

MPI

MEETING PLANNERS INTERNATIONAL®

CURRENT

Meeting Planners International

December 1992

Dallas-Fort Worth Chapter

President's Message

December is a Time to Celebrate by *Giving*

By Mary W. Cowart
Mary Cowart Meeting Consultants

During the holiday season we are reminded how fortunate we are as members of the D/FW chapter of MPI. We are privileged to have the opportunity to work hand-in-hand with several organizations that meet the needs of others.

During the upcoming holiday season we will participate in Christmas card sales and food drives, efforts to collect toys and toiletries for those in need, as well as work to benefit Love for Kids and Trinity Ministry for the Poor. Next spring our chapter will sponsor a "Golf for Kids" fundraiser.

It is exciting to reach out to people, to see that smile, the sparkle in an eye, and, most of all, to spread joy.



Mary W. Cowart

This is the time of year the saying, "It is truly more rewarding to give than receive," comes alive.

Make plans to attend Holiday de Carnival Dec. 17.

We have invited members of our industry from other organizations in the area to join us for this festive occasion.

It will be a great opportunity to share an evening filled with surprises, fine dining, laughter, great entertainment, and dancing.

As we gather to celebrate the joys of the season, remember those in need and be generous with your gifts of non-perishable foods for the North Texas Food Bank.

Get into the ACT and sign up now! I look forward to seeing you at Holiday de Carnival.

MPI

MEETING PLANNERS INTERNATIONAL®

December D/FW Chapter Meeting

Holiday de Carnival

December 17, Thursday

Plaza of the Americas Hotel

650 N. Pearl Blvd.
Dallas, Texas 95201
214-979-9000

Registration & Reception 6:30 p.m.
Dinner & Program 7:30 p.m.

R.S.V.P.
by noon, Tuesday, Dec. 15
Sandy or Kim
214-343-0555

Advance Registration \$30
Late Registration \$40
Guest Registration \$35

See page 3 for more details. See page 3 for reservation policy.

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Current

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Dallas/Fort Worth Chapter

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Current is published 12 times yearly for the D/FW Chapter of Meeting Planners International, the industry's leading educational and networking resource in meetings management. Statements of fact and opinion are the responsibility of individual writers and do not imply collective opinion of the officers or members of MPI.

Upcoming MPI Events

*December 17, Thursday

Chapter Meeting
Plaza of the Americas
6:30 p.m.

December 6-9

Professional
Education Conference
Honolulu, HI

January 19, Tuesday

"How To" Breakfast
Loews Anatole
7:30 a.m.

January 28, Thursday

Chapter Meeting
Science Place
11 a.m./Luncheon

February 18, Thursday

Executive Workshop
Center for Community Cooperation
11 a.m./Luncheon

February 25/Thursday

Chapter Meeting
Bristol Suites
11 a.m./Luncheon

March 9, Tuesday

"How To" Breakfast
Arcodoro
7:30 a.m.

March 25, Thursday

Chapter Meeting
Century II Club, Ft. Worth
6 p.m./Dinner

April 22, Thursday

Chapter Meeting
Fairmont Hotel
11 a.m./Luncheon

May 27, Thursday

Chapter Meeting
Loews Anatole
6 p.m./Dinner

June 17, Thursday

Chapter Meeting
Hackberry Creek Country Club
11 a.m./Luncheon

*NOTE: Chapter meeting plans are subject to change. Check the **Current** each month to confirm details.*

DOLLARS & CENTS

D/FW Chapter/MPI

For the month ending Oct. 31, 1992:

Beginning of the Month	\$33,547.37
Receipts	\$15,190.64
Disbursements	(\$15,973.09)
EOM Balance	\$32,764.92*

*EOM Balance includes Gives Kids the World Reserve Account and PGA.

Report submitted by Alan Powdermaker
(Circle R Ranch), vice president/finance.

Current Deadlines

Copy and ads for the **January** issue of the D/FW MPI chapter newsletter, the *Current*, are due **Thursday, Dec. 10.**

IMPORTANT NOTE: This deadline is earlier than usual because of holiday production and printing schedules. **Information received after Dec. 10 will not be included in the January issue.**

Copy and ads for the **February** issue are due **Friday, Jan. 15.** Because of production schedules, information received after deadline cannot be guaranteed placement.

Please mail or FAX copy to Gracie H. Hilton, *Current* Editor, 3020 Glasgow Court, Arlington, TX 76015, phone & FAX: (metro) 817-467-7439.

December Meeting Highlights

Celebrate at Holiday de Carnival

By Linda Sergeant
Bill Reed Decorations, Inc.

Come one, Come all
To the Plaza of the Americas
Holiday de Carnival
Mistletoe, masks, revelry,
This will be Mary Jo's elegante, gala
especial.

Our friends, it will truly be a
Carnival.

Let your heart lead you in dress
Just be ready for a show, a festival,
In this spirit, we address...

All MPI members, their guests, and
our friends at NACE, DFWAE, TAEM,
HSMA, SGMP and H/MA are invited to
join us for this very special event, our
holiday chapter gathering on Dec. 17 at
Plaza of the Americas.

Our Carnival will begin at 6:30 p.m.
with registration and reception adjacent

to the ice rink. Expect delightful prizes
and surprises. Chef Reyes will prepare a
spectacular menu. The Dallas Brass &
Electric Band, courtesy of Ken Ran
Enterprises, will keep you dancing.

Remember to bring canned goods
for the North Texas Food Bank, one of
our chapter charities. We need the
participation of each member in this
effort.

Co-chairs for the December meeting
are Steve Kemble (Event Design), O.D.
O'Donnell (Nightlife Talent &
Management Agency), and Linda
Sergeant (Bill Reed Decorations, Inc.).

The Plaza of the Americas Hotel is
situated in the heart of the Dallas
Financial/Arts District. Self-parking in the
covered garage will be validated.
(Optional valet parking is the member's
expense.)

The 15-story Plaza of the Americas

Hotel has 403 guest rooms, including 38
suites. Eleven meeting rooms account
for 18,000 square feet. The ballroom
level, with 8,636 square feet, can
accommodate 500 (classroom) to 650
(banquet). The other meeting rooms can
accommodate up to 200 for a banquet.

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 ap-
proaching registration table. Reserva-
tions 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).



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1992-93 Membership Recruitment Drive Announced

Great Prizes in 'Go for the Gold' Program Encourage Participation in D/FW Chapter Membership Drive

Entering to Olympic fanfare and chanting "Get into the ACT—Go for the Gold," the membership committee enthusiastically announced the 1992-93 recruitment drive at the November chapter meeting.

The "Go for the Gold" program urges chapter members to Get into the ACT and earn Galleria Gold for new members recruited. An additional incentive is the chance to win one of three fabulous grand prizes—vacations to exciting destinations, with accommodations and air transportation included.

"In an effort to provide something tangible as a reward for efforts in building our membership, we decided that Galleria Gold coins were something everyone could use," said Vice President-Membership Diane Smith, CMP (Alcon Labs).

Ten dollars in Galleria Gold will be awarded for every two members recruited. These coins can be spent on merchandise at all Galleria shops.

Charlotte Merrill-Davis (Event Source Professionals), prize committee chairman and co-presenter at the recruitment drive launch, reiterated the '92-'93 membership goals: "to achieve a 6% overall increase in membership, a gain of 150 new members, and maintain a 75% retention rate."

Merrill-Davis emphasized that these goals can be reached if the entire membership puts forth an effort.

To keep enthusiasm high and encourage "friendly" competition a graphic chart indicating recruitment standings and identifying contest leaders will be displayed at each chapter meeting. The top recruiter will be the lucky winner of one of three fabulous grand prizes to be awarded for Planner, Supplier and Recruiter of the Year.

Cathy Mason (USMotivation), membership recruitment chair, identified those grand prizes as "The Canadian Experience," "The Total Spa Experience," and "The Caribbean Getaway."

The Canadian Experience includes a getaway for two to the Canadian cities of Toronto and Montreal. After three-days, two-nights at the Hotel Intercontinental Toronto, situated next to the Provincial Parliament Building, winners will travel by Via Rail Canada to Montreal for a three-night stay at the Hotel InterContinental, situated at the gateway of Old Montreal. Round trip air transportation will be provided by Northwest Airlines.

The Total Spa Experience for two

includes round-trip air transportation from D/FW to San Diego. A four-day, three-night stay at world-famous La Costa Resort and Spa in Carlsbad, CA including massage and facials, plus golf and tennis privileges. Participants will then journey down the sunny California coastline to Coronado Island in San Diego Bay for three nights at Le Meridien San Diego at Coronado.

The Caribbean Getaway for two includes round-trip air transportation from D/FW to St. Maarten by American Airlines. These winners will enjoy the exotic pleasures of the Caribbean island of St. Martin/St. Maarten during a three-night stay at Mullet Bay Resort and Casino. The getaway continues for three more nights at Le Meridien L'Habitation on a breathtaking bay at Anse Marcel. Enjoy European dining, duty-free shopping, and endless white sand beaches.

"The individual recruitment program — Galleria Gold— coupled with the chance to win one of the three fabulous grand prizes

should be an incentive for all of us," Smith said. "Our main objective, of course, is to build a stronger chapter and to do that we must increase the number of new members, as well as retain current members.

During the following months, the grand prize opportunities will be showcased in the *Current*. The membership committee will keep the chapter up-to-date on which members are leading the "Race for the Gold."

The recruitment drive, retroactive to July 1, 1992, will extend through April 30, 1993.

The entire membership committee encourages the D/FW chapter to be a part of the excitement, to "Get into the ACT and Go for the Gold!"

(Many thanks to Ken and Linda Thornton of Fun Factory for the Olympic rings, and to Eddie Heylund of Balloon City for the balloons used in the membership recruitment kickoff campaign presentation.)





News Briefs

D/FW Chapter News

Volunteers Needed for 'Love for Kids' Party

Love for Kids is sponsoring its 17th annual Christmas party at Circle R Ranch on Saturday, Dec. 12, from 10 a.m.- 1 p.m.

"Approximately 3000 underprivileged children are expected to attend, and we need volunteers to assist us," said Alan Powdermaker (Circle R Ranch), a founder of Love for Kids.

Volunteers should be at Circle R Ranch in Flower Mound at 8 a.m. Immediately after the party, volunteers will be treated to a reception and recognition luncheon.

Questions? Call Powdermaker at 817-430-1561.

Public Relations Committee Working on D/FW Chapter Press Kit

Lesley Meyer, vice-president/public relations, reports that her committee is working on a chapter press kit.

Under consideration is a suggestion to develop a chapter logo to be imprinted on a special presentation folder suitable for press kits, new member orientation kits, etc.

'How To' Breakfast Features Acker

MPI members recently gathered for a "How To" breakfast to hear Thomas E. Acker address "How to Find a Balance Between Work and Home."

Acker, president of Priority Management in Dallas, discussed the economy in transition and what to expect in the 21st Century workplace.

A discussion about the importance of planning in priority management included a list of the "top ten timewasters."

Executive Workshop Set Feb. 18

Planners are being deliberately secretive about the noontime (11 a.m.-1:30 p.m.) executive workshop Feb. 18 at the Center for Community Cooperation, 2900 Live Oak.

Betty Robertson (EDS) and Phyllis Tackitt (Voluntary Hospitals of America) encourage D/FW chapter members to sign up for this "don't miss" event *soon* because reservations for this low-cost (\$5) "super program" are limited to the first 75 respondents.

What's it all about? Look for more details in the January *Current*.

Organizational Chart Enclosed

Chapter President Mary Cowart calls attention to the organizational chart included as a supplement to the December issue of the *Current*.

"This chart shows the infrastructure of the D/FW chapter of MPI. Be aware that this indicates only the chairs of each team. Numerous other members are involved in committee work under the leadership of each vice president.

"With almost 250 members 'in the ACT,' the D/FW chapter is one of the most active and admired in the MPI organization," Cowart said.

Cowart Announces Retreat

The D/FW chapter will have a mid-year retreat and combined board meeting Jan. 8 with all officers and chairs, according to President Mary Cowart.

The retreat is scheduled at the Sheraton Grand Hotel near the DFW airport.

"I encourage all members interested in taking a more active role to contact any of the chapter vice-presidents," Cowart said.

Report Cards

Vice President/Education Sue Ferguson-Fry is reworking the meeting report cards in an effort to obtain more valid feedback from the membership.

Don't forget to complete your report card at each monthly meeting. Your feedback is valuable to the programming committee and ensures better monthly meetings!

Volunteers Needed for 'Give Kids the World' Sports Classic

On March 12, 1993, D/FW MPI will host a charity golf tournament—a first for our chapter—to benefit Give Kids the World. The tournament—with a St. Patrick's Day theme—will be followed by a cocktail reception and silent auction.

An official charity of the D/FW chapter of MPI, Give Kids the World is a non-profit organization that gives thousands of children with life-threatening illnesses and their families a joyful and memorable six-day, cost-free visit to Central Florida attractions.

In 1991 our chapter hosted a gala to benefit this worthy organization. The black-tie event chaired by Dawn Weightman netted more than \$20,000.

Your help is needed to make our '93 benefit a success! Various committees are forming now. Pick an area of expertise or

interest and join us in putting together this exciting event.

Heading up the effort to secure celebrity participants for the event is Susan Singleton (Hogan Systems), 214-788-8349 or FAX 386-0315. Call Susan to get involved!

Kim Kelley, CMP (The Tower Club) seeks volunteers to work on the auctions, both live and silent. Other volunteer opportunities include promotions, food and beverage, on-site assistance, etc.

Call Kim to volunteer at 214-220-0403 or FAX 953-3070.

To whatever extent—large or small—you wish to become involved, you are needed! Look for more details in the next issue of *Current*!

National and International News

'93 MPI Bookstore Catalog Debuts

For those who want to maintain a competitive edge, the 1993 Meeting Planner International (MPI) Bookstore Catalog, the largest collection of meetings industry resources with more than 120 items, is now available.

Featuring more than 35 new items, the catalog lists resource descriptions for: instruction publications, magazines, personalized research packages and planning tools. Select materials from categories such as: Independent planning, meetings management, globalization, sales and marketing, business management and association and chapter management.

To receive a free catalog, call the Resource Center at 214-712-7744.

Association Meeting Planners Forum Set Feb. 11-12 in Washington, D.C.

In response to needs expressed by members of the Association Meeting Management Special Interest Group (SIG), the Association Meeting Planners Forum, the first free-standing educational program devoted to the needs and interest of association planners, will take place early in 1993.

The two-day meeting will be in Washington, D.C., home to the vast majority of associations. It will begin immediately after the Potomac chapter's meeting on Thursday, Feb. 11, at the Holiday Inn Crowne Plaza at Metro Center, and will conclude by noon, Feb. 12.

The opening session will address effective lobbying. Other workshops will focus on facility negotiations and contracts, event sponsorship, and working with volunteers.

Both association planners and suppliers are encouraged to attend. To request a brochure or more information call 214-712-7732.

Directory Update/'New Kids on the Block'

MPI Welcomes 12 New Members!

Beverly G. Autrey

Meeting Planner
United Group Association
5215 N. O'Connor #950
Irving, TX 75039
planner
214-869-4800

James T. Belcher

Associate Publisher
Marcoa Publishing
14785 Preston Rd. #170
Dallas, TX 75240
supplier
214-386-0288

Suzanne Bendy

Student Member
1173 Devtz Ave.
Trenton, NJ 08611
student
609-396-8897

Denise M. Blessing

Art Director
Meeting Planners International
4640 Nettleton Dr.
Dallas, TX 75211
supplier
214-712-7736

Tony W. Cummins

Corporate Sales Manager
Culinaire International
2100 Stemmons Freeway
Dallas, TX 75214
supplier
214-749-5424

Duncan DuVall

Owner
Double Tree Ranch/Conf. Ctr.
310 Highland Village Rd.
Lewisville, TX 75067
supplier
214-317-5000

Allen J. Fagan

Owner
Fagan's Freelance
Photography
10420 Plano Rd. #106
Dallas, TX 75238
supplier
214-553-8823

Mary-Therese Gnadt

Director of Membership
National Business Assn.
5025 Arapaho Rd. #515
Dallas, TX 75248
planner
214-991-5381

Deirdre L. Gordon

Owner
The Kerry Company
6703 Levelland #C
Dallas, TX 75252
supplier
214-380-6852

Elizabeth S. Marquardt

Assistant Manager
Center for Comm. Cooperation
2900 Live Oak
Dallas, TX 75204
planner
214-821-0911

Cynthia L. Newton

*Exhibit & Conference
Coordinator*
JC Penney Business Services
5001 Spring Valley Rd. W.
Tower #650
Dallas, TX 75244-3910
planner
214-960-5308

Karen L. Rutherford

Event Coordinator
Lancers Club
1525 Elm St., 32nd Floor
Dallas, TX 75201
planner
214-742-4111

New members list is

from D/FW MPI

Membership Information

as of 10/31/92.

For a GREAT IDEA...
don't miss the

Executive
Workshop*



Feb. 18 / 11 a.m.
CCC/2900 Live Oak

*limited to 1st 75 registrants

Current Advertising Rates & Information

SIZE	1x	3x	6x	12x	MEASURE
Full Page	\$500	\$450	\$350	\$250	7 1/2" x 9 1/4"
Two-Thirds Page Hor.	\$400	\$350	\$275	\$200	7 1/2" x 6"
Two-Thirds Vert.	\$400	\$350	\$275	\$200	5" x 9 1/4"
Half Page Hor.	\$300	\$250	\$200	\$150	7 1/2" x 4 1/2"
Half Page Vert.	\$300	\$250	\$200	\$150	3 3/4" x 9 1/4"
Quarter Page Hor.	\$150	\$125	\$100	\$75	7 1/2" x 2 1/4"
Quarter Page Vert.	\$150	\$125	\$100	\$75	3 3/4" x 4 1/2"
Business Card Hor.	\$100	\$85	\$70	\$50	3 1/2" x 2"
Business Card Vert.	\$100	\$85	\$70	\$50	2" x 3 1/2"

Current is published monthly, 12 months annually, by the Dallas/Fort Worth chapter of Meeting Planners International. **Current** is circulated among almost 600 individuals and companies interested in the field of meeting planning.

Rates are based on camera-ready copy.

To place ads, contact Stephanie Davis, **Current** advertising chair (214) 851-2016; or Lesley Meyer, vice-president of public relations (214) 401-0210.

Member Profile/Lesley Meyer

Sunbelt Exec Lesley Meyer, MPI Veep, is Outdoors & Ski Enthusiast

By Gracie H. Hilton
The Write Stuff

UNLOAD HERE.

A simple sign in block letters hangs over the stone fireplace of the New Mexico vacation home where Lesley Meyer, CMP, loves to escape.

Meyer, vice president/public relations of the D/FW chapter of Meeting Planners International, is just as at home in jeans and t-shirt, hiking at 10,000 feet in Taos Ski Valley, as she is in business attire, overseeing big deals in the corporate board room of her company's bright, spacious offices in Las Colinas.

One of three owners and founding partners of Sunbelt Motivation & Travel, Inc., Meyer is vice-president of the 12-year-old incentive company and related travel agencies.

Following the lead of friend and Sunbelt co-owner Bill Boyd, CMP, Meyer joined the D/FW chapter in 1981 and was immediately recruited for the program committee. The very next year she was named to the board of directors.

During the next decade Meyer was involved in many committees and special events, chairing several and serving as an administrative officer/supervisor of others. Professional Growth Awards, the breakfast series, executive workshops, and host facility-of-the-year are among projects to benefit from her talents and leadership.

A favorite project was the Woodcreek Joint Retreat in the early '80s. Working with chapter leaders in HAMPI (Houston area) and the Texas Hill Country (San Antonio & Austin), Lesley played a key role in the first joint retreat for the three Texas MPI chapters.

As last year's vice president/education, Meyer supervised monthly chapter meetings as well as all educational projects. Richland College meeting planning classes and the chapter's CMP University were among her responsibilities.

Meyer oversees all chapter P.R. activities in her role as vice president/public relations. Supervising 38 volunteers, she is responsible for the newsletter, advertising, community relations, and



Vice President/Public Relations Lesley Meyer, with husband B.J. and daughter Lauren, manages to balance busy career, MPI responsibilities and civic service with meaningful family life.

government affairs committees — plus the notebook committee.

Born in Brisbane, Australia, to a native Texan father and his Australian war bride, Lesley returned to the States with her family when she was a toddler. Homer and Hazel Morris settled in the west Texas town of Lamesa, which proved an idyllic growing up spot for Lesley and her younger sister.

In the mid-'60s Lesley headed for Texas Christian University in Fort Worth. After graduation she taught school four years in Eagle Mountain/Saginaw Independent School District. Subsequent jobs in travel-related fields, including a four-year stint at Vanguard Incentives, led to the development of Sunbelt.

Lesley Meyer is a good role model for anyone seeking to achieve balance in life. As busy as she is with Sunbelt, MPI involvements, and as a visible community leader—the Irving Healthcare System Foundation Board, Executive Forum, Irving YWCA, plus the Chamber of Commerce are just a few civic activities—Lesley places high value on family life.

She has been married 12 years to

Iowa native B.J. Meyer. Initially attracted to B.J. for "his good looks and good moves on the dance floor," Lesley soon found they shared many common interests, including skiing, scuba diving, bicycling, camping and backpacking.

Owner of Meyer Construction, B.J. is a skilled and detail-oriented builder. With his own team of construction specialists working in Taos for weeks at a time, he built a uniquely designed, multi-story vacation home—the family's favorite spot to "unload."

With less time now for all the outdoor sports she loves—her dirt bike is stored in one of B.J.'s warehouses—skiing is a priority and she tries to hit the slopes several ("never enough!") times a year.

The Meyers are parents to six-year-old Lauren, a bright and energetic first grader who has no trouble keeping up with her parents on the "blues"—the challenging intermediate slopes of Taos ski area.

"I entered the family-building phase of my life a little later than most of my TCU sorority sisters," Lesley says with a smile, "and my father has told the whole world about it!"

Indeed, Lesley's outgoing and gregarious father—known to strike up a conversation anytime and anywhere he comes in contact with other human beings—frequently points with pride to Lesley and Lauren and says—to complete strangers—"That's my daughter and granddaughter! My daughter had that baby when she was 41!"

Lesley's parents, plus her sister and her sister's two teenage children (also Irving residents) frequently join the Meyers to soak up the rarefied air of their mountaintop getaway.

During summer and fall outings, avid fly fisherman B.J. enjoys several nearby rivers and streams. While he casts his line upon the water Lesley and Lauren enjoy exploring and examining plant and animal life nearby.

With travel literally at her fingertips, Lesley's favorite destinations—in addition to Taos—are her native Australia and Texas' Possum Kingdom Lake. B.J. hopes to someday build another vacation home along the coast near Corpus Christi.

UNLOAD HERE. The message can mean many things, depending on its placement. For Meyer and family, it's a signal to unload the tensions of everyday life and enjoy—nature, a relaxed pace, and, most importantly, each other.

Heard it through the Grapevine...

By Ken Cohen
Cohen's Casino Parties

Steve Kemble was named in the Dallas Observer's "Best of Dallas" Survey for 1992 as Dallas' Best Interior Designer. *Steve Kemble Event Design* specializes in unique and custom interiors for events nationwide.

Phyllis Tackitt is now a meeting planner with *Volunteer Hospitals of America*. Phyllis formerly was with the Canadian Consulate.

Suyen Vasquez-Davis is now sales manager with the *Westin Hotel*. She formerly was with the Doubletree Lincoln Centre.

Connie Voke is now a fitness aid at *EDS*. This is a part-time job while she goes back to school to study to be a doctor.

Karen Swanson of the *Richardson Hilton* just returned from competing in the National Aerobic Contest in Sherman where she won "Highest Placing First Time Competitor" (Rookie of the Year) and took eighth place overall for her performance that included loops, spins, and dives. Karen's other flying experiences include "wing walking" for 10 years. Wing walkers walk on the wings of biplanes performing in air shows.

Laura Volberding of *GTE Directories* was promoted to marketing communications manager and is transferring to Los Angeles.

Lisa Dudley has joined the staff at Sunbelt Motivation & Travel, Inc., as account manager. She was formerly with FoxMeyer Corporation.

Our chapter extends deepest sympathy to the family of **Jim Warburton**, 41, owner of *A Spice of Life Catering*. Warburton died from injuries suffered in an automobile accident en route to a catering job in November. After graduating as valedictorian of Florida State University Warburton attended culinary courses in Europe and at Cornell University before moving to Dallas in 1980. He was a member of NACE, W.E.D., Dallas Escoffier Society, and the Culinary Institute of America. He is survived by his wife, Debbie, a 6-year-old daughter, and a two-year-old son. In business for 12 years, Warburton was a friend and business associate of many of our chapter members. He will be missed.

Keep up with personal news about fellow MPI chapter members — job changes, promotions, awards or special recognitions, weddings, or births— through "Heard it through the Grapevine." Please contact Ken Cohen (214-276-2998 or FAX 214-276-9725) about items of interest for this column.

VOLUNTEERS NEEDED! D/FW MPI SPORTS CLASSIC



BENEFIT FOR
GIVE KIDS THE WORLD
MARCH 12, 1993

Benefit Golf Tournament

On March 12, 1993, D/FW MPI will host a charity golf tournament—a first for our chapter—to benefit Give Kids the World. The tournament will be followed by a party and silent auction.

You are needed!

Choose an area of expertise or interest and join us in putting together this exciting event.

How to Volunteer

Call Susan Singleton (Hogan Systems), 214-788-8349, to volunteer for the celebrity participants committee.

Call Kim Kelley, CMP (The Tower Club), 214-220-0403, to be a part of the silent auction committee, or for more information about other volunteer opportunities.

Out of a job? Looking for a new challenge?
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Contact

Marilyn McGuire, CMP
c/o D/FW MPI Job Bank
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Dallas, Texas 75247
214-637-6282

Handling Fee

\$15 Members
\$25 Non-Members

All inquiries are confidential.

November Meeting Addresses Issue of Industry Ethics

By Kim Kelley, CMP
The Tower Club

At the D/FW MPI November chapter meeting at the Grand Kempinski Hotel members were introduced to a new interactive format addressing the issue of industry ethics.

Three situations calling for ethical decisions common to our industry were dramatized by professional actors presented in a courtroom-type setting. Meeting attendees then discussed the situations with others at their table and acted as the jury, passing judgment on the actions described in the case studies.

The first scenario portrayed a planner who had purposefully over-blocked space for a convention to ensure adequate space just in case her convention marketing efforts were wildly successful. The hotelier in the case had neglected to inform the planner that construction was underway at the property, and might or might not be completed by convention time.

Jurors were definite and decisive. Fully 97% of all ballots indicated disagreement with both parties; both parties were judged guilty of unethical conduct. Many jurors commented that two-way communication would save both the planner and the supplier sleepless nights, as well as ensure a successful convention, if the two would stop protecting their hidden agendas and work together to reach mutually satisfying solutions.

In the second scenario Beth, a part-time planner, had a proposal from Ted, a supplier, for the "Toilet Bowl Convention." The proposal exceeded Beth's budget, and her boss told her to plan the convention within the budget or lose her job. Beth's approach to the dilemma was to tell Ted the convention was canceled; she then proceeded to use the elements of his proposal to "make it happen." Ted was not compensated in any way.

Results were interesting for this portrayal. Beth garnered a surprising amount of sympathy. More than a few jurors indicated that she was victimized as well as Ted, since she was inexperienced and not a professional planner. The villain here was her boss, whom the jurors held in contempt. Many indicated that Beth

should have given Ted a chance to revise his proposal to fit her budget. Two jurors suggested that Ted should have sent Beth a bill anyway.

The third dramatization presented a planner who was bringing her receptionist along on a "fam"—a complimentary trip to familiarize decision-makers with a destination in hopes of securing future business. The receptionist was included in order to meet the minimum number of participants for the "fam" to operate.

Although jurors (95%) disagreed with the planner's decision to include the receptionist, many noted that it fell to the hotelier to qualify fam attendees. Again, the need for open communication was stressed, as was the importance of building a strong planner-supplier relationship based on honesty and trust.

Contributing to the success of this meeting was the excellent reception and luncheon served by the Grand Kempinski, for which we gratefully thank Dianna Case, Michael Spamer and other staff. Thanks also to Michael Kuntz and J&S Audio Visual, who helped with audio equipment, and Bill Reed Decorations for the staging and props.

David G. McLane, attorney with Gardere and Wynne, deserves our

gratitude for acting as judge, providing the traditional "order in the court."

The troupe from the Mystery Dinner Playhouse, produced by Michael Hamilton, was outstanding. We are most appreciative of their professional assistance.

Finally, kudos to our own Norb Dettman, PhD, CMP, who shared comments on industry ethics.

This outstanding meeting was the result of hard work performed by committee chairs Cindy Hamilton of Hackberry Creek Country Club, Cathy Mason of USMotivation; Linda Sergeant of Bill Reed Decorations and Marsha Singer of the Executive Connection.



David G. McLane, attorney with Gardere and Wynne of Dallas, provided "order in the court" for MPI's Trial by Jury.



Co-chairs for the November meeting were Cindy Hamilton, Hackberry Creek; Cathy Mason, USMotivation; and Linda Sergeant, Bill Reed Decorations. Not pictured is Marsha Singer, Executive Connection.

November Chapter Meeting Had Record Attendance



Barbara McNeill, Event Source Professionals, Inc.; **Pam Foster**, Lennox Industries, Inc.; **Traci Bower**, Reunion Ranch; and **Bruce Jaster**, The Jaster Companies.



Joey Fuller, Colorado's Keystone Resort and **Kelly Kostelecky**, EDS.



Lesley Meyer, CMP, Sunbelt Motivation & Travel, Inc.; **Vicki Kempe**, Radio Shack; and **Diane Ling**, USMotivation.



Tysha Miner, young artist for this year's "Love for Kids" Christmas card design, is recognized by card sale chair **Pat McCain**, Krisam Group.



Bill Boyd, CMP, Sunbelt Motivation & Travel, Inc.; **James S. Follett**, CHSE, Inter-Continental Hotels, Forum Hotels; and **Joseph Goldsmith**, Hotel Inter-Continental New York.

**Photos by
Mark Lazarow
Photography**



Jan Pollard, Omni Hotels; **Mack Hughes**, Mandalay Hotel; **Terri Hughes**, Las Colinas Country Club; and **Karen Rutherford**, Lancers Club.



Jennifer Hilton, Arthur Andersen & Co., was her mother's (**Gracie Hilton**, The Write Stuff) guest.



Patricia Clancy, Embassy Suites Love Field; **Brooks Procter**, Embassy Suites Love Field; **Coleen McLean**, New York's Hotel Plaza Athenee; and **Connie Allen**, Southland Center Hotel.



Gloria Guiliano, The Crescent Hotel at Koll Center, Phoenix; **Suzann J. Oliver**, Society of Diagnostic Medical Sonographers; **Beverly Autrey**, United Group Association; and **Christine Roberson**, the Phoenician, Scottsdale, AZ.



Barbara Derksen, American Electronics Association, takes a look at MPI's Job Bank listings.

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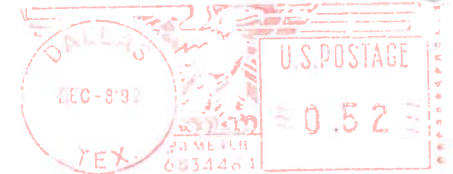
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