

# CURRENT

Meeting Professionals International

June 1995

Dallas-Fort Worth Chapter

## President's Message

### 'Challenged' Chapter Concludes Memorable Year

By Diane Smith, CMP  
Alcon Laboratories, Inc.

What a year it's been as the D/FW Chapter accepted the *MPI Challenge*. Our goal: to surpass ourselves. Indeed we did. Here are some highlights from a year's worth of success stories.



**Diane Smith, CMP**  
D/FW Chapter  
President

Our year began with the "Lone Star Link Up." The joint Texas chapter retreat last August was a resounding success—excellent educational sessions and outstanding speakers allowed attendees to broaden industry relationships with other Texas MPI members.

Vice President/Education **Charlotte Merrill-Davis** (Event Source Professionals, Inc.), and her visionary team led us to new standards of educational excellence with the "How To" Breakfasts, "Executive Workshops," "Brown Bag" Luncheon Series, CMP Study Groups and CMP University. The newest offering, "Walk A Mile In My Shoes," a "hands on" learning experience, sold out within two weeks of the program's announcement.

The PGA Committee did an outstanding job providing assistance to many chapter members, allowing

*(continued on page 16)*

## MPI

MEETING PROFESSIONALS INTERNATIONAL®

June D/FW Chapter Meeting

### Teambuilding Tips

featuring

Jason Garrett of the Dallas Cowboys

Thursday, June 22

Texas Stadium

2401 E. Airport Freeway  
Irving, Texas 75062  
214-554-6368

Orientation 11:00 a.m.

Reception & Registration 11:30 a.m.

Luncheon & Program 12 noon

Tours of Texas Stadium available after meeting  
(RSVP for tours when making meeting reservations.)

R.S.V.P. to Sandi  
by noon,  
Tuesday, June 20  
214-343-0555

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

See page 3 for more details and meeting reservation policy.

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# CURRENT

## MPI

MEETING PROFESSIONALS INTERNATIONAL®

### Dallas/Fort Worth Chapter

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#### MISSION STATEMENT

##### MEETING PROFESSIONALS INTERNATIONAL

Meeting Professionals International is the pivotal force in positioning meetings as a primary communication vehicle and a critical component of an organization's success. Meeting Professionals International leads the meetings industry by serving the diverse needs of all people with a direct interest in the outcome of meetings, educating and preparing members for both their changing roles and validating relevant knowledge and skills, as well as demonstrating a commitment to excellence in meetings.

The *CURRENT* is published 12 times yearly for the D/FW Chapter of Meeting Professionals International, the industry's leading educational and networking resource in meetings management. Statements of fact and opinion are the responsibility of individual writers and do not imply collective opinion of the officers or members of MPI.

## Upcoming MPI Events

### CHAPTER MEETINGS

**June 22, Thursday**  
Chapter Meeting  
Teambuilding Tips  
Stadium Club/Texas Stadium  
11:30 a.m./Lunch

**August 24, Thursday**  
Chapter Meeting  
Venue TBA  
Time TBA

**July 27, Thursday**  
Chapter Meeting  
Venue TBA  
11:30 a.m./Lunch

### EDUCATIONAL OPPORTUNITIES

**June 25-27**  
'95 Annual Convention  
Chicago

**December 10-12**  
'95 Professional Education  
Conference/North America  
Dallas

**July 28-30, 1996**  
'96 World Education Congress  
Nashville, TN

**January 12-14, 1997**  
'97 Professional Education  
Conference/North America  
San Francisco

**July 27-29, 1997**  
'97 World Education Congress  
Baltimore

**January 25-27, 1998**  
'98 Professional Education  
Conference/North America  
Orlando

**July 12-14, 1998**  
'98 World Education Congress  
Nashville

*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.*

## Upcoming Events • Related Organizations

**NACE**  
**July 5**  
SMU  
6:00 p.m./Dinner  
program TBA

**IAEM**  
**June 20**  
Plano Convention Centre  
11:30 a.m./Lunch  
"Exhibit Space Cells"

## June Meeting Highlights

# Dallas Cowboys Quarterback Jason Garrett Shares Teambuilding Tips at Texas Stadium

By Stephanie Staubach  
*Personalities International*

At the June 22 D/FW Chapter meeting, Dallas Cowboys quarterback Jason Garrett will share his thoughts on teambuilding both on and off the playing field.

Texas Stadium—with Dallas Cowboys highlight films playing, and the NFL teams flags waving—will set the atmosphere for Garrett's presentation.

In an informative and entertaining presentation with real life examples of successful teambuilding applicable to the meetings industry, Garrett will discuss ways to identify team players, emphasize their strengths, and maximize their contributions to achieving a common goal.

Garrett's learned leadership skills gained during his college and professional career provide a unique perspective on teambuilding during diverse circumstances.

Jason Garrett joined the Dallas Cowboys on the practice squad in 1992 and moved to the active roster in 1993, replacing quarterback Steve Beuerlein.

A graduate of Princeton University—Garrett earned his degree in history—he and his wife Brill were married in 1994.

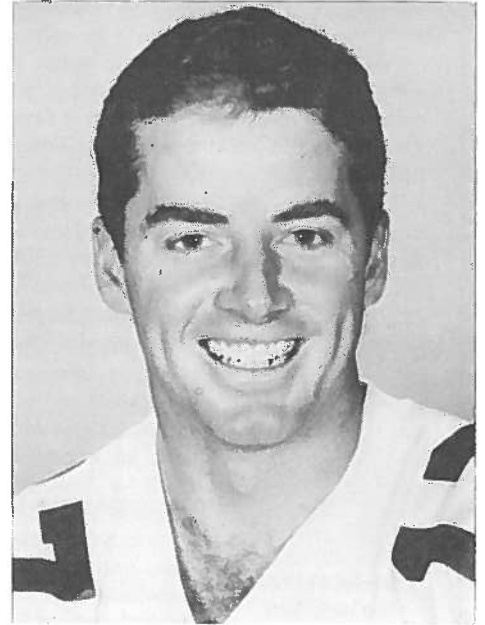
Weather permitting, registration will

take place outside Gate 1 at Texas Stadium. In case of rain, proceed to the top of the escalator at the Gate 1 entrance.

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

Tours of the Cowboys' locker room and field—about 20 minutes in length—are available after the luncheon program. Please RSVP for the tours when phoning in luncheon reservations.

Program Committee members for the June meeting are: Stephanie Staubach (Personalities International), Marsha Singer (The Executive Connection), Katherine Rockvam (Texas Stadium), Mary Barnes Knox (Promotion), Donna Daves (Freeman Companies), Debora Jerman (Cityplace Conference Center), and Amanda Willbanks (Adolphus Hotel).



Jason Garrett • Dallas Cowboys

### June Host Facility

## Texas Stadium

Texas Stadium—just minutes from downtown Dallas—is a unique venue for a dinner or reception and an ideal place for corporate meetings and social events.

Guests for special programs may follow the game day routine of the Dallas Cowboys. Buses bring guests to an entrance within steps of the Cowboys' locker room. Moving down "Cowboy Tunnel" to the field, guests delight to the crowd's roar of cheers and applause, through the use of Texas Stadium's simulated "crowd noise." Walking out onto the field, guests see two diamond vision screens programmed with company logos or personal images.

Dining in the exclusive Stadium Club is a special event. An impressive 175' glass wall overlooks the field. The Stadium Club accommodates two expansive bars and a permanent dance floor. Executive Chef Brent Ruggles will prepare a signature dinner or spectacular reception.

Situated at the intersections of Hwy.114, Highway 183 and Loop 12, Texas Stadium is ten minutes from downtown Dallas and North Dallas, and fifteen minutes from Dallas/Fort Worth Airport.

Look for a marquee reading, "Welcome MPI." Enter at Gate 1. Free parking is available in lot A or K.

*From downtown Dallas:* Take I-35-N to Hwy. 183-W. Exit Loop 12-N. Proceed to Gate 1 entrance.

*From North Dallas:* Take 635-W to I-35-S to Loop 12-S. Exit Hwy. 114, turn left under Loop 12 at 2nd traffic light; follow access road to Gate 1 entrance.

*From Fort Worth or Mid-Cities:* Take Hwy. 183-E toward Dallas. Exit Loop 12-N; exit Hwy. 114 and follow the access road to Gate 1 entrance.

### D/FW 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).

## Editor's Notes

### CURRENTly . . .

Hats off to planners! After spending the last four months planning a big "special event," this supplier MPI member has a new appreciation for planners everywhere.

At the same time D/FW Chapter members were enjoying the year-end awards gala, your editor was in Waco overseeing a gala reception for 1500 in the cavernous Ferrell Center (basketball arena).

Hosted by the Baylor University Board of Regents, the event honored President Herbert H. Reynolds, eleventh president of Baylor University, who is leaving the presidency after 14 years to become chancellor.



**Gracie H. Hilton**  
The Write Stuff  
CURRENT Editor

As a former regent I was called on to help with this event and was blessed with an experienced co-chair—a super-talented Houston regent who has "produced" numerous big galas and charity events—someone who knows the ins and outs of everything to do with big event plan-

ning, including working with space, florists, caterers, etc.—and the major importance of planning a finely timed and tuned program.

From Emily George Tinsley I learned a lot—including that plans on the drawing board and in motion for six weeks can come tumbling down at the eleventh hour . . . but, with enough grit and determination—and maybe a little blood, sweat and tears—those plans can be resurrected!

When the trucks came rolling into Ferrell Center, I recognized the names of several MPI supplier members as tables and chairs, table linens, dishes, silver serving pieces, draping, flora & fauna, etc. were unloaded.

My major responsibilities were overseeing production of the commemorative program, a five-minute video, news releases, and event photography. Yes, I was doing my usual 4th Thursday thing—setting up photos! This time I had about six staffers from Baylor's Public Relations/Communications Department on hand to help organize the shots and "take names."

In one short week I learned more about audiovisual challenges than I've learned in three years of watching our various AV services members set up for monthly meetings and special events. Hence, a renewed and more educated appreciation for this specialty as well!

The event was well-received, I'm happy to say—and certainly an experience that's given me new respect for all planners everywhere!

—ghh ☺

# Opinion, Please!

## Q: What has been your greatest learning experience through MPI during the 1994-95 chapter year?



### **Beverly O'Laughlin** CompuCom Systems • planner

A: "I've learned that I can tap into the energy of this dynamic and professional organization even if I can't volunteer for and participate in *everything!*"



### **John Willson** Network Inc. • supplier

A: "Participating in the 'Destination Discovery' program taught me so much about creativity—and how much attention to detail and planning go into having a successful event."



### **Jill Heyerdahl** XTS Travel • supplier

A: "Through the 'Walk a Mile in My Shoes' program I learned a lot about business and how to work with suppliers to better take care of the needs of my clients."



### **Kimberley Petersen** The Melrose Hotel • supplier

A: "Networking at luncheons and annual conventions, the diversity of host speakers who bring different views of the meeting planning industry, and the continuing education seminars at annual conventions."

"Opinion, Please" is a question and answer feature column prepared by Mary Lynn Novelli (Sterling Hotels & Resorts), vice president of public relations.



Linda Sergeant

# Surfin' the MPINet Highway

By Linda Sergeant (Bill Reed Decorations)

*This column explores MPINet, the first global online communications system designed specifically for the meetings industry.*



## How will I benefit from joining MPINet?

More than 1500 people will be networking on MPINet by the end of the year. New planner and supplier members, all over the world, come online every day to hear how it facilitates and produces business for them.

For example, Carol Krugman, president of KMCB, Ft. Lauderdale, FL, who specializes in meetings in South America, posted on the MPINet message board a request for a bilingual pharmaceutical planner to help her with a meeting in Cartagena, Colombia. Within hours, veteran planner Chris Pentz, Philadelphia, PA, responded. Chris not only fit the resume Krugman was looking for, but she also happened to hit it off instantly with Carol online, who points out, "the speed and intensity of this forum enabled us to identify each other as professional counterparts and personal soul sisters rather rapidly." Carol and Chris are in Cartagena as this issue goes to press.

In Dallas, Don J. DeFeo, regional sales manager for Medallion Hotels, was "hit by the madhatter," as netters affectionately refer to Kathy Kiewet, CMP, Acuson, Mt. View, CA. Kathy books more than 300 meetings nationwide every year. Once Kathy explained why she only uses hoteliers on the net—because of her work load, she relies heavily on e-mail and MPINet—she simply doesn't have the time to play telephone tag or to wait three or four days for a response, she explains—Don immediately called to get more information. As Don is finding out, it's often who gets there first with the right product at the right price.



## A picture is worth a thousand words! Where can I see a demonstration?

The "MPINet Means Business Workshop" at the MPI Annual Conference in Chicago is an excellent opportunity to learn how MPINet works. The session, scheduled for Monday, June 26, 3:30 p.m.-5:00 p.m. will be presented by Doug A. Fox, Meeting Advisor Magazine; and Rodman J. Marymor, CMP, Partner, Cardinal Productions.



## Just how much does it cost?

Unlimited access to MPINet and the basic features of CompuServe costs \$16.95 a month. Because there is a local access telephone number in Dallas, there are no long distance charges involved. Whether you are online four or 400 hours, the charge is \$16.95 a month.



## What kind of modem do I need?

If you are buying new equipment, purchase a 9600 baud modem or faster. You will be glad you did.



## Are other D/FW Chapter members on the Net?

Welcome to new MPINetter **Pat McCain, CMP** (Krisam Group). As this issue of CURRENT goes to press, D/FW Chapter members among MPINet subscribers include: **Bill Boyd, CMP** (Sunbelt Motivation & Travel, Inc.) **Inga Bowyer** (ROI Meetings and Events Inc.), **Greg Elam** (Dallas CVB), **Jim Follett, CHSE** (InterContinental and Forum Hotels), **Betty Garrett** (Garrett Speakers International), **Sally Goldsberry, CMP** (Meetings & Exhibits Specialist), **Hattie Hill-Storks** (International Productivity Institute Inc.) **Gracie Hilton** (The Write Stuff), **Debbie Meyers** (Bravo! Entertainment), **Jim Monroe** (Gale Sliger Productions), **Greg Pynes** (Town of Addison), **Linda Sergeant** (Bill Reed Decorations), **Ellen Beckert** (Freeman Decorating) and **Bob Walker** (AVW).

*Do you have questions you would like to see answered in this column? Please contact Linda Sergeant (Bill Reed Decorations, Inc.), 333 First Ave. Dallas, TX, 75226; FAX: 214-823-3191; CompuServe address: 74117,705.*

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## Heard it through the Grapevine!

By M.T. Gnad  
'Grapevine' Columnist

**Megan N. Nott**, meeting planner for *Dallas Market Center*, will marry Kyle Phillips next month. The couple will spend their honeymoon on the island of St. Martin.

**Mary Jo Malone** has returned to Dallas to accept the position of vice president/hospitality for *Southern Aluminum Manufacturers*. She will operate the Dallas office for this Arkansas-based company.

**Gene Rios** is a new sales manager for *Hyatt Regency Dallas*. He was formerly with *Embassy Suites Dallas Market Center*.

**Allen Reed** has joined AVW as sales manager.

**Renee Vincent** and **Alicia Gresham** are new sales managers at *The Beach Club on Lake Grapevine*.

**Alainna Webb** has accepted the position of sales manager for *Meeting Management/Festivities*. She was formerly with *GrayLine Tours*.

**Gretchen Parr-Silver** has accepted the position of vice president/sales for *Dani Food Group*, a division of *Coca-Cola*. She was formerly with *Plaza of the Americas Hotel*.

**Sheryl Kuhn** has returned to Dallas to be closer to her fiancé and has accepted the position of national sales manager/corporate accounts for *Harvey Hotels*.

*Ginny's Gifts* has consolidated its location at the *Fairview Farms* store. New phone number is 214-881-3888; FAX: 214-422-7207

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 (214-539-6538 • or FAX 214-724-0932) about items of interest for this column.



# Thank You!

The **MPI Foundation Fundraiser** cleared \$6450—beating our record by more than 100%! In addition to all chapter contributors, thanks to these companies and individuals who made it possible:

American Airlines  
ITT Sheraton Prince deGalles Hotel in Paris, France  
British Airways  
Intercontinental Hotel in London, England  
The Bear Hotel at Woodstock, Cotswolds  
Sunbelt Motivation & Travel, Inc. (domestic air)  
Qantas Airways  
Regent Hotel in Sydney, Australia  
The Grand Kempinski Hotel  
Kempi's, Monte Carlo, and The Malachite Room  
Worthington Hotel  
Get Nailed/Hair Aerobics  
Adolphus Hotel-The French Room  
The Fairmont Hotel-The Pyramid Room  
Six Flags over Texas  
Omni Mandalay Hotel-Enjolie  
Irving CVB-four Pavilion tickets to the Byron Nelson  
Omni Colonade Hotel in Coral Gables, FL  
Southwest Airlines for three trips for two  
El Dorado Hotel, Santa Fe, NM  
Hyatt Hill Country, Austin, TX  
La Mansion del Rio, San Antonio, TX  
Appointments  
Balloons to You  
Bauer Audio-Visual  
Millet Printing  
Norcostco Texas Costumes  
Dave "Elvis" Tapley and Al "Roy Orbison" Nelson  
by O.D. O'Donnell  
Mark Lazarow  
Signage Systems  
Mobil MEPTEC



*Out of a job?*

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new challenge?*

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applicant to fill a  
position?*

*Check out  
D/FW MPI's  
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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

*Gracie Bower*

*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

## *Kemble, Albert-Rickenbacher Cited*

# Award Winners, Nominees for International Honors Recognized at Annual Banquet

Steve Kemble (Steve Kemble Event Design) and Colleen Albert-Rickenbacher, CMP (Dallas Convention and Visitors Bureau) were among a host of D/FW Chapter members honored at the annual awards banquet last month.

Kemble was named D/FW Chapter Planner of the Year while Albert-Rickenbacher was honored as D/FW Chapter Supplier of the Year.



**Steve Kemble**  
Steve Kemble  
Event Design

**Chapter  
Planner  
of the  
Year**



**Colleen Albert-  
Rickenbacher, CMP**  
Dallas CVB

**Chapter  
Supplier  
of the  
Year**

Mary Lynn Novelli (Sterling Hotels and Resorts).

Chapter members nominated these candidates and the Board of Directors and former award recipients selected the winners based on their service records.

Also honored were three chapter members nominated for awards at the

Winners, named by the International Awards Committee, will be announced at the Annual Convention in Chicago.

O.D.O'Donnell (Nightlife Talent & Management Agency) was the winner of the Suzi Fiveash Award for Membership Recruitment.

Rising Star Awards were presented to Cindy Hamilton (Cityplace Conference Center) and Kathi Thompson (Inn on the River.) A new award, the Rising Star recognizes members of three years or less

*continued on page 9*



**N. Dettmann, PhD, CMP**  
Professional College  
Management Internat'l

**Nominee  
for  
International  
Planner  
of the Year**

These awards are based on significant contributions in committee and board involvement, meeting industry service, recognition and awards, meeting industry-related speaking engagements, and community service.

Other nominees for Planner of the Year were Cathy Mason (USTravel Incentives), and Sherri Cook, CMP (Sherri Cook & Associates).

Other nominees for Supplier of the Year were Pat McCain, CMP (Krisam Group) and

international level.

Norb Dettmann, Ph.D., CMP (Professional College Management International) is the D/FW Chapter nominee for International Planner of the Year. Mary Jo Malone (Southern Aluminum) is the chapter nominee for International Supplier of the Year.

Lesley Meyer, CMP (Sunbelt Motivation & Travel, Inc.) is the chapter nominee for Chapter Manager of the Year. This award, which recognizes commitment in influencing the life of the chapter, is based on ability to motivate others, stimulate volunteer functions, provide a sense of direction, and act as a catalyst to cause exceptional results.

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

**Nominee  
for  
International  
Supplier  
of the Year**



**Mary Jo Malone**  
Southern  
Aluminum

**Nominee  
for  
Chapter  
Manager  
of the Year**



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

**Fiveash Award  
for Member  
Recruitment**



**O.D. O'Donnell**  
Nightlife Talent &  
Mgt. Agency



## Award Winners Honored at Annual Banquet

continued from page 8

who have made significant contributions to the chapter.

The Adolphus Hotel was named Host Facility of the Year. Finalists were the Cooper Aerobics Center Guest Lodge and the Worthington Hotel.

The Program of the Year award went to the January meeting on time management at the Westin Galleria Hotel. Finalists were the July meeting on contracts at the DFW Hilton and the June meeting on fitness and fun at Cooper Aerobics Center.

Recognized for Perfect Attendance at Monthly Meetings were Cathy Brixey (The Beach Club), Michelle Carter (Southfork Ranch), Sherri Cook, CMP (Sherri Cook & Associates), Cindy Hamilton (Cityplace Conference Center); Mary Lynn Novelli (Sterling Hotels and Resorts) and O.D. O'Donnell (Nightlife Talent & Management Agency).

Suzann Oliver (Society of Diagnostic Medical Sonographers) is chair of the D/FW Chapter Awards Committee.



**Cindy Hamilton**  
Cityplace  
Conference Center

**Rising  
Star  
Award**



**Kathi Thompson**  
Inn on the  
River

**Rising  
Star  
Award**

### Perfect Attendance at Monthly Meetings



**Photo Not  
Available**

**Cathy Brixey**  
The Beach Club



**Michelle Carter**  
Southfork Ranch



**Sherri Cook, CMP**  
Sherri Cook &  
Associates



**Diane Smith, CMP**  
Alcon  
Laboratories, Inc.



**Cindy Hamilton**  
Cityplace  
Conference Center



**Mary Lynn Novelli**  
Sterling Hotels &  
Resorts



**O.D. O'Donnell**  
Nightlife Talent &  
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## May Meeting Highlights

# 'Magic of MPI 1995' Honors Past and Current Leaders, Outstanding Achievers



**Steve Kemble** (Steve Kemble Event Design) was named D/FW Chapter Planner of the Year. Congratulating Kemble is **Suzi Oliver** (Society of Diagnostic Medical Sonographers), the 1994 Planner of the Year.



**Colleen Albert-Rickenbacher, CMP** (Dallas Convention and Visitors Bureau) was named D/FW Chapter Supplier of the Year. Congratulating her is **Sue Ferguson-Fry** (University Club), the 1994 Supplier of the Year.



The Adolphus Hotel was named Facility of the Year. Proudly accepting the honor were **Amanda Willbanks**, national sales manager; **Hans Mulders**, director of marketing; **Gail Lemaire**, director of sales; **John Dodson**, general manager; and **Cathy Frigo**, director of catering.

BELOW: **President Diane Smith, CMP** (Alcon Labs) hands over the gavel to **President-elect Phyllis Firebaugh, CMP** (Krisam Group).



*Photos by Mark Lazarow Photography*



O.D. O'Donnell (Nightlife Talent & Management Agency) receives the Suzi Fiveash Award for Membership Recruitment from 1994 Fiveash winner **Jennifer Winget** (INFO-MART). O'Donnell recruited 17 new members to the D/FW Chapter during the 1994-95 administrative year.



President **Diane Smith, CMP** (Alcon Labs), right, presents the chapter's first Rising Star Awards to **Kathi Thompson** (Inn on the River), left, and **Cindy Hamilton** (Cityplace Conference Center), center.

**For details about all  
Award Winners,  
see story on pages 8-9.**



The Grand Kempinski Dallas hosted the May Awards Gala. **Ken Krona**, director of sales and marketing, receives the certificate of appreciation from the D/FW Chapter.

**Photos by  
Mark Lazarow Photography**

BELOW: Thirteen of the 25 1994-95 officers and directors gather for a group portrait prior to the May Awards Gala at the Grand Kempinski.



# CURRENT

## Get Your Message Before Key Meeting Professionals in D/FW!

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?

Then you should advertise in the **CURRENT**, the newsletter that chronicles the activities of the Dallas/Fort Worth Chapter of

Meeting Professionals International!

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

### CURRENT Advertising Rates

SIZE	PER ISSUE	YEARLY RATE	MEASUREMENTS
Full Page	\$500	\$250	7 1/2" x 9 9/16"
Two-Thirds Pg. Hor.	\$400	\$200	7 1/2" x 6"
Two-Thirds Vert.	\$400	\$200	5" x 9 9/16"
Half Page Hor.	\$300	\$150	7 1/2" x 4 1/2"
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"
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Business Card Vert.	\$100	\$ 50	2" x 3 1/2"

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**CURRENT Deadlines**

Upcoming deadlines for copy and ads for  
the D/FW MPI chapter newsletter, the  
**CURRENT**—

ISSUE	DEADLINE
July '95	June 16, Friday
August '95	July 14, Friday
Sept. '95	August 18, Friday

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.

Please mail 3.5 disk, Windows format—preferably in Microsoft Word or WordPerfect—to Gracie H. Hilton (The Write Stuff), **CURRENT** editor, 3020 Glasgow Court, Arlington, TX 76015 or via Compuserve: 75647,22.



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# MEMBERSHIP NEWS

## 'New Kids on the Block'

## D/FW Chapter Welcomes 21 New MPI Members!

**Connie Bartholomew**  
Hyatt DFW  
International Parkway  
DFW Airport, TX 75261  
214/615-6726  
*Supplier*

**Wayne Batchelder**  
The Trade Group  
10255 Miller Road  
Dallas, TX 75238  
214/343-2000  
*Planner*

**Billy V. Carter**  
Execucar Sedan Service  
729 E. Dallas Road  
Grapevine, TX 76051  
817/329-2001  
*Supplier*

**Sandy De Leon**  
Fairmont Hotel  
1717 Akard  
Dallas, TX 75201  
214/720-5275  
*Supplier*

**David Erkel**  
Int'l Meeting Management Services  
12250 Abrams #2128  
Dallas, TX 75243  
214/690-3102  
*Planner*

**Pamela Freeman**  
Meetings Worldwide  
1417 Virgie Joe Drive  
Mesquite, TX 75149  
214/712-7737  
*Planner*

**Sherry L. Graham**  
Clarion Hotel  
1981 N. Central Expy  
Richardson, TX 75080  
214/644-4000  
*Supplier*

**William R. Hinds**  
American Transfers & Tours  
4230 LBJ Freeway  
Dallas, TX 75244  
214/980-6711  
*Supplier*

**Jeana Long**  
Systemware, Inc.  
12770 Coit Road #1008  
Dallas, TX 75251  
214/239-0200  
*Planner*

**Douglas Martin**  
The Diamond Club • Arlington Ballpark  
1000 Ballpark Way  
Arlington, TX 76006  
817/795-9006  
*Supplier*

**Judy Neathery**  
Texas Society of CPAs  
1421 W. Mockingbird Lane #100  
Dallas, TX 75247-4957  
214/689-6053  
*Planner*

**Kelly Nolan**  
Bronco Entertainment Center  
2600 Fort Worth Avenue  
Dallas, TX 75211  
214/943-1777  
*Planner*

**Jill Nolbeck**  
Texas Credit Union League  
4455 LBJ Freeway #916  
Farmers Branch, TX 75244  
214/980-5482  
*Planner*

**Jane Noll**  
Gray Line Worldwide  
13760 Noel Road #1000  
Dallas, TX 75240  
214/934-9440  
*Planner*

**Joanna K. Offutt**  
Student  
4918 12th Street  
Lubbock, TX 79416  
806/795-7868  
*Student*

**Michele Peek**  
Harvey Hotel Downtown  
400 N. Olive  
Dallas, TX 75201  
214/922-8000  
*Supplier*

**Donna Rudolph**  
Keystone Resort  
1385 S. Colorado Blvd. #1604  
Denver, CO 80222  
303/756-4444  
*Supplier*

**Kelly Russell**  
410 Bryan Street #12  
Denton, TX 76201  
817/381-1565  
*Student*

**Jo S. Smith**  
Del Lago Resort & Conference  
Center  
600 Del Lago Blvd.  
Montgomery, TX 77356  
409/582-7411  
*Supplier*

**Kim Tinkham**  
Blue Chip Chauffeured  
Transportation  
320 E. NW Pkwy  
Southlake, TX 76092  
817/540-0032  
*Supplier*

**Angela Williams**  
Red Lion Hotel Airport  
6021 N. IH 35  
Austin, TX 75251  
512/371-5241  
*Supplier*

**Kimberly B. Zekany**  
ITT Sheraton Corporation  
12770 Coit Road #105  
Dallas, TX 75251  
214/980-4934  
*Supplier*



**Amy Dugan**  
Garrett Creek Ranch

**Phyllis R. Firebaugh, CMP**  
Krisam Group

**Debbie L. Meyers**  
Bravo! Entertainment

**Suzann J. Oliver**  
Society of Diagnostic Medical Sonographers

**Sheri A. Pappas**

**Gregory P. Pynes**  
Town of Addison

**Amy C. Redfearn**  
Meeting Professionals International

**Deborah F. Small**  
Society of Petroleum Engineers

**Patricia A. Tripp, CMP**  
Princess Cruises & Tours

**Robert E. Walker**  
AVW Audio Visual Inc.

D/FW Chapter members who recruited at least one new MPI member this year were listed in the May issue of CURRENT. Add these to that list:

### D/FW Chapter Membership is 593

Membership in the D/FW Chapter of MPI stands at 593, including 269 planners (45.5%), 321 suppliers (54.4%) and three students. That figure indicates a retention rate of 68.46%.

## D/FW Chapter Announces New Associate Membership Category

By Sherri Cook, CMP  
*Sherri Cook & Associates*

Interest in membership in the D/FW Chapter is in high demand! Members of other MPI Chapters have expressed interest in the activities of this award-winning—"Chapter of the Year"—chapter!



**Sherri Cook, CMP**  
Vice President/  
Membership

The New Associate Membership category was designed to meet the needs of individuals such as sales representatives whose territory includes the D/FW area (CVBs, hoteliers, other suppliers) or those who market their product or service to the D/FW area (all industry-related vendors); planners who

plan and hold meetings in the D/FW area; company or association employees who come to the D/FW area and want to keep up with our calendar information; as well as other vendors with business pursuits in the D/FW area.

The Professional Education Conference coming to Dallas in December also brings more interest in associate membership in the D/FW Chapter.

To qualify for D/FW Chapter Associate Membership, a person must be a current MPI member of another chapter and keep his membership renewed with MPI International.

With the exception of voting benefits, an associate member of the D/FW Chapter is entitled to all other privileges of regular membership: • all chapter monthly mailings, including the news-

letter and other activities announcements; • a copy of our Membership Roster or Annual Directory; • listing as an Associate Member in the Directory; • preferred advertising placement in our monthly newsletter and Annual Directory; • attendance at monthly meetings at the member rate for advance registration; and • participation in all chapter activities.

An associate membership is \$60.

The completed form—a copy is inserted in this issue of *CURRENT*—should be forwarded with a check to the D/FW Chapter office at 10875 Plano Road, Suite 115; Dallas, TX 75238.

Upon receipt of the form with check and membership verification, a New Member packet containing the current newsletter and Annual Directory will be forwarded to the new Associate Member.

Additional copies of the associate membership form are available at the information desk at each monthly meeting.

## Recent Renewals

## D/FW Chapter Members Appreciated for Ongoing Involvement and Support

Holly Adams  
JCPenney Company, Inc.

Bill Antonisse  
Carol Marks Music

Melanie Arguello  
Fort Worth CVB

July R. Benaroch, CMP  
Sunbelt Motivation & Travel, Inc.

Kaye Burkhardt  
Dallas Fan Fares, Inc.

R. Edward Cobb  
Attractions, Inc.

Marty Dahlgren  
Boy Scouts of America

Don DeFeo  
Medallion Hotels, Inc.

Barbara Derkson, CMP  
American Electronics Association

Amy Dugan  
Garrett Creek Executive Conf. Center

Phyllis Firebaugh, CMP  
Krisam Group

Kathy Fisher  
Affiliated Computer Services, Inc.

Richard Gilliland  
Albuquerque CVB

Dick Glockner  
The Dallas Grand Hotel

Kimm E. Guerriero  
Kimm Guerriero Meeting Specialties

Robert B. Harvin  
American Airlines

Les Hudson  
Sales Specialties, Inc.

Lisa L. Kellum  
DFW Hospital Council

Diana L. Kolanowski  
Homestead Village

Lori Mauser  
Irving Convention & Visitors Bureau

Codi Missimo  
Doubletree Lincoln Center

O.D. O'Donnell  
Nightlife Talent & Management  
Agency

Claudia Potter  
Doubletree Hotel Lincoln Centre

Betty Presnall  
DFW Town Cars

Gregory Pynes  
Town of Addison/Addison  
Conference & Theatre Center

Sherry Richardson  
Taco Bell

Janis Shaffer  
Dallas Chapter of CPA's

Stephanie Staubach  
Personalities International

James Timm  
ITT Sheraton Worldwide Sales

## President's Message • Presidential Thank Yous

continued from page 1

them to take advantage of chapter educational programs, the Annual Convention and the Professional Education Conference.

When the *Education 2000 Task Force* took a hard look at monthly programs, educational sessions and networking opportunities, a new concept for member growth and involvement was developed. The revolutionary "pod" plan—look for more information soon—represents a giant step towards educational excellence and personal growth for our members with *convenience* as the key.

Vice President/Programs **Cathy Mason** (BTI Americas/US Travel Incentives) and her energetic committee did an exceptional job providing monthly programs that were educational, enlightening, ingenious and a lot of fun. Always looking for new ways to provide innovative insights into our industry, this committed team met the challenge and provided a level of programming excellence this chapter has come to expect.

One of the biggest challenges our chapter faced this year was growing its membership during a time when companies are downsizing. It was an uphill battle, but Vice President/Membership **Sherri Cook, CMP** (Sherri Cook & Associates) and her hard-working committee members gave us a reason to try. The "Membership is Golden" recruitment campaign, coupled with renewal and retention efforts, helped increase our membership to 593. More members than ever experienced the Orientation Program, and the Phone Tree continues its efforts to keep members abreast of monthly programs.

Vice President/Administration **Michelle Carter** (Southfork Ranch) worked hard to ensure that chapter business ran smoothly from the board, to the chapter secretary, to the membership. Her efforts toward production of the new Chapter directory will give us one of the most complete, concise and correct directories ever. Thanks also, Michelle, for meeting the challenge of providing excellent minutes of our board meetings.

With the assistance of Chapter Secretary **Sandi Ersparmer**, Michelle provid-

ed a smooth registration process at monthly meetings. Our thanks to Sandi and other chapter office staff members for handling the myriad of requests received on a daily basis in a quick, efficient and friendly manner. Their efforts, while not always recognized or applauded, are important to all of us.

Vice President/Public Relations **Mary Lynn Novelli** (Sterling Hotels & Resorts) set the tone and encouraged her committees to excel in Public Relations. "The Kids Charity Ball" raised more than \$55,000 to support our charities. Our Chapter's involvement in the travel and tourism industry's "Legislative Action Day" in Washington, D.C. was just the beginning of a determined effort to increase government's awareness of the impact our industry has on global economy.

A special thank you to P.R. team members and newsletter teammates **Gracie Hatfield Hilton** (The Write Stuff) and **Mark Lazarow** (Mark Lazarow Photography). Gracie, our newsletter editor—always pushing deadlines—sets about the challenging task of producing an award-winning publication. (The D/FW Chapter was recently recognized for outstanding achievement in newsletter content and design.) I'll never know how Mark—our faithful chapter photographer—manages to make us all look so good so often—but I hope he keeps it up! Mark, the big picture just wouldn't be the same without you!

Vice President/Finance **Carolyn Carey, CMP** (SEI Incentives) spent the last two years laying the groundwork for a "fiscally-fit" D/FW Chapter. Thanks to her efforts, we're in the enviable position of being financially sound with excellent procedures in place to continue that trend. Under her guidance, aided by **Jeff Means** (SEI Incentives), our Job Bank continues to assist Chapter members who are looking for new opportunities.

Immediate Past President **Lesley Meyer, CMP** (Sunbelt Motivation & Travel, Inc.) looks forward to "board retirement" (probably the reason she's been smiling so much lately!). Serving this year as Chapter liaison to Love For Kids, D/FW Council of Past Presidents Chair

and Nominations Committee Chair, Lesley's been a busy gal. Not one to slack off too quickly, Lesley has committed to serving as Transportation Committee Chair for next December's MPI PEC in Dallas.

President-Elect **Phyllis Firebaugh, CMP** (Krisam Group) has been proactive this year both on the board and in chapter activities. She and her committee led the effort to raise more than \$6,400 for the MPI Foundation through a most successful fundraiser. As evidenced by her participation this year, I've no doubt that we can look forward to even greater things in the coming year as Phyllis assumes the presidency.

My thanks also to our outstanding Board of Directors—**Jim Follett** (Inter-Continental and Forum Hotels), **M.T. Gnad** (Independent), **Steve Kemble** (Steve Kemble Event Design), **Jeff Means** (SEI Incentives), **Greg Pynes** (Town of Addison), **Jan Pollard** (Omni Hotels National Sales), **Linda Sergeant** (Bill Reed Decorations) and **Dorrit Turner** (Yellow Rose Touring & Special Events).

Active on the board and in various committees, these dedicated members have given much of their time and talent during this year to help our chapter reach its goals. Their spirit has been contagious and I thank all of them for their total support and commitment.

To many other dedicated members who served in leading positions this year, congratulations on jobs well done. Thanks to: **Bobby Bulger** (Bobby Bulger Travel Concepts) Gemelli Committee; **Alan Powdermaker** (Circle R Ranch), MPI International marketing liaison; **Gail Lemaire** (The Adolphus Hotel), Conference Committee; **Linda Sergeant** (Bill Reed Decorations), SIG liaison; **Suzann J. Oliver** (Society of Diagnostic Medical Sonographers), Awards Committee; and **Greg Pynes** (Town of Addison), Government Affairs liaison.

This chapter is "one of a kind." Whether or not we continue to win the distinguished "Chapter of the Year" award, in our hearts we know the truth—the D/FW Chapter is *the* chapter because we have the most dedicated, hard working, com-

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### President's Message continued from page 16

mitted members found anywhere. *You* are what makes this chapter a success.

Last July, when I selected the theme "The MPI Challenge," I knew we'd do our best to take advantage of every opportunity and meet every challenge and you've surpassed *all* my expectations. So, as we end another exciting year, I thank each and every one of you for joining me in accepting the *MPI Challenge*. I'm so proud to have served as your president. It's been an honor and an experience I'll never forget!

# MPI

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## Membership Benefits

*Why do MPI members—12,000 internationally, and approximately 600 in the D/FW Chapter—renew every year?*

### ✓ Publications

- Meeting Manager (I)
- D/FW Chapter Newsletter—*CURRENT* (C)
- MPI Express (I)
- International Directory (I)
- Local Chapter Directory (C)

### ✓ Continuing Education

- Annual Meetings: PEC, Annual Conference, and Institutes I & II (I)
- CMP Courses: University and Informal Study Courses (C)
- "How To" Breakfasts (C)
- Brown Bag Lunches (C)
- Richland College Courses (C)
- "Walk A Mile In My Shoes" Hands-On-Training (C)
- Monthly Meetings
- Special Interest Groups (C)
- Executive Workshops (C)

### ✓ Networking

- Monthly Meetings (C)
- Committee Involvement (C)
- Gemelli Chapter (C)
- MPINet (I)
- Buddy Program (C)
- Information Exchange (I&C)
- Diverse Marketing (I&C)
- Industry Trends (I&C)
- Business Opportunities (I&C)
- Business Relationships (I&C)
- Peer Interaction (I&C)

### ✓ Career Assistance

- Job Bank (C)
- Scholarship Opportunities (C)
- Unemployed Meeting Assistance (C)

### ✓ Marketing Your Product/Service

- Mailing Labels for Purchase (I&C)
- Advertising in Publications (I&C)

### ✓ Professional Growth

- Local Chapter and International Level Awards (I&C)
- Community Activities (C)
- Monthly Meetings (C)
- State of the Art Meeting Industry Software and Tapes (I)
- Discounts on Credit Cards, Car Rentals, Insurance, Hotel & Shipping (I)
- PGA—Professional Growth Awards (C)
- Committee Involvement (I&C)

### ✓ Research Information

- Governmental Affairs (I&C)
- Resource Center (I)
- MPINet (I)
- MPI Foundation (I)
- Government Liaison—Legislative Action (I&C)

**Benefit Keys** (I) MPI International (C) DFW MPI Chapter

*Love for Kids Provides Love for 'Seniors,' too*

## D/FW Chapter Volunteers Bring Cheer to 1000+ 'Seniors' at 15th Annual Spring Fling



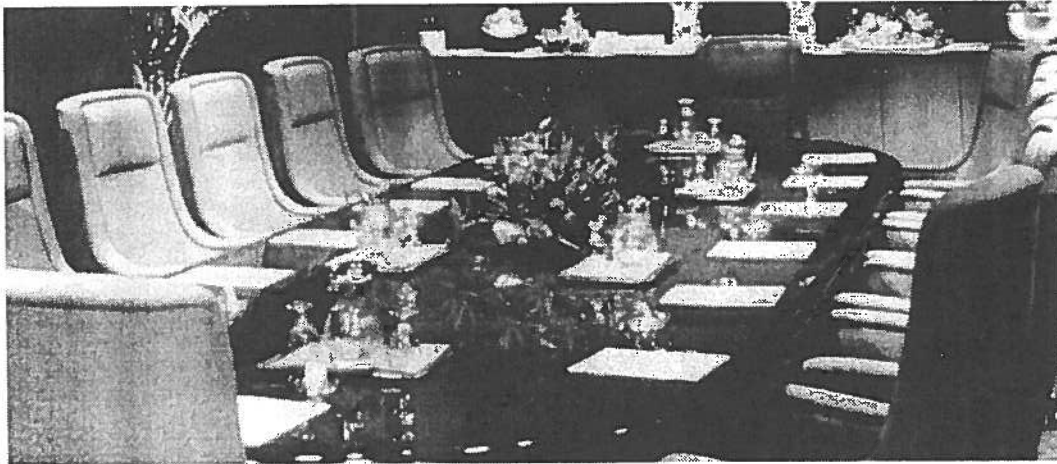
LEFT: D/FW Chapter member **Alan Powdermaker** (Circle R Ranch) pauses to pose with the Sunflower Girls from Garland Senior Center. The Sunflower Girls were among more than 1000 "seniors" present for the 15th Annual "Love for Kids" Spring Fling. Trinity Hall at Loews Anatole Hotel was converted into a spring bouquet of color and balloons by generous volunteers contributing time and goods to ensure our local seniors receive their fair share of "love" and fun.



ABOVE: Lesley Meyer, CMP (Sunbelt Motivation & Travel, Inc.), the D/FW Chapter liaison for "Love for Kids," recruited a half-dozen volunteers to help with Spring Fling. Pictured are **Alan Powdermaker** (Circle R Ranch), who, along with Bill Barrett, founded the LFK organization in 1975; **O.D. O'Donnell** (Nightlife Talent & Management); **Charles Mentessana** of "The Brisket;" **Suzie Carr, CMP** (SBC Annuity Board); **Sandra Moten** (Mobil Oil); **Sherri Cook, CMP** (Sherri Cook & Associates); and **Elizabeth Chandler** (Meadows Foundation). All LFK activities are performed by volunteers. Contributions benefit disadvantaged children, medically fragile children, and senior citizens.

LEFT: **Lucille Raynor** from Martin Luther King Center won the Hat Contest with a creation she decorated with her mother's jewelry. Other activities included a barbecue lunch, a floor show by the Dallas Tap Dazzlers dance troupe, and dancing to the sounds of the Dallas City Limits Band.





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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 50 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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