



# CURRENT

## PRESIDENT'S MESSAGE

by Lisa A. South, CMP



Happy New Year! It's hard to believe that six months have passed since the chapter's "new" administration took office in July. We have accomplished great things so far and continued to be the "talk" of other chapters during last month's Professional Education Conference! A preliminary report on the PEC was held in San Antonio last month reveals that we had over 80 members registered. This breaks any previous record for attendance at an international conference by our chapter members.

Due to our current success in membership recruitment and retention, one of the challenges our chapter faces is the diverse levels of our members in understanding the numerous aspects and benefits of membership in Meeting Planners International. This gives us further opportunities to enhance the benefits of being involved in the D/FW Chapter. These opportunities are going to be addressed with ideas garnered from the recent PEC.

Some of the new things that you should notice being implemented beginning in January include:

\* Each monthly meeting is preceded by what was formerly known as the

"New Member Orientation." This information session has been reformat and renamed "Member Orientation" to give ALL members information on MPI, both on the chapter level as well as the international level.

\* A question box will be placed in the registration area during each monthly meeting to make ALL members feel comfortable submitting questions about MPI. The questions will all be answered in writing with applicable questions being addressed in our newsletter.

\* Bill Boyd, CMP, is a new member of the international Board of Directors. We will reap the benefits of his involvement during monthly meetings as he  
(continued on page 2)

## January Meeting Focuses on the Future

by Melissa Parks

Things just ain't what they used to be. It is on this premise—things change—that futurist and trend-tracker Don Reynolds has based his career. Reynolds will be the featured speaker at MPI's January 30 luncheon meeting at Union Station in Dallas.

Reynolds has looked back on history, studied current events and predicted future trends for the meetings industry. His latest article in the December issue of *The Meeting Manager* covers the trends he thinks will affect the meetings industry in the 90s. If you didn't  
(continued on page 2)

## JANUARY CHAPTER MEETING

DATE:	Thursday, January 30, 1992	
PLACE:	Union Station	
LOCATION:	Houston Street (Directions may be obtained by calling the Hyatt Regency Dallas at 651-1234) The Grand Hall	
TIME:	11:00	Member Orientation
	11:30 - 12:00	Registration
	12:00 - 1:35	Luncheon & Program
PARKING:	Complimentary self-parking is available at the Hyatt Regency Dallas on the Exhibit Level (look for signage). Union Station is accessible via an underground walkway connecting it to the Hyatt Regency Dallas.	
COST:	Advance Registration:	\$22.00
	Late Registration:	\$30.00
	Guest Registration:	\$25.00
PLEASE RSVP:	Before NOON, Tuesday, January 28, by calling Sandi or Marsha at (214) 343-0555.	

### MEETING RESERVATION AND ATTENDANCE POLICY

NOTE: Money will be collected at the door. If paying by check, please have your check filled out prior to registering at the door. Advance payments are not accepted. Advance reservations must be received by cut-off date; last reservations and walk-ins will be accepted on a SPACE AVAILABLE BASIS ONLY.

CANCELLATIONS must also be received by the cut-off date - NO SHOWS WILL BE BILLED! Guests are limited to attending three meetings per chapter year before membership is required to attend future meetings (spouses not included). In case of overflow seating, members not present 15 minutes after the meal is served will have their reserve seats sold.

Members are responsible for paying "no show" charges for their guests.

## January Host Facility

by Jim Lynch

The magnificent Hyatt Regency Dallas has become the hub of Dallas business activity, just as Dallas has become the center of international commerce.

Set beside Reunion Tower, this stylish hotel has a breathtaking 18-story atrium lobby, 947 elegantly-appointed guest rooms and suites (including the special Regency Club floor), premier business facilities and hospitality that gives a Texas accent to the inimitable Touch of Hyatt.

The 35,000 square feet of meeting space and 33,000 square feet of exhibit area can be arranged to comfortably accommodate a small gathering, a major conference, or even a trade show. And the knowledgeable, expertly trained Hyatt staff will ensure your function is as much of a landmark for your group as Reunion Tower is for Dallas.

The Hyatt Regency Dallas makes doing business a real pleasure, with beautifully appointed meeting rooms and exhibit areas. When the business day is over, the Hyatt Regency Dallas Health Club is there for you to unwind with a soothing whirlpool, sauna or swim. Rev up with a rigorous workout on the latest exercise equipment or work out your aggressions on the tennis court.

### Union Station

Just steps from the lobby is the beautifully restored, turn-of-the-century charm of Union Station. Here Hyatt Regency Dallas continues to cater to your every need, with additional meeting rooms for more intimate gatherings and the Grand Hall for larger events.

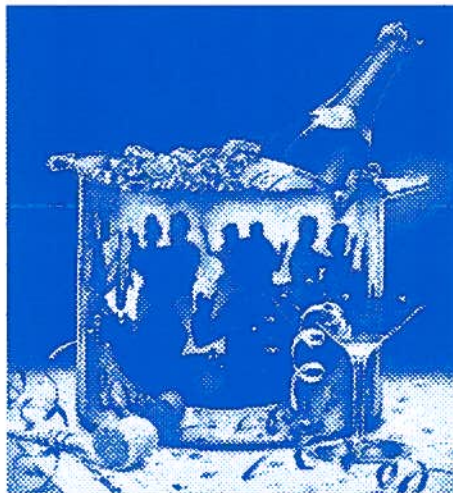
The 1914 vintage train station is managed by Hyatt Regency Dallas and connected to the hotel by a covered corridor for convenient access.

Its turn-of-the-century grandeur is in distinct contrast to Hyatt's soaring glass and steel design. Yet the Hyatt touch is very evident in the quality of Union Station's facilities and service.

The Grand Hall, Pullman, Stationmaster and Dealey meeting rooms can accommodate groups from 10 to 1,000. And Union Station's own catering department and kitchen staff can meet every food and beverage need, from coffee breaks to seated dinners.

*(President's message continued from page 1)*

reports on international topics of interest to our chapter. He will also contribute to the newsletter as appropriate.



In accepting a new opportunity professionally, Bob Berry has resigned as Vice President-Finance. He has agreed, to our good fortune, to remain on the Board of Directors. Alan Powdermaker will fill the position of Vice President-Finance for the remainder of the year, and Diane Smith will serve as Vice President-Administration.

It's very exciting to look toward 1992 and the great things the Dallas/Fort Worth Chapter will be able to accomplish. And we need assistance from each of you to succeed with our goal, Back to Basics: Building Blocks of Success.

*(January Meeting continued from page 1)*

read the article, can't find the magazine or read the article and want to hear more, don't miss the January meeting.

Here are a few of Reynolds' thoughts on the future of the meetings industry:

- \* 40% of all future corporate meetings will be training related. It will not be uncommon for a person to change careers, not to mention jobs, three or four times. This, along with other factors, will spark a huge increase in training programs.

- \* Sleeping rooms, the traditional profit center for hotels, will receive less emphasis with a focus on food and beverage, entertainment and other "service" centers.

- \* Air travel costs will be sharply impacted by America's aging fleet and global expansion. The spending programs to purchase new planes will cost the airline industry \$20 billion. Meanwhile, when the big airlines expand overseas, they will have to compete with heavily subsidized international carriers. Domestic prices may make up for the losses overseas and the new aircraft.

The meetings industry doesn't operate in a vacuum with the transportation and hospitality industries. We are affected by all aspects of economics, demographics, technology and globalization. In this time of "gloom and doom," with talk of recessions, voodoo economics, and the budget deficit, come hear some practical thoughts on where we are, where we've been and where we're going.

### About the Speaker

Reynolds, founder and principal of 21st Century Forecasting, a consulting firm offering presentations on futurism, economics, technology and demographics, has fifteen years' experience in the brokerage industry. He has taught at the university level for over 10 years.

Reynolds was one of the top-rated speakers at last summer's MPI Annual Conference in Las Vegas.

# PUBLIC RELATIONS

## “Ramblin’ with Ramsey” Takes Listeners to Great Destinations

by Holly Adams

Last November 24 between 4 - 6 p.m., “Ramblin’ with Ramsey” aired live from the Crescent Court Hotel and featured the city of Dallas as a tourist destination.

Each week, Ramsey Pollard hosts a radio talk show which showcases various destinations. The show is broadcasted to over 150 radio stations around the United States and Canada.

The panel of guests for the show were Dallas County Commissioner Chris Semos, Greg Elam of the Dallas CVB, a representative from the Crescent Court Hotel and a representative from American Airlines.

Topics that were discussed included:

- \* D/FW Airport - easy access to Dallas from most destinations
- \* Airlines represented at D/FW Airport - three major airlines that utilize D/FW Airport
- \* The importance of tourism for Dallas
- \* Things to do and see in Dallas
- \* The city’s hotel business
- \* The convention center and the shows/displays that Fair Park attracts

An “800” telephone number was also given out during the show so people could ask questions and request information on Dallas.

What great exposure for Big D!

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The CURRENT is published 12 times yearly for the D/FW Chapter of Meeting Planners International. Statements of fact and opinion within this newsletter are made on the responsibility of the author only and do not imply an opinion of the officers or members of MPI. News contributions and suggestions for making this publication more useful are welcomed.

## Dallas Hosts NAEM

by Holly Adams

Recently, 1,200 people converged in Dallas as our city hosted the annual convention for the National Association of Exhibition Managers (NAEM) over December 3-6. The attendance was comprised of exhibit managers responsible for coordinating major trade shows and the vendors that support those shows.

The convention began with a reception at INFOMART. Then, during the opening general session at the convention center the next day, the group was welcomed to Dallas by Mayor Steve Bartlett.

A trade show was also part of the annual convention, giving representatives from various cities the opportunity to educate attendees on their particular destination.

The grand finale came on Thursday night when the convention’s headquarters hotel, the Loews Anatole, hosted a gala in their beautiful Chantilly Ballroom.

Greg Elam of the Dallas CVB commented, “We received positive comments both during and after the convention about Dallas and the convention center. People were stunned by Dallas.”

Other conventions in the upcoming years that will showcase Dallas, much like NAEM, are the Professional Convention Management Association, 1994’s National Tourism Convention and MPI’s 1995 Professional Education Conference.

### Making Changes

If you have a change in your name, company business address, business telephone number, job title, etc., remember to send the information IN WRITING or call:

Meeting Planners International  
Attention: Membership Department  
INFOMART  
1950 Stemmons Freeway  
Suite 5018  
Dallas, Texas 75207  
(214) 746-5222

# MEMBERSHIP

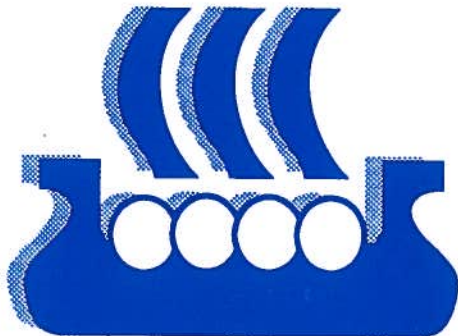
## MPI Member Enjoys Helsinki Trip Donated at March Chapter Meeting

Those of you who attended the March MPI Meeting at the Arboretum may remember that Networld and Finnair gave away round-trip airfare for two to Helsinki. Melissa Parks, with American Fire Sprinkler Association, won the trip and went to Helsinki in October.

"... my old college roommate and I took off for 10 days in Finland and Sweden. It was awesome. The weather was cold but sunny; the people were friendly, and the food was expensive!" Melissa said.

After meeting a friend in Stockholm and spending four days there, Melissa and her friend took the ferry back to Helsinki for three days. They spent a day in remote Imatra, on the border of Finland and Russia, and a day in Lahti in the beautiful Lake District.

"I want to thank Networld and Finnair for arranging the details of the air reservations and MPI for allowing me the opportunity to win the prize. It was a great trip," said Melissa.



## Heard it Through the Grapevine by Ken Cohen

Dorrit Turner of Yellow Rose Touring & Special Events is the newest member of "The Network," a unique alliance of destination management companies. The Network selects one representative per market area.

Dana McGoveran has rejoined the hotel representation firm of Lynette Owens & Associates as Director of Marketing Communications & Support.

Jaynie Schultz has left the country to spend a couple of years in Israel. She is taking part in an adult education program called "Land Cruise for Living and Learning" and is living in Jerusalem.

Sheri Pizitz of Events Unlimited has recently been nominated for her third Special Events Gala Award in the category of "Best Event Coordinated for a Corporation with a budget under \$30,000." The awards ceremony takes place in Orlando on January 8.

Gail Koch-Lemaire has joined the staff at The Adolphus Hotel as National Accounts Manager.

Judy Love Rondeau has been promoted to Tourism Manager at the Canadian Consulate. Assuming her position as Meeting, Convention, and Incentive Travel Promotion Officer is Phyllis Tackitt.

Brenda George was elected "Director of Sales of the Year" for Radisson Hotels International.

On behalf of the D/FW Chapter of MPI, we wish to express our condolences to Ellen Beckert on the loss of her mother.

Please let me know immediately when you hear about something that belongs in "Heard it Through the Grapevine." Call me at 276-2998 or fax me at 276-9725.

## Ken • Ran

WE MAY BE NEW TO MPI  
BUT WE'RE EXPERIENCED  
WHEN IT COMES TO

# ENTERTAINMENT IN DALLAS

## 25 YEARS

AS A FULL SERVICE ENTERTAINMENT AGENCY

BANDS AND ORCHESTRAS

COUNTRY & WESTERN

ROCK & MOTOWN

ETHNIC STYLES & JAZZ

CLASSIC ROCK & TOP 40

VARIETY & FIFTIES

OVER 300 COMEDIANS  
SPEAKERS &  
NOVELTY/VARIETY  
ARTISTS

214-349-3025

# MEMBERSHIP

## New Kids on the Block

✓ Pierce M. Allman  
Owner  
Allman E. Co.  
5015 Tracy #100  
Dallas, TX 75205  
Planner  
(214) 528-2500

✓ Tracy K. Cain  
Sales Manager  
Cityplace Conference Center  
2711 N. Haskell #200  
Dallas, TX 75204  
Supplier  
(214) 841-6627

✓ Ivan S. Colon  
Sales Manager  
Century Plaza Hotel & Tower  
2025 Avenue of the Stars  
Los Angeles, CA 90067  
Supplier  
(310) 277-2000

✓ A. Bret Cullers  
Executive Director  
American Orthodontic Society Inc.  
9550 Forest Lane #215  
Dallas, TX 75243  
Planner  
(214) 343-0805

✓ Stephanie S. Davis  
Account Manager  
Sheraton Park Central Hotel  
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(214) 831-2016

✓ Gretchen R. England  
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Supplier  
(214) 250-4900

✓ Patricia M. Kimmey  
Event Coordinator  
La Cima Club  
5215 N. O'Connor #2600  
Irving, TX 75039  
Planner  
(214) 869-2266

✓ Debra K. Lewis  
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GTE  
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Irving, TX 75062  
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✓ Debra E. McCurdy  
National Sales Manger  
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Dallas, TX 75240  
Supplier  
(800) 252-0522

✓ Sonya B. Odell  
Corporate Svcs. Coordinator  
Central & South West Svcs.  
1616 Woodall Rodgers Frwy.  
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Planner  
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Meetings & Conf. Specialist  
GTE Directories Corp.  
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DFW Airport, TX 75261  
Planner  
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1717 N. Akard Dallas, TX 75201  
Supplier  
(214) 720-5285

# PROGRAMS AND EDUCATION

## *December Wraps-Up*

by Marilyn Manby  
and Kim Kelley, CMP



**T**'was the night of our party  
And all through the Westin  
Every member was stirring. . .  
Wearing what they look best in!  
The room was aglitter  
With Santa, sleigh and snow;  
While the Westin served turkey dinner  
To which no one said, "No!"



**W**e all were ready,  
Prepared to get fatter,  
When all of a sudden there rose such a clatter,  
We all stood up to see what was the matter!



**C**hef Chris had a member at each table  
Don the Chef's apron and hat  
To learn the art of turkey carving,  
And all such as that.  
Throughout the evening and until twelve,  
The **Roof Raisers** were a really great band;  
When we left, we knew it certainly had been  
The very best Christmas party in the land!



**T**hanks to the Westin management and staff,  
Thanks to the co-chairs who made it all  
such a blast!  
Thanks to those who gave the many door prizes—  
Supplier contributions appear in such fun disguises!



**A** special thanks to all  
Who made the evening just right;  
And (until next year),  
We'll just say "Goodnight!"

# INDUSTRY NEWS

## MPI to Publish Music Licensing Booklet

As a result of the work done by the MPI Music Licensing Task Force, the Board has authorized the publishing of MPI's own music licensing publication and will establish an information hot line at International Headquarters to field questions and complaints regarding the licensing issue. In addition, legal questions will be referred to MPI's legal counsel, Jonathan T. Howe.

Responding to an MPI survey requesting membership's response to the agreement negotiated on its behalf with the American Society of Composers, Authors and Publishers (ASCAP) and the Broadcast Music Incorporated (BMI), members gave the following recommendations to the Task Force:

- \* ASCAP and BMI should record payments in an accurate and timely fashion;
- \* ASCAP and BMI should issue simpler, easier reporting forms to reduce excessive paperwork; and
- \* ASCAP and BMI should consider an annual fee.

Task Force Chair Helen Moskowitz says, "... both ASCAP and BMI should stand accountable for enforcing the copyright law. MPI will continue to educate its members on compliance and alternatives. MPI does not endorse the copyright law but feels it is imperative for members to be in compliance. Meeting professionals need to be aware that there are options available."

Options include:

- \* Utilization of the agreements with ASCAP and BMI negotiated by MPI and other professional organizations;
- \* Negotiation of an individual agreement with ASCAP or BMI;

- \* Violation of the copyright law, subject to the penalties specified therein;
- \* Negotiation directly with the holder of the copyrights to each piece of music being used; or
- \* Utilization of a music library or music in the public domain.

Responses to the survey indicated that 64% of planners do not anticipate paying such licensing fees to impact their use of music in meetings.

### Advertising Available

for information, contact

Anne Carr

(214) 401-0210

Looking for a new challenge?  
Send five copies of your resume to

MPI Career Opportunities  
c/o Marilyn McGuire, CMP  
2952 Stemmons Frwy.  
Dallas, Texas 75247

### RESUME HANDLING FEE:

\$15 - Members  
\$25 - Non-Members

If you have a position to fill and would like to receive resumes of qualified applicants, please contact:

Marilyn McGuire, CMP  
(214) 637-6282

(ALL INQUIRES ARE KEPT CONFIDENTIAL)

### Industry Calendar

MPI's TISIG Seminar Dallas, Texas	January 17-18, 1992
ITIX '92 Las Vegas, Nevada	February 17-19, 1992
Institutes I & II Dallas, Texas	March 31-April 5, 1992
MPI International Symposium Monte Carlo, Monaco	April 8-11, 1992
Institutes I & II Location TBA	August 25-30, 1992

# DALLAS/FORT WORTH CHAPTER



10935 Estate Lane  
Suite 400  
Dallas, Texas 75238



CALENDAR UPDATE	OFFICERS	BOARD OF DIRECTORS
<p>Thursday, January 30 Hyatt Reunion Luncheon</p> <p>Thursday, February 20 D/FW Airport Reception</p> <p>Thursday, March 26 Fort Worth Convention Ctr. Dinner</p> <p>Thursday, April 30 Ramada Renaissance Luncheon</p> <p>Thursday, May 21 Marriott Mandalay Luncheon</p> <p><b>BOARD MEETINGS</b></p> <p>Tuesday, February 11 MPI's Resource Center</p> <p>Tuesday, March 10 MPI's Resource Center</p>	<p><b>PRESIDENT</b> Lisa South, CMP (214) 661-6611 EDS</p> <p><b>VICE PRESIDENT, MEMBERSHIP</b> Stanley Heller (214) 466-0322</p> <p><b>VICE PRESIDENT, FINANCE</b> Alan L. Powdermaker (214) 539-9121 Circle R Ranch, Inc.</p> <p><b>VICE PRESIDENT, EDUCATION</b> Lesley Meyer, CMP (214) 401-0210 Sunbelt Motivation &amp; Travel, Inc.</p> <p><b>VICE PRESIDENT, PUBLIC RELATIONS</b> Connie Sandifer, CMP (214) 239-9969 Dallas Fan Fares, Inc.</p> <p><b>VICE PRESIDENT, ADMINISTRATION</b> Diane Smith (817) 551-8857 Alcon Labs, Inc.</p>	<p>Colleen Albert (214) 746-6628 Dallas Conv. &amp; Visitors Bureau</p> <p>Robert L. Berry (214) 386-6863 CC&amp;O</p> <p>Jimmy Eanes, CMP (214) 991-1444 Interstate Battery Systems</p> <p>Paige Garrett (214) 380-6903 Great Am. Reserve Ins.</p> <p>Lindsey Iacovino (214) 638-0024 AVW Audio Visual, Inc.</p> <p>Marilyn Manby (214) 484-9531 Maritz Meeting Planners</p> <p><b>IMMEDIATE PAST PRESIDENT</b></p> <p>Judy Love Rondeau (214) 922-9806 Canadian Consulate General</p> <p><b>CHAPTER SECRETARY</b></p> <p>Marsha Adams (214) 343-0555</p> <p><b>CURRENT EDITOR</b></p> <p>Kim Kelley, CMP (214) 401-0210 Sunbelt Motivation &amp; Travel, Inc. FAX (214) 556-0916</p>