

CURRENT

Meeting Professionals International

October 1995

Dallas-Fort Worth Chapter

President's Message

Every Chapter Member Can Benefit from PEC '95

By Phyllis Firebaugh, CMP
Krisam Group

With our commitment to excellence in educational offerings, the PEC will be the premier opportunity this year! Every member of the D/FW Chapter can benefit from the upcoming Professional Education Conference (PEC) scheduled in Dallas, December 10-12.



Phyllis Firebaugh, CMP
D/FW Chapter President

The 1995 conference, entitled "Elevating Meetings to Achieve the Bottom Line," offers more than 70 educational workshops addressing technological topics to legal issues. Top names in the meeting industry will discuss cutting-edge concepts which empower attendees with the abilities to enhance meetings management skills, document success, maximize return on investment (ROI), and be recognized as an integral part of a management team.

Making it an even wiser investment, we can attend without the usual travel expenses. Be sure to set aside the dates on your calendar now and register by October 20 to receive the "early-bird discount."

A "laboratory" experience is available for those willing to contribute time, talent and resources through

(continued on page 12)

MPI

MEETING PROFESSIONALS INTERNATIONAL

October D/FW Chapter Meeting

"How to Lighten Up Before You Tighten Up"

featuring Mike Roberts of
Professional Development Seminars

Thursday, October 26

Harvey Hotel Downtown

400 N. Olive
Dallas, Texas 75201
214-922-8000

Orientation 11:00 a.m. Room 7005
Reception & Registration 11:00 a.m. Room 7001
Luncheon & Program 12:15 p.m. Room 7011

Self parking (Pearl Street) • Pay \$1 at registration.
Valet Parking \$5 (Olive Street)

R.S.V.P. to Joe
by noon, Tuesday, Oct. 24
214-746-5678

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

CORRECTION!!!!!!

TO MAKE RESERVATIONS FOR THE OCTOBER MEETING, CALL THE MPI-DFW CHAPTER OFFICE AT 214/774-1404!

INSIDE

October Meeting			
Surfin' the MPINet	5	Membership News	14
Opinion, Please	7	Joint Texas Chapter Retreat	17
Education News	8	The Kids Charity Ball	18

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

October 26, Thursday
Chapter Meeting
11:30 a.m./Lunch
Harvey Hotel Downtown
"Lighten Up before You Tighten Up"

November 16, Thursday
Chapter Meeting
11:30 a.m./Lunch
Embassy Suites Park Central
"Music in Meetings"

December 21, Thursday
Chapter Meeting
Holiday Party
Venue TBA

1996
January 25, Thursday
Chapter Meeting

February 29, Thursday
Chapter Meeting

March 28, Thursday
Chapter Meeting

April 25, Thursday
Chapter Meeting

May 23, Thursday
Chapter Meeting

EDUCATIONAL OPPORTUNITIES

Oct. 17-Nov. 14
CMP Study Course
Addison Conf. Center
6-8 p.m.

Nov. 3-4
CMP University

November 8
Brown Bag Luncheon
"Roundtable Discussions"
Sheraton Park Central

December 2, Saturday
CMP Exam
Dallas

December 6
"How To" Breakfast
Venue TBA
"Budgeting"
7:30-9:30 a.m.

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

*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
November 1
Royal Oaks CC
"Creative Business Letters"

TxACOM
October 27
Sheraton Grand Hotel
"Audio Visual Needs & Wants"
11:30 a.m./Lunch
FAX: 214-746-6693

October Meeting Highlights

'Lighten Up Before You Tighten Up' Says Mike Roberts at Harvey Hotel Downtown

By Cindy Hamilton
Cityplace Conference Center

At the October 26 luncheon meeting at the Harvey Hotel Downtown, Mike Roberts, executive director of Professional Development Seminars, a Dallas-based Professional Training Company, will tell us to "Lighten Up Before We Tighten Up."

His interactive program will include techniques to help us •stay calm and productive under pressure; •dealing with temper; •stay flexible; •turning stress into energy; and •use humor in the workplace.

Roberts' humorous presentation, "How To Keep An Elephant Off Your Air Hose," received rave reviews at MPI's Annual Convention in Chicago in June, and he has been invited to speak at the request of several of our D/FW Chapter members.

Roberts and his wife, Lynn, were the founders, administrators, and full-time house parents of Rainbow House for Children. During 14 years at Rainbow House, Mike researched and developed programs dealing with human behavior. He explored the ways early childhood messages influence our personal and business relationships and our perception of our own ability to succeed.

Orientation will begin at 11:00 a.m. in the Live Oak Room. Registration and

the reception will begin at 11:30 a.m. in the Grand Ballroom foyer on the second floor. The luncheon will begin at 12 noon in the North Ballroom.

Continuing Education Unit (CEU) forms are available for the educational program.

Self-parking, \$1—to be paid at registration— can be accessed from Pearl Street. Valet parking, \$5, is available on Olive Street in front of the hotel.

Co-chairs for the October meeting are Ken Rowe (Class Act Special Events), and Leah Belasco (Cooper Aerobics Center).



Mike Roberts • Professional Development Seminars

Mike Roberts' presentation includes

- Techniques To Help You Stay Calm and Productive Under Pressure
 - What To Do When You Lose Your Temper
- How To Become "Fluid and Flexible" In Today's World
- The Importance Of Turning Stress Into Positive Energy
 - How To Introduce Humor Into Your Workplace

October Host Facility

Harvey Hotel Downtown

The Harvey Hotel features 502 newly-renovated guest rooms, of which 34 are suites, and 35,000 square feet of meeting space.

Amenities of the hotel include a complimentary exercise facility, laundry service, 24-hour guest service hotline, express check out, and skywalk access to the Americas Atrium with restaurants, shopping and ice rink. Guests can relax in The Harvey's restaurant facilities including Harvey's Market; "Quotes," a new sports bar; and the beautiful Lobby Bar.

Situated in the heart of the Dallas Arts District, The Harvey has shopping and nightlife within walking distance. Nearby are such facilities as the Morton H. Meyerson Symphony Center, the Dallas Museum of Art, the Majestic Theater, and the original Neiman Marcus.

Self-parking, \$1, is available at the Pearl Street entrance. Valet parking, \$5, is available on Olive Street.

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 . . .

The PO'Ds are meeting! The PO'Ds—Professional Opportunity for Development groups—are the D/FW Chapter's answer to this question: "How can we develop and deliver our chapter's educational mission to almost 600 members spread throughout the Dallas/Fort Worth metroplex?"

The Board of Directors conducted a survey and the most frequent response was a request for "member involved" education programs. The respondents asked for a program that met these criteria: variety, plus ease of time, distance and cost.



Gracie H. Hilton
The Write Stuff
CURRENT Editor

A task force divided the metroplex into ten PO'Ds—and the first PO'D meeting has occurred. Late last month **Charlotte Merrill-Davis** (Event Source Professionals) and **Cheryl Beasley, CMP** (SABRE Travel Information Network called PO'D #9 together for a noon-time meeting at the American Airlines Training & Conference Center.

Look for more about the PO'Ds in next month's *CURRENT*.

Two months and counting until Dallas and the D/FW Chapter will host one of MPI's largest conferences! The '95 **Professional Education Conference (PEC)** — **Dec. 10-12** at the **Wyndham Anatole Hotel** — will be the first big MPI meeting in Dallas since 1979, and the Host Committee is counting on the D/FW Chapter to help make the PEC in Dallas the best yet.

At the September Board of Directors meeting, the Board adopted the following **Alcohol Policy Statement**.

"The D/FW Chapter of MPI recognizes and supports the many legitimate uses of alcoholic beverages in the process of conducting our business and social activities. As a chapter, we also recognize that the use and consumption of alcohol at our functions carries with it the requirement to consume those beverages responsibly and in keeping with our professional code of ethics and conduct. We strongly oppose the abuse and misuse of alcohol.

We further support those efforts that seek to inform our members of the issues concerning alcohol use and in offering assistance to any members seeking further information and/or assistance either personally or professionally."

One such source is The Stargate Foundation, founded in 1992 by D/FW Chapter member **Don DeFeo**. DeFeo (Medallion Hotels) welcomes calls (214/419-7695, business; 214/539-0773, home) from anyone interested in further information or assistance.

For three consecutive years **Sherry Burns**, administrative assistant to **Lesley Meyer, CMP** (Sunbelt Motivation & Travel, Inc.), faithfully proofread each and every issue of the *CURRENT*. All *CURRENT* contributors came to rely on Sherry's sharp eye for typos and other errors.

This year, we're giving Sherry a breather and have called on **Karla Plummer**, administrative assistant to **Mary Lynn Novelli** (Sterling Hotels & Resorts) to eagle-eye the newsletter just before it goes to press each month. Karla started lending her proofreading expertise last year when Mary Lynn served as v.p./public relations.

Many thanks to all four of these D/FW Chapter enthusiasts for proofreading expertise and service!

—ghh ☺

Keep Your Meeting Within Range.

For company and association events, The Double Tree Ranch lends a country air within range of the Dallas and Denton areas—and your budget. Whether your group numbers several hundred or a couple thousand, you've got the run of the ranch, including the lake, pool, ranch house and more. **Call today for a brochure and to check on open dates.**



DOUBLE TREE
RANCH

214-317-5000 FAX 214-317-8491
310 Highland Village Road Lewisville TX 75067

CMP Study Opportunities

CMP Study Course

remaining sessions:

Oct. 17
Oct. 24
Oct. 31
Nov. 7
Nov. 14

CMP University

Nov. 3-4

for more information:
Pat McCain, CMP
(Krisam Group)
214-458-8692

CURRENT Deadlines

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

ISSUE	DEADLINE
Nov. '95	Oct. 13, Friday
Dec. '95	Nov. 10, Friday
Jan. '96	Dec. 15, Friday

Copy is cheerfully accepted early. Because of production schedules, information received after 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 send copy via Compuserve: 75647,22.



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.



What should a new netter do the first day?

First, complete your member profile! On the MPINet+ Forum screen, click on "Special" pull-down menu and then click on "Change Member Entry." You have just two lines to use, so be brief. In order to show up in the membership directory, you must complete the profile. Take a look at other profiles to get an idea of what others include.

Next, browse and explore the message boards and library sections, especially the "New User" library. For example, "Location/Facilities" is where planners post upcoming needs. Over 300 site/hotel representatives worldwide are booking business from this section.

Also, create a message in the "Welcome To MPINet" section, telling everyone who you are, where you are from, and what you do!



Is it possible to e-mail someone who is using another service—such as America On Line or Prodigy—from CompuServe?

Yes! First, type INTERNET. Then add the recipient's address. (It is easier to pick up the phone and ask for an address than it is to try and find it online! Save it in your "address book"—some are long!—so you will have to type it only once.

For a subscriber to America On Line: **Internet:(address)@AOL.com.**

For a Prodigy subscriber: **Internet:(address)@Prodigy.com.**

My e-mail address for someone not on CompuServe is **Internet:74117.705@CompuServe.com.**



How do you send a file electronically?

The file sent must be written in a software program the receiver can read. I submit the MPINet column to CURRENT Editor Gracie Hilton (The Write Stuff) every month by file transfer, because we both use Word For Windows 6.0 (If Gracie were using another software system, such as WordPerfect, I would need to convert my file to ASCII before sending.)

Steps for sending a file in Wincim:

- (1) Click once on "Mail" on the toolbar at top of screen.
- (2) Click once on "Send File" from the pull-down menu.
- (3) Enter the recipient or recipients from your address book list or type in new name.
- (4) When Send File Message window appears, enter a title for document in the "Subject" box. Click once on the "File" push-button to get list of directories and files and select the file you wish to send.
- (5) Click on arrow next to "File Format" box to choose the format. Choose Text for all DOS Text and ASCII files. Choose Binary for all spreadsheet formats (& files being sent to be included in the CURRENT). Choose GIF or JPEG for graphics.
- (6) "Additional Information" is a place to add brief comments, such as the format of the file—for instance, Word for Windows 6.0.
- (7) Click "send now" to send the file.
- (8) Recipient will receive an e-mail notice and will need to click "retrieve" box to read the file.
- (9) The file will be stored in the \cserve\download directory on the recipient's hard drive.



How will CompuServe's New Pricing affect us?

Effective September 10, 1995, the \$9.95 a month fee for CompuServe membership entitles subscribers to five free hours of service. This includes forums, mail, and Internet access. After the first five hours, additional hours are billed at the rate of \$2.95/hour. A Super Value Plan was also offered effective September 10.

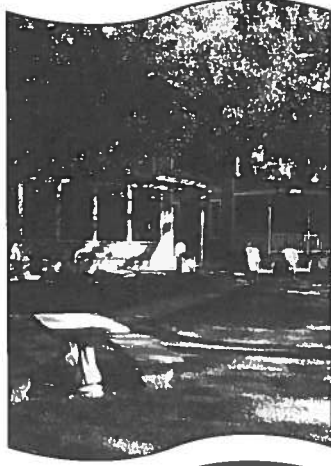
What does this mean to MPINetters? The \$7 per month you pay to subscribe to MPINet covers the time spent in MPINet and its associate forums. You have unlimited time in MPINet without additional charge, but the "clock is ticking" when you are doing other things on CompuServe.

D/FW Chapter "Netters"

As this issue of CURRENT goes to press, D/FW Chapter members among MPINet subscribers include:

- Ellen Beckert (The Freeman Companies) 74117,244
- Bill Boyd, CMP (Sunbelt Motivation & Travel, Inc.) 73164,2013
- Inga Bowyer (ROI Meetings and Events, Inc.) 74161,114
- Sherri Cook, CMP (Sherri Cook and Associates) 74161,534
- Greg Elam (Dallas CVB) 74117,706
- Barbara Fett 74117,654
- Phyllis Firebaugh, CMP (Krisam Group) 74161,645
- Jim Follett, CHSE (InterContinental and Forum Hotels) 74117,545
- Steve Foster (Yellow Rose and Touring) 74161,523
- Betty Garrett, CMP (Garrett Speakers International) 74117,157
- M.T. Gnad (Independent Planner) 74161,732
- Sally Goldesberry, CMP (Meetings & Exhibits Specialist:74117,121
- Gracie Hilton (The Write Stuff) 75647,22
- Pat McCain, CMP (Krisam Group) 74161,360
- Debbie Meyers (Bravo! Entertainment) 74161,334
- Jim Monroe (Gale Sliger Productions) 74117,745
- Darla Ogle (HyperGraphics Corporation) 74642,1064
- Virginia Paxton (Ginny's Gifts) 74161,410
- Lodi Palmer, CMP (Meeting Professionals International) 74117,751
- Jan Pollard (Omni Hotels Nat'l Sales Office) 102706,3435
- Greg Pynes (Town of Addison) 74117,702
- Amy Redfearn (Meeting Professionals International) 72662,3505
- Sal Sessa (Events Photography) 102163,2330
- Linda Sergeant (Bill Reed Decorations, Inc.) 74117,705
- Tracey Smith (Computer Language Research) 74161,540
- Marsha Veach (Meeting Professionals International) 74117,314
- Bob Walker (AVW:)74117,644
- Mollie Wallace, CMP (Miller-Freeman) 73422,3300

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.



The "Inn" Way To Take Care of Business.

Nestled in the trees along the bank of the Paluxy River, the historic Inn On the River has perfected the art of taking care of business. With a peaceful atmosphere that lacks interruptions, you will find that your work is completed with great efficiency.

- State-of-the-Art Conference Center
- Audio and Video Equipment
- Electronically-Controlled Screen
- Fax Machine, Conference Phone, Copier
- 22 Rooms
- Gourmet Meals
- Tranquil and Creative Haven

INN ON THE RIVER

For meeting information and brochures, contact Kathi Thompson at 214-424-7119
205 S.W. Barnard St. • Glen Rose, Tx. 76043 • 817-897-2101 • Fax 817-897-7729

The D/FW Chapter Says Goodbye to . . .

Sandi Ersparmer
(Wholesale Distributors Association) has done a terrific job for the past five years as executive secretary for the D/FW Chapter of MPI. Her warm smile at meetings and helpful attitude over the phone have been appreciated by all. We wish her well in her fulltime role as executive director of WDA!



SUMMER MEETING SPECIALS!



You'll be surprised at the creative options Southfork offers in menus, activity and break suggestions - not to mention the newly renovated and furnished facilities for small groups! *Packages available with area hotels for housing and transportation needs!*

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R A N C H

MPI Facility
of the Year
1994

EVENT & CONFERENCE CENTER Call today for information!
(214) 442-7800



Cathy Mason
(BTI Americas) has been an active member of the D/FW Chapter since she joined in 1992. Last year, when she served as v.p/programs, she was nominated for "Planner of the Year." Her husband, Mike, has taken a management position in Chicago and she is transferring there with BTI Americas. Best Wishes, Cathy!



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 note specifying your interest (hospitality/sales, hospitality/operations, meeting planning, temporary/contract work or internships)
- a minimum of five (5) resumes per interest category
- a check or money order for \$20 (for MPI D/FW chapter members) or \$30 (for non-members) made payable to MPI D/FW Chapter

Send these items to:

Traci Bower
Chair, D/FW MPI Job Bank
P.O. Box 741208
Dallas, TX 75374-1208

Job Bank Phone Line:
214-868-2908

All inquiries are confidential.

D/FW MPI'S
JOB
BANK

Opinion, Please!

Q: What topics would you like to see addressed at upcoming chapter meetings?



Nancy Fiederlein
Independent • planner

A: "As a new member to MPI, I would like to see more information on what is going on in the meetings industry—and educational topics."



Amy J. Doerr, B.S.
**Institute for Spine & Biomedical
Research • planner**

A: "I would like to see more information in my field, Special Health Care Meeting Management."



Camille Cline
**Richardson Convention & Visitors
Bureau • supplier**

A: "I would like to get more information from planners on their 'hand on' experience, especially in international travel."



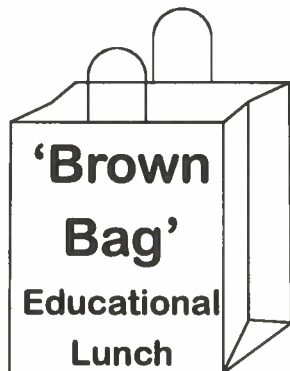
Traci Bower
Reunion Ranch • supplier

A: "... topics about ethics, the future for our industry, law and its effects on independent planners ... also etiquette and business manners ... and how to demonstrate to clients or employers that meeting professionals offer added value ..."

"Opinion, Please" is a question and answer feature column prepared by Dana Nickerson, CMP (Square One Productions), V.P./Public Relations.

EDUCATION NEWS

**"Talk Amongst
Yourselves—I'll
give you a topic."**



**Sheraton Park Central
LBJ & Coit Road**

November 8

11:30 a.m.-1:00 p.m.

- Register by fax for this thought-provoking Roundtable Discussion!
- Have a terrific idea for a fun and interesting topic? Let us hear from you!
- Want to volunteer for the 'Brown Bag' Committee? We need you to help plan just one of five luncheons within the next nine months! Let us hear from you!

*Please fax your registration and ideas to
Melissa Parks (A.F.S.A.)—
214-343-8898.*

*Include your name, company name, phone
and fax numbers.*

*Are you a planner or supplier?
Will you bring a guest?*

The Brown Bag Educational Luncheon Series is free. Bring your own lunch (drinks provided) and treat a friend, client or fellow employee to an informative luncheon.

News Briefs

'Walk a While in My Shoes' Coming Again in Spring '96

Reserve your place now for the spring '96 session of "Walk a While in My Shoes." The success of two former sessions of this outstanding program ensures its repetition.

In both the spring and fall 1995 sessions 20+ participants attended weekly educational programs in venues through the metroplex. In this limited enrollment course—a joint project with Richland College—registrants "walk in the shoes" of other meeting professionals.

Susie Carr, CMP (Annuity Board of the SBC) and her committee are putting together the spring program. Attendees are required to attend six of the eight evening sessions. Fall registration was \$67 per person. Contact Susie Carr, CMP (Annuity Board of the SBC) for more information: 214-720-4658.

Winner of \$25 Education Gift Certificate Sought

Were you the winner of the \$25 education gift certificate in the Education Committee drawing at the July chapter meeting? We lost your name—but we have the certificate.

Call V.P./Education Greg Pynes (Town of Addison), 214-450-6202, and he'll get your certificate to you—and sign you up for professional assistance on an education committee.

Einstein and The Professor

Encourage You to Take Advantage
of These Terrific Educational Opportunities!



Einstein and the Professor

...aka Education News Coordinator **Marti Fox** (BTI Americas) and V.P. Education **Greg Pynes** (Town of Addison)

Oct. 10-Nov. 14

CMP Study Course
Addison Conf. Center
6-8 p.m.

for more info:

Pat McCain, CMP, 214-458-8692

Nov. 3-4

CMP University

November 8

Brown Bag Luncheon
"Roundtable Discussions"
Sheraton Park Central

December 6

"How To" Breakfast
Venue TBA
"Budgeting"
7:30-9:30 a.m.

PEC One Among Many of MPI's Educational Opportunities

By Marti Fox, CTC
BTI Americas

In 1992, I joined MPI without knowing much about the organization. New to Dallas, I was grasping for an understanding of the changing needs of my clients. Saving

photo
not
available

Marti Fox, CTC
Education
News Coordinator

money, holding meetings in the corporate headquarters' city (Dallas/Fort Worth) and making it "special" were important!

I had to learn quickly what resources were available to make things happen! MPI, here I come! I collected business cards at monthly meetings, but I wasn't satisfied! There had to be *more!*

I saw an ad for the 1992 PEC in Hawaii—my childhood stomping ground. A great way to "go home" and get an education too.

I went, I saw, I learned—and returned with trouble-shooting ideas, professional enlightenment, renewed friendships from around the globe and new friends too.

Education has always been the means to meet my personal goals—self-improvement, "keeping up" and "staying ahead" of the competition.

I need a "shot" of information plus new ideas on a regular basis—and the D/FW Chapter had many educational opportunities for me to experience and at different times to fit my hectic work schedule.

You too can find the "light" and the "spark" to revitalize and solve the many challenges you face daily. Your Educational Committee is "hot" and energized with personal experience and topics of interest for the upcoming year.

Don't miss the 1995 PEC. It's in your Dallas backyard!

"Elevating Meetings to Achieve the Bottom Line" will be a powerful learning experience. Meetings professionals will discover new ways to make meetings more exciting, meaningful—and represent a sound investment.

Mark your calendar for Dec. 10-12. Or, plan to come a day earlier and enjoy the free workshop designed especially for current and future chapter leaders.

Interested in qualifying for financial assistance to attend the PEC? Call Sheryl Kuhn (Harvey Hotels) 214-687-0216 for a PGA application!

Professional Growth Awards

provide educational scholarship assistance for D/FW Chapter members.



Help support the PGA—and maybe win a fun prize!—by purchasing raffle tickets at each monthly meeting. Tickets are \$1 each, or 6 for \$5.

For more information contact
PGA Chair Sheryl Kuhn (Harvey Home Office),
214-788-0001 · FAX 214-687-0357

meetings
ELEVATING 
to achieve the bottom line

1995 PROFESSIONAL EDUCATION

CONFERENCE—NORTH AMERICA

DECEMBER 10-12, 1995

WYNDHAM ANATOLE HOTEL

DALLAS, TEXAS

- Two General Sessions
- 75 Workshops
- Unique Networking Forums
- Five Learning Tracks

For more information and registration materials, call 1-214-712-7730.

MPI
MEETING PROFESSIONALS INTERNATIONAL®
Committed to Educational Leadership

September Meeting Highlights

MPI and IAEM Focus on Technology at Joint Meeting, Executive Workshop at INFOMART

Photos by Mark Lazarow Photography



LEFT: The D/FW Chapter of MPI explored Technology in meetings in September. Participants entered the "Information Superhighway" to hear a presentation by David Fox of Knowledge/Web, Inc.

BELOW: Calling the joint meeting of MPI and IAEM to order are IAEM President **Frank Poe** (Director of Event Facilities/Cultural Affairs at the Dallas Convention Center) and MPI President **Phyllis Firebaugh, CMP** (Krisam Group).



Donna Daves (Freeman Companies), **Ginger Cameron** (Hunt Promotions Inc.) and **Patti Towell** (Dallas CVB) model the official host uniform for PEC 1995. Its main component is a stonewashed denim vest with embossed Dallas skyline logo. A host uniform package — including the vest, a Texas flag bandanna and a host's lapel button — is \$44 for most sizes (size XXL is \$49). For information about ordering, contact Apparel Committee Chair **Donna Daves**, 214-638-6454.



Marie Bloechle (Meeting Professionals International) was on hand to promote MPINet. Bloechle is Systems Operator for MPINet which now has almost 1200 members.



LEFT: MPI and IAEM committee members for the September meeting were **Debbie Meyers** (Bravo! Entertainment), **Cathy Mason** (BTI Americas), **Deborah Wheeler** (Society of Petroleum Engineers), **James Slaughter** (INFOMART), **Linda Sergeant** (Bill Reed Decorations, Inc.), Chair **Sally Goldesberry, CMP** (Meetings & Exhibit Specialists), and **Judy Owen** (J&S Audio Visual). Not pictured: **Pati Beaulieu, CMP, CEM**, (Ullo International).

*Photos by
Mark Lazarow Photography*



ABOVE: **David Fox** of Knowledge/Web, Inc., discussed "How the Internet will Affect Our Business." Fox uses the Internet as a platform for developing interactive directories, guides and catalogs.

BELOW: **Darla Ogle** and **Darren Ward** of HyperGraphics demonstrated "Technology Assisted Meetings," a computer-based interactive multimedia approach for surveying groups of people and getting immediate feedback.



Mark Kovacs (Bravo! Entertainment), **Debbie Brennan** (SEI Incentives, Ltd.) and **Audrey Bellah** (SEI Incentives, Ltd.) visit in the exhibit room where 16 vendors displayed.

THANK YOU!

Many thanks to the individuals and companies whose time, talents, and expertise contributed to the enjoyment of the September meeting.

Thank you to INFOMART host **James Slaughter**; **Connie Ward**, director of catering for the Dallas Market Center; and **Gene Gould** (Bauer Audio Visual). Thanks, too, to **Patti Towell** (Dallas CVB) for providing airfare for our speaker; and to **Yellow Rose Touring and Special Events** for decorations.

Program participants included guest speaker **Doug Fox** (Knowledge/Web, Inc.); plus **Darla Ogle** and **Darren Ward** (HyperGraphics).

Special thanks to these program sponsors: Bauer Audio Visual, Inc.; HyperGraphics; Dallas Convention & Visitors Bureau; GES Exposition Services; J&S Audio Visual; and Yellow Rose Touring and Special Events.

Special thanks to these exhibitors: Bit by Bit Computer Rental, D Animation, Dallas CVB, Data Projections, Inc., The Freeman Companies (Freeman Online), HyperGraphics Corp., LiveWorks, Inc., MPINet, PCR-Personal Computer Rentals, Phoenix Solutions, Inc., TimeSaver Software, International Association of Exposition Management, The Internet Store, Travel Perfect Software, Inc., and Travel Technologies Group.

Thanks to **Greg Elam** (Dallas CVB) for providing the CD ROMs for the PGA drawing.



Steve Kemble (Steve Kemble Event Design) and **Greg Pynes** (Town of Addison), right, welcome guest **Susan Piot**, center, to the September chapter meeting.

Don Dillon and Associates

D/FW Chapter Hires New Office Management Team

By Linda Sergeant
Bill Reed Decorations, Inc.

As vice president/administration, I am pleased to announce that, effective Oct. 1, the Dallas/Fort Worth Chapter of MPI is under the management of Don Dillon and Associates. Founded in 1983, Don Dillon and Associates, comes to MPI with excellent references.



Joe Kolb
Don Dillon Associates

Under the new arrangement, the chapter office has moved to a new location—see new address and other information in the box at the bottom of this page—and is under the direction of Executive Secretary Joe Kolb.

The Dillon staff—under Joe's direction—will handle monthly meeting reservations and the registration process—be sure to introduce yourself to Joe at the October Meeting! The staff will also handle mailout of the *CURRENT* and will assist the vice presidents in their projects,

direct incoming calls to the appropriate chapter member, and provide other necessary services.

"We are proud to serve as the new headquarters for the Dallas/Fort Worth Chapter of Meeting Professionals International, and look forward to building a long, mutually successful professional relationship," said Don Dillon, president, Don Dillon Associates.

"Meeting Professionals International represents the best of the best, and I am excited to be a part of the Dallas/Fort Worth Chapter as it helps its members meet the challenges of a changing marketplace," said Joe Kolb, new DFW/MPI executive secretary.

I speak for the entire Board of Directors and in extending a hearty thank you to former chapter office manager, Sandy Erspamer, Wholesale Distributors Association, for seeing the D/FW Chapter through a tremendous growth and development period. We sincerely appreciate her administration and guidance for five years of service.

(See photo on page 6.)

The new chapter office address is:

Dallas/Fort Worth Chapter of MPI

4020 McEwen • Suite 105
Dallas Texas 75244

214-774-1404
FAX 214-490-4219

Joe Kolb, Executive Secretary

E-Mail:

74742,1725 (CompuServe) or INTERNET:74742.1725@compuserve.com

President's Message—PEC '95
continued from page 1

volunteering on one of the committees to make it happen!

Dallas has a commitment to make it the best-ever PEC and peers from all over the country are eager to come to Dallas. As always, your contributions will leave them "wowed!"

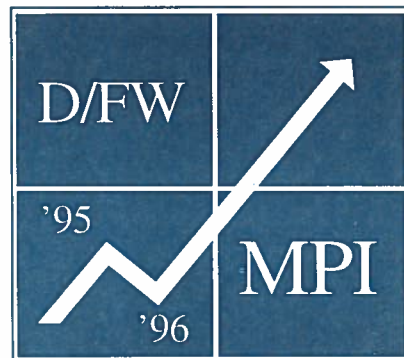
Even if you contribute a service that you already do well, you will have other experiences outside your usual responsibilities that can broaden your professionalism and background tremendously.

Growing our businesses is an important goal for all of us. The estimated direct dollars benefiting Dallas during the three-day conference is \$4,779,450, with a long term economic impact of \$14,338,350. Doesn't it make sense to you and your company to be a part of this kind of economic opportunity?

Opportunities abound for professional education, networking, showcasing our businesses; making an economic impact on our city; and especially experiencing the exhilaration from *exceeding expectations* that are, by reputation, already high! Especially now, we need your . . .

Commitment to Excellence!

Commitment
to
Excellence



Exceeding Expectations!

D/FW MPI Stars!

Chapter members who contribute services or products to chapter meetings and special events will be recognized as STARS of D/FW MPI. Member companies can achieve up to "FIVE STAR" status.

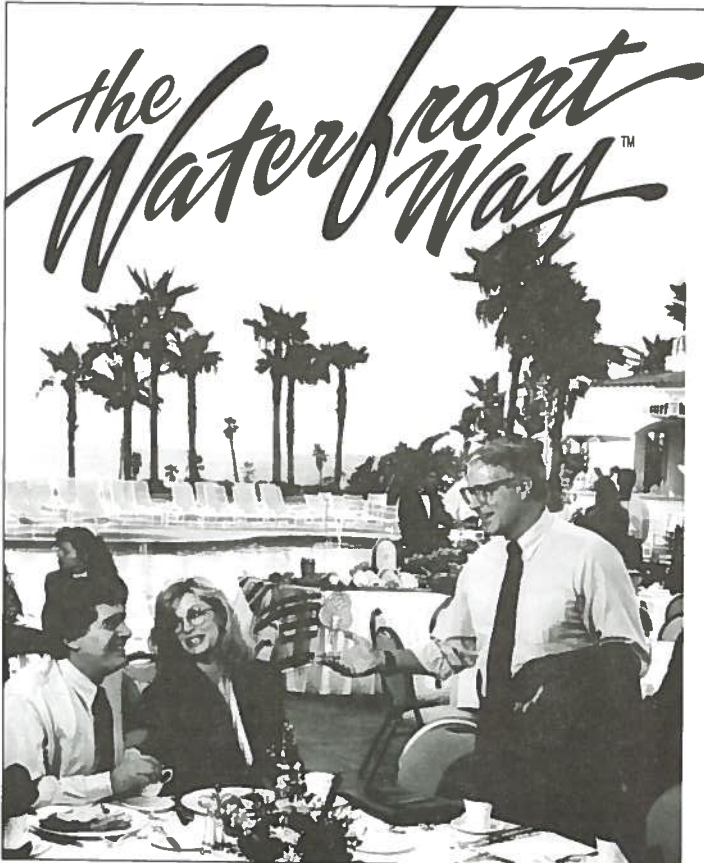
If you have a product or service you would like to showcase, call or fax your board resource liaison. And when your company donates a product or service, be sure to provide a tracking form to the appropriate board member.

Report 'Star Status' Offers & Records to these Board Members:

Resource Liaison	Resource Area	FAX
Jan Pollard (Omni Hotels)	Chair	214-444-8822
Deborah Wheeler (Society of Petroleum Engineers)	Transportation	214-952-9435
Susie Carr (Annuity Board of the SBC)	Hotels, Caterers, Meeting Sites	214-720-2105
Sherri Cook (Sherri Cook & Associates)	Audio Visual	214-732-9398
Gail LeMaire (Adolphus Hotel)	Speakers, Entertainment	214-651-3563
Tracey Smith (Computer Language Research, Inc.)	Decorators, Gift Baskets, Promo Items	214-250-7859
Kathi Thompson (The Inn on the River)	Printers, Graphic Artists, Signage	214-424-9766

Watch for the Stars!

Watch for regular listing of D/FW MPI Stars!



It's the perfect way to go at the new Waterfront Hilton Beach Resort...overlooking 8 1/2 miles of the widest, whitest and sandiest beach in Southern California.

21 meeting and function rooms, 14,000 square feet in all, including a Grand Ballroom, plus 11 boardrooms overlooking the Pacific. All high-tech, high-styled, and four-diamond rated...with your own meeting services manager to make sure your meeting runs smoothly from start to finish.

300 spacious oceanfront rooms, each with private balcony. Concierge floors with private check-in and special lounge.

For recreation, there's swimming in pool or ocean, sunbathing, surfing and sailing, tennis, beach hiking, bike riding, kite flying, golfing nearby, and our private fitness center and spa.

Close to the best of Los Angeles and Orange County, you'll find the Waterfront Way the perfect way for your next meeting.

Ask about our hotel video.

New Pavilion adds 6000 sq. ft. of meeting and exhibition space

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800/822-7873 • 714/960-7873
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'New Kids on the Block'

D/FW Chapter Welcomes 18 New MPI Members!

Ron E. Couget Jr.
Le Meridien Hotel
614 Canal Street
New Orleans, LA 70130
504/527-6753
504/586-1530 (fax)
Supplier

Susan E. Czajka
VLSI Technology, Inc.
850 East Arapaho Road, Suite 270
Richardson, TX 75081
214/705-2401
Planner

Darcie L. Dobbs
Dallas Market Center
2100 Stemmons Fwy, MS400
Dallas, TX 75207
214/655-6132
214/760-2855 (fax)
Supplier

Patty A. Habeeb
Conventions A La Carte, Inc.
920 Gravier Street
New Orleans, LA 70112-1602
504/529-2121
504/529-1762 (fax)
Supplier

John S. Hernstat, Jr.
Hyatt Regency Lake Tahoe
Country Club at Lakeshore Drive
Incline Village, NV 89450-3239
702/832-3287
702/831-7508 (fax)
Supplier

Donna G. Jack
World Travel Partners
3030 LBJ Freeway, Suite 410
Dallas, TX 75234
214/888-7441
214/888-7577 (fax)
Planner

Mary Barnes Knox
Personalities International
6750 LBJ Freeway, Suite 1100
Dallas, TX 75240
214/934-8764
Supplier

Judie A. McSkimmings
Community Conferences
7 Shel Drake Drive
Kanata, Ontario, Canada K2L 1S5
613/234-8604
613/836-3834 (fax)
Planner

Elyse M. Padden
Harvey Hotel DFW Airport
4545 West John Carpenter Freeway
Irving, TX 75063
214/929-4500
214/929-0733 (fax)
Supplier

Margit S. Pearson
Crowne Plaza Hotel
2222 West Loop South
Houston, TX 77027
713/961-7272
713/961-5575 (fax)
Supplier

Karen R. Pipkin
Miller Freeman, Inc.
13760 Noel Road, Suite 500
Dallas, TX 75240
214/419-7935
214/419-7938
Planner

Marguerita P. Powell
Genentech, Inc.
5005 Colleyville Blvd, Suite 190
Colleyville, TX 76034
817/788-5860
817/788-5864 (fax)
Planner

Sherri B. Starr
Helms Briscoe Performance Group
4346 Somerville Avenue
Dallas, TX 75206
214/827-9275
214/827-9286 (fax)
Planner

Patty A. Tucker
World Travel Partners
3030 LBJ Freeway, Suite 410
Dallas, TX 75234
214/888-7542
214/888-7577 (fax)
Planner

Wayne K. Wallgren
W2 Advertising
5710 Anita Street
Dallas, TX 75206
214/827-1944
214/827-7471 (fax)
Planner

Gary A. Walters
4 Out Of 5 Doctors
587 Parkwood
Addison, TX 75019
214/393-4950
214/393-4950 (fax)
Supplier

Shelia S. Wange
Hyatt Regency Hotel
P.O. Box 619014
DFW Airport, TX 75261
214/453-1234
214/615-6735 (fax)
Supplier

David E. Whitney
Dallas Convention & Visitors Bureau
1201 East Elm Street, Suite 2000
Dallas, TX 75270
214/746-6640
214/746-6688 (fax)
Supplier

MPI

MEETING PROFESSIONALS INTERNATIONAL®

Greeters, Buddy Program, Orientation Ease the Way for New Members, Guests

By Esther Wigley

Appointments Promotional Advertising

The Membership Committee's new "Meet & Greet" program and the existing "Buddy Program" represents the D/FW Chapter's efforts to make members—especially newcomers—feel welcome.

Look for the smiling faces of the greeters as we welcome you to the monthly chapter meeting and direct you to registration, orientation, etc.

Orientation is an excellent opportunity to share important information about MPI in general, as well as specific details about chapter programs.

The "Buddy Program," which pairs an experienced, actively involved MPI member

with a newcomer, calls for the experienced half of the team to stay in contact with the newcomer for several months to keep him or her up-to-date on all chapter events and activities.

New members and guests agree that the buddy program makes them feel welcome, encouraging involvement at a quicker pace.

The Membership Committee seeks more members to be involved in the buddy program. "It does not take a long time commitment and you do not have to be a long-time MPI member to be a buddy," said Sally Goldesberry, CMP, (Meetings & Exhibit Specialists), v.p./membership.

To volunteer, contact Esther Wigley (Appointments Promotional Advertising), 214-788-1702 or Ginny Paxton (Ginny's Gifts), 214-881-3888.

Directory Corrections & Updates

Keep your directory up-to-date! Check this column each month for corrections and updates to the Membership Directory of the D/FW Chapter of MPI. Changes in membership information—job changes, address, phone and/or FAX changes, as well as the inevitable typos and other inadvertent errors—will be reflected here.

Paige Braun
Confeti
730 Avenue F #220
Plano, TX 75074
214/881-5092
1/800-CONFETI
Fax 214/881-5208

Sue Ferguson-Fry
Confeti
730 Avenue F #220
Plano, TX 75074
214/881-5092
1/800-CONFETI
Fax 214/881-5208

MPI

MEETING PROFESSIONALS INTERNATIONAL®

D/FW Chapter

Chapter of the Year 1994

Chapter Newsletter Award 1995

Chapter of the Year 1988 Chapter of the Year 1989

Membership Renewals



Thank you for recently
renewing your membership in
Meéting Professionals International!

Susie Carr, CMP
Annuity Board of the SBC

Micheale A. Craddock, CMP
American College of Emergency Physicians

Duncan DuVall
Double Tree Ranch

Rose Duff
American Contractors Insurance

Angla J. Fails, CMP
ADSC

James S. Follett, CHSE
Iner-Continental Hotels & Resorts

Jeff P. Fountain
Brave Special Events Management Co.

Linda V. Gant
EDS

Betty E. Garrett, CMP
Garrett Speakers International

Chester P. Jenkins
Full Gospel Fellowship Churches

Gary A. Larr
Magnum Communications, Inc.

Jana L. Lileslla
Texas Dairy Queen Operators' Council

Karen R. Lockhart
Young Presidents' Organization

Marie A. Malloy
Remington Hotel Corporation

Mike McGinnity
Excelsior Hotel, Little Rock, Ark.

Marilyn L. McGuire, CMP
National Athletic Trainers Association

Alan P. Mercurio
Canadian Airlines International/AMR Services

Patricia T. Norton
PTN Registration & Convention Support

Kimberly L. Mudrone
Hotel Crescent Court

Verne Packer
Miller Freeman, Inc.

Ann Patrick
Hilton Executive Conference Center DFW

Jan L. Pollard
Omni Hotels National Sales Office

Jayne Rankin
Irving Convention & Visitors Bureau

Colleen Rickenbacher, CMP
Dallas Convention & Visitors Bureau

Leslie V. Schultz
Howard Schultz & Associates

Theresa L. Schwartz
Budget Rent A Car

Steve J. Sherman
Holiday Inn Arlington

Sara J. Slow, CMP
American Express Travel

Peter Studebaker
Magic Tradeshow Promotions

Ron Trammell
Mary Kay Cosmetics, Inc.

Brenda Welborn
Holiday Inn Northpark Plaza

Gynia Westbrook
A.C. Nielson

Mike Whitson
Princess Hotels International, Inc.

Patricia L. Williamson
The Energy Council

Nancy L. Windrow Pearce
Doubletree Hotel Campbell Center

Meg Witmer
Holiday Inn South

News Briefs

So planning your event was more fun than you bargained for...

AT THE SCHNEIDER GROUP, INC., planning and executing meetings is all that we do. We have over thirteen years experience planning meetings nationwide, handling all stages of meeting planning from site selection to final accounting. We handle all types of meetings, conventions, trade shows, conferences, industry tours and corporate promotions. Let the Schneider Group put the fun back in your meeting with our extensive range of services:

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GAIN GREATER EXPOSURE THROUGH ADVERTISING AND OTHER MEDIA SERVICES including TV, radio and print advertising, direct mail materials, interviews, press releases and more!

PROVIDE BETTER SERVICE THROUGH ASSOCIATION MANAGEMENT including home office duties, accounting, material distribution and member recruitment.

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cschneider@acm.org E-mail

MPI Reps Participate in Planning Strategy for White House Conference on Travel and Tourism

MPI representatives joined 150 travel and tourism industry leaders last month to create the agenda and reports to be considered at the upcoming White House Conference on Travel and Tourism. Board Members Bob Moore of Los Angeles-based AmericanTours International, Inc. and Valerie Ferguson of the Ritz-Carlton Hotel in Atlanta, along with MPI Executive Vice President/CEO Edwin L. Griffin, Jr., CAE, participated in the task force meeting held in New Orleans.

Issues were developed based on input from 15,000 industry professionals representing the 50 United States and five of its territories. Topics discussed included job loss and creation, industry research, technology, training and education, infrastructure, product development, environmental concerns and safety issues.

More than 1,700 White House Conference delegates will use the task force's suggestions to develop a national tourism strategy that will enable the industry to fulfill its potential into the 21st century.

USTTA Seeking Restored Funding

The U.S. House Commerce Committee voted unanimously Sept. 19 to adopt an amendment sustaining the U.S. Travel and Tourism Administration through Aug. 1, 1996, even though a week earlier the U.S. Senate Appropriations Committee had eliminated funding for the agency. An amendment is expected in the Senate this week to restore funding for the USTTA at the \$12 million level.

World Conference Works Toward Global Computerization of Tourism Industry

The World Conference on Information Technology and Tourism took place last month in Kansas City, Mo. Organized by the USTTA, World Tourism Organization, World Travel and Tourism Council and the Pacific Asia Travel Organization, the purpose of the event is to develop the computerization of the tourism industry on a global scale. Tourism delegations from 150 countries were invited.

Jeter Interim Head of IACVB

The International Association of Convention and Visitor Bureaus has retained Jeter Walker as its interim chief executive officer through early 1996. Walker is the former director of the Winston-Salem Convention & Visitors Bureau in North Carolina and has served on the IACVB Board of Directors. The association has appointed a search committee to recommend a permanent CEO by February 1996 following the resignation of former president and CEO Stephen Carey, CAE, who left in August.

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- ★ Kids Entertainment ★ Animal Acts ★

RICHARD S. POLLAK
Consultant

11311 Audelia, Suite 248
Dallas, TX 75243
(214) 503-1220

It's not too early to book Christmas entertainment now!

Houston MPI Chapter Hosts 1995 Texas Team Up—Joint Chapter Retreat

By Cindy Watters

St. Anthony Hotel, San Antonio

Sympathy goes out to our fellow chapter members who did not have the opportunity to attend the 1995 Texas Team-Up. We had a *fabulous* time at a terrific educational event! The Houston MPI Chapter outdid itself for this wonderful weekend.

We received a warm welcome at the beautiful Houstonian Hotel. After settling in we kicked into overdrive starting with a scrumptious lunch at the Omni Hotel. Freda Monk, CMP (Meetings and Event Management, Houston) and Bill Boyd, CMP (Sunbelt Motivation & Travel, Inc.) addressed the attendees with a warm welcome.

The remainder of the afternoon was charged up with Hattie Hill Storks (International Productivity Institute). Hattie delivered a wonderful interactive session on "Team Power." We all learned and laughed a lot about ourselves as well as our co-workers and companions.

Then it was time to put the "Team Power" to work. Split into spirited, aggressive teams we were off to a road rally of Houston. The entire team had to scour the roads of Houston for answers to poetic riddles. Each team had to choreograph its own team cheer.

Mary Lynn Novelli (Sterling Hotels & Resorts) designed ours (we should request an encore at the next chapter meeting), ending the rally at the Doubletree Allen Center for the awards ceremony—and bragging rights!

Those of us who bombed in the rally learned to rope a calf from a horse! (Actually the horse was stationary and the calf metal and mechanical but don't tell anyone!)

Saturday morning put us in the middle of the JW Marriott Hotel Olympics! Split into teams again, we were ushered to different departments of the hotel to be judged on how we would do behind the scenes. Setting a coffee break in 15 minutes, changing a meeting room from U-shape to classroom in 10 or making

beds to Marriott standards is not as easy as it looks!

I really bombed checking in the Abba-Dabba group from Israel with their goats! To sum up the morning—it was a great educational refresher and received a ten on the fun scale!

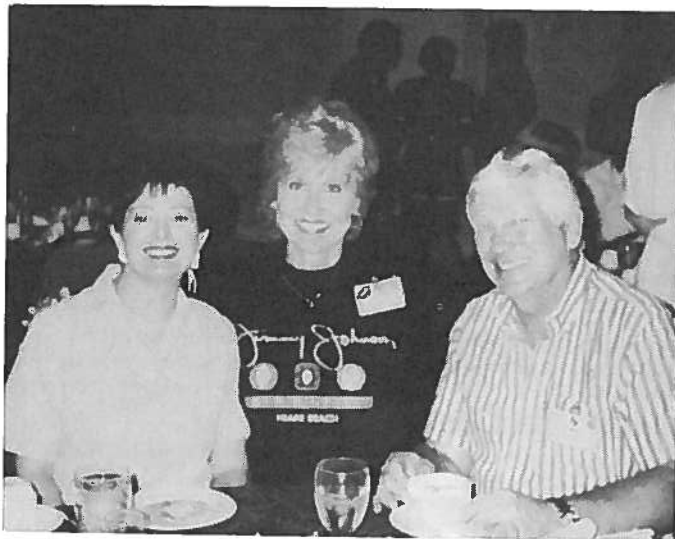
After lunching at the Westin Galleria the afternoon was for shopping or leisure. Hotel Sofitel hosted the trade show with some wonderful suppliers from all over the state.

After the show it was off to the races where we were wine and dined in a

private suite. Some of us took advantage of the betting lessons on the ponies.

I regret that more of our Dallas members could not attend. This educational and fun weekend offered the ultimate in networking between chapters, making new friends and learning about our business.

I returned to my office rejuvenated and fired up for next year when the Team-Up will be in Austin. Mark your calendar for August 1996—the Hill Country Chapter promises the 1996 program will be the best ever!



D/FW Chapter President Phyllis Firebaugh, CMP (Krisam Group), center, visits with Houston Chapter President Freda Monk, CMP (Meetings & Event Management) and Freda's husband, Ray Vurpillat (Brown & Root).



MPI Chapter members at the races during the MPI Texas Team Up included Mary Lynn Novelli (Sterling Hotels & Resorts), Phyllis Firebaugh, CMP (Krisam Group) and Cindy Watters (St. Anthony Hotel, San Antonio).

Saturday, March 30, 1996

Great Hall of the International Apparel Mart



The Kids Charity Ball

The Kids Charity Ball, a gala evening sponsored by the D/FW Chapter of MPI, benefits underprivileged and terminally ill children. Proceeds from the 1996 ball will benefit the kids of Give Kids the World, Love for Kids, Trinity Ministry to the Poor and the North Texas Food Bank.

Bring a smile to the face of a child . . . Be a Kids Charity Ball 1996 Sponsor!

Make a positive difference in the lives of terminally ill and underprivileged children—and enjoy the many benefits of being a Kids Charity ball sponsor!

Platinum \$5000

- Two complimentary tables of 10 with premium seating
- Recognition in all media promotions
- Special recognition on The Kids Charity Ball invitation
- Full-page ad in The Kids Charity Ball program
- Platinum plaque presented at event
- Invitation to the Sponsor/VIP Reception & auction preview
- Premium signage at event
- VIP check-out at auction
- Monthly recognition in the MPI DFW monthly newsletter*
- Recognition in The Kids Charity Ball Yellow Pages**
- Half page ad to run once in the MPI DFW newsletter*

Gold \$2500

- Two complimentary tables of 10 with preferred seating
- Recognition in all media promotions
- Half-page ad in The Kids Charity Ball program
- Gold plaque presented at event
- Invitation to the Sponsor/VIP Reception & auction preview
- Preferred Signage at event
- VIP checkout at auction
- Monthly recognition in the MPI DFW monthly newsletter*
- Recognition in The Kids Charity Ball Yellow Pages**
- Quarter page ad to run once in the MPI DFW newsletter*

Silver \$1500

- One complimentary table of ten with preferred seating
- Quarter-page ad in The Kids Charity Ball program
- Invitation to the Sponsor/VIP Reception & auction preview
- Signage at event
- Silver certificate received after event
- Monthly recognition in the MPI DFW monthly newsletter*
- Recognition in The Kids Charity Ball Yellow Pages**
- Business card ad to run once in the MPI DFW newsletter*

Bronze \$1000

- One complimentary table of 10 with preferred seating
- 1/8 page ad in The Kids Charity Ball program
- Invitation to the Sponsor/VIP Reception & auction preview
- Signage at event
- Bronze certificate received after event
- Monthly recognition in the MPI DFW monthly newsletter*
- Recognition in The Kids Charity Ball Yellow Pages**

For more information about sponsorship, please call:

Stephanie Davis (ITT Sheraton)	214-980-4934
Steven Foster (Yellow Rose)	214-746-3780
Greg Slaight (SABRE Travel)	817-963-2313

* The CURRENT is mailed monthly to more than 600 meeting planners and suppliers of the Dallas/Fort Worth Chapter of Meeting Professionals International.

** The Kids Charity Ball Yellow Pages will promote all donors and sponsors of The Kids Charity Ball and will be given to all guests at our 1996 ball. It will also be mailed to the 600+ meeting planners and suppliers of the D/FW Chapter of MPI.

For more information about TKCB, please call:

Volunteer Opportunities

O.D. O'Donnell (Nightlife Talent) 214-691-4417

Auction Item Donation

Patti Palacios (Helms Briscoe) 214-960-5826

Peg Wolschon (Kerrville Bus Co.) 214-263-0294

General Information

Patti Wilke, CMP (TKCB Chair) 214-361-7789

MPI

MEETING PROFESSIONALS INTERNATIONAL®

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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"
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.

Mail or deliver camera-ready copy to **CURRENT** editor, Gracie Hatfield Hilton • 3020 Glasgow Court • Arlington, TX 76015.

To place ads: Contact **CURRENT** advertising chair

Kristi Hollomon

J&S Audio Visual, Inc. • 3373 Towerwood Drive

Dallas, TX 75234-2316

214-241-5444 • FAX 214-247-2590

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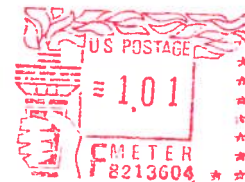
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MPI

MEETING PROFESSIONALS INTERNATIONAL

Dallas/Fort Worth Chapter
4020 McEwen • Suite 105
Dallas Texas 75244



DALLAS/FORT WORTH CHAPTER

MPI

MEETING PROFESSIONALS INTERNATIONAL®

Meeting Professionals International is the world's largest association of meetings professionals with more than 13,200 members in 44 countries and 54 chapters and one club. MPI's mission is to provide educational opportunities and recognition for those in the meetings industry. The association is committed to excellence in meetings, continuous international growth, research, a strong chapter network and high ethical standards.

MPI International Headquarters
INFOMART
1950 Stemmons
Suite 5018
Dallas, Texas 75207-3109
214-712-7700

MPI
Dallas/Fort Worth Chapter
4020 McEwen • Suite 105
Dallas Texas 75244
214-774-1404
FAX 214-490-4219
E-Mail: 74742.1725 (Compuserve)
or
INTERNET: 74742.1725@compuserve.com

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Phyllis Firebaugh, CMP
Krisam Group
214-458-8692

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214-402-4875

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817-551-8077

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214-823-3154

Vice President/Education

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Town of Addison
214-450-6202

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Charlotte Merrill-Davis
Event Source Professionals
817-267-6698

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DO YOU NEED EXTRA HELP?

DO YOU NEED DEPENDABLE BACK UP?

Join our Internship Program

MPI DFW Chapter is proposing an exciting new opportunity - hands-on educational opportunities for Richland College and other area college students studying to enter the meeting industry - AND - an opportunity for MPI members to receive the much needed "high-season" assistance for eager aspiring planners - via internships or contract trainees.

We want to offer interns and trainees the opportunity to learn and work with bureaus, hoteliers, meeting planners, exhibit managers, and related suppliers.

Your company must be fully committed to offering these interns an opportunity to increase their knowledge of the hospitality industry, learn the codes of ethics and professionalism, assist with job placement after graduation and serve as mentors.

_____ Yes, I am interested in the Internship Program.
_____ Yes, I would be interested in "on-call" interns for a special event.

Do you currently have an Internship Program in place at your company?

_____ Yes _____ No

Name _____

Company _____

Address _____

Phone _____

Fax _____

Return to
Colleen Albert Rickenbacher, CMP
Fax (214) 746-6693

**DALLAS PEC
HOST COMMITTEE
UNIFORM ORDER FORM**

ORDER DEADLINE - OCTOBER 27, 1995

(Please print all information)

NAME _____
 COMPANY _____
 ADDRESS _____

 PHONE _____

I. HOST UNIFORM PACKAGE

For all committee volunteers and D/FW chapter member attendees.

Includes stonewashed denim vest with embossed Dallas skyline logo; Texas flag bandanna and host committee label button.

TOTAL COST: \$44.00 Sizes XSM - XL (includes tax and shipping)
 49.00 Size XXL

VESTS ARE OVERSIZED - ORDER SMALLER THAN YOUR NORMAL SIZE!

<u>Quantity</u>	<u>Vest Size</u>	<u>Unit Price</u>	<u>Extension</u>
_____	X SMALL	\$44.00	\$ _____
_____	SMALL	\$44.00	\$ _____
_____	MEDIUM	\$44.00	\$ _____
_____	LARGE	\$44.00	\$ _____
_____	X LARGE	\$44.00	\$ _____
_____	XX LARGE	\$49.00	\$ _____
SUBTOTAL			\$ _____

II. "DALLAS WELCOMES MPI" SWEATSHIRT (optional)

White sweatshirt with stylized "MPI" and "Dallas" logos.

TOTAL COST - \$10.00 (includes tax and shipping)

<u>Quantity</u>	<u>Size</u>	<u>Unit Price</u>	<u>Extension</u>
_____	SMALL	\$10.00	\$ _____
_____	MEDIUM	\$10.00	\$ _____
_____	LARGE	\$10.00	\$ _____
_____	X LARGE	\$10.00	\$ _____
SUBTOTAL			\$ _____

TOTAL AMOUNT ENCLOSED \$ _____

RETURN ORDER FORM WITH PAYMENT TO:

**COLLEEN RICKENBACHER
 DALLAS CONVENTION & VISITORS BUREAU
 1201 ELM STREET, SUITE 2000
 DALLAS, TEXAS 75270**

- Make checks payable to: Dallas Convention & Visitors Bureau.
- Uniforms will be distributed the week prior to the conference.
- Questions? Contact Donna Daves, Apparel Committee Chair, at 638-6450.



DALLAS/FORT WORTH CHAPTER MPI/PEC SIGN-UP

December 8-12, 1995
Wyndham Anatole Hotel



I would be interested in volunteering in the following area(s): Check any which interest you.

AIRPORT GREETER:

Meet & greet at the airport and coordinate transfer as scheduled. Be first to welcome them to Dallas. Friday, Saturday and Sunday before the conference are the main days!

HOTEL GREETER:

Welcome, provide directions, work the hospitality booth, etc.

AMENITIES/STUFFING/DISTRIBUTION:

Help add to the specialness of their being in Dallas.

TRANSPORTATION COORDINATORS:

Will be responsible for loading and dispatching limos and buses at the airport and hotel during arrivals, departures, and group movements. Will work closely with the Greeters who will be part of the Hospitality Committee.

TOUR BOOTH ASSISTANTS:

Will staff a booth at PEC registration on Saturday, December 9th to sign-up MPI members who wish to take one of the sightseeing tours on Sunday morning.

SPONSORSHIP OPPORTUNITIES:

Opportunities are available for food functions, breaks, transportation, signage, hospitality areas, VIP amenities/gifts, etc. \$500 minimum. You will receive recognition.

GRAB BAG DONATIONS: **POSSIBLE ITEM:** _____

Help create a "fun bag" of items. What do you have that we could give to all guests. (Need 2,000 per item)
Donations are needed for the Sunday night amenities of Dallas/Fort Worth items. . .and it's a great promotion of Dallas and your company/association.

Will you be a registered attendee at PEC? Yes No Maybe

Please print:

Name: _____

Affiliation: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Phone: _____ Fax: _____



Fax back to: Dallas Convention & Visitors Bureau
(214) 746-6693
Attention: Colleen

