

Four-Time Winner—Chapter of the Year Award

MPI

MEETING PROFESSIONALS INTERNATIONAL®

Committed to Educational Leadership

CURRENT

Meeting Professionals International

September 1998

Dallas/Fort Worth Chapter

PlanSoft—Online Meeting Management Software—Demonstrated for MPI D/FW

At last month's MPI D/FW Chapter meeting, Edward J. Tromczynski, president of PlanSoft, provided an online demonstration of the PlanSoft Network, a comprehensive multimedia information and communications network for the meetings and hospitality industries.

Tromczynski explained how planners can search for meeting destinations online, based upon a number of criteria — even by average temperature during a particular month — and can then create meeting profiles, enter and update meeting requirements, and interactively communicate with facilities and other vendors.

The PlanSoft Network is unique because of its widespread partnerships and industry support, including that of Meeting Professionals International.



Edward J. Tromczynski
President, PlanSoft

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*Tired of
Standing in Line
to Register?!*



... Charge It!

**Beginning in OCTOBER, Credit
Cards Will Be Accepted for
Monthly Meeting Registration**

see page 14

CURRENT MPI

MEETING PROFESSIONALS INTERNATIONAL®

Committed to Educational Leadership

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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

September 24, Thursday
"Meal Planning with an Objective"
Doubletree at Lincoln Center
6:30 p.m.

October 22, Thursday
"Utilizing Business Theatres"
Granada Theatre North
11:30 a.m.

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
"So Re-Mi's—Life"
11:30 a.m.

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

MPI

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MPI International Headquarters
4455 LBJ Freeway • Suite 1200
Dallas, Texas 75244-5903
972-702-3000
FAX: 972-702-3070
<http://www.mpiweb.org>

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

Report those changes to the
MPI D/FW Chapter office
972-233-9107
and the
MPI International Headquarters
972-702-3000



Keep your records up to date!

ISSUE

October
inserts due Oct. 7

November
inserts due Nov. 4

December
inserts due Dec. 2

DEADLINE

Sept. 18, Friday

Oct. 16, Friday

Nov. 13, Friday

CURRENT Deadlines



E-mail copy (Microsoft Word 7/Windows attachment) to
gracie@eaze.net

President's Message

PEC, WEC and Institutes I, II Among Many Opportunities Available to TEAM MPI D/FW

Last year a survey/questionnaire administered to all MPI D/FW Chapter members asked: "What do you want from MPI membership?"

Among the answers came the question: "What are PEC, WEC and Institutes I & II?"



Colleen Rickenbacher,
CMP
Dallas CVB
D/FW Chapter President

MPI can offer numerous excellent programs, but they must be understood to be advantageous!

This summer 107 MPI D/FW Chapter members attended the MPI World Education Congress (WEC) in San Diego. It was a great opportunity for networking with fellow MPI members from across the country—plus numerous opportunities for educational growth.

WEC also provides a one day, four hour tradeshow opportunity. It does cost to be a participant in the tradeshow but the flow of "buyers" seems to offset that cost. The 1998 WEC tradeshow had 507 booths and 600-620 exhibitors. If you are not a buyer, it is a great way to pick up new and exciting ideas from your competitors.

The next WEC will be in Philadelphia, July 11-13, 1999.

On January 24-26, 1999 in Vancouver, British Columbia, Canada the 1999 Professional Education Conference – North America (PEC) will be held. This conference provides more intense educational seminars but no tradeshow. It is described as a comprehensive learning experience with more than 80 workshops and an Executive Track for advanced learning. PEC provides two general sessions and lots of networking opportunities. What a great way to combine learning and skiing!

Meeting Professionals International offers a highly acclaimed certificate program entitled Institute I & II. These are comprehensive training programs in the meeting industry—four-day residential programs in a retreat setting with excellent educational programs. It is intense learning concentrating on various subject areas including case studies and roundtables. Participants receive Continuing Education Units (CEUs) for Institute attendance.

Institute I & II 1998 will be held October 25-29 in Banff, Alberta, Canada.

How would you like to go to Italy? The Professional Education Conference – Europe will be held in Rimini, Italy, April 18-20, 1999. This conference will provide the global experience and knowledge provided through general sessions, more than 20 workshops, a tabletop exhibit and just the thrill of beautiful Italy.

As you can see, there are many opportunities in addition to the vast number of educational programs offered at the chapter level. Chapter Vice President of Education Peg Wolschon, CTP has an unbelievable committee in place (you can still join them!) planning programs on a regular basis at various learning levels. She would love to hear from you to either attend chapter programs or to join her TEAM.

It is up to you to find the programs that fit your needs and your growth. Make those choices! Be a committed member of MPI D/FW!

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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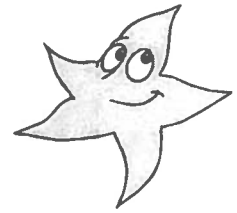


Features

- List of job openings with contact information
- Updated weekly
- Instructions about listing a job
- Leave a message for Job Bank committees of MPI, NACE or HSMAI
- Free for applicants

To volunteer for the Job Bank Committee, call
Elly Paulsen (Freeman Decorating)
(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.



Stephanie Haynes
Krisam Hotels &
Resorts

Long before she officially joined MPI D/FW a year ago, Stephanie Haynes (Krisam Hotels and Resorts) was making contributions to the chapter. She produces the monthly new member insert for the CURRENT and has long assisted The MPI Kids Charity Ball and annual Awards Gala. Most recently, she took charge of the Membership Renewal Committee. Hats off to Stephanie Haynes, Star of the Month!



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

**Second Annual
Texas
Education
Conference**

November 6-8, 1998
Saint Luis Hotel • Galveston

**MPI
TEC**

MPI Hill Country
MPI Houston Area
MPI D/FW

"Ride the Wave to Success"

Join us for great educational programs, networking, and social events. Featured speakers will include Hattie Hill; Padi Selwyn, M.D.; Louise Upshaw-McClenny; Albert Spears; Robin Hunt, CMP; and Mike Philippovic.

\$85 for MPI members; \$125 for non members

Registration forms will be available soon.
Call Gregory Pynes at 214.979.4639 with questions.

September Focus: 'Meal Planning with an Objective'

By Keith Hickman

The Sixth Floor Museum at Dealey Plaza

"What's for dinner?" Attend the September 24 MPI D/FW Chapter dinner meeting at DoubleTree Lincoln Centre and find out! This meal has been planned with an objective!

When planning meetings or special events, we plan them with an objective in mind. We select the site because it will be perfect for the meeting. We design the seminars and workshops to provide information pertaining to the objective of the overall event. We select speakers and topics to coincide with meeting objectives. But do we plan meal functions to tie into those objectives?

Begin with the appetizers! A number of D/FW area event specialists, decorator companies and caterers have teamed up to provide a selection of ideas demonstrating how to carry a theme into a meal function with table decorations and set-ups. Take a stroll through the "dining room" to view the tabletop displays constructed specifically to interpret the D/FW Chapter's 1998-99 "TEAM" theme.

Take a look at the DoubleTree Hotel serving staff! Did you think the dining tables were the only things you could dress up to relay a theme? The objective is to keep meeting attendees focused on the meeting's objective and theme. Let us serve you with a buffet of information.

On to the main course! Benefit from the vast experience of meeting planner Colleen Rickenbacher, CMP; VP Event Planning at the Dallas Convention & Visitors Bureau.

Have a yen for catering? Then talk with Angela Morgan, director of catering at The Mansion on Turtle Creek and president of the National Association of Catering Executives (N.A.C.E.); and Tom Beene (Silver Tray Catering).

Ken Thornton (Fun Factory Decorations & Special Events) will provide exciting decorating tips. The entrée selections also include valuable ideas from Melanie Hill (Majestic Hospitality Staffing, Inc.).



MPI

MEETING PROFESSIONALS INTERNATIONAL®

Committed to Educational Leadership

Gourmet Fare of MPI D/FW Chapter

Thursday, September 24, 1998 • Dinner at 6:30 p.m.

DoubleTree Hotel at Lincoln Centre • 5410 LBJ Freeway • Dallas

Sponsored by Orlando/Orange County Convention and Visitors Bureau

"Meal Planning with an Objective"

Appetizers

Tabletop displays by industry Event Specialists • Fashion show by "WaiterWear"—specialty staff uniforms • Networking with industry peers

Entrees

Choice of the following panelists: Colleen Rickenbacher, CMP (VP Event Planning, Dallas CVB) • Angela Morgan (Director of Catering, The Mansion on Turtle Creek) • Tom Beene (Silver Tray Catering) • Ken Thornton (Fun Factory Decorations & Special Events) • Melanie Hill (Majestic Hospitality Staffing)

Desserts

Offering the best selection of MPI D/FW Chapter with Star of the Month Award • Jan Pollard Scholarship Fund Raffle & Guest Drawing • Recognition of September Meeting Sponsors

6:00 p.m. Chapter Orientation

6:30 p.m. Registration & Reception—Lincoln Ballroom Foyer

7:00 p.m. Dinner and Program—Lincoln Ballroom

—Complimentary Valet Parking—

R.S.V.P. to Judy

by noon, Tuesday, Sept. 22

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

•FAX 972-490-4219 (see fax insert)

•judy@dondillon.com

Advance Registration \$28

Onsite Registration \$35

Guest Registration \$32

Don't forget dessert! The Orlando/Orange County Convention & Visitors Bureau will sponsor the September meeting. Representatives will be present to share exciting information you will surely want to taste!

Make your reservations now and prepare your list of questions for the panelists. Don't go away hungry!

Those in the kitchen as the September Program Committee members are Co-chairs Keith Hickman (The Sixth Floor Museum at Dealey Plaza) and Dana Nickerson, CMP (Square One Productions), along with committee members Mitchell Cathey (Palomino Euro Bistro) and Leah Belasco (Belasco Consulting).

Hosts at the DoubleTree at Lincoln Centre are Director of Sales Michael Gongre and Director of Catering Fran Callaghan.

September Host Facility DoubleTree at Lincoln Centre

The Double Tree at Lincoln Centre in North Dallas is a recipient of the coveted AAA Four-Diamond Award for the ninth straight year.

The setting for this shimmering glass high-rise: the distinctive architecture of Lincoln Centre—beautiful landscaping, elegant fountains, and serene lake. The 502 beautifully appointed guestrooms—including 18 luxury executive suites—feature spacious work areas and thoughtful amenities.

For the ultimate in privacy and service, the four executive levels offer a professionally staffed Business Center and an exclusive Executive Club Lounge.

At DoubleTree, meetings are a specialty. Twenty-five meeting rooms total 25,000 square feet of flexible function space accommodate groups up to 1,200.

Dining opportunities at DoubleTree at Lincoln Centre include Crockett's American Grill and the atrium-style Centre Café. Guests enjoy relaxing at Croquet's and Basic's Lobby Lounge.

EDUCATION NEWS

Beyond Boundaries/Reaching New Frontiers

107 D/FW Chapter Members Part of Record-Breaking Attendance at MPI WEC in San Diego

By Lynn E. Lewis
Ernst & Young LLP

More than 3,000 participants—including 107 MPI D/FW Chapter members—attended the 1998 MPI WEC in San Diego—a record-setting attendance.

While the metroplex was enduring triple digit temperatures, WEC attendees enjoyed temperatures in the 70s. The San Diego Conference Center was an exceptional place for this event.

“Breaking Boundaries/Reaching New Frontiers” was the Congress theme. Key-note speakers included John Skully, who discussed the changing times of technology and business; and Les Brown, who emphasized that it sometimes takes hunger and belief in the impossible to reach new levels of excellence.

Planners and suppliers alike agreed that the trade show was a big hit, as were the wide variety of educational opportunities. WEC also featured terrific entertainment and several entertainment-filled receptions sponsored by hotels, airlines and several other industries.

Vancouver PEC Host Committee members gave a lighthearted, multimedia pitch for attending their city’s “Encore Performance” in January of 1999.

At a luncheon sponsored by the Philadelphia CVB, comedian David Brenner entertained as he spoke about his childhood in Philadelphia and experiences as a father. Philadelphia will be the host of the 1999 WEC.

“The networking events were spectacular,” said Nicole Northrop (Hyatt DFW). “The one-on-one client/supplier relationships acquired during this conference surpassed my greatest expectations.”

“The WEC Educational Conference was a great opportunity to update and reinforce the knowledge required for this

industry,” said Linda Vest, CMP (State Farm Insurance). “Networking and the opportunity to visit the exhibits and ven-

ues is outstanding. Basically WEC is the best opportunity to take advantage of MPI’s learning resources!”

Special Interest Group (SIG) Events Outstanding at WEC

By Elizabeth Baryshev
CompuCom

SIG Liaison D/FW Chapter &
Corporate SIG Council Member

The World Education Congress (WEC) in San Diego in July produced some of the best Special Interest Group (SIG) events ever.

The first-ever SIG roundtable luncheon drew a crowd of more than 100 on Sunday who enjoyed meeting one another in an informal setting before the official opening of the Congress.

At a reception on the *Lord Hornblower*, a three-level yacht, SIG members and guests were treated to wonderful food, networking opportunities and the sounds of Salsa Steel, a local San Diego band.

On Monday morning many Congress attendees rose early and joined about 200

runners/walkers for the annual SIG Fun Run/Fitness Walk.

The SIG post-conference site tour began with a gourmet breakfast cruise around San Diego Bay on the *Charter Connection*, a luxury yacht set up to look like a board meeting. Stops included the Birch Aquarium in La Jolla and Orfila Vineyards, a winery overlooking the San Pasqual Valley in Escondido.

Won’t you get involved today with a SIG at the local chapter level? It’s a great way to network with a smaller group of your peers. Then look forward to other exciting SIG events at PEC in Vancouver.

Interested in SIG activities? Contact Elizabeth Baryshev, 972-856-3925 or ebaryshe@compucom.com.

Meredith Hunt, Manager of SIG with MPI, 972-702-3000, can also provide information.



MPI Special Interest Group members enjoyed a number of special events at the 1998 World Education Congress in San Diego.

EDUCATION NEWS

Educational Opportunities & Upcoming Industry Meetings at a glance



Beginning October 5

Oct. 5, 12, 20, 26
Nov. 2, 10

CMP Study Group Session
DFW Lakes Hilton Conference Center
6:00 p.m. – 8:00 p.m.
\$45 fee

Contact: Mary Lynn Novelli, CMP
(214) 346-1886

October 6

Super Session

"Why are Women So Strange & Men So Weird?"

Addison Conference & Theatre Centre

October 13-15

I.T.M.E. & NPS Motivation Show
McCormick Place, No. & So., Chicago
Call: 630-850-7779

October 23

TxACOM

Contact Shari Moore
Fax: 817-459-5089

October 26

CMP Examination Commitment Due

November 4-7

Society of Corporate Meeting Professionals
Adam's Mark Hotel
San Antonio, TX
Call: 404-355-9932

November 6-8

T.E.C. – Texas Educational Conference
Galveston Island, TX

December 12

CMP Exam in Austin

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

The SMART CARD = Educational Savings\$

By Sherry Hobbs

MPI D/FW Education Committee

The new "Smart Card" semester is in effect. The MPI Dallas/Fort Worth Chapter offers its members an exceptional bargain for a multitude of educational events (with exception of the monthly chapter meetings) for only \$75 each term.

Members in good standing can also apply for a JPA (Jan Pollard Award) Scholarship, and be reimbursed for the \$75 at the end of the term. Ask for details.

The "Smart Card" greatly reduces your (or your employer's) cost for your professional development and it allows you to take advantage of more educational sessions within our chapter.

Attend a PO⁴D meeting; experience the 'Walk-a-While in My Shoes' programs; attend the CMP Study Groups and the CMP University programs; attend

new educational opportunities such as the "Super Session."

Any or all of these high-quality programs are reason enough to enroll today. These programs tend to be more hands-on, 20-40 attendees and more personalized than the monthly meetings.

There is no limit to the number of educational programs you can attend. You must register for each program as you would normally, but ... it's already paid for!

Get Smart in '98! How much easier can it get? Just contact Lianne Pereira, 972-855-1676 or lpereira@komen.org—and let her do all the paperwork!

You may also purchase the new "Smart Card" by stopping by the Education Committee table at the chapter meeting.

For more details, call Lianne at the above number or Leah Belasco at 972-392-4464.



Why Are Women So Strange and Men So Weird?

Communication runs your company . . . and your relationships!

Humorist-psychologist Bruce Christopher, brings his national best-seller to Dallas. If you live or work with the opposite sex, you *need* this entertaining seminar. As America's foremost "EnterTrainer", he is the most sought after speaker in the fortune 500.

REGISTER TODAY! (limited seating)

PUBLIC SEMINAR

Topic: *Why Are Women So Strange and Men So Weird?*
When: *Tuesday, October 6, 1998*
Where: *Addison Conference Ctr, Addison, TX*
Time: *7:15 am - 8:00 am - Registration/Breakfast*
8:00 am - 12 noon - Seminar
Cost: *\$74 for members: \$89 for non-members*

Register by calling M.T. Hickman @ 972-866-8640

Preregistration/payment required.

Visit our website at: www.bcseminars.com



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August Meeting Highlights

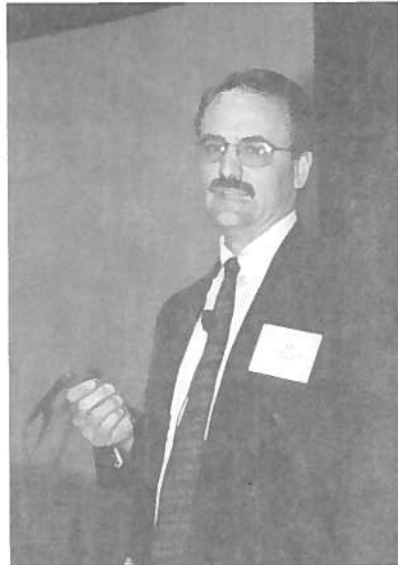
MPI D/FW Sees PlanSoft Demo at LeMeridien Dallas

Thanks to the Mexican Government Tourism Office and Other Generous Contributors, Prize Winners Were Plentiful!



Photos by VISTA





<http://www.plansoft.com>

Hall of Fame

Please salute the following companies and individuals for their contributions to the August meeting at Le Meridien Dallas.

Featured Speaker

PlanSoft
Edward J. Tromczynski

Meeting Sponsor

Mexican Government Tourism
Carmen Canavati

Facility, Reception, Luncheon,
Comp Room for Speakers
Le Meridien Hotel

AV Services (PlanSoft) - Hotel
Caribiner Communications
Darrin Scott

AV Services (MPI)
AVHA/Event Staging
Rob Keating

Airline Transportation - Discounted Ticket

Continental Airlines
Brenda Davis

Ground Transportation

Execucar Sedan Service
Billy Carter

Mechanical Man

Entertainment Alliance
Marty Westerman

Robot

Robots 4 Fun
Kenneth Zaken

Musical Entertainment

Piano
Bob Bishop

August Program Committee

Sherri Cook, CMP
Sherri Cook & associates

Patti O'Neil
Conference Planning Inc.

Randie Charnes
NCR Corp

Anna Squire
Hackberry Creek Country Club

July Hall of Fame

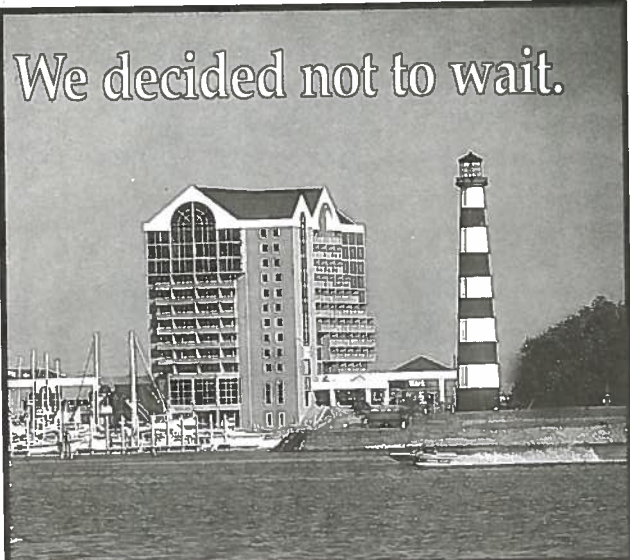
Last month's Hall of Fame contained an error regarding the host facility.

Thank you to
Brookhaven Country Club
for hosting the MPI D/FW July meeting.
The *CURRENT* apologizes for the typo.

Photos by VISTA

*The Future Promises Ways to
Have More Productive Meetings.*

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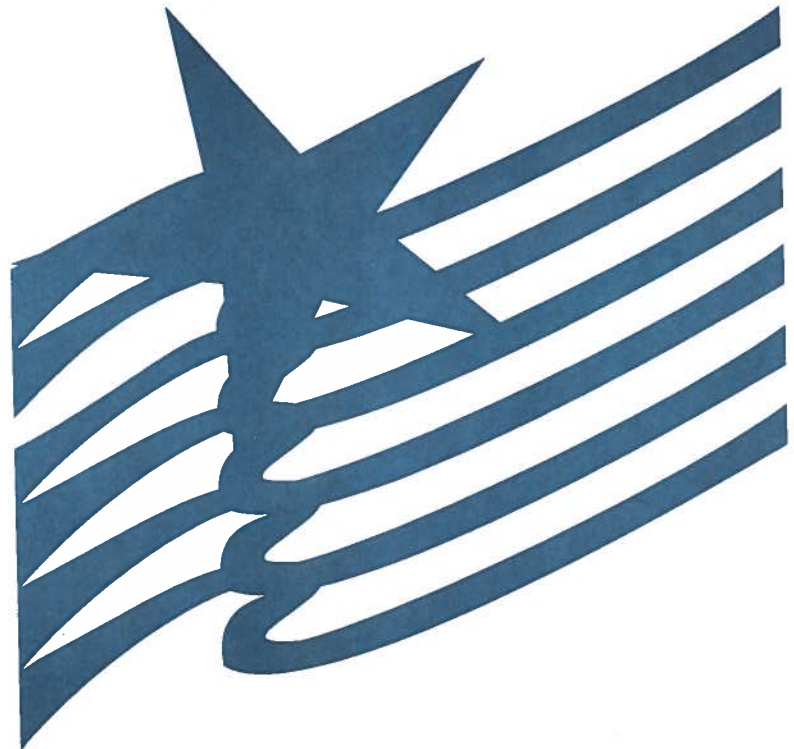
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LEGISLATOR FOR A DAY
AT A REGIONAL
GOVERNMENT AFFAIRS
SEMINAR



October 30 & 31, 1998
Austin, Texas

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 **AUSTIN
JAYCEES**

MPI Govt. Affairs, Austin Jaycees to Host 'Legislator for a Day' October 30-31

When I first got involved in the Government Affairs committee, I wasn't sure what I had done.



LeeAnn Harle
Renaissance Mtg. &
Incentives, Inc.
Govt. Affairs Liaison

I didn't know what "government affairs" was all about. It just sounded important and slightly glamorous.

So did "advocacy," "grass roots

politics," "lobbying," and "being on the hill."

I thought, "I get C-Span; I am a salesperson; I can figure this out."

After participating in the Meetings Industry Legislative Action Day (MILAD) and Texas Legislative Action Day (TxLAD) over the last two years, I've learned the definitions to these important-sounding political terms

"Advocacy" is nothing more than believing something and defending it; "grass roots politics" is everyday people effecting change; and "lobbying" is relationship selling.

"Being on the hill" means getting lost in tiny little corridors in the basement of an enormous building with three other meeting planners who can't find room "B-365" any better than you can. But I digress ... The point is, I could have benefitted from a how-to seminar.

Behold, the answer is here! Owing to


the success of the national MILAD over the last five years, and the TxLAD in 1997, MPI International has decided to shift the focus of Government Affairs to a regional level for 1998.

On October 30-31 MPI's Government Affairs Committee and the Austin Jaycees are producing a "Legislator for a Day" regional seminar in Austin, Texas. This will be a tremendous event as participants learn how to be more effective and influential on the state and local levels (grass roots politicking).

Participants will actually work through the legislative process using a nationally recognized educational model of the Texas Legislature. Participants will play the roles of governor, lieutenant governor, speakers, senators, representatives, lobbyists, committee clerks, etc.

This interactive experience will be highly informative and educational in nature as it provides the tools for understanding local legislative procedures and effectively impacting final outcomes.

More details will be forthcoming in the *CURRENT*. Questions? Call LeeAnn Harle, 214.871.1191.



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M.T. Hickman
Richland College
'Grapevine' Columnist

Heard it through the Grapevine!



Mitchell Cathey
Palomino Euro Bistro
'Grapevine' Columnist

Carol Benvidez moved from the Omni Dallas Hotel Park West to the group sales department at the *Omni Mandalay Hotel*.

Dana Nickerson, CMP, president, *Square One Productions*, was selected by the Dallas Business Committee for the Arts to participate in the Leadership Arts '99 class, a program that trains community leaders to participate on boards of various arts organizations.

Ann Renneker, senior sales manager, *Dallas Market Center*, was named Caterer of the Year for the National Association of Catering Executives. She was also named to the Board of Directors of the Dallas/Fort Worth International Special Events Society.

Steve Kemble, president, *Steve Kemble Event Design*, was awarded the Pioneer Award for the event professional who has contributed to the growth of the Special Event industry and Best Marketing Piece Designed for an Event in the Word. The awards are sponsored by the International Special Events Society.

Kami Price, CMP, *Infomart*, was promoted from marketing manager to director of sales and marketing.

Jennifer Winget, CMP, CHME, CTP, moved from the Infomart to begin her own meeting and special event company.

Alainna Webb Ryan, CMP, *Excel Communications Inc.*, is expecting a baby girl on Christmas Eve.

Amy Williams accepted the position of program coordination, *SEI Incentives*. She was formerly with I.R.M.I.

Nancy Fitzgerald, director of sales, *PGI* (formerly Kaleidoscope), was promoted to general manager of PGI, Dallas.

Patrice Ewig, formerly with *Le Meridien*, accepted the position of corporate sales manager-midwest region, *Alitalia*.

Katherine Hines, formerly with the Melrose Hotel, accepted the position of group sales—east coast market, *Omni Dallas Hotel Park West*.

April Cooper, *Le Meridien in New Orleans*, is expecting her first child, a baby boy, due December 22.

Patty Cipoletti is the new director of sales & marketing, *Hotel Inter-Continental Dallas*.

Michelle Carter, CMP, CHSP, national sales manager, *Wyndham Anatole Hotel*, recently earned the Certified Hospitality Sales Professional designation and she is active in setting up the Dallas/Fort Worth Chapter of SITE, Society of Incentive Travel Executives.

Kim Thackston, director of marketing for the *Holiday Inn Select North*, is expecting her first child, a baby boy, due December 2.

Condolences to **O. D. O'Donnell**, *Nightlife Talent & Management Agency*; and his daughter, Heather (Southfork Ranch), on the loss of their mother and grandmother Aug. 8.

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@dccc.edu. Cathey can be reached at 214-999-1222; fax 214-999-1115.

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

Technology Classes at Richland College

September 19

AM - Windows 95 / Word 97 Review / Powerpoint Presentation Group Project
PM - Planet SABRE (Windows-Based Ticket Reservation System)

October 10

AM * Internet (Industry Sites)
PM * PlanSoft (Site Selection/RFP)

November 14

AM - Excel (Budget Development)
PM * Access (Database Event Wizard Registration Development)

December 12

Meeting Management Software (PlanSoft, Meeting Trak & Exposition Software)

Richland College will offer Industry Automation I course (TRAV 1273) which combines past MPI Technology Institutes plus introductory Sabre into one course. Cost for all four Saturday courses is \$79 (average of \$20-\$21 per 8 hr. course) for credit or non-credit courses. These courses must be registered for as one course and will be offered on the following Saturdays from 8:00 a.m. * 5:00 p.m. To register, contact Carolyn MacPhee, Richland College, at (972) 238-6005.

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Recruitment Made Easy Keep That MPI Membership Application Handy!

The other day I was sitting in my office with a client who was very interested in MPI. I got so excited talking to her because I knew that she was the perfect candidate for our organization

I thought, "Hey, I'm plugged in. I'm pretty active—surely I can help her." I wanted her to leave my office with information about how to join.



Cindy Hamilton
Cityplace Conf. Center
MPI D/FW
VP/Membership

I started scrounging around in my cabinets and through all my MPI notebooks and folders, looking for a membership application.

I looked in my briefcase and in my daytimer... and finally found a very old, wrinkled, coffee-stained application with the wrong membership fee and an outdated address for MPI International.

Then I started searching for International's phone number so that she could call for information herself. I sheepishly jotted the number down on a loose piece of scrap paper from my office.

Why is this so difficult? We love our organization and want others to join us. Why can't we be better prepared when the opportunity arises?

Here's the answer: In July's newsletter you received a membership application. Open it up. Write your name on the line that says "Name of Chapter Member That Recruited You."

Fold it up and put it in your daytimer, and you will always have one application. Imagine if nearly 800 members recruited just one person!

Can't find your application? Contact Recruitment Chair O.D. O'Donnell (Nightlife Talent & Management), (972) 789-9340; fax (972) 503-5443; or od@nightlifetalent.com.

PR and Marketing Committees Invite Participation in Expanded New Projects

The Public Relations and Marketing Committees have made some exciting changes for the coming year and you need to get involved!



Marsha Singer
Dallas Directory, Inc.
MPI D/FW
VP/PR and Marketing

Serving as chairs of various committees are Tracey Smith, CMP (Computer Language Research), marketing; Kristi Carter (J&S Audio Visual), newsletter, Gregory

Pynes (Hand & Associates Communications), advertising; Pat McCain, CMP (Krisam Hotels and Resorts), The MPI Kids Charity Ball; and Courtney Crawford (Granada Movie Grill), community awareness.

Community Services has been dramatically restructured and divided into two committees to accommodate the theme and focus of 1998-99 MPI D/FW Chapter President Colleen Rickenbacher, CMP (Dallas Convention and Visitors Bureau).

Chairing the Internal Community Services committee is Stephanie Schroeder (Starwood Hotels & Resorts).

Chairing the Partnering Community Services—focusing on projects to be shared with other industry associations—is Delinda Dudley (Fun Factory Special Events and Decorations).

If you would like to get involved with any of these high-energy committees, contact the individual chairs or VP PR and Marketing Marsha Singer (The Dallas Directory) at 214-823-4370.

Community Services Corner

October Opportunities Include AIDS LifeWalk, Food Bank Pumpkin Party

Mark your calendars for the upcoming Community Service projects in October! They are the AIDS LifeWalk '98 Oct. 4 and the North Texas Food Bank Pumpkin Party Oct. 24.

The AIDS LifeWalk '98 will take place at 1:00 p.m. at Lee Park. See Joe Diaz (Delta Air Lines) or Stephanie Schroeder (Starwood Hotels & Resorts) for details. We need walkers! Let's put together an MPI TEAM and show our support.



Stephanie Schroeder
Starwood Hotels & Resorts
MPI D/FW Community
Services Chair

The North Texas Food Bank Pumpkin Party is 10 a.m. - 4 p.m. at the Dallas Farmers Market. This annual fundraiser raises money for the Food Bank, which supports young children and their needy families.

Let's reach out and support these two

worthwhile events and give back to the Dallas community.

Contact Stephanie Schroeder or Marsha Singer (The Dallas Directory) to submit *your* ideas for Community Services projects and recipients.

Meeting Planning TIP

For rear screen meetings and other audio-visual needs, look for facilities and meeting rooms that have existing built-in capabilities to save on space and costs.

—Sherri Cook, CMP
(Sherri Cook & Associates)

Charge It!—Beginning in October.... Credit Cards Soon to be Accepted for Monthly Meeting Registration

The MPI D/FW Board of Directors, Don Dillon & Associates and Comerica have finally worked out all the details making it possible for participants to use a credit card to pay for monthly meeting registration.



Melissa Parks, CMP
H.D. Vest Financial
Services
MPI D/FW VP/Finance

"I think we have a system in place that will make arriving at our monthly meetings more hassle-free," said VP of Finance

Melissa Parks, CMP.

Beginning next month, registrants will have the option to fill out credit card

information on the re-designed registration form and fax it in to register for the Oct. 23 meeting. Credit card registrants will go to a new "Express Registration" line to pick up name badges and receipts.

"I am really pleased this system has been set up," said MPI D/FW President Colleen Rickenbacher, CMP. "I've wanted us to do this for a long time."

This new system may have some challenges for those who prefer to register via e-mail or by phone. Sending credit card information over the internet is not recommended.

However, the chapter hopes to eventually obtain software that will "hold" credit card information on file and mem-

bers can e-mail the approval to use the card number for meeting registration charges.

MPI D/FW will no longer accept phone reservations, unless the message includes a phone number and complete credit card information.

"We've noticed a trend recently in phoned-in reservations not showing up. This is costing our chapter around \$100 per meeting," said Parks.

The biggest pluses to setting up the new credit card system will be shorter registration lines at the meetings and the elimination of the "no show" billing hassle.

"When registrants fail to show up for a meeting, we can easily send them their receipts," Parks said.

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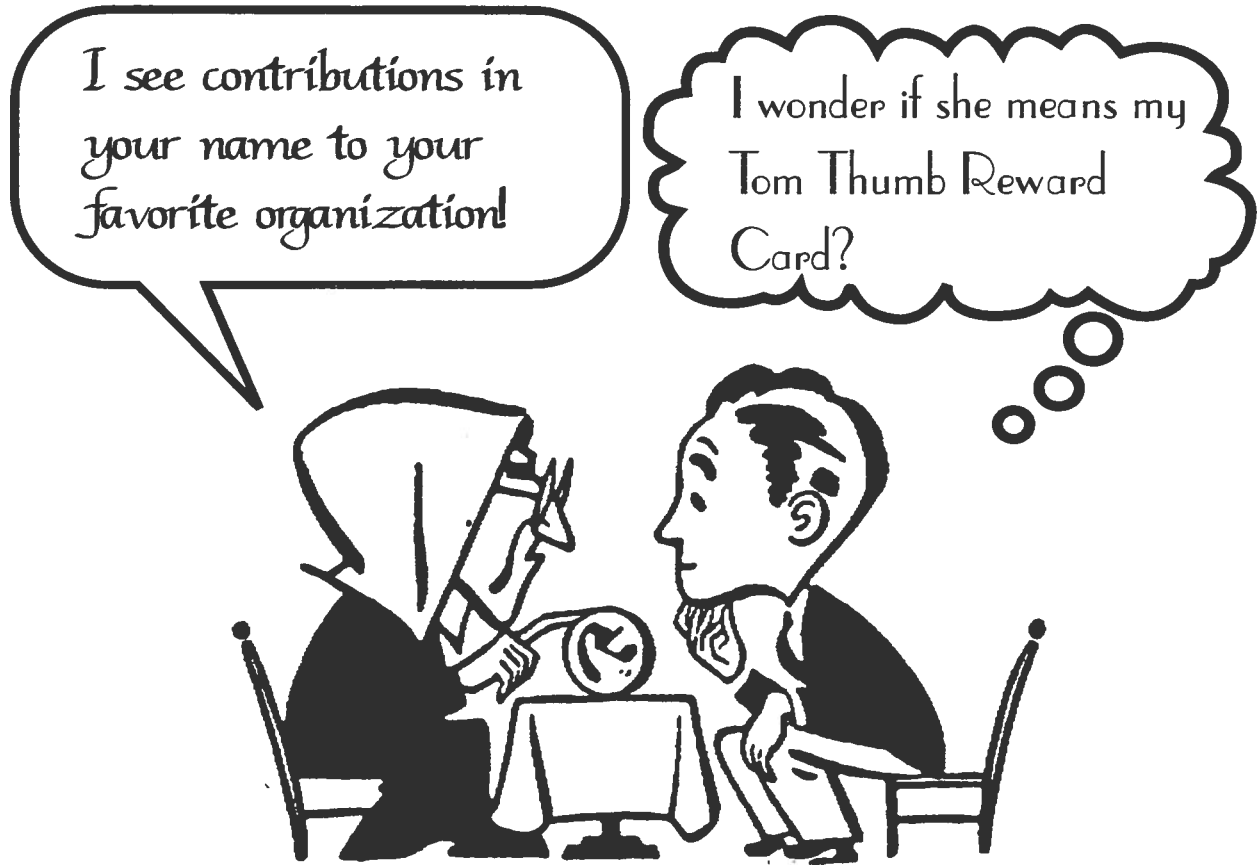


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