

CURRENT

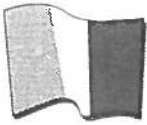
Meeting Professionals International

August 1996

Dallas-Fort Worth Chapter

The Italians are Coming!

When the D FW Chapter hosts the Second Gemelli Chapter Seminar at Garrett Creek Ranch Oct. 19-21, approximately 20 members of the MPI Italia Chapter are expected in Texas.



When the D FW and Italia MPI Chapters partnered as sister chapters, the alliance was christened Gemelli, "twins" in Italian.

There are ample opportunities for D FW members to participate in this landmark event. Your support and involvement can make the Gemelli Seminar personally rewarding.

Stop by the Gemelli booth at the August chapter meeting to see what's on the agenda for October.

See page 13 for more information.

President's Message

Be Informed and Involved!

By Mary Lynn Novelli, CMP
Sterling
Hotels & Resorts

What does the membership want to know?" was one of the first questions I asked upon assuming the presidency of the D/FW Chapter of Meeting Professionals International.

Why does it not surprise me that this dynamic chapter wants to know *everything* and wants to know how to become more involved?!



Mary Lynn Novelli, CMP
D/FW Chapter President

To keep up with current activities, plans on the drawing board, recent board decisions, etc.—read the *CURRENT*, our award-winning monthly newsletter

that chronicles the activities of the award-winning D/FW Chapter of MPI.

As we continue to *Focus on the Vision*, we carried out a tradition by having the first of two Board retreats of the year in July. It was a great success, thanks to the dedication of the entire Board of Directors and their enthusiastic participation.

Many thanks to our retreat sponsors. Because of their generous contributions, we were able to stage a fantastic retreat within a limited budget. See more about the retreat and our plans and goals for 1996-97 below and on pages 4-5.

Remember—all board meetings are open to the membership! You are warmly invited to join us. This could be a great opportunity to learn about the work of the various committees and get you on your way to increased chapter involvement.

Hope you are enjoying MPI—and getting the most out of your membership! See you at the Grand Kempinski August 22!

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Board 'Retreats' to Define Goals

1996-97 MPI D/FW Chapter Goals

- All chapter projects will provide learning opportunities that enhance the value of involvement in MPI, benefit the membership and/or the community, and be operated with fiscal responsibility.
- Increase participation in chapter educational offerings by 5%.
- Operate the chapter within a break-even budget and exceed project income for the 1996-97 fiscal year.
- Establish a method to measure member participation in all areas of the chapter and increase overall involvement in chapter activities by 3%.



Chapter leaders illustrate the "Focus on the Vision" theme at Moody Gardens' IMAX Theatre.

CURRENT MPI

MEETING PROFESSIONALS INTERNATIONAL®

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MISSION STATEMENT

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

August 14, Wednesday
D/FW Chapter Board Meeting

August 15, Thursday
Chapter of the Year Book Committee

August 16, Friday
September *CURRENT* copy due
copy due by 5 p.m.

August 22, Thursday
D/FW Chapter Meeting
"Bringing International
Exhibits to the U.S."
Grand Kempinski Hotel
11:30 a.m.

August 26, Tuesday
Public Relations/Marketing Committee
IGNITION! Creative Group
6 p.m.

August 27, Monday
Education Committee
Annuity Board of SBC Offices
11:30 a.m.-12:30 p.m.

September 11, Wednesday
D/FW Chapter Board Meeting
5:00 p.m.

September 13, Friday
October *CURRENT* copy due
copy due by 5 p.m.

September 19, Thursday
Program Committee
LeMeridien Hotel
5:30 p.m.-7:30 p.m.

September 24, Tuesday
Education Committee
Annuity Board of SBC Offices
11:30 a.m.-12:30 p.m.

September 26, Thursday
D/FW Chapter Meeting
LeMeridien Hotel
11:30 a.m.

October 9, Wednesday
D/FW Chapter Board Meeting
5:00 p.m.

October 17, Thursday
Program Committee
5:30 p.m.-7:30 p.m.

October 18, Friday
November *CURRENT* copy due
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October 24, Thursday
D/FW Chapter Meeting
6 p.m.

October 29, Tuesday
Education Committee
Annuity Board of SBC Offices
11:30 a.m.-12:30 p.m.

Thanks to D/FW Chapter member **O.D. O'Donnell** (Nightlife Talent & Management Agency), **214-691-4417** for compiling this list of chapter meetings, committee meetings, educational opportunities, *CURRENT* deadlines and MPI International event dates.

Details are up-to-date at *CURRENT* publication deadline.
Call O'Donnell, the official "keeper of the calendar," for updates.

*Chapter meeting plans are subject to change. Check CURRENT each month to confirm details.
For more information about association events, call MPI Headquarters, 214-702-3000.*

MPI

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MPI International Headquarters

4455 LBJ Freeway
Suite 1200
Dallas, Texas 75244-5903
214-702-3000
FAX: 214-702-3070

August Meeting Highlights

Director of Japanese Cultural Festival Discusses 'Bringing International Exhibits to the U.S.'

By Elizabeth Baryshev
CompuCom Systems, Inc.

Behind the scenes accounts of planning, marketing and executing "Sun & Star 1996"—the most significant Japanese cultural festival planned for the Americas—will be featured at the August 22 D/FW MPI luncheon meeting at The Grand Kempinski Dallas.



Debra Skriba
Executive Director
Sun & Star '96'

"Sun & Star 1996" Executive Director Debra Skriba, will provide a wealth of valuable information about bringing international exhibits to the United States.

"Sun & Star," a 100-day festival of Japanese life and art, hosted by various organizations in Dallas, Fort Worth, Austin and Houston, begins in September at venues.

Learn the dynamics behind four years of planning this \$10 million festival, which involved coordinating and including virtually every major cultural institution in North Texas, and managing the person-power needed to accomplish this world-class festival.

Skriba will address questions concerning international logistics and ways in which cultural differences affected the development of the "Sun and Star" program.

Skriba has devoted her professional life to the arts and humanities. Early in her career, she taught dramatic literature at Loyola University of Chicago. Later she taught literature, history and philosophy in Stanford University's Western Culture Program.

As manager of national program development at Dallas' public television station KERA, Skriba worked on the development of many public television projects, including *LBJ*, a four-part series that was nominated for a national Emmy.

August program committee members are Sue Ferguson-Fry (Hard Rock Cafe), Elizabeth Baryshev (CompuCom Systems, Inc.), and Peg Wolschon (Kerrville Bus Company).

MPI

MEETING PROFESSIONALS INTERNATIONAL
Committed to Educational Leadership

August D/FW Chapter Meeting

"Bringing International Exhibits to the U.S."

—featuring Debra Skriba of 'Sun & Star 1996'—

Thursday, August 22

The Grand Kempinski Hotel Dallas

15201 Dallas Parkway • Dallas, Texas • 214-789-3050

11:00 a.m. Orientation—Colonnade Room

11:30 a.m. Registration—Crystal Ballroom Foyer

12:00 noon Lunch & Program—Crystal Ballrooms 6, 7 & 8

(check the hotel reader board for any room changes)

Complimentary Valet Parking—Tickets Validated at Registration

R.S.V.P. to Joe
by noon, Tuesday, August 20
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•FAX 214-490-4219
(see FAX insert)

•74742.1725@compuserve.com

Advance Registration \$24*
Late Registration \$32*
Guest Registration \$27*

* prices reflect \$2 increase effective August 1996

August Host Facility

The Grand Kempinski Dallas

Discover "old world charm in an ultramodern city" at The Grand Kempinski Dallas. Situated in the heart of North Dallas amidst one of the finest shopping and business districts in the Southwest, the Kempinski offers deluxe accommodations with 527 guest rooms, 37 suites and two private concierge floors.

The Grand Kempinski Dallas is rated #1 in ability to service groups and meetings by *Successful Meetings* magazine's "State of the Industry Survey of Travel and Incentive Planning Executives."

The Kempinski has a total of 100,000 square feet of meeting space, including 24 break-out rooms and featuring the 25,400 square-foot Crystal Ballroom with a 26-foot ceiling.

Food and beverage outlets include the Bristol Lounge, Kemp's nightclub, and two restaurants—Le Cafe and Monte Carlo.

The Grand Kempinski Dallas, 15201 Dallas Parkway, is situated on the west side of the Dallas North Tollway, between Beltline Road and Arapaho. Outdoor parking is complimentary; covered garage parking is \$1.

MPI

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Committed to Educational Leadership

Meeting Professionals International is the world's largest association of meetings professionals with more than 14,000 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.

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Town of Addison
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Immediate Past President

Phyllis Firebaugh, CMP
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214-442-7800 x281

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Kerrville Bus Company
214-263-0294

'Focus on the Vision'

Board 'Retreats' to Define Goals

Officers and directors of the D/FW Chapter of MPI recently gave up a weekend to plan and project goals for the upcoming year's activities. The group flew to Houston via Southwest Airlines, for a two-night stay at South Shore Harbour Resort & Conference Center. These are just two of a number of suppliers who made the weekend possible. Please see list of sponsors on page 5.



Chapter leaders learn to work together during a team-building exercise directed by Performa Solutions—adjacent to South Shore Harbour Resort & Conference Center.



LEFT: A special host from the Gulf Greyhound Park stops by for a visit. The retired dog is part of the track's greyhound adoption program.



"Groucho Marx" and Independent Planner M.T. Gnad—**Gnad**—who led a seminar on Roberts Rules of Order—"Focus on the Vision."



Chapter leaders pause with **Jolene Allen** of Southwest Airlines, second from left, at Dallas Love Field prior to departure.



Between work sessions, chapter leaders visited the tropical rainforest at Moody Gardens in Galveston.



Even "relaxation time" was filled with talk of chapter goals and projects.

Photos by Steven Foster



No, the group didn't detour to the Big Apple! After a 3D movie at the Moody Gardens IMAX Theatre in Galveston, the board had fun with this New York backdrop outside the Theatre.

*Ours sincere appreciation to our
Board Retreat Sponsors*

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713-334-1000

Southwest Airlines
Jolene Allen
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Performa Solutions, Inc.
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LaMarque, TX
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Galveston, TX
Patty Newmark
800-582-4673

Space Center Houston
Houston, TX
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800-972-0369

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214-450-6202

**Roberts Rules Training
M T Gnadt**
Independent Planner
214-539-6538

Clint Maun
Maun-Lemke
Omaha, NE
800-356-2233

Walk a While in My Shoes

Oct. 8-Nov. 19



"Walk a While in my Shoes" is a hands-on opportunity to learn about many facets of the meetings industry. You will be a "traveling meeting planner," learning the roles of suppliers and planners and how they relate to each other.

Visit a hotel—and an airline. Listen to a meeting planner and an incentive planning company. Talk about your audio visual and production needs. Plan an event and present your RFP to the various venues as they answer your questions and facilitate each class.

The class begins Tuesday, Oct. 8, and will run seven consecutive weeks—through November 19, 5:00 p.m.-7:30 p.m.

Network, earn CEUs and "Walk a While in my Shoes!"

The class is open to the first 25 PAID students. For more information contact Chairperson Tamara Quilty (Sprint), 214-405-5177; or Co-chair Brooks Proctor (Harvey Hotel Addison), 214-980-9977.

Cummins Named PO⁴D Director

Tony W. Cummins (Dallas Park Central Hotel) will serve as PO⁴D director for 1996-97. The appointment was made by the MPI Board of Directors.



Tony W. Cummins
Dallas Park
Central Hotel

The PO⁴Ds provide an opportunity to develop relationships with other professionals in your area of the metroplex—especially important for those who find it difficult to attend regular monthly meetings because of time constraints or driving distance.

Cummins will work with the chairpersons of the chapter's 10 PO⁴Ds to develop educational and networking opportunities.

Joe Diaz (Delta Airlines) will work with Cummins as the liaison to the Board of Directors.

If you are interested in working as a PO⁴D chairperson, or in planning activities for your PO⁴D, please contact Cummins at (214) 233-4421.

"This is an excellent involvement opportunity to share knowledge and contacts in your own business neighborhood during a short time commitment," Cummins said.

The PO⁴D Handbook will be mailed with the 1996-97 Chapter Directory this month.

CMP Corner

By Cyndi Martinez, CMP • Renaissance Dallas Hotel



Cyndi Martinez, CMP
CMP Liaison

Congratulations to all MPI D/FW Chapter members who took the recent Certified Meeting Professional (CMP) exam! It was a difficult test, plain and simple. Best wishes for a good result!

Now the focus is on those who are preparing to sit for the exam in December or January. The first step is to request a CMP application kit from the Convention Liaison Council in Washington D.C. Call (202) 626-2764. Cost for the kit: \$25.

The application—and a \$125 fee—is due Sept. 9. The commitment to take the exam—following notice of approval—is due, along with a \$290 fee, Oct. 28.

Study groups will begin in October to prepare for the Dec. 7 or Jan. 11 exams.

Remember to look for opportunities to study—and review those terms!

Here, courtesy of the Convention Liaison Council's glossary, are a few **Audio Visual** terms to review:

Cardioid Microphone: Unidirectional microphone

Coaxial cable: Cable used to carry audio visual and television signals

Print: copy of the final edited film.

Lectern Microphone: Microphone attached to a lectern.

Dupe: File or tape which has been printed from the original copy (duplicate).

Leko: Type of adjustable spotlight, formerly known as klieg lights.

Wipe: Scene in a motion picture that appears to be pushed off screen by a new scene.

Plan now to attend the August meeting to review the CMP process!



Professional
Opportunity for
Development

Southfork revisited . . .



MPI members enjoyed an Olympics-style evening in June at Southfork Ranch Event and Conference Center. Director of Sales & Marketing **Joy Johnson** (center) joins a bevy of "Greek goddesses"—Southfork staffers—who greeted MPI members at the gate with delicious hors d'oeuvres.



Program Committee members for the June meeting at Southfork Ranch Event and Conference Center were **Alainna Webb, CMP** (Carey Transportation), **Peg Wolschon** (Kerrville Bus Company), and **Lisa Allen** (Southfork Ranch).



Representatives from four local charities accepted checks from the D/FW Chapter. The gifts, totaling \$72,000, were proceeds from The Kids Charity Ball. Pictured, left to right, are **Bob Sanks** (North Texas Food Bank), **Kay Cole** (Trinity Ministry to the Poor), **Sandy Huffman** (Love for Kids), TKCB Chair **Patti Wilke, CMP**, and **Samantha Bernecker** (Give Kids the World).

July Stars of the Month

"Stars of the Month" is a recognition program honoring chapter members for involvement in committees and special programs. All Stars of the Month are eligible for a special drawing for two educational scholarship awards to attend the MPI International Conference or other MPI educational opportunities.



Ellen Brown
Dallas
CVB

Ellen Brown (Dallas CVB) has given much time and effort to the D/FW Chapter's Job Bank, sending out almost 1200 resumes for hundreds of job openings.



Steve Kemble
Steve Kemble
Event Design

Steve Kemble (Steve Kemble Event Design) put his expert touches on awards nominations, the ultimate selections, and the May Awards Presentation—and even "appeared by satellite!"



Ginny Paxton
Ginny's
Gifts

Ginny Paxton (Ginny's Gifts), an active member of the Membership and Programs committees, is a regular centerpiece donor to our monthly meetings.



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— REWARD —

BOOKING INFORMATION: • 214/349-8831 •

Professional Growth Awards



The Professional Growth Awards (PGA) program is a scholarship fund to assist members of the D/FW Chapter of MPI in offsetting expenses of attending educational classes, seminars, etc.

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

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INTERNATIONAL NEWS



Sally Goldesberry, CMP
V.P./Finance

The \$25 increase in MPI dues— 'What's in it for me?!'

By Vice President/Finance Sally Goldesberry, CMP • Meetings & Exhibit Specialists

This question & answer column addresses concerns expressed about the international dues increase.



How can I explain this dues increase to my company?

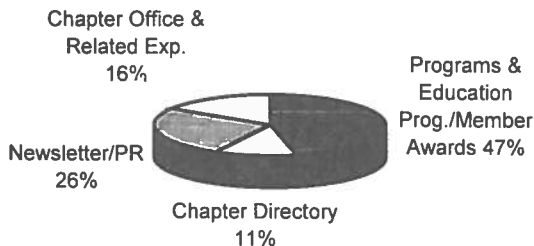
A: The cost of doing business has increased. Salaries and labor costs have gone up. Consider how expenses have increased in your own businesses. It has been four years since MPI last had a dues increase; MPI International and the local chapters have been absorbing these increased expenses.



Does the Dallas/Fort Worth Chapter make a profit?

A: Our chapter operates close to "break-even." Operating expenses for 1995-96 totaled approximately \$124,000. Forty-seven (47)% of expenses go directly to education programs, including Brown Bag Education Luncheons, the How to Breakfast Educational Series, "Walk a While in My Shoes" as well as monthly chapter programs. Public relations programs, including the monthly newsletter, accounts for 26% of chapter expenditures. The chapter directory is 11% of the budget. Expenses related to maintaining the chapter office represent 16% of the budget.

MPI D/FW Operating Expenses \$124,352



*Does not include restricted funds for The Kids Charity Ball.



How does the \$25 increase mandated by the international office benefit the D/FW Chapter?

A. Twenty (20) % of the dues increase will be used as a direct chapter benefit. Each chapter will now receive \$52 per member per year.



What's in it for me?

A: Among a long list of things, the increase will provide the following: • enhanced educational programs—at both the local and international level, • global meetings of the highest caliber, • development of a World Wide Web site for the association, and • upgraded editorial content of MPI's official publication, *The Meeting Manager*.

Members of the D/FW Chapter enjoy a special perk: Because Dallas is the site of MPI International headquarters, we are fortunate to have easy access to the MPI Resource Library, the largest collection of books and articles on meetings management and other related information pertaining to the hospitality industry.



Why should I stay involved with MPI?

A: Terrific educational programs and networking opportunities with the best in our industry are my favorite reasons! Get involved and you're likely to meet potential clients and business associates.

We learn from each other—and we do business with each other; 80% of MPI members do business with other MPI members. Other perks include the Chapter Directory and the monthly newsletter.



How can I be involved? I can't attend monthly meetings?

A: Check out the monthly POD'Ds meetings—geographical MPI meetings designated by zip codes—or join a committee to work on another project. Most committee meetings are at night after business hours. If you want to be involved, there's a way!

July Meeting Highlights

Keith Harrell Encourages Involvement with 'Attitude is Everything' at Natural Resources Focus

Photos by Mark Lazarow Photography



LEFT: MPI 1996-97 starts with a bang as D/FW Chapter President **Mary Lynn Novelli, CMP** (Sterling Hotels & Resorts) emerges from a box to lively music, encouraging involvement. The balloons were provided by Balloon City, USA; the box was courtesy of Yellow Rose Touring and Special Events.



Vice President/Programs **Cindy Hamilton** (Cityplace Conference Center) pauses with guest speaker **Keith Harrell**. Harrell's convincing message? Involvement!



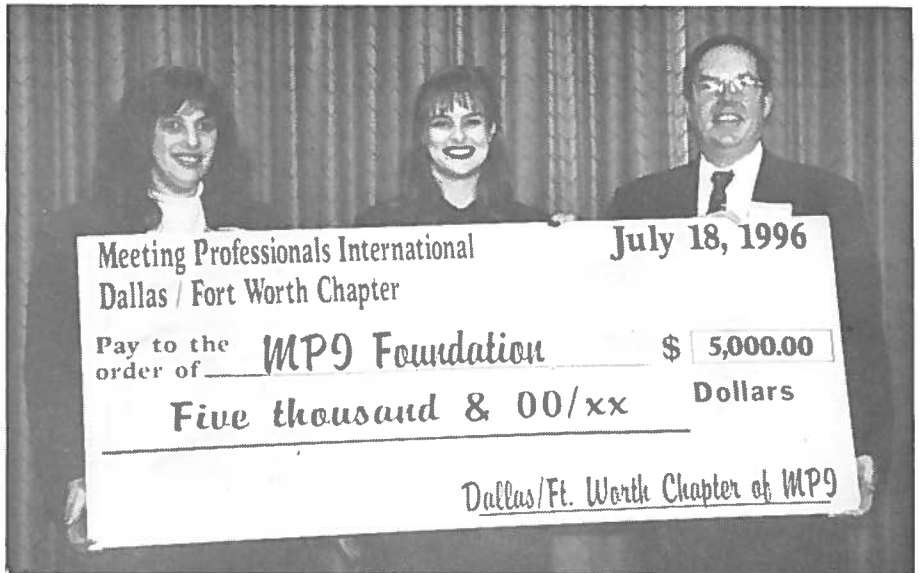
Director of Catering **Maureen Storto, CMP**, (center) and staff welcome the D/FW Chapter of MPI to the Hyatt Regency DFW Airport in July.



Wendy Foster (Circle R Ranch) and **Debra Jerman Shaw** (Cityplace Conference Center) were co-chairs of the July chapter meeting.



Dorrit Turner (Yellow Rose Touring & Special Events) welcomes members and guests at registration. Turner's company provided centerpiece and other decor at the July chapter meeting.



Peg Wolschon (Kerville Bus Co.) and **Kristi Hollomon** (J & S Audio Visual) presented a check for \$5000 to the MPI Foundation, represented by **Robert Eilers** of MPI International. The funds were proceeds of the MPI cookbook sales. The giant check was provided by Fun Factory, who also provided the giant checks for presentation to recipients of The Kids Charity Ball funds at last month's meeting.

*Photos
by
Mark
Lazarow
Photography*



"PO'Dners" **Joe Diaz** (Delta Air Lines), left, and **Tony Cummins** (Dallas Park Central Hotel) (right), recruit Stephanie Phillips and Jessica Jackson (Holiday Inn Worldwide) for the D/FW Chapter's PO'Ds program at the "Natural Resources" tradeshow, designed to encourage participation in chapter activities.

Hall of Fame

Please salute the following companies and individuals for their contributions to the July meeting at Hyatt Regency DFW Airport

Keith Harrell
800-451-3190

Hyatt Regency DFW Airport
Maureen Storto, CMP, Catering
214-615-6712

American Airlines
Mary Klovekorn

Yellow Rose Touring & Special Events
Dorrit Turner
214-746-3780

Balloon City, USA,
Eddie Heyland
214-821-6482

Fun Factory
Linda Thornton
214-686-7444

Sound & Stage Craft
Rick Adams
214-615-6712

Trade Show Drawings

Gray Line of DFW
Carole Sharapata
214-630-1000

Planet Hollywood
Sally Bresnaham

June Program Committee

Debra Jerman Shaw
Cityplace Conference Center

Wendy Foster
Circle R Ranch

J&S
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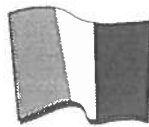
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Gemelli Chapter Goals

- To develop a format for joint chapter meeting opportunities (Gemelli Seminar) not only for the D/FW and Italia chapters but other MPI chapters as well
- Educate members on the international nature of the meetings industry
- Provide an avenue for both planners and suppliers to share their knowledge on the international product
- Work jointly with the Program Committee to develop an insightful and educational monthly meeting with a truly "international" focus
- Increase "international" knowledge quotient of interested chapter members through various educational opportunities during the year
- Share information between D/FW and Italia on chapter business and the different ways business is conducted in both countries

NOTHING CHANGED TODAY!

Have you ever seen a headline like this?

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Political Change		Change of Leader
Personal Change		Change in Family

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Heard it through the Grapevine!

By M.T. Gnad
'Grapevine' Columnist



Cissy Horton is the new program manager for *Yellow Rose Touring & Special Events*. She was formerly with GrayLine Tours.

Patti O'Neil has started her own company, *Conference Planning Inc.* She was formerly a meeting planner for Mobil Oil Company.

Alainna S. Webb, CMP, has joined *The Carey Companies* as manager of meetings and special events. She was formerly with Meeting Management Association/Festivities.

Deborah J. Wheeler, CMP, left the Society of Petroleum Engineers to become an independent meeting planner.

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 • gnadt@airmail.net) about items of interest for this column.

Gemelli Seminar — an International Partnership



By Tim Wade
Lennox Industries

The D/FW Chapter unveiled its Gemelli Chapter booth last month to publicize the Second Gemelli Chapter Seminar. Approximately 20 members of the MPI Italia Chapter are expected to be in Texas for the Oct. 19-21 event at Garrett Creek Ranch.



Tim Wade
Co-Chair
Gemelli Committee

When the D/FW and Italia MPI Chapters partnered in 1993 as sister chapters, the alliance was christened *Gemelli*,—"twins" in Italian. Last year 11 members of the D/FW Chapter traveled to Italy for the first-ever joint Gemelli Chapter Seminar.

There are numerous opportunities for D/FW members to participate in this landmark educational event. Your support and involvement can make the Gemelli Seminar personally rewarding.

The Gemelli booth at each monthly meeting will provide highlights of the seminar and sell Italian chocolates and "opportunity" tickets for a drawing—dinner for two at a D/FW restaurant—to raise funds for the program. This month's drawing will be an opportunity to win a \$200 dinner at The Mansion Restaurant.

Last month, a lucky ticket holder walked away with a \$100 certificate for dinner at one of several noted metroplex restaurants, and chapter members supported the "Italian Happy Hour" fundraiser at Pomodoro/Arcodoro Restaurants. Thank you, Lori Farris, for the delicious food!

Gemelli Chapter Mission Statement

Gemelli was formed to develop a communicative and interactive relationship between the D/FW and Italia chapters of MPI; thereby increasing the potential for networking, business and educational opportunities and exposing all members to the international nature of meetings.

The Gemelli Seminar will provide an opportunity to learn about the "international" side of meetings. Interact with our brothers and sisters from Italy—and learn about business in Italy and the European community.

In the September issue of *CURRENT* look for information on membership participation to certain functions and events before and after the Gemelli Chapter Seminar in both Dallas and Fort Worth.

As they say in Italy—*Arriverdercci!*

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Supplier Profile—Denise A. Howieson

A congenial “people person,” Denise will interview MPI members for the “Opinion, Please!” column in the CURRENT.

Born: July 4, 1952, Johnstown, PA

Personal: single/no children

MPI Member since: January 1996

MPI Involvement: The Kids Charity Ball and Public Relations committees; will interview members for the “Opinion Please!” column in the *CURRENT*

Occupation: Director of Sales & Marketing for IGNITION! Creative Group

Education: Kent State University, B.S. in education

Favorite book: *A Woman of Substance*

Favorite Movie: *Out of Africa*

Favorite Music: classical

Favorite Meal: Italian food cooked by my mother

Ideal vacation: a spring museum tour of Paris, seeing all the great work by the

Impressionists

Trademark cliché or expression: “Oh well”

I wish I could: work at the United Nations and meet people from all over the world

What people don’t know about me: I work on a “hotline” for abused women.

Current projects: public policy committee at “Brighter Tomorrows,” organizing campaigns to effect voting by state legislators on issues of domestic violence

Favorite way to spend my time: love gardening and hanging out with friends at flea markets and antique stores

Best advice to MPI members: Don’t be overwhelmed by all the activities—and sit with new people at every meeting!

Denise can be reached at: 214-819-3150 or 104355.630@compuserve.com



Planner Profile—Holly Adams

Rollerblading, photography, cross stitching and movie watching are among this meeting professional’s favorite pasttimes.

Born: November 16, 1964, Seattle, WA

MPI Member since: 1990

MPI Involvement: Education and Public Relations Committee—coordinated “Brown Bag” and “How-To” educational programs; participated in panels in the Richland College meetings management class

Occupation: meetings coordinator for the JCPenney Company, Inc.

What I like best about my job: the challenges and creativity that come with each meeting project

My career path: started in hotel sales and hopped over the fence in 1990

Education: University of Texas, B.A. in business management

Favorite Movie: A movie buff, I have *many* favorites!

Ideal vacation: Sun ‘n’ fun—outdoors activities; an African safari is my next dream vacation

Fantasy luncheon guests: Jerry Seinfeld, Eleanor Roosevelt, Jimmy Stewart, Barbra Streisand

Best asset: outgoing, friendly spirit

Worst habit: occasional impatience

I wish I could: win the lottery, travel all the time, work just when I want to

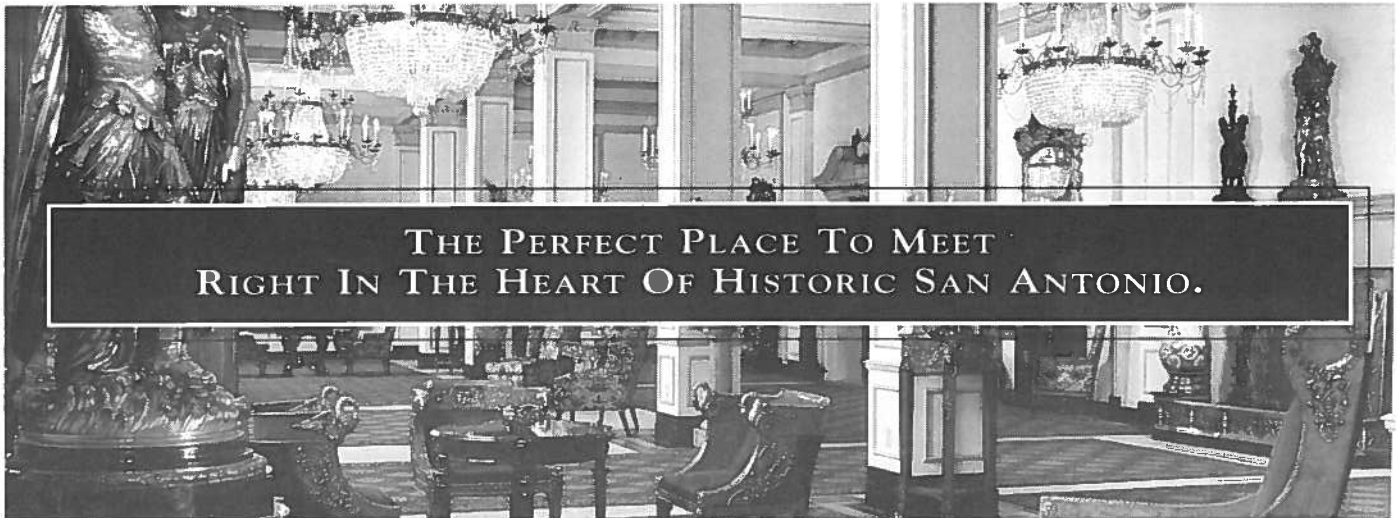
Current projects: professional: taking a group to the Olympics; personal: cross stitching pictures for babies’ nurseries for family and close friends

Most people don’t know that I: was my high school’s mascot and that, during college, I had a job delivering balloons, dressed like a clown, and sang for the recipients.

Best advice to MPI members: Network, network, network! Build relationships with both planners and suppliers.

Holly can be reached at: 214-431-1326 or HADAM1@JCPenney.com





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D/FW MPI STARS are members who contribute services or products to chapter meetings and special events.

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D/FW MPI



Volunteer Coordinator
Tracey Smith
Computer Language Research, Inc.
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Would you like to . . .

- Have some fun?
- Learn something new?
- Network with fellow MPI members?
- Feel the pride of accomplishment?

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Get involved in the D/FW Chapter of MPI! Volunteer opportunities abound!
Call Volunteer Coordinator Tracey Smith
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'95-96 Stars Supplier Recognition Program a Good Start

By Jan Pollard
Hospitality Marketing Solutions

The D/FW Chapter of Meeting Professionals International is grateful to the many "Stars" who contributed so much to our educational programs and special events.

The D/FW MPI Stars Program was developed to provide recognition for members' contributions of goods and services over and above volunteer hours. The first year has been a "good start" and has given us ideas for improvement in our tracking methods.

Some contributions may have been missed, and as the program enters its second year, we hope to accurately recognize all who provide meeting space, transportation assistance, food and beverage, audio visual support, decorations, signage, printing or their talents as speakers.

Be sure to ask if your company's contributions are being tracked. The 1996-97 Board of Directors is committed to continuing and to continuously improving the Stars Program.

Volunteers Needed!

Education

Committee



Vice President / Education
Susie Carr, CMP

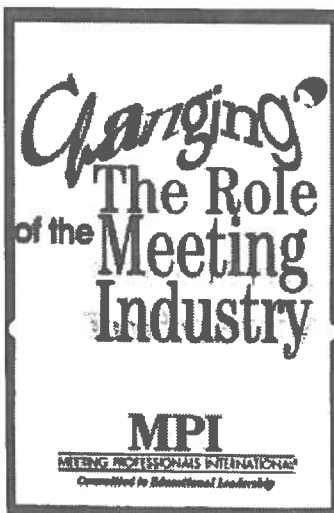
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Would you like to . . .

- Be involved with an exciting new group of people?
- Network with fellow MPI members?
- Sharpen your leadership skills?
- Address the needs of chapter members through education?
- Help create new topics for programs such as "Brown Bags," "Walk a While" and "How Tos"?
- Help create CMP study groups and other educational opportunities?
- Gain exposure through volunteering?
- Test your creativity?

Call Susie Carr, CMP *today!*

Get involved in the D/FW Chapter of MPI!
Volunteer opportunities abound!
For more possibilities, call
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214-250-2704 • FAX 214-250-7100



Opinion, Please!

Q: Which committee(s) interest you and how do you see yourself becoming involved in the chapter?



Karen Knox

i2 Technologies • planner

A: "The Gemelli Committee— I love Europe—and Italy is my favorite European country. My goals include becoming bilingual and learning more about planning events in Europe, so involvement in this committee is a terrific opportunity."



Elizabeth Baryshev

CompuCom Systems, Inc. • planner

A: "I joined MPI in March and enrolled in the "Walk a While in My Shoes " program; now I'm on the committee for the fall session. I'm attending educational sessions at Richland College and am eager to participate in the Education Committee. Will also be involved in the Program Committee."



Steven M. Brooks

Intelecon • supplier

A: "The 'Meet & Greet' Committee—because I enjoy making new friends, especially in our industry. I'm a new member of MPI and believe this committee will help me become more involved with the D/W Chapter. Once I know the needs of fellow colleagues, I can think of creative ways to be of more service. "



Bryan L. Davis

Embassy Suites • supplier

A: "The Community Services Committee—because I can think of no better way to show the unity and dedication of our organization than by being actively involved in community programs and offering support to those in need."

"Opinion, Please" is a question and answer feature column prepared by Denise Howieson (IGNITION! Creative Group).

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Editor's Notes

CURRENTly . . .

A monthly challenge in editing the *CURRENT* is to hit the high points with clarity and brevity—to chronicle activities of the D/FW Chapter of MPI *concisely*.

Your editor is of the Strunk & White (*The Elements of Style*) and Zinsser (*On Writing Well*) "schools of thought" on writing—vigorous writing is concise. The best writing has been stripped to its cleanest components—no extraneous, needless words.



Gracie H. Hilton
The Write Stuff
CURRENT Editor

William Zinsser, one of my favorite writers on writing, says, "Clutter is the disease of American writing."

William Strunk and E.B. White, two more icons among those who write on writing, say it simply: "Omit needless words."

Remove the deadwood, bloated verbiage, verbose phrases and doublespeak. Replace with common, short words and sentences, and comprehension will soar! *Less is more!*

Newsletter writing, especially, requires a brisk, informal style. Paragraphs should be short—no more than two or three sentences. And every sentence should be packed with meaning.

Newsletter paragraphs need "air" (white space) around the words, making them inviting to read.

Down with deadwood—multiple adjectives that mean the same thing (such as extraneous, needless), or adorning a verb with a redundant adverb (resume again, remit back). Excise those empty qualifiers that zap power from sentences (truly, very, little, really).

Don't *which* and *that* sentences to death. Hack away at wordy verb forms (the committee will be holding a meeting) and that horrible plague called creeping nounism.

(Did you catch *horrible plague*? Do we need *horrible*? No. A plague is horrible.)

If you think this style is *too* "minimalist" . . .

Do you think Benjamin Franklin would be remembered with such warmth if he had said, "In this world nothing is certain but negative patient-care outcome and revenue enhancement.?"

What if Leo Tolstoy had written *Violence Processing and a State of Permanent Pre-Hostility*?

Remember the beauty of a short declarative sentence. Writing is too often swollen with ornate generalizations.

The stylus is more potent than the claymore. Let's use the claymore to make the stylus mightier than ever.

Tight writing makes a point.

More on concision next month.

—ghh ☺
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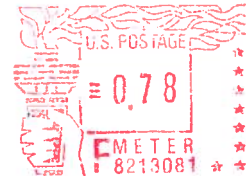
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