzig), **Infomart** (Jennifer O'Loughlin), **Irving CVB** (Jayne Rankin), **J&S Audio Visual** (Forrest Harkrader), **Six Flags Over Texas** (Delinda Dudley) and **The Worthington Hotel** (Joe Bedsole).

Their support of this retreat and our D/FW Chapter is greatly appreciated.

Yes, it was a busy, wonderful weekend. From Friday night's "Dallas" evening at Hard Rock Cafe, Dallas Alley and West End Marketplace, to Saturday morning's breakfast and trade show at Infomart, to the afternoon's food and fun at Six Flags, to the

"cowboys and culture" of Fort Worth—including The Worthington Hotel, Cowtown Corral and The Historic Stockyards—on Saturday night, and, finally, the delicious brunch and closing session at the Arlington Marriott on Sunday morning, it was an event to be proud of.

I feel privileged to have been a part of an effort that proves the D/FW Chapter is indeed ready to meet the **MPI Challenge**. We already have a major success to our credit, and it's only September. What a year it's going to be!



D/FW Chapter President **Diane Smith, CMP** (Alcon Labs), says thanks to hosts at the Arlington Marriott, host hotel for the Lone Star LINK UP. At left is **Luis Sanchez**, sales manager; **Ken Austin**, right, is general manager

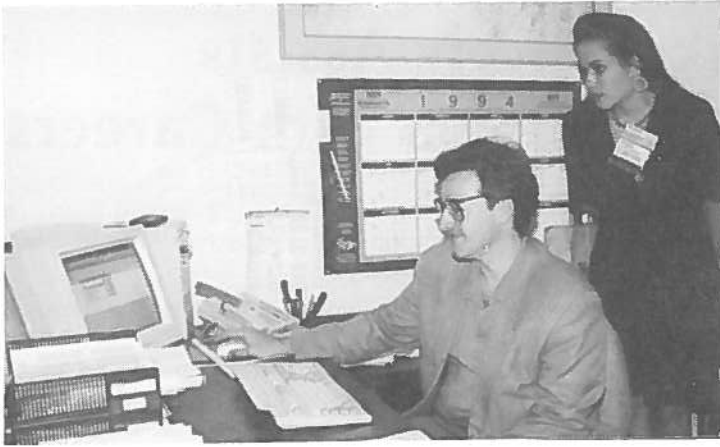
Photos by **Diane Smith, CMP & Bob Berry**



Speaker **Randy Pennington** (Pennington Performance Group), gets valuable input from **Betty Bolin, CMP** (Wyndham San Antonio). Pennington, a nationally recognized expert in workplace, leadership and integrity issues, discussed, "Rethinking the Path to Success."



Speaker **Don James** (Human Dimensions), visits with **Jan Pollard** (Omni National Sales Office), after James' dynamic keynote presentation, "School Is Never Out for the Professional."



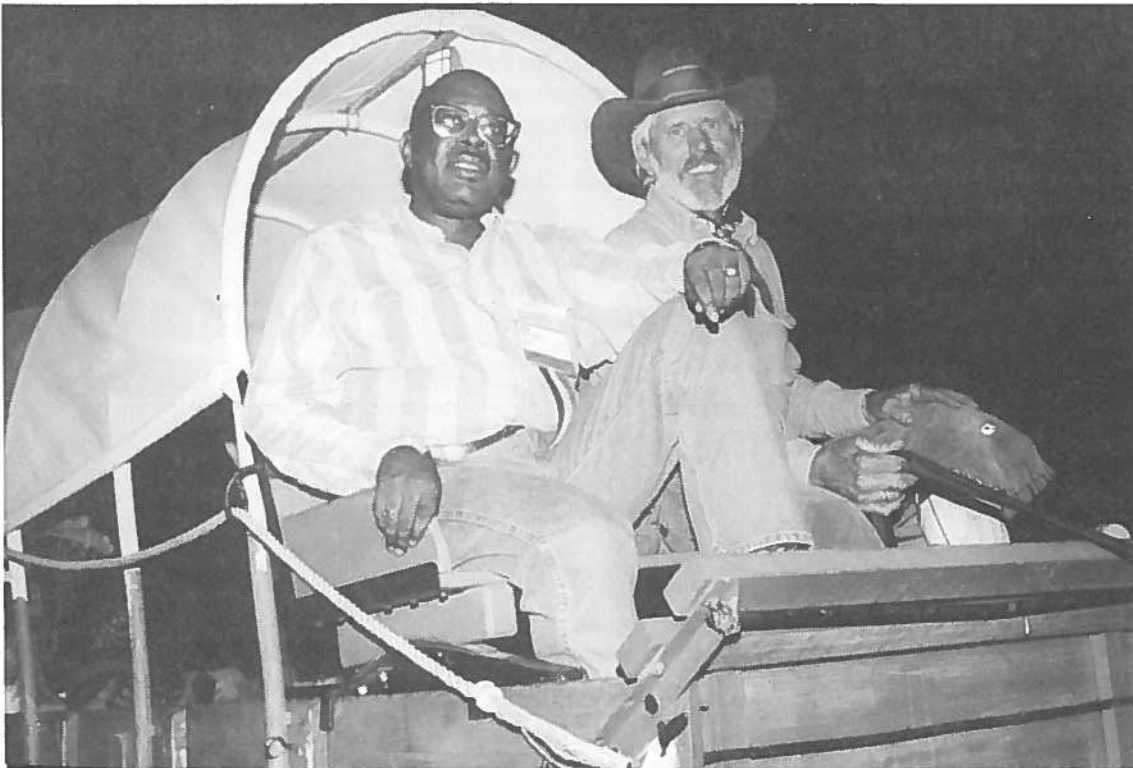
At MPI Headquarters, **Peter Turner**, senior vice president and executive director of the Educational Research Foundation of MPI, demonstrates how to LINK UP with MPINet.



Speaker **Maura Beatty** (Alpha Beatty Communication), center, takes communication to a new dimension with **Linda Sergeant** (Bill Reed Decorations), left, and **Marcy Roitman** (Grapevine Convention & Visitors Bureau). Beatty's presentation, "Can You Hear Me Talking?" was well received by retreat attendees.



RIGHT: Speaker **Tony Brigmon** (Corporate Program Resources), asked the audience, "Are You Having Fun Yet?" Here, he assures D/FW Chapter President **Diane Smith, CMP** (Alcon Labs), that the Lone Star LINK UP is off to a good start. In his words, "It's gonna be right!"



D/FW Chapter member **Ken Rowe** (Class Act), left, rode to the Fort Worth Stockyards in "high style" during the Lone Star LINK UP's evening in Fort Worth.



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**

Job Bank Actively Assists Chapter Members with Careers

By Bob Mandracchia
Forte Hotels

Gretchen Parr-Silver (Plaza of the Americas Hotel), chairperson of the 1994-95 MPI Job Bank, has begun the challenging task of formulating a plan to match our members with their career goals.



Gretchen Parr-Silver
Job Bank Chair

Along with the rest of this year's committee members, her primary focus will be to carry on the superb job begun by last year's chair, Jeff Means, CMP (SEI Incentives). The

emphasis remains the same—matching the skills of MPI members and other job applicants in transition—or are looking to enhance their careers—with the “perfect” opportunity.

What is the Job Bank? Basically, it serves as a clearinghouse through which both members and non-members can be matched with prospective employers. The Job Bank works in a professional and strictly confidential manner.

Job leads are generated by contacting employers who may have needs for personnel qualified in the disciplines that incorporate the MPI membership. Resumes of qualified individuals are then mailed directly to

the employer in confidence. It is up to the prospective employer to make the initial contact.

This year's committee has already begun to explore alternate means of communicating with outside companies, such as corresponding with Human Resource executives of local corporations. The aim would be to present the MPI Job Bank as a viable and professional organization that can provide a qualified individual for their company. Direct contact with “headhunters” and employment agencies would also facilitate getting the word out.

A new Job Bank advisory board, which will include several former members, is being formed.

To list your resume with the Job Bank, send at least five resumes (more if you wish); a \$15 processing fee (\$25 for non-members); and a note specifying what type of position interests you, to: Gretchen Parr-Silver, 2012 Van Buren, Arlington, TX 76011.

Each resume will be kept active for six months; for an additional \$5 fee, the resume may be kept active for an additional period of time.

If you have any questions regarding the Job Bank, contact Gretchen Parr-Silver or any of the other committee members: Robert Mandracchia (Forte Hotels), Margaret Brown (Convex Corp.), or Jennifer Gerdel (Wyndham Incentive Marketing).



**THE ONE WORLD ANSWER FOR
ALL MEETING PROFESSIONALS**

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

FOR MORE INFORMATION, PLEASE CONTACT:

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Dallas, TX 75207-3109 USA
Tel: 1-214-712-7751 • Fax: 1-214-712-7795

MPI EUROPEAN BUREAU
83 Avenue E. Mounier
B-1200 Brussels, Belgium
Tel: +32-2-772.9247 • Fax: +32-2-772.7237

MPI
MEETING PROFESSIONALS INTERNATIONAL®



News Briefs

News of Local Interest

Seven Members Donate Time to Raise \$350 for 1995 PEC Fund

A very special thank you to seven D/FW Chapter members who contributed their time to a skin care study through Stephens and Associates.

By testing the cream and making two office visits, the participants earned \$50 each—a total of \$350—which is earmarked to benefit the 1995 Professional Education Conference (PEC) Fund.

Participants were Maurine Allen, CMP (Sunbelt Motivation & Travel, Inc.), Phyllis Firebaugh, CMP (A&E Enercom), Jennifer Gerdel (Wyndham Incentive Marketing), Mary Jo Malone (Plaza of the Americas Hotel), Lesley Meyer, CMP (Sunbelt Motivation & Travel, Inc.), Ginny Paxton (Ginny's Gifts), and Beitie Smith (TI Incentive Market Center/Infomart).

September 27 Executive Workshop to Focus on "The CMP Challenge"

Meeting Professionals, unite! Both *planners* as well as *suppliers* find that the letters **CMP** behind their names brings them not only more respect from their peers, but better jobs—and more money in their pockets!

In order to dispel the myths regarding this process, the D/FW Chapter will present an Executive Workshop Tuesday, September 27. Don't miss "The CMP Challenge" at the Four Seasons Resort in Las Colinas, 5:30-7:30 p.m.

In addition to testimonials from CMPs about how their jobs have improved as a result of this accreditation, CMP panelists will address these key issues: • eligibility to make application for CMP testing, • step-by-step instructions on completing CMP application, and • preparation for the exam.

For more information contact Phyllis Tackitt (Tower Club), 214-2209-0403, or Pat McCain, CMP (Krisam Group), 214-458-8692.

Space is limited; early registration is a must!

D/FW Chapter Membership is 589

Membership in the D/FW Chapter of MPI stands at 589, according to the chapter membership report as of July 31. That figure indicates a retention rate of 71.13%.

Chapter membership includes 280 planners (47.8%), 305 suppliers (52.1%) and four students.

International News

International Board Increases Chapter Rebate

The International Board of Directors voted to increase the chapter rebate in conjunction with the recent dues increase

Effective July 1, dues for renewing members is \$260. Dues for new members are \$285.

The dues increase was largely in response to a majority of chapters seeking more funds to enhance education, and recruitment and retention efforts on the local level.

Of the \$25 annual increase, 52 percent is being returned to chapters for local programming. The remainder will be used by the Association to provide enhanced services and advocacy.

Two Chapters Claim Membership Awards

The Georgia and Kentuckiana Chapters were recently cited for 1993-94 membership efforts.

During MPI's last fiscal year, Georgia recruited the most new members, with 238 additions. Kentuckiana achieved the highest retention rate, more than 80 percent.

Both chapters receive a complimentary registration to the Professional Education Conference (PEC) December 11-13 in Vancouver, British Columbia, Canada. These can be used as scholarships for first-time attendees or as a reward recognizing outstanding contributions on the chapter level.

Newsletter Awards Announced

Five chapters were awarded newsletter excellence awards at the Newsletter Editors Workshop in Dallas in July. Three awards were made to both large and small chapters.

Among the large chapters, the Chicago Area Chapter was a double winner, earning recognition for the Best Overall Newsletter and Excellence in Newsletter Design.

The Rocky Mountain Association Chapter was awarded a plaque for Excellence in Newsletter Editorial Design.

The small chapters earning awards were Kentuckiana, Best Overall Newsletter; Montreal, Excellence in Newsletter Design; and Wisconsin, Excellence in Newsletter Editorial Design.

Orlando Member Wins "Name the Award" Contest

Jonna Kahler (Convention Planning Services, Inc.) in Orlando, Florida, submitted the winning entry in MPI's "Name the Award" Contest.

The association's new meeting excellence recognition program is now officially "The Crystal Paragon Award."

More than 700 entries were received at International Headquarters within a two-week period, representing six percent of the membership.

Kahler won roundtrip airline transportation, hotel accommodations and complimentary registration to the Professional Education Conference (PEC) December 11-13 in Vancouver, B.C.

The first Crystal Paragon Award will be presented during the opening general session at the PEC.

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

For the month ending July 31, 1994

Beginning of the Month	\$50,850.49
Income	2,370.89
Disbursements	(11,018.35)
EOM Balance	\$42,203.03*

*Includes \$10,000.00 PEC Professional Education Conference

*Includes \$1,510.00 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.

August Meeting Highlights

Plano Centre Welcomes MPI and Expert 'Site Selection' Panel



"Site Selection: The Foundation of a Successful Meeting" was the focus of the August chapter meeting at Plano Centre. Panelists **Kathleen A. Olsen** (Rogal America, Inc.), **Colleen Albert Rickenbacher, CMP** (Dallas Convention & Visitors Bureau) and **Gail D. Lemaire** (The Adolphus Hotel) discussed critical factors in site selection. All stressed the importance of knowing "who, what, when, where & why." Among several tips for planners: • Videotape site visits. • Use checklists. • Communicate specifics to suppliers. • "Walk through" all routes. Tips for suppliers included: • Be prepared for planner's brief on-site visit. • Understand the planner's expectations. • Make planner feel welcome and important. • Follow up on any unanswered questions. Moderator of the panel discussion was **Steve Kemble** (Steve Kemble Event Design), right.



Enjoying a visit at the pre-meeting reception were **C. Elizabeth Cox, CTC** (Canadian Consulate) and new member **Alan P. Mercurio** (Canadian Airlines International Ltd.) Cox and Mercurio are excited about the upcoming Professional Education Conference, December 11-13, in Vancouver, British Columbia, Canada.



Lesley Meyer, CMP (Sunbelt Motivation & Travel, Inc.), **Bobbie Bulger** (Travel Concepts, Inc.) and **P. Jon Mitchell** (Embassy Suites/Dallas Park Central) chat before the August meeting at Plano Centre.



Eager to show off Plano Centre to D/FW Chapter members were Plano Centre and Plano Convention & Visitors Bureau staffers **Kellie Wilson**, administrative secretary, **Kirk Slaughter**, convention sales manager, and **Jim Stroup**, assistant director. Nestled amid 40 acres of extensively landscaped grounds, Plano Centre is a full service, multi-purpose facility with 86,000 square feet.



Meeting Professionals International President **J. William Boyd, CMP** (Sunbelt Motivation & Travel, Inc.), long-time D/FW Chapter member, converses with D/FW Chapter Board Member **James S. Follett, CHSE** (Inter-Continental Hotels) and **Donald W. Looft, PhD**, MPI's new director of education.

BELOW: During the 1993-94 administrative year, advertising revenue for the **CURRENT** increased more than 55%. **Stephanie Davis** (Sheraton Park Central Hotel), advertising director, was recognized and applauded for this outstanding achievement.



Sarrie Krepps (Texas Lil's Diamond A Ranch) welcomes new member **William D. Schell, Jr.** (W.D.S. Automation Link).

THANK YOU!

Many thanks to the individuals and companies whose time, talents, and expertise contributed to the enjoyment of the August meeting. They include: panelists • **Colleen Albert Rickenbacher, CMP** (Dallas Convention & Visitors Bureau) • **Gail D. Lemaire** (The Adolphus Hotel) and • **Kathleen A. Olsen** (Rogal America, Inc.). Special thanks to hosts from Plano Centre • **Lori Evans**, special event coordinator • **Alan Ratliff**, general manager • **Jennifer Wetter**, corporate sales manager; and • **Connie Kniery**, food sales and service manager. Always faithful in capturing the monthly meeting on film: • **Mark Lazarow** (Mark Lazarow Photography). Co-chairs for the August meeting were **Linda Sergeant** (Bill Reed Decorations) and **Pam Schmidt** (McCaw Cellular). Meeting details were reported by **Pam Schmidt** (McCaw Cellular).

Is MPI Worth the Time?

'You Can Be Assured I'll Keep Coming Back!'

By Tracey B. Smith
Computer Language Research, Inc.

I attended a chapter committee meeting the other evening. Out of the seven people present, I was the only planner. It occurred to me as I looked down the list of potential committee members that the majority were suppliers. I wondered if that list represented an underlying problem with our chapter—or was it a problem in the psyche of our planner members?



Tracey B. Smith

Rather than analyze the membership, I got to thinking about my own motives for being a chapter member and, perhaps more importantly, why had I volunteered for this same committee—for the third consecutive year!

When I joined MPI four years ago, I was barely scratching the surface of the meeting planning world. My career and I are now firmly entrenched in this business, largely due to the D/FW Chapter of MPI. It is because of the things I see happening, the people I meet, and the knowledge I gain from associating with such a variety of people.

Okay, that sounds pretty sappy, I agree.

However, because of this chapter, I discovered the meeting planning curriculum at Richland College and, through that program, affirmed my desire to be a meeting planner, and figured out how I was going to make that happen.

Because of volunteer involvement with The Kids Charity Ball, I have been able to witness how—and sometimes how not—to have a truly successful event.

And through chapter committees, I have met and worked with some of the most talented people in this industry. I especially like this part of it because these people understand my A-type personality, sometimes better than my husband! In a nutshell, it's the networking I find so valuable.

But back to this lack of planners getting involved. Why *should* planners get involved in the workings of the chapter? Do we have less time to volunteer than suppliers? I don't think so. But I also think we don't realize the power this networking affords us. Allow me to share a scenario from my office.

As often happens, the executives in my company recently instructed the Marketing Department to organize an event for a number of high-level decision makers whose deals haven't quite closed yet. The meeting surrounds a particular sporting event, so the dates can't change. We have eight weeks to pull this off, and because it was the CEO's idea, it better be perfect. Sound familiar?

The normally cool-as-a-cucumber colleague assigned to the project came to me with panic in her eyes. I told her she needed to concern herself with getting the people here, and I would take care of the logistics.

After a few phone calls to MPI friends at local hotels, caterers, speakers' bureaus, and ground carriers, I'm assured that our VIPs will be wined, dined, and entertained in first class Dallas style next month.

My MPI friends will help us generate sales, which means profit to the local economy, for us, and for them. My colleague and I are heroes! Talk about power!

Is MPI worth a few hours a month?

You can be assured I'll keep coming back!

Editor's Notes

CURRENTly . . .

Hats off to **CURRENT** Advertising Director **Stephanie Davis** (Sheraton Park Central Hotel)! During the 1993-94 administrative year, advertising revenue for the chapter newsletter increased



Gracie H. Hilton
CURRENT Editor

more than 55%. Ten of the 12 monthly issues carried a sponsorship—full page/one year contract—ad.

For this outstanding achievement Davis was recognized with much deserved applause at the August chapter meeting.

Contributing to this excellent report was **Kathi Thompson's** full year contract for Inn on the River. Kathi will do the same in 1994-95!

One of the best additions to the **CURRENT** is the column on the opposite page. Thank you, **Tracey B. Smith** (Computer Language Research, Inc.), for the inaugural "Member Perspective" column.

ATTENTION: D/FW Chapter members who will 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 D/FW Chapter, will sponsor a luncheon on Tuesday, Dec. 13, in Vancouver. Contact **Colleen Albert Rickenbacher, CMP** (Dallas CVB)—214-746-6628 or FAX 214-746-6688—to volunteer to teach the cotton eyed joe, line dances, etc., and **get MPIers everywhere excited about coming to Dallas in '95!**

Love for Kids (LFK) liaison **Lesley Meyer, CMP** (Sunbelt Motivation & Travel, Inc.) reports a need for **200 volunteers** to assist with more than a thousand "Kids" at the Sunday, **October 16** Pepsi-Kid-Around at **Park Central Park**—just behind the Sheraton Park Central Hotel.

Donate an hour or more—some volunteers work the entire day!—to this 9:30 a.m.-6:00 p.m. event. Phone **Sandy Huffman** of the LFK Board at 214-994-7000, ext. 134 to volunteer for this special effort.

Remember! The **annual holiday celebration** will take place at the Tower Club **December 22**—one week later than the usual December meeting date. Mark your calendar now so you won't miss this always festive event.

When **J. William Boyd, CMP** (Sunbelt Motivation & Travel, Inc.) assumed the presidency of Meeting Professionals International, he cited strengthening alliances with sister organizations—such as ASTA, SITE, IAEM, ASAE and PCMA—as a priority.

"By doing so, **MPI will be a key voice of the travel and tourism industry,**" he said.

To that end, Boyd—long-time member of the D/FW Chapter—has set a proactive agenda for the September MPI Board of Directors meeting in Chicago. The gathering will feature an interactive session with the **Society of Incentive Travel Executives (SITE)** Board of Directors. Special guest speaker will be **United States Under Secretary of Commerce Greg Farmer.**

The meeting will serve as a forum to learn more about the role each association can play in the **November 1995 White House Conference on Travel and Tourism**, and in the 50 statewide meetings preceding the conference.

—ghh ☺



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Get Involved! Chapter Committees Offer a Plethora of Opportunities for Participation

By Traci Bower
Reunion Ranch

How many times have you wanted to become involved in chapter activities, but just didn't know how to take the first step?



Traci Bower
Chair,
Membership
Involvement

How many times have you been eager to meet people but felt intimidated because attendance at the meetings is so massive?

How many times have you had some great ideas but didn't know how to voice them?

How many times have you wondered, "What's in it for me"?

Well, this is your chance—and no excuses, please. The D/FW Chapter of MPI has committees "in all shapes and sizes." Without a doubt, there is a committee to fit your needs, interests, and time constraints.

Involvement is Key

Only through involvement and one-on-one personal contacts—often occurring in concert with committee meetings—do we really get to know the planners and suppliers who make up the membership of the D/FW Chapter.

Long-time as well as new members are encouraged to take advantage of this opportunity to meet new people and learn new skills—activities that will enhance your career as well as contribute to the continuing excellence of the D/FW Chapter.

Getting involved is very easy. Chapter committees are always looking for new members and new ideas.

Adjacent is a listing of chapter leadership. Look it over. Give someone a call! Sit in on any of our committee meetings so you can see firsthand what each is like and which one suits you.

We hope you'll see the benefits of "stepping up and being counted." Accept the **MPI Challenge**. Maximize your MPI membership by getting involved!

Opportunity is knocking! Will you answer?

OPPORTUNITIES FOR INVOLVEMENT

D/FW Chapter Meeting Professionals International

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President-Elect	Phyllis Firebaugh, CMP	214-733-4462
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How To Breakfast	Cherrie McBratney	214-869-1355
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Brown Bag	Marti Fox	214-716-2585
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CMP	Pat McCain, CMP	214-458-8296
Finance:	VP - Carolyn Carey, CMP	214-978-7119
Job Bank	Gretchen Parr-Silver	214-979-9000
Membership:	VP - Sherri Cook, CMP	214-732-9396
Director of Membership	Pat McCain, CMP	214-458-8692
Member Orientation	O.D. O'Donnell	214-691-4417
Recruitment	Karen Fogle	214-932-2714
Prizes	Bettie Smith	214-917-3986
Buddy Program	Kathi Thompson	214-424-7119
Involvement	Traci Bower	214-271-2666
Renewal/Retention	Jennifer O'Loughlin	214-746-3595
Phone Tree	Debbie Small	214-952-9319
Programs:	VP - Cathy Mason	817-540-9845
Director of Programs	Steve Kemble	214-943-5949
Public Relations:	VP - Mary Lynn Novelli	214-402-4875
Dir. of Communications	Tracey Smith	214-250-7404
Newsletter Liaison	Debora Jerman	214-841-6637
Newsletter Advertising	Stephanie Davis	214-851-2016
Newsletter Editor	Gracie Hatfield Hilton	817-467-7439
Photographer	Mark Lazarow	214-380-0985
Dir. of Comm. Relations	M.T. Gnad	214-702-1014
Community Awareness	Dana Nickerson, CMP	214-343-8067
Government Affairs	Don Defeo	214-747-9551
Community Services	Linda Sergeant	214-823-3154

'New Kids on the Block'

D/FW Chapter Welcomes 12 New MPI Members!

Katherine J. Rockvam
Texas Stadium
18081 Midway #2026
Dallas, TX 75287
214/554-6368
Supplier

Darlene L. Seale
Overhead Door Corporation
6750 LBJ Frwy. #1200
Dallas, TX 75240
214/233-6611
Planner

Linda K. Vest
State Farm Insurance Companies
17301 Preston Road
Dallas, TX 75252
214/732-5970
Planner

Melanie G. Weaver
Sheraton Park Central
12720 Merit Drive
Dallas, TX 75251
214/851-2003
Supplier

Brenda A. Welborn
Holiday Inn North Park Plaza
10650 N. Central Expy
Dallas, TX 75231
214/373-6000
Supplier

Sheila Dingess
Overhead Door Corporation
6750 LBJ Frwy. #1200
Dallas, TX 75240
214/233-6611
Planner

Juliette Fullylove
United Way of Metro Dallas
901 Ross Avenue
Dallas, TX 75202
214/978-0043
Planner

Victoria H. Griffiths
Andersen Consulting
5215 N. O'Connor Blvd. #2100
Irving, TX 75039
214/402-7519
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Roselind A. Height
Exxon Corporation
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Irving, TX 75062-2298
214/444-1084
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Marci L. Jawrower
Princess Hotels International
1106 N. Hwy 360 #306
Grand Prairie, TX 75050
214/641-8998
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Carey Richmond, CMP
Meeting Professionals Internat'l
1950 Stemmons Frwy; #5018
Dallas, TX 75207
214/712-7727
Planner

Tracy C. Bales
National Independent
Auto Dealers Assn.
2521 Brown Blvd.
Arlington, TX 76006
817/640-3838
Planner

MEMBERSHIP UPDATES

- Stop by the new **Member Services Information table**—adjacent to the registration table at each monthly meeting—for updated materials on upcoming educational opportunities, membership information, etc.
- Beginning in September, **New Members** can be identified by the **special ribbons on their name badges**. Please take a moment to welcome these newcomers and make them feel a part of **TEAM MPI**.
- You, too, can **win an award!** Members who **attend all monthly chapter meetings, August '94-April '95**, will be recognized at the **May Awards Banquet for Perfect Attendance!**
- MPI International recently raised membership dues. **Dues for new members are now \$285. Renewals are \$260.**



M.T. Gnadt
Grapevine' Columnist

Heard it through the Grapevine!

By M.T. Gnadt
WorldTravel Partners

Scott Cannon, *Kaleidoscope*, has relocated to Kaleidoscope's new office in San Antonio where he will be director of sales and marketing.

Mark Kovacs, *La Musica String Ensembles*, and **Debbie Meyers**, *Entertainment Company*, have teamed up to form a new company, **BRAVO!**, a full-service entertainment agency.

Mark Hughes was promoted from sales manager to director of sales *Four Seasons Resort and Club*.

Mike Miller, president, *Margaritas-R-Us*, was elected national affiliate representative for the National Association of Catering Executives. He was also nominated for affiliate of the year.

Congratulations to the **Dallas Chapter of NACE** for winning Chapter of the Year and for receiving the Community Service Award for the third year.

Allice Riggins, president, *All-In-One Tour Services*, married Canadian Luke Lahie on June 24 (St. John the Baptist Day in Quebec). The ceremony was held at Old City Park.

Sandy Mukitarian has joined Sunbelt Travel & Motivation, Inc., as director of operations.

Sherri Seidel has accepted the position of special events director for *Dallas Alley*. She was formerly with SER Jobs for Progress.

Carole Sharpata has accepted the position of director of sales and marketing for *Gray Line Dav-el Limousines of Dallas/Fort Worth*. Her former position was with Kerrville Bus Company.

Debra Williams, president, *Medieval Inn*, announces the birth of her son, Max Clary Williams, born on July 9. Max weighed in at 8 lb., 7oz.

Congratulations to **Bitsy Burns, CMP**, of *H.D. Vest Financial Services*, who recently obtained her Certified Meeting Professional designation!

Michelle Carter is the new national sales manager for *Southfork Ranch*. She was formerly with Dallas Convention & Visitors Bureau.

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

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FAX 214-978-7770



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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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