

CURRENT

Meeting Professionals International

April 1996

Dallas-Fort Worth Chapter

President's Message

Challenges of Change—an Opportunity Revolution!

By Phyllis Firebaugh, CMP
SEI Incentives

Change and feelings about it have been in the forefront of my mind for the past couple of months. As I made a career change, I began focusing more on change-related challenges. The good news—we are in the middle of an opportunity revolution!



Phyllis Firebaugh, CMP
D/FW Chapter President

Tom Jackson in *Guerrilla Tactics in the New Job Market* says work is a game. The essence of a game is to get from where you are to where you want to be. You can enormously enhance the way you

live and the contribution you make, by selecting opportunities that relate to your basic satisfaction and abilities.

Currently, there are two to three million brand-new jobs being added to the marketplace each year, according to Jackson. At the same time, many of us are experiencing the side-effects of corporate change with restructuring and the need to employ tactics of strategic career management. With the increased time and effort required to succeed for you and your company, and the need to plan to work longer due to longer lives, we must strategize to win the game!

(continued on page 10)

MPI

MEETING PROFESSIONALS INTERNATIONAL®

April D/FW Chapter Meeting

"Maximizing ROI"

featuring James R. Daggett, CAE, CMP

"Fort Worth Preview"

Thursday, April 25

Radisson Plaza Hotel Fort Worth

815 Main Street

Fort Worth, Texas 76102

817-870-1200

Coaches Depart Dallas 5:00 p.m.

Orientation at 8.0 Restaurant 6:00 p.m.

8.0 Restaurant Reception & Preview Ft. Worth Tour 6:00 - 6:30 p.m.

Registration & Radisson Plaza Reception 6:30 - 7:00 p.m.

Dinner & Program 7:00 p.m.

Coaches Return to Dallas 9:00 & 10:00 p.m.

Caravan of Dreams Post Event 9:00 p.m.

—Dress is Casual!—

R.S.V.P. to Joe

by noon, Tuesday, April 23

•phone 214-233-9107 x203

•FAX 214-490-4219

(see FAX insert)

•74742.1725@compuserve.com

Advance Registration \$26

Late Registration \$35

Guest Registration \$30

See page 3 for more details and meeting reservation policy.

*ANATOLE CHANTILLY
Entrevue*

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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 Chapter Meetings

April 25, Thursday
Chapter Meeting
"ROI"
Radisson Plaza Hotel
Fort Worth
6:30 p.m.

May 16, Thursday
see notice at right

June 27, Thursday
Chapter Meeting
"Team Building"
Southfork Ranch
6:30 p.m.

July 18, Thursday
Chapter Meeting
"Natural Resources
& Keith Harrell"
Le Meridien
11:30 a.m.

NOTE!
Date Change!

May 16, Thursday
Chapter Meeting
Annual Awards Banquet
The Adolphus
6:30 p.m.

*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.*

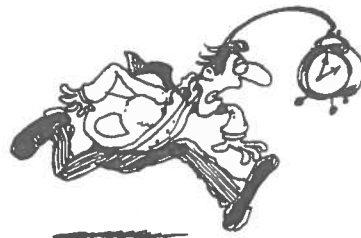
Upcoming Events • Related Organizations

HSMAI
April 11-14
68th Annual Convention
Fairmont Hotel
Dallas, TX

NACE
May 1, Wednesday
Monthly Meeting
Details TBA

CURRENT Deadlines

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



ISSUE	DEADLINE
May '96	April 12, Friday* <i>*earlier than previously published!</i>
June '96	May 17, Friday
July '96	June 14, Friday
August '96	July 1, Monday* <i>*much earlier than usual!</i>

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, Texas 76015.

Microsoft Word for Windows 6.0 documents may be sent electronically to Gracie Hilton—ghilton@cyberhighway.net

INSERTS, which must be approved by V.P. Public Relations/Marketing Dana Nickerson, CMP (Square One Productions) are limited to three per issue. Inserts must be pre-printed and delivered to the chapter office. Upcoming deadlines for insert delivery are: April 10, May 1, June 12, and July 3.

April Meeting Highlights

Learn about ROI and Experience Fort Worth April 25 at Annual Cowtown Event

By Sherri Cook, CMP
Sherri Cook & Associates

Fort Worth Start to Finish . . . 8.0 Restaurant Reception in Sundance Square . . . Pre Tour and Caravan of Dreams Post Event . . . These are among the features that will make this year's journey to Fort Worth—an evening meeting, April 25—a “can't miss” day for you.

Registration and reception at Radisson Plaza will begin at 6:30 p.m. prior to the dinner meeting beginning at 7:00 p.m. Fort Worth entertainment, a city welcome and a presentation on Return on Investment will be the program highlights.

James R. Daggett, CAE, CMP of J.R. Daggett & Associates from Chicago, a current board member of MPI International, is a professional consultant on “Maximizing Your Return on Investment (ROI).” Working with Marriott and MPI International's Foundation, Daggett has been involved with bringing this hot topic to the forefront of our industry.

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).

Alcohol Policy D/FW Chapter of MPI

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.

Prior to dinner at the historical Radisson Plaza in the heart of Fort Worth, Jim Daggett, CAE, CMP, acclaimed-ROI expert will present an in-depth Executive Workshop from 12:00 - 6:00 p.m. (see enclosed flyer for details).

Leave the Driving to Carey!

Meet at 5:00 p.m. at the Chantilly Ballroom entrance of the Wyndham Anatole Hotel for complimentary motorcoach transportation provided by Carey Transportation. (Reserve your seat on the coach when you make your meeting reservation.) Enjoy beverages, plenty of networking time and an opportunity to win prizes while on board.

Coach #1 will arrive at 8.0 Restaurant in Sundance Square by 6:00 p.m. for orientation; members not attending orientation will go immediately to the reception. Coach #2 will arrive at 8.0 shortly thereafter. Sundance Square will present prizes during the reception.

What's New in Fort Worth!

At approximately 6:30 p.m., Fort Worth CVB guides will showcase city highlights as they escort attendees to the

Radisson Plaza.

It is a short walk—five city blocks—between Sundance Square and the Radisson Plaza. Motorcoaches will be available at the Radisson Plaza and 8.0 Restaurant for anyone desiring a ride.

Caravan of Dreams

Immediately after the meeting, members are invited to the Caravan of Dreams' Grotto Bar (rooftop cactus garden) overlooking downtown Fort Worth for complimentary liqueurs and coffees from 9:00-10:00 p.m. Relax and enjoy the view before returning home.

Meeting Professionals

Co-chairs for the April meeting are Melanie Arguello (Ft. Worth Convention & Visitors Bureau), Merriann Skinner (Texas Instruments) and Sherri Cook, CMP (Sherri Cook & Associates).

Among the facility hosts are MPI members, Dirk Thomas, sales manager and Kevin McMahon, director of sales, Radisson Plaza Hotel; Susan Zana, convention services manager; Sonny Sra, general manager and Barbara Brooks, director of marketing, Sundance Square.

April Host Facility

Radisson Plaza Fort Worth

Originally opened as The Hotel Texas in 1921, the Radisson Plaza is the only hotel in Fort Worth listed in the National Registry of Historic Places.

The Radisson Plaza is the largest hotel in Fort Worth and recently completed a multi-million dollar renovation including all 517 guest rooms and meeting space. The 14,000 square foot Grand Crystal Ballroom can accommodate groups up to 1,600 people.

Conveniently situated across the street from the Fort Worth/Tarrant County Convention Center, the Radisson Plaza is three blocks from Sundance Square.

Westbound travelers on I-30, exit Commerce, turn right and go to the hotel entrance at the corner of 8th and Commerce.

Westbound travelers on 183/121, take 35 South to I-30 and follow the directions from I-30 (just above).

D/FW Chapter attendees will enjoy complimentary self parking or valet parking.

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Foundation Fundraiser Thanks to the Many Who Made *Texas Cookin'* a Success!

By Mary Lynn Novelli, CMP
Sterling Hotels & Resorts

It won't be named a best-seller, but the D/FW Chapter's *Texas Cookin'* cookbook is getting rave reviews! And those great reviews are because of the hard work, dedication, and valuable time donated by the "Cookbook Committee" as well as all chapter members who contributed their favorite recipe.



Mary Lynn Novelli, CMP
Chair, Cookbook Committee & MPI Foundation

Texas Cookin' features favorite Texas or regional specialties from among the D/FW Chapter membership—as well as from noted Dallas/Fort Worth area chefs and state and local celebrities.

Many thanks to each and every one who contributed to the success of the *Texas Cookin'* project. You know who you are!

Thanks, too, to the sponsors whose generous donations made *Texas Cookin'* possible: **Bowne of Dallas** (printing of text); **Advance Printing, Inc.** (paper and printing for cover and dividers); **Addison Conference & Theatre Centre** (book binding sponsor); **Erikson Illustration** (graphic design artwork of cover and dividers); **J & S Audio Visual, Inc.**— **Business Centers** (data entry); **Clampitt Paper Company** (discounted paper for text); **Ellis Bindery** (discounted services); **Kimberly-Clark Corporation** and **Mary Kay Cosmetics** (contacts).

Nearly 2,000 cookbooks were distributed to attendees as the opening night amenity at the PEC Conference in December 1995. Sales of the remaining cookbooks will benefit the MPI Foundation as well as funding D/FW Chapter educational opportunities.

Cookbooks and aprons are still available for purchase. Cookbooks are \$15. Aprons are \$10 each. Purchase the set for only \$20! Please contact Mary Lynn Novelli, CMP via phone (214-402-4875) or fax (214-402-4889).

PO⁴D Corner

Handbooks Being Developed for PO⁴Ds— Partners for Professional, Personal Development



Professional
Opportunity for
Development

Under the direction of Tony W. Cummins (Dallas Park Central Hotel), a prototype of the *PO⁴D Handbook* is being fine-tuned for use by all PO⁴Ds in the Dallas/Fort Worth Chapter.

The handbook addresses the development and concept of PO⁴Ds, the format for their operation, as well as a breakdown of PO⁴Ds by zip codes with corresponding area maps. If you have ideas or suggestions for the handbook contents, contact Cummins at 214-233-4421.

The PO⁴Ds provide an excellent opportunity to develop relationships with other professionals in your area of the metroplex while taking advantage of the educational offerings. This is especially important for members who find it difficult to attend regular monthly meetings because of time constraints or driving distance.

Note To PO⁴D Chairs: Videotapes of MPI's monthly chapter meetings are now available for use at your PO⁴D meetings. For information about obtaining copies, contact Debbie Holman (Custom Video Services) at 214-380-0985.

We hope you will support your PO⁴D's programs and be a part of their growth. For information about your PO⁴D location, call the D/FW Chapter office, 214-233-9107.

—submitted by Tony Cummins (Dallas Park Central Hotel)

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D/FW Chapter Members Rickenbacher and Turner Meet Zimbabwe, Africa MPI



Chen Chimutengwende, Minister of Environment and Tourism in Zimbabwe, Africa, joined by an unidentified man and Gwen Moodley of the Zimbabwe Convention & Visitors Bureau—and the first MPI member in Zimbabwe—accepts the key to the City of Dallas from D/FW Chapter Members Colleen Albert Rickenbacher, CMP (Dallas Convention & Visitors Bureau) and Dorrit Turner (Yellow Rose Touring & Special Events Company).

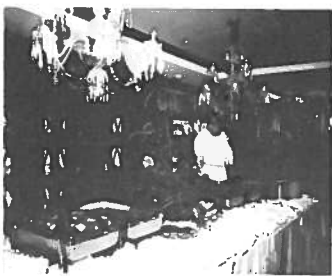
D/FW Chapter Members Colleen Albert Rickenbacher, CMP (Dallas Convention & Visitors Bureau) and Dorrit Turner (Yellow Rose Touring & Special Events Company) recently visited Zimbabwe, Africa, where they conducted seminars on developing tourism, marketing and operations.

Their visit was a followup to that of Dallas Mayor Ron Kirk and a group of industry leaders who have been working to develop new business opportunities between Zimbabwe and Dallas.

The group was invited to the United States Embassy where they met with Johnnie Carson, the U.S. Ambassador to Zimbabwe.

In between official meetings, Rickenbacher and Turner enjoyed visits to Victoria Falls and Leopard Rock, and participated in photo safaris, where they saw wildlife, including elephants, lions and zebras in the wild.

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Editor Gracie H. Hilton • The Write Stuff • 817-467-7439
V.P. Public Relations/Marketing • Dana Nickerson, CMP • 214-343-8067

MEMBERSHIP NEWS

'New Kids on the Block'

D/FW Chapter Welcomes 29 New MPI Members!

B.J. Ackerman
Ernst & Young LLP
104 Decker Court, Suite 300
Irving, TX 75062
214/665-5031
214/665-5006 fax
Planner

Kathryn J. Barcomb
Software Spectrum
2140 Merritt Drive
Garland, TX 75041
214/864-5384
214/864-5120 fax
Planner

Madonna K. Barnes
Mary Kay Cosmetics, Inc.
16251 Dallas Parkway
Dallas, TX 75248
214/687-5259
214/687-1614 fax
Planner

Teresa R. Beck
Beyond Concept
P. O. Box 795756
Dallas, TX 75379-5756
817/265-5777
214/265-5777 fax
Planner

Gilbert A. Bentler
Hoechst Celanese Chemical Corp
1601 West LBJ Freeway
Dallas, TX 75234
214/277-4000
214/277-4939 fax
Planner

Toni M. Bonnette-Verdi
DFW Hilton Executive Conf. Center
1800 Highway 26E
Grapevine, TX 76051
817/481-8444
817/481-3146 fax
Supplier

Sandy E. Cecil
Electronic Data Systems
5236 Tennyson Parkway
Plano, TX 75002
214/605-9343
214/605-9341 fax
Planner

Debra R. Chism
Park Central Hotel
7750 LBJ Freeway
Dallas, TX 75251
214/233-4421
214/233-3679 fax
Supplier

Tiffany A. Cook
Holiday Inn
700 Central Parkway E
Plano, TX 75074
214/881-1881
214/422-2184 fax
Supplier

Verree D. Dannen
The Spaghetti Warehouse
402 West Intersatate 30
Garland, TX 75043
214/203-9559
214/203-9589 fax
Supplier

Bryan L. Davis
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214/234-3300
214/437-9863 fax
Supplier

Kristen J. Garcia
The Mansion on Turtle Creek
2821 Turtle Creek Blvd
Dallas, TX 75219
214/559-2100
214/526-5345 fax
Supplier

George B. Graves CHSE
Sports Fantasy Special Events
2114 Stone Moss Lane
Grapevine, TX 76051
817/481-8830
214/739-1749 fax
Supplier

John A. Grozis
The Pavilion Conference Center
2709 Hospital Blvd
Grand Prairie, TX 75051
214/641-5224
214/660-9589 fax
Planner

Andrew T. Halsey
Disney's Coronado Springs Resort
1675 Buena Vista Drive, Suite 205
Orlando, FL 32830-1000
407/828-1818
407/828-2184 fax
Supplier

Marquita L. Holman-Sozio
Richland College of the DCCCD
12800 Abrams Road
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214/238-6092 fax
Planner

Denise A. Howieson
Ignition! Creative Group, Inc.
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214/638-5629 fax
Supplier

Stanley M. Kelly
Sonny Bryans Smokehouse
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214/353-0472 fax
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Planner

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Supplier

Donna M. Sanders
Hugh Hunt Productions
1901 Central Drive, Suite 105
Bedford, TX 76021
817/540-2222
817/540-2294 fax
Supplier

Stacie A. Sherer
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400 North Olive Street
Dallas, TX 75201
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214/922-0308 fax
Supplier

John J. Smallwood
Santa Fe Accommodations
320 Artist Road
Santa Fe, NM 84501
505/988-8400
505/984-8682 fax
Supplier

Katja Stern
Software Spectrum
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Garland, TX 75041
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Looking for a new job? Call MPI Job Bank at 214-868-2908.

The *CURRENT* seeks layout specialists who work in PageMaker (Windows). Great volunteer opportunity. Call Editor Gracie Hilton, 817-467-7439 (metro).

Can't attend all chapter meetings? Call Debbie at Custom Video (214-380-0985) for information about videotapes.

Clip and save this page as an update to your Chapter Directory!

March Meeting Highlights

Global Networking Feature of March Meeting at Fair Park's Hall of State

Photos by
Mark Lazarow Photography



Guests representing MPI chapters in Israel, Germany, Belgium, The Netherlands, the United Kingdom, Denmark, Sweden, Canada, and Italy (site of the D/FW Chapter's Twin "Gemelli" Chapter) staffed information booths at the pre-meeting reception and presented gifts in drawings at the meeting. (See "Thank You" box on next page for a list of presenters, gifts and winners.)



Sheryl Kuhn (Harvey Hotel Management Corp.) promotes Professional Growth Awards to provide scholarship assistance for educational programs to MPI members.

An "international" luncheon at the historical Hall of State, Fair Park was the focus of the March chapter meeting. Attendees discussed how global networking will help create opportunities to enhance careers.

Enjoying networking during the meal were **Nancy Fitzgerald** (Kaleidoscope), **Mike McCoy** (DFW Hilton), and March facility host representatives **Steve Parker** and **Davina Martinez Smith** (Dallas Historical Society, Hall of State at Fair Park).





March Stars of the Month

Star of the Month **Marsha Singer** (The Executive Connection), right, is congratulated by **Tracey Smith** (Computer Language Research, Inc.) and **Phyllis Firebaugh, CMP** (SEI Incentives). Not present were March Stars of the Month Tamara Quilty (Sprint) and Jennifer McClure (Theatre Operating Company.) "Stars of the Month" is a recognition program honoring chapter members for involvement in committees and special programs. All honorees will be eligible for a special drawing for two educational scholarship awards to attend the MPI International Conference or other MPI educational opportunities.

*Photos by
Mark Lazarow Photography*



THANK YOU!

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

A big thank you to **Steve Parker**, facility host at the **Hall of State**. Thanks to **John Jakob/Abbey Rents** for table covers and place settings. Centerpieces were provided by **Mille Fleur**.

Appetizers at the pre-meeting reception were provided by **Lori Farris** (Pomodoro). The **Israel Government Tourist Office** in Dallas provided the bar.

Thanks to **Bauer Audio Visual** for the AV and sound production. Thanks to **Bobby Bulger** (Travel Concepts, Inc.) for the slide show program and to **Michael Hamilton** for doing the voice over for the A-V program.

Thanks to **Steven Foster** (Gray Line Dav El Limo) for transfers for international guests.

Thanks to our international guests and others for providing a plethora of gifts awarded in drawings.

Representing **British Airways**, **Cindy Koch** presented two tickets to London to **Liz Martin** (Dallas Fan Fares).

Joanne Kirvin, representing the **Scottish Convention Bureau**, presented a two-night stay at the Thistle Hotel in Edinburgh, Scotland, to **Sharon Paulson** (Houghton Mifflin Company).

Heidi Jokinen (Tumlare Travel Organization), representing Denmark, Finland, Iceland, Norway, Sweden and Russia, presented a silver-plated dolphin bottle opener to **Karen McCullough** (AVW Audio Visual.)

Sandy Galloway (Canadian Consulate General), representing Canadian tourism, presented stuffed Canadian beaver toys to **Francy Fellman** (Francy's Culinary Classics Catering) and **Bill Boyd, CMP** (Sunbelt Motivation & Travel, Inc.).

Steve Parker (Hall of State), presented a coffee table book to **Lianne Pereire** (The Wyatt Company).

Pamela Loughman (The Wyatt Company), won a pottery vase, courtesy of the **Albuquerque CVB**, in the evaluation drawing.

March committee members were **Bobby Bulger** (Bobby Bulger Travel Concepts, Inc.), **Marsha Singer** (The Executive Connection, Inc.), **Sharon Paulsen** (Houghton Mifflin Company), **Sally Goldesberry, CMP** (Meetings & Exhibits Specialists), **Cindy Hamilton** (CityPlace Conference Center), and **Leah Belasco** (The Guest Lodge, Cooper Aerobics Center).

Built in 1936 as the centerpiece of the Texas Centennial celebration, the Hall of State is "a world-renowned art deco treasure." Primary space includes the Great Hall with 42-foot-high hand-stenciled ceilings and two 94-foot-wide hand-painted murals depicting chapters of Texas history, art deco ornamentation, and a theatre with 408 plush seats.

Appetizers at the pre-meeting reception—in the facility's Hall of Heroes—were provided by **Pomodoro Italian Restaurant**. Pictured are **Bevin Holman** and **Lori Farris** of **Pomodoro**.



President's Message—
continued from page 1

Approaching the 21st century, we must be aware of how workplace changes—whether unemployment or working at a job where you are unhappy,—are harmful to your health and sanity.

The soul-searching process that says "Is it me, or them?" can be helpful in making your gameplan, but must be self-directed toward strategic planning and evaluation of where you want to be in our turbulent world economy.

The 90s and beyond mark the transition to entirely new forms of work: community work centers, independent work teams, networks of tele-work families, providing services that were not even known (or needed) ten years ago, and a greater surge of independent consultants and temporary assignments.

Even within our industry, we are seeing and need to continue implementing multiple work options: flexible work scheduling, job-sharing, tele-commuting, extended leaves, alternative career paths.

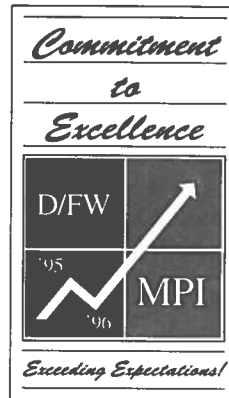
Your leadership of the D/FW Chapter has been challenged by change this year

and how to meet the demands in innovative ways. We have 131 new members at this writing, with a net gain of 62, for a Chapter high of 665 members.

These are among the changes that have impacted all our programs and approaches to chapter management, including many changes in our association office and executive secretary, to continue meeting and exceeding your expectations.

As we enter a new millennium, we are challenged to realize how important our worklife is, plan through career strategizing, implementing educational opportunities such as are afforded through this chapter, network

(I cannot begin to tell you how important that was to me and how encouraging during my recent career change), and in general, play the game to maximize your potential — and to *Exceed Expectations!*



MPI

Meeting Professionals International is the world's largest association of meetings professionals with more than 13,600 members in 44 countries and 55 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
214-233-9107x203
FAX 214-490-4219
E-Mail: 74742,1725 (CompuServe)
or
INTERNET:74742.1725@compuserve.com

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SEI Incentives
214-407-0479

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Sterling Hotels & Resorts
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Gail Lemaire
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214-742-8200

Jan Pollard
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214-444-0044

Kathi Thompson
The Inn on the River
214-424-7119

MPI

MEETING PROFESSIONALS INTERNATIONAL®

Opinion, Please!

Q: What advice would you give to those who are just "breaking in" to the meetings industry?



Lucinda Nichols

American Heart Association • planner

A: "... to get actively involved in MPI and take advantages of the variety of resources available ... to subscribe to at least two industry publications ... and to be assertive in networking among peers."



Melanie Gilmore

Excel Telecommunications, Inc. • planner

A: "Take advantage of educational opportunities such as MPI's conferences and seminars. These offer learning experiences as well as the opportunity to network ... Listen, ask questions, and be open to others ..."



John Lee

Yellow Rose Touring & Special Events • supplier

A: "Keep in mind that sincerity, enthusiasm, and commitment can overcome a lack of experience. ... I prefer to work with someone who is just as excited about what I am doing as I am."



Peg Wolschon

Kerrville Bus Company • supplier

A: "The best advice I can give would be to join MPI and take advantage of the many wonderful educational programs offered ... It's a great way to learn from the experience of industry professionals."

"Opinion, Please" is a question and answer feature column prepared by Billy Carter (ExecuCar Sedan Services).



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**

EDUCATION NEWS

April 25 Executive Workshop Precedes Chapter Meeting

Prior to the April 25 dinner meeting, Jim Daggett, CAE, CMP, acclaimed expert on ROI (Return on Investment) expert will present an in-depth Executive Workshop at the Radisson Plaza Hotel in Fort Worth, 12:00 - 5:00 p.m. Cost: \$25. See enclosed flyer for details.

CONTACT: Michael Craddock, CMP, 214-550-0911 or Greg Pynes, 214-450-6202.

May 1 Executive Workshop Features Meeting Planning

A panel of MPI members will discuss "Independent Meeting Planning." Come hear how they began and have found success. Venue and time TBA.

CONTACT: Traci Bower, 214-271-2666 or Betty Garrett, CMP, 214-513-0054.)

CMP Scheduled June 22

The spring CMP Exam will be administered in Dallas June 22. Venue TBA.

CONTACT: Pat McCain, CMP (Krisam Group) for details—214-458-8692.

Hands-on Technology Institute Planned May 4-July 20

A 12-session "Hands-on Technology Institute" will enable participants to actually work on computers, software and other equipment and walk away with a brief quick reference handouts.

Topics are: • Meetings Technology • Computer Basics • Windows Applications • MPINet • Internet • Database Basics & Access • Microsoft Word/Wordperfect • Excel/Lotus • Powerpoint • Meeting Management Software • Quicken/Quickbooks • AV Equipment & Teleconferencing • Production • Exhibits/Trade Shows.

Dates are: May 4, 11, 18 (not Memorial weekend); June 1, 8, 15, 22, 29; July (not 4th weekend) 13, 20 (not Annual Convention Weekend); August 3, 10. Sessions are scheduled on Saturdays from 9:00 a.m. - 12:00 noon.

Most sessions will be held at Richland College. Instructors and assistants are needed for each session.

Cost is \$99 for all 12 sessions. Registration is open to the first 24 respondents by May 1. Expect detailed registration information via FAX.

CONTACT: Tracey Smith, 214-250-7404 or Sherri Cook, CMP, 214-732-9396.

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Heard it through the Grapevine!

By M.T. Gnad
'Grapevine' Columnist

Cynthia Hughes Coggin, district travel sales manager for *American Express*, and her husband, Jeff, *Alamo Car Rental*, have moved to Chicago. Jeff received a promotion and Cindy's position transferred to the Chicago location. Cindy and Jeff are expecting their first child due in September.

Sue Ferguson-Fry has joined the *Hard Rock Cafe* as sales manager. She was formerly with Confeti.

Phyllis Firebaugh, CMP has accepted the position of regional sales director for SEI Incentives. She was formerly with the Krisam Group.

Wendy Johnson is the new manager of educational services & meetings for the *American Fire Sprinkler Association*. She was formerly with the Bronco Bowl.

Melissa Parks CMP has joined the educational department of *HD Vest Financial Services*. She was formerly with American Fire Sprinkler Association.

Jan Polland is now a vice president for *Hospitality Marketing Solutions*, a hotel marketing consulting company. She was formerly with Omni Hotels.

Greg Pynes has been promoted to director of tourism, *Town of Addison*. He formerly served as manager of Addison's Convention Theatre Center.

Piper Senzig, former sales manager for the *Hard Rock Cafe Dallas*, has left Dallas to get married and to become sales manager of the *Hard Rock Cafe Orlando*.

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 • FAX 214-724-0932 • CompuServe 74161,732) about items of interest for this column.

D/FW Chapter Membership Directory Prepares for Facelift, Offers Opportunities to Advertisers

It is time once again to update the Dallas/Fort Worth Chapter Membership Directory, which will go to press May 31. Vice President of Administration Linda Sergeant (Bill Reed Decorations, Inc.) seeks assistance in two areas—verification of information and advertising.



Linda Sergeant
Bill Reed
Decorations, Inc.

Chapter members are requested to check listings in the 1995-96 Directory to confirm that company affiliation, address, phone, and FAX numbers are up-to-date and accurate.

Update Your Information!

Changes must be submitted in writing and must be registered with both the international and local offices. Changes should be detailed on the insert in this issue of the *CURRENT*, and copies should be returned

to both the international and local chapter offices *no later than May 10*.

"In order to better serve the membership, we have some exciting additions to this year's directory which include the new "Stars Recognition Section," the opportunity to have your e-mail address listed, and the opportunity to be listed in the new "Business Services Section,"" said Linda Sergeant who is in charge of producing the directory.

"Advertising in MPI publications pays off!" Sergeant stresses.

"One of our chapter members—who isn't able to attend meetings or participate in activities—opened up her directory, saw Bill Reed Decorations, Inc.'s ad and called me to help with an event," she said. "Advertising in the directory has paid off for us."

Directory supporters have the opportunity to advertise in a publication that is utilized by both planners and suppliers all year long!

All members interested in advertising in "the most referred to" source book for special event, meeting and party planners in the metroplex should review the rates and procedures for submitting an ad (see insert in this issue of the *CURRENT*). Deadline for submittal is May 16.

See INSERT in this issue!

To ensure correct listings in the 1996-97 D/FW Chapter Membership Directory: Mail or FAX copies of the form (insert) to both the local chapter and international offices:

Membership Coordinator
Meeting Professionals Internat'l
1950 Stemmons Freeway #5080
Dallas, TX 75207
FAX 214/712-7765

Job Kolb, Executive Secretary
D/FW Chapter, MPI
4010 McEwen, Suite 105
Dallas, TX 75244
FAX 214/490-4219

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DESCRIPTION: Charming cowboy, usually accompanied by laughter and applause. His entertaining demeanor adds FUN and EXCITEMENT to any bash.

KNOWN TO TRAVEL EXTENSIVELY: The Cardshawk appears frequently at CONVENTION EVENTS, at CORPORATE MEETINGS and at TRADE SHOW EXHIBITS. He is a smash hit at CASINO and WESTERN PARTIES. His magic and gambling expertise—once seen, never forgotten!

REWARD

BOOKING INFORMATION: • 214/349-8831 •

COMMUNITY SERVICE

The Kids Charity Ball 1996, "Under The Big Top",

brought together the talents of many DFW/MPI Chapter members to produce a showcase event.

And here's just a peak at what it took to "raise the tent" on this year's event:



26 Corporate Sponsors and 8 Table Patrons
17 committees with 10 advisors, 26 chairpeople and over 100 committee members
4 beneficiary charities dedicated to making a difference to children!



4,000 drawing tickets for an Interlude in Italy
3500 invitations
1500 Kids Charity Ball Yellow Pages
750 programs
300 original works-of-art, created by some of the kids!



2,000 big, little & bright balloons
50 unique, one-of-a-kind centerpieces
35 chairs for the Chinese Golden Acrobat to balance on his head
5 clowns ... on stilts, on unicycles, and on the ground
A mime, a magician and a monkey
A Main Stage Circus Set, 18' tall and 80' wide with 4,000 tiny lights
A Circus Backdrop, 90' wide
A circus bear, 12' tall and two elephants, 14' tall
A gondola, a gondolier and two fluted columns
A High-Energy, Toe-Tapping Band ... Custom Made
and One Baby Elephant!



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and One Collector Buick!

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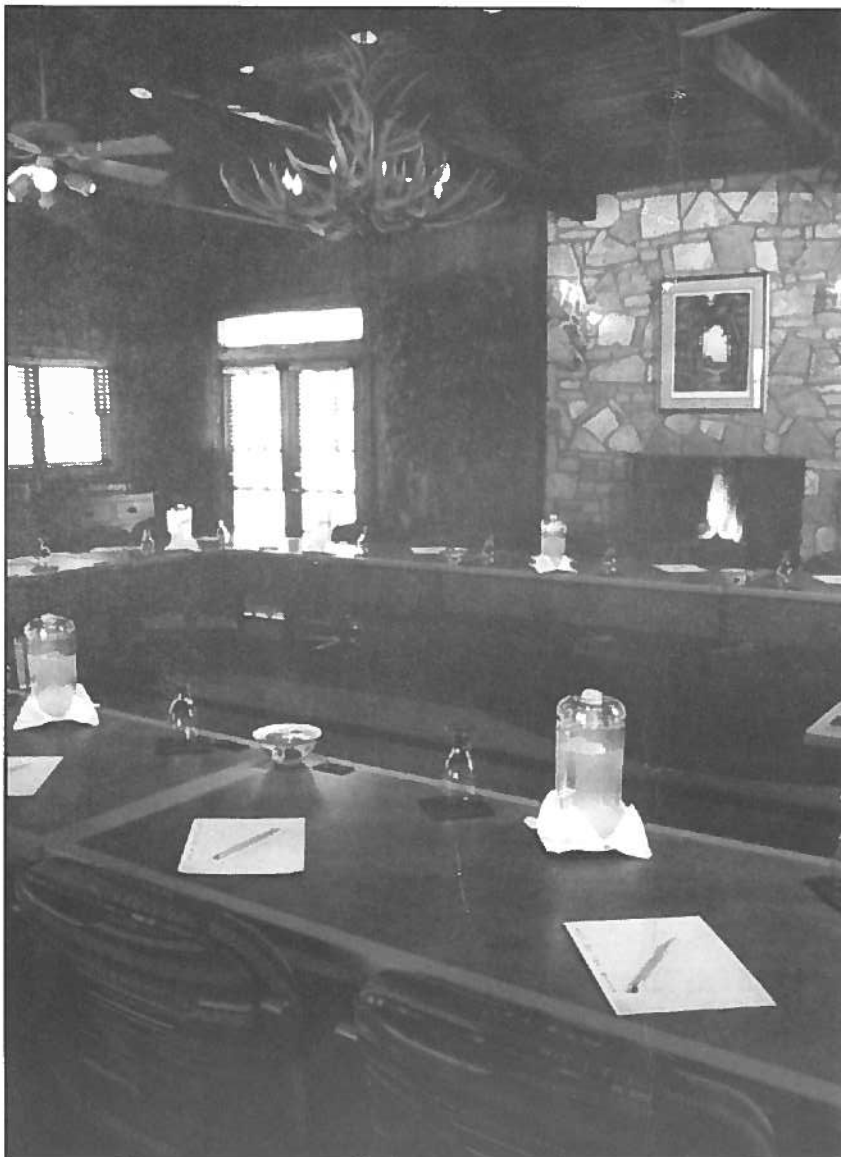
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