

# MPI

MEETING PROFESSIONALS INTERNATIONAL®

Committed to Educational Leadership

# CURRENT

Meeting Professionals International

November 1998

Dallas/Fort Worth Chapter

## Thanksgiving Day Meals on Wheels



Help deliver Meals on Wheels with MPI D/FW, the Visiting Nurses Association and other industry associations. You'll be home in time to get your turkey out of the oven and watch the Cowboys game—that's a promise!

For more information:  
Delinda Dudley  
(Fun Factory Decorations & Special Events),  
972-271-7444

## Lewis, Harle Named to Board of Directors Charnes to Serve as Chapter Sec'y

Because of chapter growth and re-assignments, four MPI D/FW members will assume new areas of responsibility.

will assume Charnes' position on the board.

Tim Wade, CMP (Lennox Industries,



Randie Charnes  
NCR Corp.



Lynn Lewis  
Ernst & Young, LLP



Tim Wade, CMP  
Lennox Industries, Inc.



LeeAnn Harle  
Renaissance Mtgs. & Incentives

Effective Nov. 1, Randie Charnes (NCR Corp.)—a 26-year veteran of the meetings industry—assumed the responsibility of chapter secretary, announced MPI D/FW President Colleen Rickenbacker, CMP (Dallas CVB).

Lynn Lewis (Ernst and Young, LLP)

Inc.) has been named vice president/membership, a position left vacant when Cindy Hamilton (Cityplace) resigned from the Board, citing personal reasons.

LeeAnn Harle (Renaissance Meetings & Incentives) will assume Wade's position on the Board.

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The WOW! factor dominated the October MPI D/FW Chapter meeting at Grenada Theatre Prestonwood. After some razzle-dazzle entertainment it was time for lunch. Attendees were delighted and surprised to see part of the entertainment emerging as the centerpiece. WOW! For more meeting photos, see pages 8-9.

# CURRENT MPI

MEETING PROFESSIONALS INTERNATIONAL®

*Committed to Educational Leadership*

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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.

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## Upcoming Chapter Meetings

**November 19, Thursday**  
"Art of Being Alive"  
Fairmont Hotel  
11:30 a.m.

**December 17, Thursday**  
Holiday Party  
Southfork Ranch  
6:30 p.m.

**January 28, Thursday**  
11:30 a.m.

**February 25, Thursday**  
"Do Re-Mi's—Life"  
11:30 a.m.

**March 25, Thursday**  
Radisson Plaza Hotel/Fort Worth  
6:30 p.m.

**April 22, Thursday**  
"Magic of a Mighty Memory"  
Harvey Hotel/Crowne Plaza  
11:30 a.m.

# MPI

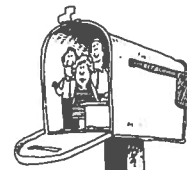
MEETING PROFESSIONALS INTERNATIONAL®

*Committed to Educational Leadership*

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FAX: 972-702-3070  
<http://www.mpiweb.org>

**New job? address?  
phone number? e-mail address?**

*Report those changes to*  
**MPI D/FW Chapter Office**  
fax 972-506-7485  
and  
**MPI International Headquarters**  
972-702-3000



*Keep your records up to date!*

ISSUE	DEADLINE
December <i>inserts due Dec. 2</i>	Nov. 13, Friday
January <i>inserts due Jan. 13</i>	Dec. 11, Friday
February <i>inserts due Feb. 10</i>	Jan. 15, Friday
March <i>inserts due March 10</i>	Feb. 19, Friday

## CURRENT Deadlines



*E-mail copy (Microsoft Word 7/Windows attachment) to*  
[gracie@eaze.net](mailto:gracie@eaze.net)

## President's Message

# Member #800!—Milestones and Changes for MPI D/FW!

MPI D/FW is moving ahead and achieving its goals! The MPI D/FW Chapter has just surpassed another milestone – our 800<sup>th</sup> member!

Congratulations to all for membership in the MPI D/FW Chapter—and for all your recruiting efforts in reaching #800. This is exciting news—especially for those of us who remember when MPI D/FW was a chapter of just a few hundred members.

Another milestone: the use of credit cards for monthly meeting registration!

Thanks to the many who were important in seeing this longtime goal come to fruition!

And achievements—especially in growth—call for changes. These changes have been approved by the Board of Directors:

Randie Charnes (NCR Corporation) has assumed the reins of Chapter Secretary of the Dallas/Fort Worth Chapter. Randie was elected to our Board for 1998-99 but has stepped down to dedicate her time to improving our registration system, accurate count of our 800+ members and to make sure that everyone is on the list to receive the *CURRENT* in a timely manner.

You will now see Randie and her wonderful Registration Committee running around each month to provide the most effective and efficient registration process we have ever known.

Thank you, Randie! MPI D/FW is excited about this change.

Taking Randie's place on the Board of Directors will be Lynn Lewis (Ernst & Young LLP). Lynn will be a great asset and valuable addition to our chapter leadership.

Cindy Hamilton (Cityplace) has resigned from the Board because of personal reasons. Tim Wade, CMP (Lennox Industries, Inc.), a member of the 1998-99 Board will assume Cindy's responsibilities as Vice President of Membership.

Taking Tim's place on the board will be LeeAnn Harle (Renaissance Meetings & Incentives), another welcome addition to our leadership lineup.

Milestones and changes challenge us to move ahead and just grow stronger and better for our 800+ membership.

**Tired of  
Standing in Line  
to Register?!**



**... Charge It!**

**Credit Cards Now Accepted for  
Monthly Meeting Registration**

*see details on fax registration form*

# 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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Dallas Convention & Visitors Bureau  
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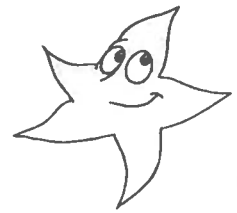


**Features**

- List of job openings with contact information
- Updated weekly
- Instructions about listing a job
- Leave a message for Job Bank committees of participating organizations
- Free for applicants

To volunteer for the Job Bank Committee, call  
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(214) 267-5723 • fax (214) 634-2221  
paulse@freemanco.com

**STAR  
of the Month**

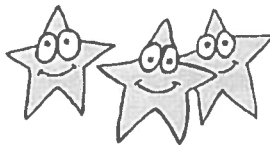


*"Star of the Month" is a recognition program honoring chapter members for involvement in committees and special programs. All Stars of the Month are eligible for a special drawing for two educational scholarship awards to attend the MPI International Conference or other MPI educational opportunities.*



**Pat McCain, CMP**  
Krisam Hotels & Resorts

MPI D/FW is fortunate to have the skills and energy of Patricia McCain, CMP, at work in numerous chapter projects. McCain, vice president of Krisam Hotels and Resorts, is chair of The MPI Kids Charity Ball 1999—a project variously described as a "full time job" and a "herculean effort." McCain also directs the CMP University, a job which requires many hours of her time. Pat has supported the chapter in many important areas and has given her time and skills generously.



To nominate a Star of the Month, send a fax to Ann Stetson (Le Meridien Hotel), 214-855-1735.



**Grenada Theatre Prestonwood** was the site of the October MPI D/FW Chapter meeting. For more photos of the event, see pages 8-9.

# Storyteller Clark Discusses 'The Art of Being Alive'

By Anna Squire

*Hackberry Creek Country Club*

Enjoy inspirational words of wisdom from internationally acclaimed speaker-Dan Clark at the MPI D/FW chapter luncheon meeting November 19 at the Fairmont Hotel.



Dan Clark  
Master Storyteller!

Clark will discuss "The Art of Being Alive," with an emphasis on balancing teamwork on a professional and personal level and recognizing that contributions to community make a difference.

Clark understands the power of a story and what it takes to understand motivation and leadership.

An award-winning athlete who fought his way back from a paralyzing injury that cut short his football career, Clark understands team building and change.

Clark is the author of 10 highly acclaimed books including the corporate management book, *Internal Excavation*, and the bestseller *Puppies for Sale*—now a Paramount Studios motion picture starring Jack Lemmon.

He is the primary contributing author to the best-selling series *Chicken Soup for the Soul*.

As a 12-year-old, Clark appeared weekly in a television series, "47 Happiness Way" and was the voice of a cartoon character "Rupert."

He has performed stand up comedy on the stages of Yuk Yuks, Comic Strip and The Comedy Store and is a songwriter/recording artist of four solo albums.

A member of the National Speakers Association, Clark has made presentations to more than 2.5 million people in all 50 states, Canada and in 15 other foreign countries.

His million dollar business has been featured in "Esteem" and "Entrepreneur" Magazines.

## MPI

MEETING PROFESSIONALS INTERNATIONAL®

*Committed to Educational Leadership*

*November MPI D/FW Chapter Meeting*

### *"The Art of Being Alive— Teamwork and Community Service"*

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

*Thursday, November 19*

*The Fairmont Hotel*

*1717 North Akard St., Dallas, TX 75201*

*(214) 720-5307*

*11:00 am Chapter Orientation—State Room on 2<sup>nd</sup> Floor*

*11:30 am Registration—Venetian Ballroom Foyer*

*12:00 p.m. Lunch and Program—Venetian Ballroom*

*—Complimentary parking at First Baptist Church Garage—  
(corner of Ross and Akard Streets)*

*—Valet parking at the Fairmont • \$10 (based on availability)—*

*R.S.V.P. to Randie*

*by noon, Tuesday, Nov. 17*

*Reservations rec'd after the deadline  
will be placed on waiting list.*

*•FAX 972-506-7485 (see fax insert)*

*•rcharnes@msn.com*

*Advance Registration \$24*

*Onsite Registration \$32*

*Guest Registration \$30*

#### **'Officer of the Month' Presentation**

Dallas Police Department Chief Ben Click and members of the Dallas Community Police Awards Committee will present an "Officer of the Month" award to Senior Corporal Eddie W. Crawford.

Crawford will be honored for his achievements in the Interactive Community Policing Unit where he has been instrumental in shaping the highly successful implementation and operation of this unit.

November committee members are Anna Squire (Hackberry Creek Country Club), Randie Charnes (NCR Corp.), Allyson Ashley (Hilton DFW Lakes Executive Conference Center) and Esther Wigley (Appointments).

Hosts from the Fairmont include Nena Paul, director of catering and convention services; and Jana Newman, director of catering.

#### **November Host Facility**

### **Fairmont Hotel**

The Fairmont Hotel is situated in the prestigious downtown Arts District, within minutes of corporate headquarters, cultural activities and the West End Historic District, known for its shops, lively restaurants and nightlife. The Fairmont combines the hospitality, luxury and service complete with that special Texas flair. The hotel has 550 deluxe rooms, individually furnished and decorated, including 50 elegant suites. The Fairmont is completing a \$2 million renovation on the guest rooms which will provide continued upscale services and accommodations for guests.



## Educational Opportunities & Upcoming Industry Meetings at a glance

**November 21 & 22**  
CMP University  
DFW Lakes Hilton Conference Center  
\$125 fee  
Contact: Mary Lynn Novelli, CMP  
972-726-9800

**December 8**  
Walk-a-While  
"Airline & Ground Transportation – Logistics"  
at American Airlines  
6:00 p.m. – 8:00 p.m.  
\$15 members fee  
Contact: Patty Stern  
972-234-5466

**December 12**  
CMP Exam in Austin  
Dallas testing site – TBD

**December 12-16**  
S.I.T.E. International Conference  
Princess Hotel  
Acapulco, Mexico  
Call: 212-575-0910

**January 12**  
Walk-a-While  
"Hotel Negotiations"  
Adam's Mark Hotel  
6:00 p.m. – 8:00 p.m.  
\$15 members fee  
Contact: Patty Stern / Elizabeth Baryshev

**January 22, 1999**  
Quarterly TxACOM  
Omni Austin Hotel  
Contact: Shari Moore  
fax: 817-459-5089

**January 23, 1999**  
CMP Exam at P.E.C.  
Vancouver, BC

**January 24-26, 1999**  
MPI Professional Education Conference  
Vancouver, BC

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

## Here's What's Happening . . .

# Educational Programs Update

By Fred H. Knieberg, CMP  
AFK & Associates, Inc.

### PO<sup>4</sup>D Program

Terri Williams (Hyatt National Sales) is leading the recently completed PO<sup>4</sup>D Team. You will soon see a number of focused interactive programs, developed under the auspices of MPI's international offices, to promote the effectiveness of meetings and career development.

The formats will enable participants to learn from each other's experiences, as well as from the presenters.

More info will follow soon.

### Richland College

The first Travel Exposition & Meeting Management Trade Show took place at Richland College in early October.

Eleven organizations participated and offered job and career opportunities to all interested students.

Its success encouraged the planning of additional trade shows each semester.

M. T. Hickman is looking for prospective speakers to participate in career discussions to be scheduled throughout the school year at the college; contact her at 972-238-6097.

### Walk A While

This program kicked off in October with eight participants. Because of the unique nature of the program—and its opportunities and recent publicity—the number of participants is expected to increase dramatically.

This program consists of a series of monthly sessions in which the participants will develop an entire special event. Contact Patty Stern (Five Star Limousines) at 972-234-5466 for more information.

### Connections—A Meeting of the Minds

Currently, there are 16 working pairs in the *Connections—A Meeting of the*

*Minds* program. A number of members await a match.

If you are an experienced planner or supplier, this is a great opportunity to *connect* with another member.

You will get as much out of the relationship as the other person without a major time or effort commitment; just ask Diane Smith, CMP (Alcon Labs.), Jim Monroe, CMP (Gale Sliger Productions) or others who have completed their commitment.

Contact Lisa South, CMP (Computer Language Research) at 972-250-7469 or Pat McCain, CMP (Krisam Hotels and Resorts) at 972-458-8692 for more information.

### CMP Study Group

Twenty-five prospective CMPs participated in the first two sessions. The MPI D/FW Chapter has an outstanding record in that its members, who participated in this study group, earn the CMP designation.

At the conclusion of the six regular sessions, CMP University will be conducted Nov. 21-22. It will be an intensive exam-taking practice in preparation for the CMP Exam.

Contact Mary Lynn Novelli, CMP (Sterling Hotels & Resorts) at 214-346-1886 or Dana Nickerson, CMP (Square One Productions) at 214-343-8067 for more information.

### Internships

Last spring when the availability of potential interns was announced, there was an overwhelming response.

The program has been opened to students throughout the metroplex through TxACOM.

Guidelines help insure that both students and organizations share in the benefits.

Contact Pat Smith (PF Smith Enterprises) at 972-714-0177 for more details.

# EDUCATION NEWS



## Congratulations to New MPI D/FW CMPs!

Bill Reeser, CMP • AVW Audio Visual, Inc.

Stacey E. D'Antoni, CMP • H.D. Vest Financial Services

Angela S. Wallander, CMP • Dr. Pepper/Seven Up, Inc.

Tracey B. Smith, CMP • Computer Language Research, Inc.

Tim Wade, CMP • Lennox Industries, Inc.

Karen M. Coughlin, CMP • Embassy Suites Park Central/Culinaire Int'l

Diane T. Thrasher, CMP • Mobil Business Resources Corporation

Kellie A. Cote, CMP • Omni Austin Hotel Downtown

Tracy L. Lake, CMP • Wicks 'n' Sticks

Jeorgia Hopgood, CMP • Annuity Board of the Southern Baptist Convention



**MPI Professional Education  
Conference - North America**

**January 24-26, 1999**

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**CHAPTERS OF THE YEAR &  
GLOBAL PARAGON AWARDS  
PRESENTATIONS**

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## MPI

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Dallas, Texas 75244-5903

TEL: 972-702-3000 • FAX: 972-702-3070

MPI Website <http://www.mpiweb.org>

## Walk-A-While in My Shoes

**1998-99 Series Now Underway!**  
*Tuesdays, 6:00-8:00 p.m.*

*The dynamic 1998-99  
"Walk-A-While" (WAW) program  
is underway!  
Mark your calendars for these sessions of  
information, communication and fun!*

*next session:*

**Dec. 8**

**Airline & Ground Transportation Logistics  
American Airlines**

*for more information: Patty Stern (Five Star Limousines) 972-234-5466*



*remaining  
sessions*

**Dec. 8**

**Jan. 12**

**Feb. 9**

**March 9**

**April 13**

**May 11**

## October Meeting Highlights

# WOW!—POW!—WHAM!

By Jay Cooper  
Ducky-Bob's/Cannonball Party Rentals

We were warned about "The WOW! Factor"—and, boy did we get it! The October MPI D/FW Chapter Program at the new Granada Theater Prestonwood went way beyond enhancement, past entertainment, all the way to excitement! When was the last time lunch was a feast for the senses?

WOW! – the kick-off. Glitz – the look. Rhythm – the pulse. Explosion – the snap in the air. Pyrotechnics – the surprise. Dance – the mood. Hospitality – the name of the game. Special effects and attention to detail – the finishing touch. Quality – the impact.

### Program Goal:

- to demonstrate the importance of "first impression" and "initial impact."

### Achieved By:

- Grab the attendees' attention-razzle and dazzle them with a hard act to follow-with a surprise!
- Get down to business with strong presentations.
- Teach via effective speakers, creative materials, and interaction.
- Entertain via sensory stimulation using sound, music, drama, lighting, darkness, sparkle, fragrance, breeze, and of course the food with its theme and presentation.

### Results:

- Standing ovations from attendees!
- An encore performance for the meeting planner!

A tour of the facility, a lotta WOW!, lunch and business meeting made for an exciting afternoon in North Dallas' newest meeting venue. Watch out, 'cause WOW! is the way of the future!



The October Program Committee makes its statement

## Photos by VISTA



Dorrit Turner (Yellow Rose Touring & Special Events) promoted the April 1999 European MPI Professional Education Conference in Rimini, Italy.



San Antonio Convention and Visitors Bureau staffers Lisa M. Parman, CMP and Carla Norwood were among a host of San Antonio guests at the October chapter meeting, which was sponsored by San Antonio CVB.



Courtney Crawford, host at Granada Theatre Prestonwood, accepts thanks from MPI D/FW President Colleen Rickenbacher, CMP (Dallas CVB).



Helen E. Nelson (N Cabela Harvey (Int'l theater personality Prestonwood.





At the October meeting, for the first time in MPI D/FW history, members were able to use credit cards to charge meeting fees. "WOW!" said **Barbara Stone** (Fort Worth CVB), **Kathi Thompson** (Inn on the River) and **Bethani Blair** (The Guest Lodge at The Cooper Aerobics Center).

Members and guests the October meeting at the Grenada Theatre Prestonwood were dazzled by a plethora of entertainment, multimedia and special effects. **WOW!**



## Hall of Fame

Please salute the following companies and individuals for their contributions to the October meeting at The Granada Theatre Prestonwood.

### Featured Speakers/Enhancement Showcases

Debbie Meyers  
BRAVO! Entertainment  
George Strong  
Global Audio Visual  
Jamie Smith  
Star S Productions  
Eddie Heyland  
Balloon City USA

### Meeting Sponsor

San Antonio Convention & Visitors Bureau

**Facility, Reception, Luncheon**  
The Granada Theater Prestonwood

### Rentals

Jay Cooper  
Ducky-Bob's/Cannonball Party  
and Tent Rental Company

### Signage

Linda Thornton  
Fun Factory Decorations and Special Events

### Buffet Decor

Debbie Meyers  
BRAVO! Entertainment

### AV Services

George Strong, Denise Toliver, Richard Jones  
Global Audio Visual

### AV Services (MPI)

Rob Keating  
AVHQ/Event Staging

### October Program Committee Co-Chairs

Courtney Crawford  
The Granada Theater  
Steve Kemble  
Steve Kemble Event Design

### October Program Committee


Jay Cooper  
Ducky-Bob's/Cannonball Party and Tent Rentals  
Catherine Frigo  
Millennium Events  
Debbie Meyers  
BRAVO! Entertainment  
Gregory Pynes  
Hand & Associates Marketing Communications  
Linda Thornton  
Fun Factory Decorations and Special Events

Photos by VISTA



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## Community Services Corner



# MPI D/FW Partnering Service Opportunities

By Delinda Dudley • Fun Factory Decorations & Special Events  
 MPI D/FW Partnering Community Services Chair

Again and again I'm reminded of how blessed I really am. We have all struggled at one time or another when we have "more week left at the end of our paycheck."

I am still recovering from having a rent car for over a week while my car was in the shop for costly repairs. But then I stop and think how trivial that is.

Have I ever truly suffered financially? Have I ever wondered if I could pay my rent or questioned where my next meal would come from? Have I ever had an illness for which there is no cure yet? Fortunately for most of us, the answer to those questions is "No."

Recently I sat down with MPI D/FW President Colleen Rickenbacher, CMP, (Dallas CVB) and the president and community services chair from NACE to discuss our vision for partnering with other associations on community service projects.

We shared numerous heartwarming stories about times when we have helped people in need. Whether delivering meals or walking a few miles to raise funds for those in need, we always went away having received much more than we had given.

With that thought in mind, please plan to join MPI D/FW, NACE and ISES in community services projects. Keep these dates and opportunities in mind:

This month, MPI D/FW will assist the **Visiting Nurse Associations of Dallas and Fort Worth**, through a "toiletty drive." Please bring to the **November 19 chapter meeting** the hotel toiletries/amenities collected during your travels to help the VNA, which "provides high quality, effective and efficient health services, health related social services, health support services and hospice services in the least restrictive environment possible."

On **Thanksgiving Day (Nov. 26)** we need drivers for **Meals on Wheels**, as well as people to answer the phones. You'll be home in time to get your own turkey out of the oven and turn on the Cowboys football game.

MPI D/FW will assist in staffing the **Love for Kids Christmas party December 12 at Circle R Ranch**. Hundreds of volunteers are needed for this event which will draw more than 3,500 underprivileged children from some 100 area agencies. The party features games, horseback riding, food, gifts and a visit from Santa. Volunteers are needed from 9 a.m.-4 p.m.

Need more information about any of these worthy projects? Call me—Delinda Dudley (Fun Factory Decorations & Special Events), 972-271-7444, to volunteer!

### Meeting Planning TIP

Prepare a "speaker's packet" with information about your firm/organization, its mission, the challenges of the employees or members and the demographics of your attendees.

This will aid a speaker in tailoring his/her speech to your attendee's needs.

—Melissa Parks, CMP  
 H.D. Vest Financial Services

## Thanksgiving Day Meals on Wheels



Help deliver Meals on Wheels with MPI, the Visiting Nurses Association and other industry associations. You'll be home in time to get your turkey out of the oven and watch the Cowboys game—that's a promise!

For more information:  
 Delinda Dudley  
 (Fun Factory Decorations & Special Events), 972-271-7444

## Santa needs your help!

### Love for Kids Christmas Party Circle R Ranch



**Dec. 12  
8:30 a.m.-2 p.m.**

More than 3,500 disadvantaged children, ages 6-12, will attend the annual Love for Kids Christmas party.

Hundreds of adult volunteers are needed to supervise outdoor games and activities.

Stick around after the party for a volunteer appreciation lunch featuring Circle R's famous barbecue.

To volunteer call  
Stephanie Schroeder  
Starwood Hotels & Resorts  
972-238-1008

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## MPI D/FW Celebrates the Holiday Season



December 17 • 6:30 p.m.

Southfork Ranch

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**M.T. Hickman**  
Richland College  
'Grapevine' Columnist

# Heard it through the Grapevine!



**Mitchell Cathey**  
Palomino Euro Bistro  
'Grapevine' Columnist

Southland Corporation.

**Stephanie S. Haynes**, formerly regional sales manager, Krisam Hotels and Resorts, was named meeting manager, *Meeting Protocols*.

**Jennifer Winget, CMP, CHME**, was named sales executive, *GES Exposition Services*. Her former position was sales manger, Infomart.

After 22 years of planning meetings for State Farm Insurance, **Linda Vest, CMP**, will become an account executive for *Meeting Savers Inc.*

Congratulations to new CHSP designate **Michelle Carter, CMP CHSP**, Wyndham Anatole Hotel.

*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."*

Contact M.T. Hickman (Richland College) or Mitchell Cathey (Palomino Euro Bistro) about items of interest for this column. Hickman can be reached at 972-238-6097; fax 972-238-6333, or mthickman@dccd.edu. Cathey can be reached at 214-999-1222; fax 214-999-1115.

*Please submit photo ("head shot") with your news item.*

**LaDenna Franks** was named program coordinator, *SEI Incentives*. Her former position was conference manager, American Airlines Training & Conference Center.

**Debra Lakin, CMP**, accepted the position of director of events, *Excel Communications*. Her former position was with Freeman Decorating. Displaying other talents, Debra recently won three ribbons for bread baking at the State Fair of Texas.

**Helen Nelson** is the new sales manager, *Malibu SpeedZone*. Her former position was sales manager, Yumi Ice Cream company.

**Patti O'Neil**, president, *Conference Planning, Inc.* and her husband recently moved to Torrington, Connecticut.

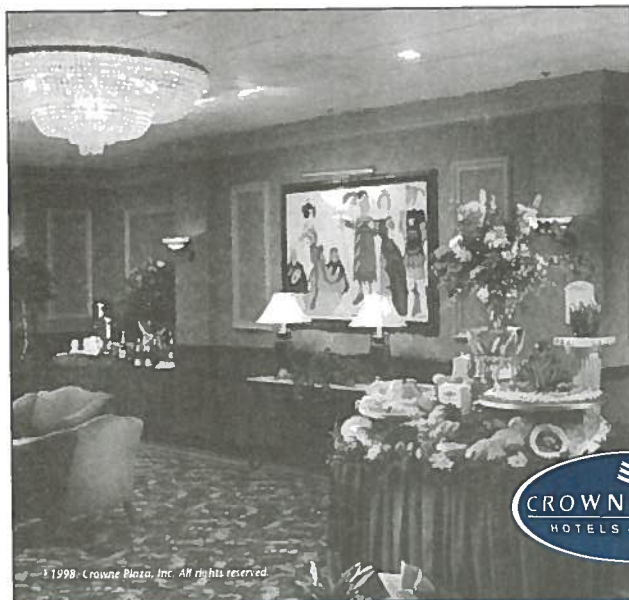
**Deb Muszynsky**, corporate/incentive sales

manager, *Dallas Convention & Visitors Bureau* and her husband Mark are the proud parents of an adopted baby boy, Sam.

**Melissa A. Parks, CMP**, was promoted to manager of training, *H.D. Vest Financial Services* and is responsible for training over all local, regional and national conferences. She also announced her engagement to Steve Takamatsu. The wedding is set for April 10, 1999 in Waco.

**Deborah Perkins** left Rush Creek Lodge Executive Retreat & Resort to become the new director of sales and marketing, *Double Diamond Resorts*.

**Cindy M. Shelley** has accepted the position of associate manager regional incentive and special events, *Dr Pepper*. Her former position was meeting planner, The



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7060 Stemmons Freeway, Dallas Texas 75247  
214-630-8500

\$2.5 Million  
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(formerly The Harvey Hotel-Addison)

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972-980-8877

\$10 Million  
Renovation

Contact the hotels directly, or call toll free 1-800-2CROWNE  
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## Choosing the Best Speaker for Your Event

By Betty Garrett, CMP  
Garrett Speakers International

Before contacting a speaker for your upcoming event, ask these questions: •What are the goals and objectives of your meeting? •What is the make up of your audience? •What is the budget for this item? •What are the dates, location and time of presentation? •What presentation styles do you prefer? •What are the greatest challenges the audience is experiencing?

Look carefully at program objectives. Do you want a motivational speaker to get the troops "pumped" or do you want an industry speaker who can impart knowledge to your group? Other types of speakers include celebrity status, inspirational, luncheon, entertainment, humorist, technical or after-dinner.

When program objectives have been determined, seek a professional speaker based upon his/her expertise of the topic, fee, willingness to customize and platform skills. Check with your peers, reputable speaker bureaus and speaker references for speaker suggestions.

Avoid speakers with grandiose claims. Run fast if they say they can do anything and everything; find a real expert instead. The canned speech is no longer adequate because of sophisticated audiences.

Find a reputable bureau and form a strategic partnership. Since the bureau is paid by the speaker, it does not cost more to access this expertise than if you were to go directly to the speaker.

Review presentation tapes. A video or audio tape will give you a good idea of the speaker's specific message and presentation style. However, most preview tapes are canned or stock presentations that have not been customized to *your* specific needs.

Professional speakers will tailor their presentations to suit the specific needs of your group if they are presented with the right information.

Ask the right questions and provide good profile information on your group. Don't rely solely on the speaker to ask the right questions; have a list of questions ready when you first contract with the speaker.

Ask prospective speakers about their clientele, smallest and largest group presented to, audiovisual equipment requirements, transportation needs, overnight accommodations, etc.

Once the decision is made, put everything in writing. Leave nothing to chance; spell out everything and assume nothing. Items to detail in writing include fees, date, time, place, reimbursable expenses and what happens if either party should cancel. Keep it simple but all-encompassing.

There are more than 20,000 professional speakers and 3500 are members of National Speakers Association in Tempe, Arizona. Within this professional organization, 2% are CPAEs (Council of Peers Award), awarded by their organization for their dedication and contribution to the profession; 7% are CSPs (Certified Speaking Professional), a certification based upon the number of paid engagements to a minimum of 100 different clients.

Planners are paying professional speakers more now than in 1990 according to an NSA survey. A large percentage have moved into the \$2,500-\$5,000 and \$5,000-\$10,000 categories. A great number of speakers earn more than \$10,000 and over \$25,000 per appearance.

Fees escalate with name recognition. Expect to pay \$40,000 for Paul Harvey, \$25,000 for Lou Holtz, \$30,000 for Harvey Mackay or \$20,000 for Scott Adams (Dilbert).

Once you have contracted with your speaker, ask for an outline of the presentation closer to the date of your meeting to make sure the speaker will be covering the material you have hired him/her to do. Continually keep the speaker updated with information about the program and the audience; one can never send too much material to the speaker.

Your professional speaker wants to help make your meeting a smash success and make you the hero!

## Tidbits from the Top News from MPI International

### CMM Program Scheduled for Europe

The Certification in Meeting Management (CMM) course is being offered on December 11-15 in Edinburgh, Scotland. This is a university-certified global designation for senior-level meeting professionals which consists of a self-assessment to determine eligibility, home-study, a five-day residential full-immersion course as well as a three-part examination.

For more information and registration call 1.972.702.3051.



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

## Jan Pollard Award for Professional Growth

**Having a problem funding the  
PEC or another important  
professional education event?  
Consider applying for  
MPI D/FW's Jan Pollard Award  
for Personal Growth**

**To participate on the JPA committee,  
apply for scholarship funds, or donate  
prizes for monthly drawings, contact  
Gail Lemaire (Hotel Intercontinental  
Dallas), 972-789-3037.**

When longtime D/FW MPI Chapter contributor and previous board member Jan Pollard died in February, MPI D/FW renamed the Professional Growth Award program—benefiting ongoing professional educational needs of chapter members—the Jan Pollard Award for Professional Growth.

# The MPI Kids Charity Ball 1999 Committee Announces: a Date, a Place, and a Call to Give

By Gregory Pynes  
*Hand & Associates Mktg. Comm.*

Mark your 1999 calendar now! The MPI Kids Charity Ball Committee is pleased to announce that the 1999 ball will be held May 1 at the Fairmont Hotel.



Gregory Pynes  
*Hand & Associates  
Marketing  
TMKCB Corporate  
Sponsorship Chair*

The MPI Kids Charity Ball Committee is in full swing, planning the 1999 event which will benefit Bryan's House, Wipeout Kids' Cancer, Genesis Women's Shelter, Love for Kids, and the Richland Scholarship Fund.

The Corporate Sponsorship Committee has launched efforts to raise more than \$80,000 and invites you to consider making The MPI Kids Charity Ball a recipient of those year-end donations—gifts you might make for tax purposes, or a gift perhaps in memory of a loved one and friend, or a perfect present for the individual who would appreciate your donation as a gift on their behalf to four local charities.

Don't forget to see if your company has a matching policy for gifts given to charity by employees.

Refer to the insert in this issue of the *CURRENT* for details about the gift that will keep on giving by making a gift of \$25, \$50, or \$100.

Make a donation by December 11 and your generosity will be acknowledged in the January issue of *CURRENT*.

The holidays are a time of reflection—a time to rejoice and give testament to our ability to help others. The MPI Kids Charity Ball has assisted the MPI D/FW Chapter to benefit the community—making tomorrow a little brighter for kids.



## The MPI Kids Charity Ball

Produced by Meeting Professionals International  
Dallas/Fort Worth Chapter

### Upcoming TMKCB Committee Meetings Wednesdays, 6 p.m.

**November 11**  
Bryan's House

**December 9**  
Genesis Women's Shelter

**January 13, 1999**  
Malibu Speed Zone

**February 10, 1999**  
Richland Community College

*Each host beneficiary will provide a facility tour and explain how TMKCB donations benefit their organizations.*

Contact Pat McCain, CMP,  
972.458.8692, for details.

### Super-Easy Way to Contribute to TMKCB!

Link your Tom Thumb Reward Card with The MPI Kids Charity Ball—just tell your cashier to link your card with # 6854—and Tom Thumb will contribute a percentage of that sale to The MPI Kids Charity Ball!

## The MPI Kids Charity Ball

Produced by  
Meeting Professionals  
International  
Dallas/Fort Worth Chapter

May 1, 1999

The Fairmont Hotel

## TMKCB 1999 Will Provide:

- 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
- Opportunity & education for the youth of THE RICHLAND COLLEGE SCHOLARSHIP FUND...
- and for all the children of the Dallas/Fort Worth Community.

### Sponsorships

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  
Corporate Sponsorship Committee Chair  
Gregory Pynes  
(Hand & Associates Marketing Communications)  
214-770-1609



## The MPI Kids Charity Ball

Produced by Meeting Professionals International  
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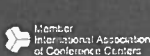
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