

# CURRENT

Meeting Planners International

July 1992

Dallas-Fort Worth Chapter

*President's Message*

## Get into the Act!— Let's Make it '3 in '93!



Mary W. Cowart

by Mary W. Cowart  
*Meeting Consultants & Associates*

Get into the ACT! Standards are high for the Dallas-Fort Worth chapter of MPI because of the successes and achievements of previous years. With much excitement I look forward to serving as 1992-93 president of this dynamic and goal-oriented group.

Your newly elected officers and directors share my enthusiasm. We want to get into the ACT, and we want you to get into the ACT with us! ACT means: Achievement, Contribution, and Teamwork.

**Achievement:** *Something achieved. A plan or action carried out.* We achieved much in 1989 and 1990 when our chapter earned the coveted and prestigious Chapter of the Year Award. Let's do it for the third time and make it "3 in '93." We can do it if we work together and build on past achievements.

**Contribution:** *The act of contributing. Giving of money or help.* Our membership contributes services, skills, talents, time and efforts to make our chapter successful. To continue with the success and excellence we all desire and expect, it is imperative that each of us take an active role.

**Teamwork:** *The acting together of a number of people to make the work of a group successful and effective.* YES! RIGHT ON! The teamwork among our chapter members is overwhelming and has been the cause of our success. To build on past successes we must have your help and support. Join the team! Participate! Get into the ACT!

Make it "3 in '93."

MPI

MEETING PLANNERS INTERNATIONAL®

### July D-FW Chapter Meeting

*Focus on Philanthropies*

*July 23, Thursday*

*Sheraton Grand Hotel*

*440 W. John Carpenter Freeway  
Irving, Texas 75262  
(214) 929-8400*

*Orientation 11:00*

*Registration & Reception 11:30*

*Luncheon & Program 12:00*

R.S.V.P.  
by noon, Tuesday, July 21  
Sandy or Kim  
214-343-0555

Advance Registration \$22  
Late Registration \$30  
Guest Registration \$25

See page 5 for reservation and attendance policy.

*This issue of Current  
is sponsored by*



*Princess Cruises  
see page 7*

### MPI/Detroit

As this issue of *Current* goes to press, almost 50 members of Meeting Planners International, D-FW chapter, are attending the MPI Annual Conference in Detroit. Watch for news of this meeting in the August issue.

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## Current

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## New Officers and Directors Installed

# Cowart Assumes Presidency; O'Donnell, Wade Named to New Leadership Positions

Outgoing president Lisa South, CMP, Ducky-Bob's Party Rentals, passed the gavel to incoming president Mary Cowart, Meeting Consultants & Associates, as

officers and directors elected to lead the Dallas-Fort Worth chapter of MPI for 1992-93 assumed the reins of leadership last month.

Because of recent career changes among board members elected to '92-'93 leadership positions, the expected leadership lineup has changed slightly, explained Judy Love Rondeau, Canadian Consulate Tourism Division. Rondeau conducted installation ceremonies for the new officers at the June chapter meeting.

O.D. O'Donnell, Nightlife Talent and Management Agency, elected to a board position during the March elections, will serve as vice president of administration, an office vacated by Lindsey Iacovino, AVW, because of an upcoming move to Minneapolis, Minnesota (see "Heard it Through the Grapevine").

Tim Wade, Lennox Industries, will fill O'Donnell's board position. Tim serves Lennox as manager of meetings and incentives.

Lisa South, CMP, who will serve the board as immediate past president, recently resigned from EDS to accept a



Mary Cowart



O.D. O'Donnell



Tim Wade

position with Ducky-Bob's Party Rentals, changing her status from planner to supplier. Because chapter bylaws require that the board of directors always have a majority of planner members, it was necessary to name a planner to the vacant board position.

### Editor's Notes

**OOPS! We goofed!** Several important-to-MPI individuals and companies were inadvertently omitted from the lengthy listing of THANK YOUs in the May newsletter. Please help us rectify this oversight by extending your personal thanks to our members from *ITT Sheraton*, *Yellow Rose Touring Company*, and *Sunbelt Motivation & Travel*, supplier members who donated services or items for various meetings and projects. Thank you, too, to Bruce Jaster, *The Jaster Companies, Inc.*, one of the Richland College speakers.

Beginning next month, the *Current* will feature a member personality profile in each issue. Look for an article on Mary Cowart, Meeting Consultants & Associates, in the August issue.

The deadline for submitting editorial copy or advertising for the August newsletter is noon, Monday, July 13.

—ghh

## Upcoming Events

**July 23, Thursday**  
Chapter Meeting  
Sheraton Grand Hotel  
11:00 a.m.-2:00 p.m.  
Luncheon

**July 24-25, Fri.-Sat.**  
MPI Board Retreat  
Omni Mandalay

**August 11, Tuesday**  
MPI Board Meeting  
Westin Galleria  
4:00-6:30 p.m.

**August 27, Thursday**  
Chapter Meeting  
The Big Spur Corral  
6:00-8:30 p.m.  
Dinner

**September 8, Tuesday**  
MPI Board Meeting  
Westin Galleria  
4:00-6:00 p.m.

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



# MPI in July: Focus on Philanthropy

## Yes, We CAN!

"Focus on Philanthropy" is the theme for our chapter meeting July 23 at the Sheraton Grand. Representatives from four local charities endorsed by MPI will make brief presentations, explaining the specific outreach of each organization.

Members are asked to bring canned food, dried foodstuffs, a stuffed children's toy, or toiletries — gifts which will be presented to designated charities.

Bill Boyd, CMP, Sunbelt Motivation and Travel, will serve as moderator and master of ceremonies as we hear spokespersons for Trinity Ministry for the Poor, North Texas Food Bank, Give Kids the World, and Love For Kids. (See related story about MPI officer Alan Powdermaker and Love for Kids.)

Don't forget your canned goods! As we focus on philanthropy, success comes in *cans*! With your participation, we *can* make a difference!

### July Host Facility

#### Sheraton Grand is Aptly Named

The Sheraton Grand Hotel at Dallas/Ft. Worth Airport, a 300-room luxury hotel, has plenty of meeting space! Current facilities include 11 meeting rooms and the Galleria Ballroom, a 4,225-square-foot area that can be divided into four smaller function spaces.

The new Grand Ballroom, scheduled to open August 4, will include 4,200 square feet of pre-function space, as well as an elegant 10,000-square-foot ballroom. The Grand Ballroom will accommodate 1,000 persons for a banquet and 1,300 for a theater-style meeting, as well as 50 8-x-10-foot booths for tradeshow.

Other amenities include flexible sound and lighting systems, and a state-of-the-art communications system that will include teleconferencing and computer linkage capabilities.

A spacious foyer-reception area will provide numerous possibilities for event planning. Adjacent to the ballroom is a convention office. A built-in convention registration desk can be used as a coat check or hospitality bar.

Guest rooms at the Sheraton Grand include suites and executive rooms on a private concierge floor.

The Sheraton Grand Hotel is situated near the north entrance to Dallas/Fort Worth International Airport at Highway 114 and Esters Boulevard.

### Honored for 'Social Responsibility'

## Alan Powdermaker Named 'Entrepreneur of the Year'

With a prestigious award acknowledging the accomplishments of entrepreneurs in several business fields, Alan Powdermaker, chairman of Circle R Ranch at Flower Mound, and vice



Alan Powdermaker,  
founder of  
Love for Kids

president of finance for the Dallas-Fort Worth chapter of MPI, was recently honored for his personal "Focus on Philanthropies."

Named "Entrepreneur of the Year" in a competition

sponsored nationally by Ernst & Young, Inc., magazine and Merrill Lynch and locally by *The Dallas Morning News*, KRLD-AM and IBM Corp., Powdermaker's award was in the category designated Social Responsibility.

Powdermaker was recognized for his interest, involvement, and dedication to "Love For Kids," a philanthropic organization that benefits underprivileged

children — a charity Powdermaker co-founded, along with Bill Barrett, in 1974.

Powdermaker is one of only 11 honorees from a region covering North

Texas, Oklahoma, Arkansas and Memphis, Tenn.

The national competition, conducted in 39 cities, marks its sixth year in Dallas. Local award recipients will be inducted into the Institute of American Entrepreneurs at a national conference in November in Palm Springs, Calif.

Powdermaker, a member of MPI since 1977, has served on numerous committees for the local chapter.

### We promise a lot; we give more

The saga has now become legend at Circle R Ranch. As the story goes, Alan Powdermaker was looking for a suitable site for a management meeting. He also wanted to keep his family the North Texas area and forsake the life of frequent corporate relocation.

The old cattle ranch just minutes from Dallas/Fort Worth International Airport, where his son attended summer horsemanship camp, answered both needs.

The entire Powdermaker family pitched in to help and the facility attracted its share of the corporate meeting and recreation trade. Since 1974 it has become well-known to meeting planners, hotels and tour operators. In 1982, an expanded facility opened on adjacent land. Today, the entire project is a debt-free business.

But business folks aren't the only visitors to Circle R Ranch, which has become a gathering place throughout the year for thousands of underprivileged children and senior citizens.

Through Love For Kids, started by Mr. Powdermaker and Bill Barrett in the mid-1970s, more than 25 area charitable organizations have been beneficiaries of their generosity and programs. For example, the annual Love For Kids Christmas party at Circle R Ranch entertains and gives gifts to more than 4,000 children.

Its slogan: "We promise a lot; we give more."

—The Dallas Morning News

# Meyer Announces Plans, Outlines Needs for '92-'93 P.R. Committee

The public relations committee is preparing for another banner year, according to Lesley Meyer, CMP, Sunbelt Motivation and Travel. As vice president of public relations, Meyer will oversee all PR activities.



Lesley Meyer

"In keeping with the excellent structure put in place by Connie Sandifer, Dallas Fan Fares, last year's vice

president of PR, all committees will report to directors," Meyer said.

Meyer is responsible for assigning directors to oversee four major areas: newsletter, advertising, community relations, and government affairs; she is also responsible for the notebook committee.

Patricia Tripp, CMP, Princess Cruises and Tours, will serve as director of communications and will oversee and assist with the newsletter and advertising sales.

## Newsletter

The newsletter committee is responsible for producing *Current*, the chapter newsletter, 12 times each year.

Gracie Hatfield Hilton, The Write Stuff, has volunteered to serve as editor (see related story about this new member) and will work closely with Tripp in this assignment.

"I am very pleased to report that Mark Lazarow of Mark Lazarow Photography has volunteered to continue serving as our official photographer," Meyer said.

"Department editors and page editors have been named (see masthead on page 2)," Meyer said, "but we welcome contributing writers in all areas. Gracie plans some new regular features for the *Current*, and will be calling on various MPI members for input."

## Advertising

The advertising committee is responsible for advertising sales for the *Current*.

"We have much to live up to in this area," Meyer said. "Last year's leadership produced the highest advertising revenue to newsletter publishing cost ratio in the chapter's history."

Meyer, Tripp and Hilton have set a goal of securing a sponsor for each issue — a full-page advertiser whose ad will appear on the inside back cover each month.

Tripp will serve as interim advertising director until that position has been filled.

## Community Relations

The community relations committee is assigned the goal of creating awareness of the meetings industry in the Dallas/Fort

Worth community.

"We're looking for a volunteer to coordinate media relations and 'get the word out' about newsworthy chapter activities through press releases," Meyer said.

The chapter now has a database of industry and local publications to facilitate this responsibility, Meyer said.

The position also involves working on special community projects — such as industry exhibits, job fairs, etc. — to increase the visibility of the industry and

chapter.

## Government Affairs

Connie Sandifer, Dallas Fan Fares, will chair the government affairs committee. Formed under Sandifer's leadership last year, this committee focuses on city, state, and national government as it relates to the meetings industry.

"With her excellent record in this area, we expect great things from Connie, Meyer said.

## Notebook Committee

The notebook committee, responsible for compiling the D-FW chapter's entry for the coveted Chapter of the Year Award, will be co-chaired by Steve Kemble, Steve Kemble Event Design, and O.D. O'Donnell, Nightlife Talent and Management Agency.

# Gracie Hilton is New *Current* Editor

By Lesley Meyer, CMP  
*Sunbelt Motivation and Travel*

With this issue the *Current* takes on a new look under the professional leadership and talent of our new editor, Gracie Hatfield Hilton, a brand-new MPI member.

A public relations and marketing consultant, Gracie operates The Write Stuff, a business that specializes in advertising, promotions, and desktop publishing.



Gracie H. Hilton

This "wordsmith," a journalism major and former high school English teacher, loves working with the written word. She writes, edits and produces newsletters, brochures, flyers, catalogs, press releases, A-V scripts, etc., for a variety of clients.

Gracie's interest in MPI grew from her association with several clients in the travel and tour industry. Eager to learn more about the meetings industry, she is attending MPI's annual conference in Detroit as this issue of *Current* goes to press.

An active community leader, Gracie focuses most of her volunteer efforts toward her alma mater, Baylor University. A member of the Baylor Board of Regents for nine years, she now serves on the board of trustees for the George W. Truett Seminary.

A member of the Baylor Athletics Task Force, Gracie served on the academic focus committee and proudly points out the high graduation rate of student athletes at Baylor.

She was recently presented the W.R. White Meritorious Service Award in

recognition of noteworthy service to Baylor. Other Baylor involvements include the alumni association, development council, Bear Club, and Parents League.

A lifelong Baptist, she is an enthusiastic supporter and volunteer for the fledgling Cooperative Baptist Fellowship. She was notified this month of her nomination for the Texas Baptist Communications Award.

Past and present community involvements of this Arlington resident include Junior League, YMCA Board of Directors, Fine Arts League, Tarrant County Dental Auxiliary, and Pi Beta Phi alumnae.

Gracie and her husband, Jerry, a graduate of Baylor and Baylor College of Dentistry, have two daughters. Jennifer, 22, will graduate from Baylor in August, the same month that Laura, 18, will begin her freshman year there.

What do the Hiltons do for fun? Not surprisingly, they say that attending Baylor athletic events is one of their primary "funtime" activities. Jerry is a member of the Cotton Bowl Athletics Association Board of Directors and the Hiltons are hoping to host the Bears in the Cotton Bowl on New Year's Day 1993!

Gracie reports that she is honored to assume the reins of a newsletter that is already so highly respected in the meetings industry. She is quick to point out that former *Current* editor Kim Kelley, The Tower Club, has been a source of encouragement, information, and assistance as she takes on this new responsibility.

How does this busy lady get it all done with such grace and style? I am sure all of us will learn a great deal from Gracie. We are so happy to have this enthusiastic new MPI member who takes commitment to volunteerism to new heights.

## Heard it through the Grapevine...

By Ken Cohen  
Cohen's Casino Parties

**Lindsey Iacovino** is leaving *AVW* and moving with her husband Paul to Minnesota to start *Northstar Marketing Group*, a company that will offer sales and Marketing representation in the upper midwest for hotels and resorts throughout North America.

**Jimmy Eanes** is changing his focus from batteries to tires. Eanes left *Interstate Batteries* for a move to Lincolntown, North Carolina, where he will be director of training at *JH Heafner*, a tire company. His sought-after position at Interstate was filled by **Betty Manning**, who has been with the *Texas Association of Realtors* for the past 10 years.

**Diane Bower**, gave birth to twins, a boy and a girl, June 4. Dakota weighed 6 pounds, 4 ounces; Katlin weighed 6 pounds, 2 ounces. Diane plans to return to work at *Park Suites Hotel* by the end of this month.

**Diane Smith**, *Alcon Labs*, has been promoted to professional relations specialist. In addition to her new assignment, she will continue to plan meetings.

**Phyllis Firebaugh**, formerly with the *Westin Hotel*, is now meetings manager for *Electric Power Research Institute (EPRI)*, which recently opened an office in Dallas.

**Lisa South**, immediate past president for the Dallas-Fort Worth chapter of MPI, left *EDS* to become director of sales at *Ducky-Bob's Party Rentals*. Lisa replaced **Jeanna Stieber**, who is moving to Washington, D.C.

**Melissa Parks**, *American Fire Sprinkler Association*, was promoted to manager of conventions and education. Melissa has been with AFSA for 2 1/2 years.

**Terri Sweet** resigned as director of sales at the Four Seasons Hotel to join her husband in their own company, *Office Furniture Source* in Dallas. She will direct the outside sales efforts of the 3 1/2-year-old company.

**Leigh Ann Runyan**, *American Heart Association*, was married May 16. She is now Leigh Ann Rawls.

**Lawrence Blasche**, formerly of *Lema Enterprises*, has retired and is living in Hot Springs, Arkansas.

Keep up with personal news about fellow MPI chapter members — job changes, promotions, awards or special recognitions, weddings, births, etc. — 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.

## Membership Notes

As newly installed Vice President of Membership Diane Smith, Alcon Labs, takes over, there will be a slight change in the way membership applications are processed. Effective July 1, all applications for membership will be sent to the vice president of membership for review. When the forms are complete and the category of membership is correctly determined, the application will be forwarded to MPI headquarters.

Because supplier applicants must always join with a new planner member, it is important to understand the difference in these membership categories.

**Planner** membership is available to individuals primarily engaged in planning and managing meetings for the firm or organization by which they are employed, and to those individuals who provide consulting services to clients solely for the purpose of planning and conducting meetings, and who receive no compensation for services for their clients.

"If the world 'sales' appears on your business cards or in your job description, you cannot be a planner member," Heller said. "If planning meetings, conventions or incentive programs is not your principal occupation, you are not eligible for planner membership."

**Supplier** membership is available to those individuals primarily engaged in supplying goods and services to the meetings industry.

Whenever possible, MPI administrators will assist in pairing supplier and planner partners. However, it is the responsibility of the supplier applicant to find a planner with whom to join.

### Growth Defined

More than 140 new members joined the DFW chapter of MPI during the administration of Stan Heller, Silverleaf Marketing, outgoing vice president of membership.

Because of the attrition rate in the meetings industry, those 140 new members represent a growth of 35 in our membership of 475.

### Meeting Reservation & Attendance Policy

Registration fees will be collected at the door; advance payments are not accepted. If paying by check, please have check completed before approaching registration table.

Reservations must be made by RSVP deadline for advance registration fee to apply. Late reservations and walk-ins will be accepted on a SPACE AVAILABLE basis.

Cancellations must be made by the RSVP deadline. **No-shows will be billed.** Members are responsible for "no-show" charges for their guests.

Guests are limited to attending three meetings per year. (Spouses are an exception.)

*C. W. Kendall has spent twenty-five years as an entertainment agent in the Dallas area. Offering the finest in live entertainment. Whatever your needs may be, C. W. and his staff of professionals will work with you to find just the right performers to fit your theme and budget. Ken Ran is dedicated to making your event a success through experience, dependability, and quality entertainment.*

**Ken·Ran**  
**Entertainment**  
**Agency**  
**C.W.Kendall**  
president  
**349-3025**

# Past Presidents Honored at Annual Passing-of-the-Gavel

By Kim Kelley, CMP  
*The Tower Club*

At the June meeting at Cityplace Conference Center, the sounds of piano music lent an air of grace to the already sumptuous surroundings as MPI members were greeted on the building's 42nd floor.

Grand ice carvings holding champagne (did you see the wine rack made of ice?!), caviar with condiments, cool California sushi, and other luscious tidbits welcomed guests in from the summer heat. And it just got better from there!

After the reception, members descended to the Lakewoods Room where AVW's Bob Walker, always a favorite at the microphone, took the stage with a much newer member, Cindy Hamilton of Hackberry Creek Country Club, for a program saluting our chapter's 15 former presidents.

The well-narrated slide and video salute to each president, embellished with details such as each leader's favorite music, emphasized our chapter's growth and accomplishments. The program, as well as our 15 former leaders, received a well-deserved standing ovation.

A magnificent meal featuring an enticing dual entree was served by quiet, unobtrusive

white glove service that is a trademark at Cityplace. As members enjoyed the main course, Judy Love Rondeau, Canadian Consulate General tourism division, immediate past president, installed the officers and board of directors for 1992-93. President Lisa South, CMP, Ducky Bob's Party Rentals, closed the last meeting of her year in office with a smile.

Special thanks go to Jim Beck, media director at Cityplace, and to Robert Jahangiri, who videotaped our program for posterity.

Thanks, too, to pianist Norman Grant, provided O.D. O'Donnell, Nighlife Talent and Management Agency.

Other MPI members who had a big part in pulling this wonderful evening together include Sue Ferguson-Fry and Tracy Cain, Cityplace; Steve Kembel, Steve Kembel Event Design; Todd Richter, Escoffier; and Jeana Stieber, Ducky-Bob's Party Rentals.

Cityplace Center provided everything any planner could ask for in an event of this scope. From the linens and centerpieces to the audio-visuals to the after-dinner chocolate, MPI/Cityplace was a very special occasion. What an act to follow!



MPI past presidents Mary Jo Malone, Plaza of the Americas Hotel; Bill Boyd, CMP, Sunbelt Motivation & Travel; Lynette Owens, Lynette Owens & Associates (CA); Pat Smith, PF Smith Enterprises; and Ellen J. Beckert, The Freeman Companies, were among 15 former leaders honored at the June meeting.



Judy Love Rondeau, Canadian Consulate General Tourism Division, expresses gratitude to emcees Bob Walker, AVW, and Cindy Hamilton, Hackberry Creek Country Club.



President Lisa South, Ducky-Bob's Party Rentals, passes the gavel to incoming President Mary Cowart, Meeting Consultants and Associates.



Jerry Swiggart, Mr. Fix-It; Sally A. Gibbons, Loews Anatole Hotel; Harmon Hodge (retired), Emerald Bay; Greg Elam, Dallas CVB; and Ron Trammell, Mary Kay Cosmetics, were among 15 former presidents honored at the Cityplace meeting.



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MEETING PLANNERS INTERNATIONAL®

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Meeting Planners International is the industry's leading educational and networking resource in meetings management. MPI promotes professional growth through its educational programs and provides an excellent forum for networking to keep members abreast of industry trends and expanding career opportunities.

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