

CURRENT

Meeting Professionals International

January 1998

Dallas/Fort Worth Chapter



Membership Needs Assessment Survey

The results of the MPI D/FW Chapter Membership Needs Assessment Survey are in.

See page 12 for comments, plans and progress on seven areas of chapter needs.

A Lesson in Learning The Mentor Program— A Meeting of the Minds



Asher Lortz Diane Smith

By Diane Smith, CMP/Mentor
Alcon Labs &
Asher Lortz/ "Mentee"
TASCOR Corp.

Editor's Note: This dialogue illustrates the MPI D/FW Chapter's successful Mentor Program, recently renamed "Connections—a Meeting of the Minds." The mentor—a seasoned professional—works with a protege—or "mentee"—in the program's jargon.

ASHER: Here's the problem. I needed locations for 15 IBM "road shows" in 15 different cities with a lot of meeting space and almost no sleeping rooms. How was I going to negotiate a good deal when I had no group history and could only offer some F & B? What a challenge!

DIANE: Yes, it was a challenge, but Asher knew that with some help she could turn this into an opportunity and that's just what she did. She and I brainstormed and took advantage of every educational tool we could get our hands on—videos, books, industry magazine articles, everything. We came up with some solutions and her 15 programs were a success. I believe our collaboration had a definite impact on her ability to successfully manage those meetings.

ASHER: Diane and I have been involved in our D/FW Chapter Mentor/"Mentee" relationship since January 1997. This is an example of just one of the many chal-

lenges we've discussed and brainstormed about since that relationship began. We have a mutual friend, Fred Knieberg, CMP, who was instrumental in establishing the Mentor Program. Fred felt that Diane and I would be a good "match," so he persuaded Diane to jump on the Mentor Bandwagon!

DIANE: Persuade?! That's putting it mildly! If you know Fred, you know he's persuasive. He just doesn't take *no* for an answer. And I'm really glad he didn't in this case. Once Asher and I began the program, I realized that it was going to do me just as much good as it was her. When we began the program, Asher and I decided that we needed to set a standard day each week that we'd connect (via the phone) and we agreed to meet every month on the third Thursday, after work at a local bookstore.

ASHER: It was great knowing that our schedule was set and unless something unforeseen came up, we made that meeting every month. My travel schedule was extremely hectic February through April, but we still managed to make it happen.

DIANE: At each of our "face-to-face" meetings, we'd set a goal for the following month. We based these goals on Asher's initial objectives identified in our contract. Don't misunderstand my use of

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CURRENT MPI

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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. The CURRENT and MPI D/FW Board of Directors are not responsible for the content of advertisements. Any complaints concerning an ad should be directed to the advertiser.

Upcoming Chapter Meetings

January 22, Thursday
Monthly Chapter Meeting
Wyndham Anatole
"Government Affairs"
11:30 a.m.

February 26, Thursday
Monthly Chapter Meeting
Plano Centre
"Ethics"
11:30 a.m.

March 26, Thursday
Monthly Chapter Meeting
11:30 a.m.

April 23, Thursday
Monthly Chapter Meeting
Fort Worth: Bass Performing Arts Hall,
Worthington Hotel & Stockyards Station
"Innovative Networking"
6:30 p.m.



CURRENT Deadlines

ISSUE	DEADLINE
February inserts due Feb. 11	Jan. 16, Friday
March inserts due March 11	Feb. 20, Friday

MPI

MEETING PROFESSIONALS INTERNATIONAL®
Committed to Educational Leadership

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4455 LBJ Freeway • Suite 1200
Dallas, Texas 75244-5903
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FAX: 972-702-3070
<http://www.mpiweb.org>

MPI D/FW Mailing List and Labels For Sale



Do you want to...

- Promote your business or service?
- Market specifically to planners? or suppliers?

The MPI D/FW mailing list, which consists of approximately 800 meetings professionals, can be purchased in ready-to-mail label format. The list, which is updated monthly, is sorted alphabetically, or by planner or supplier categories.

The cost is \$150 for MPI D/FW members; \$250 for members of other MPI Chapters; and \$300 for non-members.

To order, contact MPI D/FW Chapter Secretary Joe Kolb, 972-233-9107, x203.

(Note: it is against copyright laws to reproduce the MPI Directory in any format.)

President's Message

Making Time for Involvement Means Making Choices, Establishing Priorities

Happy New Year! Time is on the march and so is the Dallas/Fort Worth Chapter. An army of volunteers have committed themselves to getting the most out of their membership by active participation.

How do they find the time? Good question!



Gregory Pynes
Hand & Associates
Communications
D/FW Chapter President

A member recently wrote to me about the challenge of involvement: "How can corporate meeting planners get involved—and keep their jobs?!"

Anyone familiar with the D/FW Chapter of MPI realizes the validity of this question.

This issue impacts all planner members—corporate, association, or independent. As the chapter seeks leaders, we hear this "time and commitment" question frequently.

This issue also impacts supplier members. Planner and supplier alike are faced with justifying time to do volunteer work. The issue of taking time out of the office or away from home is a struggle.

Realizing that all situations are unique, let me share my personal "involvement" story about my experience of being involved in MPI and how I still hold a job, sleep, take vacations and spend time with family and friends.

I have to make choices. Soon after I joined MPI, I realized the need to participate in order to receive any value from my membership.

Serving as president of MPI D/FW means I have to make sacrifices. I have to get up an hour earlier and work an hour later each and every day (weekends too!) just to keep up and make sure that I fulfill my commitment.

I cannot take MPI calls at my office because I would never get anything done and because I made a commitment to my associates that MPI would not become *their* lives. It means sacrificing *some* personal time to get the job done. But serving in this capacity is worth the sacrifices.

The letter writer referred to a "glass ceiling" or a "clique."

It is true that those MPI D/FW members who are most active are those who wind up on the Board of Directors and are the recipients of various honors and recognition.

MPI, like all volunteer organizations, must have experienced and committed members in order to operate. It is natural that those who make the time to be involved in positions of service are visible.

MPI D/FW leaders are not a clique; they are a group of dedicated people who get together frequently to talk about chapter business, programs and projects.

Being a leader or volunteer on any level requires a time commitment. But you can decide what and how much you want—and are willing!—to do.

I encourage you to determine what about MPI is important to you—what you are willing to sacrifice in order to serve, and how you can justify this to your business, family and friends.

I encourage you to seek *Involvement through Service!*

Members are not "judged" by how many committees they serve on, how often they attend monthly meetings, educational offering, etc. If you are participating in any way, then you are contributing to the chapter, to MPI, and to the profession.

Bottom line, MPI does not have to become your life in order to serve others and yourself. It only takes deciding what and how much you want to do.

I appreciated the letter and am eager to talk personally to any member about these issues. But remember — it has to be *before* or *after* my work day!

MPI

MEETING PROFESSIONALS INTERNATIONAL
Committed to Educational Leadership

Meeting Professionals International is the world's largest association of meetings professionals with more than 14,500 members in 51 countries and 58 chapters and three clubs. MPI serves as the pivotal force in positioning meetings as a primary communication vehicle and a critical component of an organization's success. MPI leads the meeting industry by serving the diverse needs of members and nonmembers alike through its commitment to quality education, continuous improvement and excellence in meetings while upholding high ethical standards.

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214.979.4639

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214.571.1040

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214.922.0316

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972.513.0054

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J & S Audio Visual, Inc.
972.241.5444




STAR of the Month



"Star 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.



Sandi Galloway
Canadian Tourism
Commission

Sandi Galloway (Canadian Tourism Commission) has been a member of MPI for the past four years and has always worked behind the scenes.

She currently serves on the Membership, Program and The MPI Kids Charity Ball Committees.

Galloway was instrumental in helping put together the Professional Ethics and Conduct document, and also rallied the Canadian Tourism Commission to help with the printing costs of this document which was distributed by MPI International.



To nominate a Star of the Month, fax Marcy Roitman (Grapevine CVB), 817-488-1048

JANGLE in January

this MNEMONIC
will help you remember
details about this month's
chapter meeting

January 22

Anatole Hotel

Nominations for Chapter Awards

Government Affairs

Lunch at 12:00 pm

Encourage Industry Advocacy



Transportation from Fort Worth/Arlington

Thanks to Five Star Limousines (Patty Stern), Fort Worth/Arlington MPI members can enjoy complimentary transportation to the MPI D/FW meeting Jan. 22 at the Wyndham Anatole.

10:50 a.m. pickup at Holiday Inn Central (off I-30 and Beach St. in Fort Worth)

11:05 a.m. pickup at the Trail Dust in Arlington, (off I-30, on Lamar Blvd.)

Call Melanie Arguello (Forth Worth CVB) 817-336-8791, x226 to make reservations.

Registration Procedures Simplified

By Susie Carr-Tennison
Annuity Board of the SBC
V.P./Administration

The MPI D/FW Chapter Administration Committee has made a commitment to the membership to expedite registration. Plans and progress include:

- Members can expect to see the same volunteers behind the registration table for the 12 monthly chapter meetings. The registration staff has been expanded as well as the services they provide. Several volunteers will serve as back-up staff.

- Attendees such as MPI D/FW past presidents, current MPI D/FW Board of Directors, monthly program committee members, International MPI staff and monthly speakers will register at a no-wait registration table.

- A new Courtesy Information Center (CIC) provides membership applications

and information, directions to pertinent locations within the host hotel, phone locations, etc., and a convenient, effective way for members to take care of financial obligations.

- Vegetarian plates are available for those who order them at the time of making their reservation. Pick up your "vegetarian" card at the registration desk and place it at your table in view of the waitstaff.

- The new meal ticket plan was inaugurated at the December holiday party. The plan provides a more accurate attendance count from the host facility on the day of the chapter meeting.

- Faxing your registration form for the monthly meeting is the best way to verify your reservation.

Retain your fax confirmation and bring it to the monthly meeting.

Other suggestions? Contact Susie Tennison by fax, 214-720-4792.

Chapter Meeting Reservation & Attendance Policy

Registration fees will be collected at the door; advance payments are not accepted. If paying by check, please have check completed before approaching registration table. Reservations must be made by RSVP deadline for advance registration fee to apply. Late reservations and walk-ins will be accepted on a SPACE AVAILABLE basis. Cancellations must be made by the RSVP deadline. **No-shows will be billed.** Members are responsible for "no-show" charges for their guests. Guests are limited to attending three meetings per year (spouses are an exception).

Late Registration and Walk-Ins

MPI D/FW members and guests may register late (past the published deadline) for monthly meetings—on a space available basis at a slightly higher registration fee.

Walk-ins may register onsite the day of the meeting, provided space is available. Walk-ins will be asked to wait until registrants are seated.

January Meeting Highlights

Focus: Government Affairs & Industry Advocacy

By Steven G. Foster
Circle R Ranch

Why should you get involved in politics? Consider the outcome of the recent vote for the proposed arena near downtown Dallas.

This hotly-debated issue has a direct impact on the meetings industry locally—and no matter how you voted—your voice needed to be heard.

As a meeting professional, you can't afford not to be involved in a process that impacts your business daily.

Learn how to stay abreast of current "hot topics" and pending legislation affecting the meetings industry at the Jan. 22 chapter meeting at the Wyndham Anatole.

This annual government affairs luncheon will focus on the upcoming Meetings Industry Legislative Action Day (MILAD), March 5, in Washington, DC., an event dedicated to member participation in industry advocacy on the local, state and national level.

Sandra E. Bloodworth, director of meetings, conventions & business affairs for the Texas Independent Producers & Royalty Owners Association—and a member of MPI International's Government Affairs Committee—will present issues to be addressed at this year's MILAD.

Bloodworth, a past president of the MPI Hill Country Chapter, has been actively involved in industry advocacy projects and knows how to take the "intimidation factor" out of contacting legislators and speaking out on issues of importance to our industry.

A special video highlight from the 1997 Meeting Industry's Legislative Action Day will be shown, featuring members of the MPI D/FW chapter who lobbied on Capitol Hill for the past three years—an effort instrumental in obtaining Congressional support for important legislation affecting your business.

Dallas Police Chief Ben R. Click and members of the Dallas Community Police Awards Committee will present an "Officer of the Month" Award. The recipient, Senior Corporal Kenneth W.



MPI

MEETING PROFESSIONALS INTERNATIONAL*

Committed to Educational Leadership

January MPI D/FW Chapter Meeting

"Government Affairs & Industry Advocacy"

—Preparing for the 1998 Meetings Industry Legislative Action Day—

Special Guests: Dallas Police Chief Ben Click and Officer of the Month

Thursday, January 22

Wyndham Anatole Hotel

2201 Stemmons Freeway (Wycliff & I-35)

Dallas, Texas 75207

214-748-1200

11:00 a.m. Chapter Orientation — Media Center 2nd Floor (Tower side)

11:30 a.m. Registration & Reception — Chantilly Foyer 1st Floor

12:00 p.m. Lunch and Program — Chantilly Ballroom West- 1st Floor

—Check the hotel reader board for any room changes—

Reserved Parking in lots in front of Mistral (Tuna Theatre) entrance
Check with security guard and identify yourself as MPI luncheon attendee.

R.S.V.P. to Joe

by noon, Tuesday, Jan. 20

•FAX 972-490-4219 (see fax insert)

FAX confirmation preferred!

•phone 972-233-9107 x1-MPI (674)

•joe@dondillon.com

Advance Registration \$24

Late Registration \$32

Guest Registration \$30

Wilkins, is a 15-year veteran of the DPD (who has not utilized one day of sick leave during that time) assigned to the Motorcycle Unit of the Traffic Section. Wilkins has received 55 commendations during his service as a police officer.

January committee members are VP of Programs Steven G. Foster, (Circle R Ranch), Betty Garrett, CMP (Garrett Speakers International), LeeAnn Harle (Renaissance Meetings & Incentives), Wendy Ezernack (Wyndham Anatole) and Heather O'Donnell (Southfork Ranch Event & Conference Center).

Hosts from the Wyndham Anatole Hotel are General Manager Marc Messina, Director of Sales Kristy Sartorius, Associate Director of Catering Michelle Zurlo, and National Sales Manager Wendy Ezernack.

January Host Facility

Wyndham Anatole

Situated on 50 acres with 1,620 guestrooms including 129 suites, 13 restaurants and lounges, over 240,000 square feet of meeting and function space, a state-of-the-art fitness club and seven-acre park, the Wyndham Anatole is virtually a "village within the city."

Top to bottom renovations have now been completed in this landmark facility. Tens of millions of dollars have been spent on guestrooms, meeting rooms, ballrooms, restaurants and lobby areas. And the hotel continues to grow. To be completed in March 1988 is an expansion of Trinity Hall.

The hotel has consistently been recognized by industry leaders for excellence in meeting services and facilities. In 1996 the Wyndham Anatole was awarded the Gold Key, Gold Platter, Pinnacle, Planner's Choice, Award of Excellence, Inner Circle and the Paragon Awards.

EDUCATION NEWS

Educational Opportunities at a glance



January 14

PO'Ds 9 & 10
Bass Performance Hall Tour
Worthington Hotel
12 noon-1 p.m.

January 24

Walk-a-While
Irving CVB/Las Colinas Studios
5-7:30 p.m.
Denise Howieson 214-819-3150

January 24-28

P.E.C.
Orlando, FL

February 10

Walk-a-While
Fun Factory Decorations
5-7:30 p.m.
Denise Howieson 214-819-3150

February 18

PO'Ds 5 & 8
12 noon-1 p.m.

February 18

PO'Ds 1 & 4
12 noon-1 p.m.

March 18

PO'Ds 6 & 7
"American Disabilities Requirements"
12 noon-1 p.m.

March 18

PO'Ds 2 & 3
Security Issues
12 noon-1 p.m.

March 23

CMP Application Due

For more information
about any of these educational opportunities call
Marti Fox, CTC (BTI Americas)
214-905-8550

Smart Card Means More Education Bang for the Buck! Sign on Now to GET SMART in 1998

By Peg Wolschon
Kerrville Bus Co./Coach USA
V.P. Education

The MPI Dallas/Fort Worth Chapter kicks off the new year with a new way to GET SMART! Receive a full six months of chapter educational programs for only \$75. The total retail value for all of these programs exceeds \$750.

At this price MPI D/FW Chapter members will be tempted to attend every PO'D meeting, Walk-A-While in My Shoes session, Super Session, Mentor Reception, Technology Institute, CMP Study Group and CMP University.

The SMART CARD is open to all MPI Dallas/Fort Worth Chapter members and student members and is valid for any/all chapter educational programs (listed above) January-June 1998.

SMARTCARD holders can apply for a PGA Scholarship; those accepted will be

will be reimbursed for the \$75 in July — which means a *free* SMART CARD!

Patty Stern, chair of the PGA Scholarship Committee, says there is a lot of money in the PGA fund, and she would like to see lots of members take advantage of the scholarship program and get a SMART CARD.

The rules are simple. You must RSVP for the specific MPI Dallas/Fort Worth Chapter seminar or program. The cards are non-transferable/non-refundable. The SMART CARD does not apply to the MPI Dallas/Fort Worth Chapter monthly meetings. To be eligible for a PGA scholarship reimbursement, you must attend \$75 worth of chapter educational programs. No partial refunds will be reimbursed.

There is no limit to the number of educational programs SMART CARD holders can attend. Upon paid registration, a laminated SMART CARD will be mailed to you. This is your *Educational Pass to Learning*.

Speakers Showcase Dazzled Audiences

By Bill Matyastik
Business Interiors

WOW! Twenty-four hours after the December Speakers Showcase, I still had an adrenalin rush. Those who missed this PO'D program Dec. 17 missed the opportunity of a lifetime.

The International Speakers Bureau provided four of the hottest speakers on the circuit to showcase their talents in a one-hour program.

Desi Williamson, "Mr. Impact," urged listeners to avoid being a victim of bad programming.

Jim Bearden helped the audience become better workers, better parents and better marriage partners through accountability.

Francie Schwartz provided a model for making choices, and the realization of its power.

Through imagery, the audience shared Olympic skier Vince Poscente's 135mph ski slope de-

scent. His message: dreams are vital; the focus should be on the journey toward a dream.

The biggest challenge was dividing attention between the exceptional speakers and the terrific meal provided by the DoubleTree Guest Suites.

The entire hotel staff was outstanding in their support, providing a "knock your socks off" meal, great service—and accommodations for an out-of-town speaker.



If you were not one of the 40 in attendance, you can count on a similar opportunity in the next several months. Stay tuned.

EDUCATION NEWS

Walk-A-While in My Shoes ...

Jan. 13
5:30-7:00 p.m.
Studios of Las Colinas
Irving



—jointly hosted by the Irving
Convention Bureau and the Studios of
Las Colinas—

Learn how a suburban CVB can draw
convention business that might
otherwise go to the "big city."

for more information: Denise Howieson
(IGNITION! Creative Group) 214-819-3150

Second Annual Texas Education Conference



November 7-8, 1998
Saint Luis Hotel • Galveston

MPI Hill Country
MPI Houston Area
MPI D/FW

Meeting Planning TIP

When doing site searches,
provide the hotel sales
manager with a complete
picture of your event—
including agendas, meeting
space details and total
budget for events.

—submitted by Wendy Ezernack
(Wyndham Anatole Hotel)

Points for Your PO⁴D

Draw a line from the picture of the MPI member
to the activity he/she will actually admit to.



Played piano for
a dancer in the
main showroom
at The Las Vegas
Hilton.



Ran a marathon.



Jumped out of an
airplane.



Role model is
Pee Wee
Herman.



Rode cross-
country on a
Harley Davidson
motorcycle.

Make your guesses and fax this page to Bill
Matyastik at (817) 858-2020. For every cor-
rect match, you earn a point for your PO⁴D
in the Top PO⁴D of the Year contest. The cor-
rect matches will appear in next month's
newsletter.

PEC—North America Orlando, FL MPI D/FW Chapter Happy Hour

Sunday, Jan. 25
4:30 p.m.

Marriott World Center
Champions—Sports Bar
(Lobby Level/behind Tuscany Restaurant)

For more information, call
Wendy Ezernak (Wyndham Anatole)
214-761-7252



Professional
Opportunity for
Development

Make yours the 'Top PO⁴D of the Year'

Attending a PO⁴D meeting provides
• outstanding education, • networking
and • a point for your PO⁴D.

Both you and your PO⁴D will benefi-
t when you attend MPI D/FW Monthly
Meetings and PO⁴D Programs.

Points will be tracked each month in
the CURRENT.

The Top PO⁴D of the Year (Sept.
through June '98) will be recognized with
a grand prize to be announced at a later
date.

The standings are as follows:

PO ⁴ D	Points
#1 Lewisville/Coppell/Carrollton/ Addison/Flower Mound	89
#2 Richardson/Plano	81
#3 Galleria	55
#4 Irving/Las Colinas	93
#5 Downtown & SE Dallas	100
#6 Inside LBJ (NW)	69
#7 LBJ (N & NE)	78
#8 Stemmons Frwy & SW Dallas (Duncanville/Desoto/Cedar Hill)	88
#9 Mid-Cities (Arlington/H.E.B./Grapevine/Southlake)	118
#10 Fort Worth	53

MPI D/FW Celebrates the Holidays with Industry Associates at The Omni Mandalay



*Photos
by
VISTA*

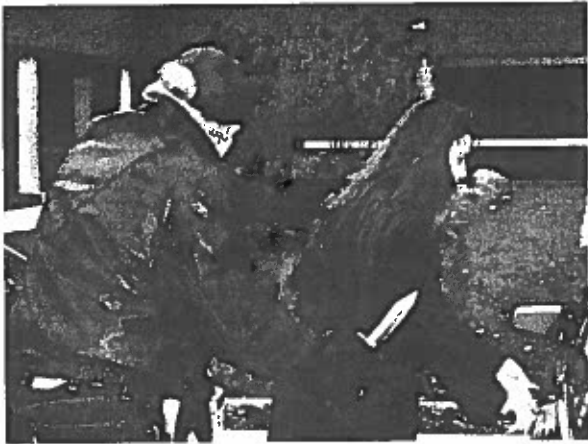




Photos by VISTA



Could this happen to YOU?



Do YOU know what to DO?

If not, plan to attend

“Personal Safety for Women”

presented by **ERASE Enterprises**

This six hour interactive workshop will be presented by our internationally recognized Special Protective Services instructors. The presentation consists of both prevention and reaction procedures. Various types of threat incidents will be demonstrated and participants will be taught the proper escape techniques by practicing these essential skills.

ERASE Enterprises was founded by its president, Kevin D. Mellott, and provides personal security protection for corporate executives, international & domestic government leaders, and celebrities. Attend this program and learn from professionals who have personally experienced violent attacks and have survived. Tuition for this course is \$95, which includes a participant course workbook.

February 7th or 10th, 1998

Registration information for the Dallas area programs can be obtained at **972 - 248 - 1122**

ERASE Enterprises is a MPI member organization

If all your attendees get out of a 3 day meeting is a tan...

You may have a failure to communicate.

For a message with more impact and a greater return on your investment, call:

**Odyssey Communications Group
8140 Walnut Hill Lane, Suite 200
Dallas, Texas 75231
www.odysseygrp.com
214-369-6294 fax 214-369-6298**

MPI D/FW Board Notes

The MPI D/FW Chapter Board of Directors (BOD) meets monthly, usually on the Wednesday evening prior to the monthly chapter meeting. All chapter members are welcome—and encouraged—to attend. If you are interested, contact any member of the BOD for details. (See listing on page 3.)

Here are highlights from the December BOD meeting.

A motion was approved to rename the mentor program “Connections—a Meeting of the Minds.”

—Peg Wolschon, VP Education

A motion was approved to move forward on a partnership between our chapter and Texas Business Magazine for their spring issue that will highlight MPI’s Texas chapters. Texas Business Magazine will provide writing opportunities and special advertising rates for our members.

—Marsha Singer, VP Public Relations and Marketing

A motion was approved to add the following to the chapter’s policies and procedures: •No MPI D/FW chapter member may solicit donations of goods or services for an MPI production or event for their personal use. •In MPI D/FW’s efforts to create more awareness of the meetings industry, no MPI D/FW-produced program or event may be submitted for awards, publication, or press coverage without permission from the Board.

—Marsha Singer, VP Public Relations and Marketing

D/FW Chapter forms Partnership with *Texas Business Magazine*

By Dana Nickerson, CMP
Square One Productions
Chair, Community Awareness

The MPI D/FW Board of Directors recently approved a partnership with *Texas Business Magazine* that will offer D/FW Chapter members a unique marketing opportunity.

Texas Business, a bi-monthly publication marketed to high-level and upper management of Texas businesses, will produce a special section on the Texas meetings industry in the April/May issue.

The Hill Country and Houston Area chapters will work with the D/FW Chapter's Community Awareness Committee to show the overall impact of the meetings industry and the newsworthy issues that impact the industry and how that impacts Texas business.

This section will be part of the regular publication with special advertising geared

to the meetings industry. Special advertising rates will be available to MPI members and advertisers will have an opportunity to contribute to the articles.

MPI members will be invited to write articles and offer story ideas—an important opportunity for planners and suppliers alike.

Suppliers can showcase their products and services using special advertising with complimentary editorial articles. Planners can offer story ideas or write articles on important issues.

Most importantly, the special section will provide all meeting professionals high-level exposure to all aspects of Texas business and showcase the professionalism involved in being a meeting professional, lending credibility to our industry.

To be part of this project, to get involved or to learn more, contact Community Awareness Chair, Dana Nickerson, CMP (Square One Productions), 214.343.8067.



"Earning the CMP designation was both a personal and professional goal. Continued education is critical in order to maintain the competitive edge in our ever-changing industry. I urge all those who intend to make their career in the Meetings & Hospitality Industry to make the commitment of earning this important designation."



Michelle Carter, CMP
National Sales Manager
Wyndham Anatole Hotel

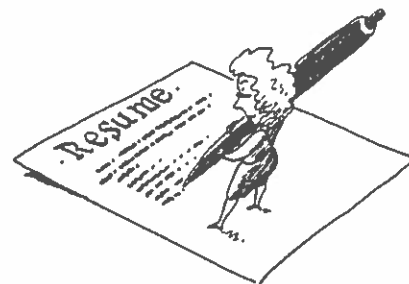
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Patti O'Neil
(Conference Planning, Inc.)
972-608-0444
fax 972-608-0533



Board Addresses Membership Needs

By Delinda Dudley
Malibu SpeedZone

The results of the MPI D/FW Chapter Membership Needs Assessment Survey are in. Following are the needs addressed and the plan of action for each.

Meeting Location

The majority of location comments requested that meetings be "alternated between Dallas and the mid-cities." Seven comments specifically mentioned hosting a meeting in Arlington. By the end of the 1997-98 term, MPI D/FW will have met in North Dallas, Grand Prairie, Grapevine, Arlington, Fort Worth, Plano and downtown Dallas.

Networking Opportunities

Based on the survey, networking is the overwhelming reason individuals join MPI and attend monthly meetings. While there is a need for quality education at each monthly program, networking time will be maximized by limiting podium announcements at each meeting.

Meeting/Program Topics

Eight of the top 10 requested topics

under "Meeting Management Functions" will be presented by the March meeting. The top two topics under "General Management Functions" will be presented by the February meeting. The most requested topic under "Personal and Professional Development" (Memory Training) was presented in August.

Involvement and Recognition

Each committee chair is encouraged to take pictures at monthly committee meetings and submit them with a short article to the *CURRENT* to give more members recognition for their involvement. The Involvement Committee, currently chaired by Gregory Pynes (Hand & Associates), is eager to discuss involvement and helping members "plug in" to an area of interest.

Education

The Education Committee and sub-committees have worked on a more organized, consolidated and less confusing offering of educational programs highlighted by the SMART CARD debuting this month. Once purchased, the SMART CARD allows members to attend all edu-

cational programs for one low fee. See page 6 for more information.

The PO'D Committee is developing smaller regional educational/social programs for members to meet, network and learn in the area where their business is located. Meetings take place in all areas of the metroplex including Arlington, Grapevine and Ft. Worth. Each PO'D offers a quarterly program.

The Mentor Task Force is focusing on stronger matches between Mentor and "Mentee." Formerly known as the Mentor Program, this program has been renamed "Connections: A Meeting of the Minds."

The Education 2000 Committee has been developed from core membership (not from the Board of Directors or committee chairs) to identify future education programs to insure that membership is competent and equipped for the next century.

Orientation

Gerry Reid (Gerry Reid Speaking) has taken orientation for our chapter to a new level. It even has a new name. The official name is now, "Chapter Orientation: Guests, New Members, Anyone!" Members are encouraged to attend—again—to learn something new. It's also a great opportunity to meet new members and potential new members.

"How Tos and Must Knows"

All officers and committee chairs are encouraged to submit articles to the newsletter on the programs offered to membership—up-to-date information on the "who, what, where, when and why" of conferences, special monthly programs and monthly meetings.

In addition, a full year's calendar has been included in the new Resource Handbook. A project underway is a section of "How Tos" which will be regularly updated so the membership will have the latest "Must Know" information.

On behalf of the entire Board of Directors, thank you for taking the time to complete and return the Needs Assessment Survey.

Your comments and suggestions are always welcome as MPI D/FW strives to meet its members' needs.

Community Services Update Volunteer Today for Community Service Projects

By Paige Braun (Dallas/Fort Worth/Arlington Conventioneer)
Chair, Community Services Committee

More than 30 MPI D/FW Chapter members gave their time to volunteer at the Love for Kids Annual Christmas party Dec. 13 at Circle R Ranch, working together in the arts and crafts area. Thanks to all the MPI volunteers who participated in this annual event for underprivileged children in the DFW metroplex.

A successful canned food drive was held at the December Holiday Party at the Omni Las Colinas. Thanks to everyone who donated items which were taken to the Dallas Life Foundation, an organization that assists the poor and the homeless in the Dallas area.

Watch for upcoming information on the chapter's next community service project—manning the phones one evening in March from 7 p.m. to midnight for the KERA/KDTN telethon which benefits these public radio/television entities.



Mentor Program: Connections.... a Meeting of the Minds

continued from page 1

the term "contract." It's not a binding document that you must follow to the letter. It's simply a road map toward achieving goals and setting agreeable standards. Asher and I worked on ours together until we got to something we felt was achievable.

ASHER: That's right. My initial goals were to learn how to manage successful meetings, including finding right locations and negotiating the best price with hotels. I also wanted to learn more about exhibits and trade shows and how I could become a CMP. In general, I wanted to be more aware of what it takes to be successful in this industry.

DIANE: To help Asher get to where she wanted to be, we came up with a game plan that included taking meeting planning courses at Richland College and any additional education that was available through MPI.

ASHER: We agreed that we needed a way to measure our results, so I was to keep a journal of meeting events, sort of a critique of my meetings (did they work, why they worked, how could they have been better) and then we'd discuss them at our monthly meeting. Also, the Certificate of Completion that I would receive from attending the Richland College course would serve as a good measure of my achievement.

DIANE: This process really seemed to work for us. Going through some of the challenges with Asher made me very

aware of one thing—you can never stop learning! I think you can get into the habit of doing things the same way, over and over, if they've worked. I've done meetings for Alcon for a number of years, and, for the most part, they've been good meetings. However, after working with Asher on some of her "opportunities" and coming up with different ways of doing things, I've found myself looking at how I do meetings in a different light. They can always be better!

ASHER: Neither Diane nor I always had the answers, but as a team we searched until we found them. I think this relationship has been a great resource for both of us. We've both learned new things. It wasn't just me learning from Diane's experiences; she really seemed to gain new insights as well.

DIANE: That's right. They say you can't teach an old dog new tricks! *Wrong!* I've learned a few new ones, thanks to Asher. I would have to say that's the most valuable thing I've gotten from our relationship. That, and of course, a great new friendship!

ASHER: For me, it's been such a help getting someone else's viewpoint. This has truly been a learning experience. All I can say is I now have both a mentor and a friend, someone I can still call for coffee and advice. It's been such a positive experience for me, I know that in a couple of years I'd like to be a mentor. It's the best way I can think of to give back for all that I've received.

Tidbits from the Top News from MPI International

1998 PEC

"Exceeding All Expectations" is the theme of the 1998 Professional Education Conference-North American Orlando Jan. 25-27. For more information or for registration materials call 1-972-702-3051.

Fax on Demand proves Popular

Thousands of MPI members have accessed the new Fax On Demand service since its debut in July. The service is available 24 hours a day, seven days a week and the call is free! In the U.S. and Canada the access number is 1-800-873-2009. International members can access this service at 1-402-449-6674.



Submitted by
Michelle Carter, CMP
(Wyndham Anatole)
MPI D/FW International
Marketing Liason



New Member Happy Hour Hard Rock Cafe

Feb. ?*
5:30-7:30 p.m.

*Questions?
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Public Relations and Marketing



Advertising? Who Needs It?!

By Marsha Singer (The Dallas Directory, Inc.)
Vice President/Public Relations and Marketing

Advertising? Who needs it?!

We all do and, believe it or not, the perfect marketing tool for your company is at your fingertips.

Anyone who has bought or sold advertising knows how tough it is to really define the demographics of their product to a potential buyer. Sure, we all know that the favorite magazine gets passed around the office and household for weeks and usually ends up in a pile in one room or another to be flipped open when time allows.

The newspaper is a little more timely and can be seen lying around in whole or parts of a whole paper for a day or so. But, how many times is that print piece read for a specific purpose other than news gathering?

The general purpose advertising, as I call it, puts the dry cleaner next to the computer sales next to the price of your favorite paper towels and soft drinks. You may or may not get around to reacting to these general messages unless they have baited the hook with a "you can't afford to live without it" sale price.

Niche marketing is a great phrase coined by the big guys in advertising that describes a method by which your message is being presented to a very specific audience in a very specific manner.

Generally speaking, that audience has a great affinity for the topic of the news included in the piece. Likewise, the advertising has meaning to the readership not found in general purpose advertising. And, the reason the big guys are the big guys in advertising is because they know what they are talking about!

Now, why am I telling you all of this and what are you supposed to glean from this article? The MPI D/FW Chapter offers its members two of the most effective niche marketing tools I have seen in a long time. The reasons that you are a member and the reasons that you and the other 750-plus members read the *CURRENT* and use their new Chapter Resource Handbook is because they have an affinity for your business!

I don't have to explain the demographics of the readership. It should be obvious.

There are always great advertising opportunities in both dynamic pieces. If you really want to market what you do or provide information to people who *really* want to know what you do or provide, then buy an ad in an MPI D/FW Chapter-produced print piece. That would be the award winning newsletter, the *CURRENT*, and the new Chapter Resource Handbook.

Call Marsha Singer at 214-823-4370 for more information .

Do You Need Help?

Short Term Part-Time Help is Available

The MPI D/FW Chapter has a pool of Richland College Travel, Exposition and Meeting Management students available for short term part-time assignments. These students, recipients of MPI scholarships, can provide high quality assistance for those special projects that are an integral part of your business.

Contact M.T. Hickman (972-238-6097) or Fred Knieberg, CMP (214-361-4316) for more information and/or a copy of a student's resume.

Write Tight

CURRENT Editor
Gracie Hilton
The Write Stuff



The best writing is the simplest.

Newsletter writing requires a brisk, informal style. It should be brief and to-the-point.

Keep paragraphs short. A newsletter paragraph should have no more than two or three sentences.

Short paragraphs put air around what you write, making it inviting to read. One long chunk of type can discourage the reader from even starting.

A favorite writer on writing, William Zinsser, says: "Clutter is the disease of American writing."

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

Vigorous writing is concise.

The secret of good writing is to strip every sentence to its cleanest components.

We're strangling in unnecessary words, circular constructions, pompous frills and meaningless jargon.

Consider a potential reader: a person with an attention span of about 20 seconds—with forces and distractions on every side competing for his time and attention.

Many writers can't stand to throw anything away. Their sentences are excessive, littered with words that mean essentially the same thing.

EXAMPLE:

We need input, open dialogue, feedback, suggestions and sharing of information from you, the member. This will help our officers and directors in charge of educational programs to plan and implement an educational program that will meet your wants, desires and needs and one that can benefit you, the member, our reason for being.

Grab the machete! Remove gobbledygook, bloated verbiage, verbose phrases and doublespeak from writing. Replace with common, short words and sentences—and comprehension soars!

TRANSLATION

Your suggestions will help the education committee plan meaningful programs.

Impart information clearly—without pompous verbosity and verbal sludge.

Less is more!

—ghh ©
gracie@eaze.net



The MPI Kids Charity Ball

Produced by Meeting Professionals International
Dallas/Fort Worth Chapter

The MPI Kids Charity Ball

Produced by Meeting Professionals
International

Dallas/Fort Worth Chapter

March 28, 1998

Trinity Hall

Wyndham Anatole Hotel

Get into the Aloha Spirit! TMKCB "Opportunity" Tickets Spell HAWAII!

By Steven G. Foster

Circle R Ranch

TMKCB "Opportunity" Chair

Close your eyes and imagine a warm tropical sun, sandy beaches and ocean trade winds. Throw in a mai-tai and a hula lesson, and you've got a great escape from the winter weather.



TMKCB "Opportunity" tickets were in big demand at the holiday party.

But this isn't just a daydream. You can make it come true and "go barefoot in Hawaii," with the purchase of an "opportunity" ticket

for The MPI Kids Charity Ball—produced by Meeting Professionals International Dallas/Fort Worth Chapter.

The March 28 ball—at the Wyndham Anatole Hotel—features a Hilton Hotels & Resorts Hawaiian Island Getaway "opportunity" drawing.

This fabulous trip for two includes round-trip coach tickets from DFW International Airport on Delta Air Lines; three tropical nights on Oahu at the Hilton Hawaiian Village on Waikiki Beach; three nights of paradise on the Big Island at the Hilton Waikoloa Village, including a round of golf; and air transfer between Oahu and the Big Island provided by Hilton National Sales.

"Opportunity" tickets are just \$5 each. The "Bear-Pak," which includes four tickets and a cuddly mini-magnet bear, is \$20.

Needed!—volunteers to sell tickets... and we're ready to say MAHALO (Hawai-

ian thank you) for your help. At each chapter meeting a prize will be awarded for top ticket sales for that month. A grand prize for the most "opportunity" tickets sold will be awarded the night of the event.

Where can you get the "BEAR" ESSENTIALS? For tickets and more information call: Steven or Wendy Foster (Circle R Ranch) 817-430-1561, or O.D. O'Donnell (Nightlife Talent & Management Agency) 972-789-9340.

TMKCB Notes

By Cheryl Beasley, CMP

SABRE Travel Information Network
TMKCB Chair

The Wyndham Anatole Hotel is the site for TMKCB '98 on March 28.

The Ball will be the first local social function held in the property's new multipurpose room, scheduled for February completion.

The Committee considered ten local area facilities and the Anatole was selected based on its ability to best meet the space and date needs for spring of '98.

A hearty "thank you" to all ten facilities that responded to our request for space. And a special thanks to The Dallas Market Center for hosting our event for the last three years.

Meetings are scheduled at the Anatole on: Feb. 3, TBD; Feb. 16, Metropolitan Ballroom; March 3, Jade; March 16, Emerald.

There is still room for you to be involved. Please send me a fax at (817) 963-1622 or call me at (817) 963-2025 if you want to participate.

Calling All Angels... to fill these needs:

- Comfort for the children of BRYAN'S HOUSE
- Shelter for the abused of GENESIS WOMEN'S SHELTER
- Hope for the terminally ill of A WEEKEND TO WIPE OUT CANCER
- Love for the poor & forgotten of LOVE FOR KIDS
- Support & independence for the young women of OUR FRIEND'S PLACE
- Opportunity & education for the youth of THE RICHLAND COLLEGE SCHOLARSHIP FUND...
- and for all the children of the Dallas/Fort Worth Community.

Calling All Angels!

THE MPI KIDS CHARITY BALL Sponsorship Committee requests that MPI D/FW Chapter members help solicit a Guardian Angel, Diamond, Platinum, Gold, Silver or Bronze Sponsor. Cash Sponsor opportunities range from \$1,500 to \$15,000. Utilize your people skills and VIP contacts to raise money to "Help the Kids."

If you can help, please contact
Sponsorship Committee Chair
Mary Lynn Novelli, CMP
(Sterling Hotels & Resorts)
972-726-9800



The MPI Kids Charity Ball

Produced by Meeting Professionals International
Dallas/Fort Worth Chapter

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NOVEMBER 1997 NEW MEMBERS**

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Irving, TX 75062
972/652-6466
972/652-7997 (fax)

MPI D/FW

ASSIGNMENT: SMART CARD, an Educational Pass to Learning

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WHEN: January to June 1998

WHERE: Your choice of any or all Educational Programs listed below

- POD Meetings (standard \$10.00 per meeting)
- Walk-A-While in My Shoes (standard \$15 per session, total 7 sessions Jan-June, 1998)
- Super Session (standard \$30.00 per meeting)
- Mentor Reception
- Technology Institute (standard \$59.00 per session, total 6 sessions)
- CMP Study Group/CMP University (standard \$35.00 for Study Group and \$50.00 for University)

WHY: There is no limit to the number of educational programs listed above you can attend. Pay \$75.00 for 6 months and receive over \$750.00 of valued education *and* earn Continuing Education Credits (CEUs).

HOW: Fill out and mail the SMART CARD registration form on the reverse with your payment to receive your personal Educational Pass with Get Smart ID number.

GREAT DETECTIVE WORK!

Your reward for solving the mystery: Apply now for PGA Funds, attend \$75.00 worth of educational programs, and be reimbursed in July, 1998 for the full \$75.00 registration fee.

SIGN UP NOW – IT PAYS TO GET SMART!

SMART CARD
An Educational Pass to Learning

SMART CARD REGISTRATION FORM

Last Name: _____ First Name: _____

Company: _____ Membership Number: _____

Address: _____ City: _____ State: ____ Zip: _____

Phone: _____ Fax: _____

Amount enclosed: ____ \$75.00 Member Fee ____ \$50.00 Student Member Fee

- Yes, I would like to apply now for a \$75.00 PGA Scholarship for my SMART CARD (\$50.00 for Student Members. The PGA Scholarship Committee will process this form and notify you under separate cover regarding scholarship reimbursement.)

Please mail this form with your check payable to MPI D/FW Chapter to:

MPI D/FW Chapter Education Committee
c/o Peg Wolschon, CTC
Gray Line/Kerrville Bus Company/Coach USA
710 East Davis Street
Grand Prairie, Texas 75050
Email: wolschon@kerrville-bus.com
Phone: 972-263-0294, ext. 103
Fax: 972-262-2761

Smart Card is Non-Transferable/Non Refundable. **Smart Card** is not valid for the MPI Dallas/Fort Worth Chapter monthly meetings. You must RSVP for each educational program you will be attending. To receive PGA funds, member must qualify as a recipient and attend a minimum of \$75.00 of educational programs to receive full reimbursement; no partial funds will be given.