

MPI

MEETING PROFESSIONALS INTERNATIONAL®

Committed to Educational Leadership

# CURRENT

Meeting Professionals International

December 1997

Dallas/Fort Worth Chapter

## Vote Jan. 17!

# What MPI D/FW Needs to Know About the Dallas Arena Package

By LeeAnn Harle

*(Renaissance Mtgs. & Incentives, Inc.)*

MPI D/FW Governmental Affairs Liaison

With an agreement on a site for a new sports arena—along Stemmons Freeway north of the West End—the Dallas City Council will ask voters on Jan. 17 to approve higher taxes that would help fund the proposed \$230 million project.



LeeAnn Harle  
Renaissance Mtgs.  
& Incentives

MPI D/FW members who participated in the 1997 Texas Travel,

Tourism and Meetings Industry Legislative Action Day in February, reported that

House Bill 92—the Brimer Bill—was one of the hottest topics of discussion with state representatives.

The Brimer Bill, sponsored by Representative Kim Brimer's committee, was defended by many as an enabling statute only, allowing each city the freedom to choose its own revenue source for sports arena funding and put the proposal to local vote.

However, the meetings industry was united in the concern that the suggested forms of revenue would put Dallas into a difficult competitive position when vying for conventions and meetings.

Citing a similar hotel tax bill which was devastating to New York City's convention business several years ago (and was eventually retracted), meetings professionals lobbied heavily against the Brimer Bill.

Members of the Dallas hospitality industry expressed their concern this way: Why should a client pay additional taxes in Dallas when he can take his meeting to another city and get more program for the money?

The Brimer Bill passed in May 1997, permitting a city to add 2% to the hotel occupancy tax and 5% to the rental car tax.

If the arena package is approved by

*continued on page 13*

## Call for Nominations

# MPI D/FW Seeks Leadership Candidates

*Are you ready to take the next step in your career? Want to make a difference?*

Consider becoming a leader in the award-winning D/FW Chapter of the largest organization of meeting professionals!

MPI D/FW wants to know if *you* wish to be considered as a candidate for a leadership position in the 1998-99 chapter year.

Active chapter members are eligible for 15 positions on the Board of Directors—seven officers and eight directors.

Read more about MPI D/FW nominating procedures on page 15.

## The MPI Kids Charity Ball

*Produced by*

*Meeting Professionals International*

*Dallas/Fort Worth Chapter*

**March 28, 1998**

*Trinity Hall*

*Wyndham Anatole Hotel*

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# CURRENT MPI

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*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

**December 18, Thursday**  
Monthly Chapter Meeting  
Omni Mandalay  
Annual Holiday Party  
6:00 p.m.

**January 22, Thursday**  
Monthly Chapter Meeting  
Wyndham Anatole  
"Government Affairs"  
11:30 a.m.

**February 26, Thursday**  
Monthly Chapter Meeting  
Plano Centre  
"Ethics"  
11:30 a.m.

**March 26, Thursday**  
Monthly Chapter Meeting  
11:30 a.m.

## CURRENT Deadlines



ISSUE	DEADLINE
January inserts due Jan. 7	Dec. 19, Friday
February inserts due Feb. 11	Jan. 16, Friday
March inserts due March 11	Feb. 20, Friday

# MPI

MEETING PROFESSIONALS INTERNATIONAL®

*Committed to Educational Leadership*

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

### Chapter 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).

### Alcohol Policy MPI D/FW Chapter

The D/FW Chapter of MPI recognizes and supports the many legitimate uses of alcoholic beverages in the process of conducting our business and social activities. As a chapter, we also recognize that the use and consumption of alcohol at our functions carries with it the requirement to consume those beverages responsibly and in keeping with our professional code of ethics and conduct. We strongly oppose the abuse and misuse of alcohol. We further support those efforts that seek to inform our members of the issues concerning alcohol use and in offering assistance to any members seeking further information and/or assistance either personally or professionally.

## President's Message

# T'is the Season: Involvement through Service... a time of giving



Gregory Pynes  
Hand & Associates  
Communications  
D/FW Chapter President

The Holidays are a time of reflection and recommitment as we collect our thoughts on what has passed and focus on the coming of a new year.

Reflecting on the highlights of the first six months of the current MPI D/FW year, here are just a few of the "stocking stuffers":

**Committee-driven goals**—Rather than the Board of Directors establishing goals, those most involved with the day to day activities of the chapter created the direction.

**Adoption of a balanced budget**—This Board took a critical look at revenue and expenses with an eye on reality and plans to add to the chapter's reserve fund now at

\$37,667.57. (For a copy of the budget call 214.979.4639.)

**Committee reorganization**—For the past several years the president has overseen the Education Task Force 2000 and Gemelli Committees. In order to provide better focus for both, they were assigned to the VP of Education. Utilizing the talents of those appointed by the president and Board to serve as liaisons, the President's Advisory Council was created to assist in working with MPI International.

**The Chapter Resource Guide**—This guide is a new tool that will transcend the former Chapter Directory. Because of its unique design, this guide can be updated throughout the year. Kudos to Linda Sergeant (Bill Reed Decorations), Tracey Smith (Computer Language Research), Kristi Carter (J&S Audio Visual), and Marsha Singer (Dallas Directory) for their committed energy to this project.

**Streamlined Registration**—Thanks to Susie Carr-Tennison, CMP (Annuity Board of the Southern Baptist Convention), Alainna Webb, CMP (EXCEL Communications), and a host of dedicated committee members, the chapter is saving on operations expenses. The new Courtesy Information Desk now provides important conveniences for our membership.

*A few items to pay special attention to in early 1998:*

**ByLaws Changes**—MPI D/FW members will receive recommendations from the Bylaws Committee on needed changes to the Chapter Bylaws. Your vote is crucial so please take time to respond.

**Call for Chapter Awards**—Nomination forms will be distributed to the membership in January. Think now about submitting nominations for the honors to be bestowed at the Awards Gala in June at the Dallas Convention Center.

**Needs Assessment**—VP of Membership Delinda Dudley (Malibu Speed Zone) will prepare the results and plan of action by the Board and committees to the Needs Assessment Survey."

**Strategic Planning**—The Council of Past Presidents will update the chapter's Strategic Plan. My desire is to conclude my service as president, having taken an introspective look at the chapter's organization and making the necessary changes to support those who follow.

*My sincerest wishes to my extended family, MPIers, for Happy Holidays and a Super Fantastic New Year! Make 1998 your year to become involved; call me at 214.979.4639 and let's discuss how you can serve.*

# 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.

## D/FW Chapter President

Gregory Pynes  
Hand & Associates Communications  
214.979.4639

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Dallas Convention & Visitors Bureau  
214.571.1040

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Sterling Hotels and Resorts  
972.726.9800

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214.922.0316

Betty Garrett, CMP  
Garrett Speakers International  
972.513.0054

Kristi Carter  
J & S Audio Visual, Inc.  
972.241.5444




# 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.




**Phares Corder**  
Phares Corder  
Entertainment



Phares Corder (Phares Corder Entertainment) has been instrumental in developing and streamlining the communication process of the PO<sup>4</sup>Ds educational program. He has committed hours—along with his personal fax and computer resources—to accomplish this task.

In addition to maintaining the master PO<sup>4</sup>D list and providing two broadcast faxes for each PO<sup>4</sup>D meeting in any of the ten PO<sup>4</sup>Ds, he serves as PO<sup>4</sup>D captain and develops programs for the Richardson/Plano group.

A successful orchestra leader, Corder donated the services of his talented orchestra as the entertainment for the The MPI Kids Charity Ball '97.




To nominate a Star of the Month, fax Marcy Roitman (Grapevine CVB), 817-488-1048

## MPI D/FW Mailing List and Labels For Sale



Do you want to...

- Promote your business or service?
- Market specifically to planners? or suppliers?
- Send your holiday greetings?

The MPI D/FW mailing list, which consists of approximately 800 meetings professionals, can be purchased in ready-to-mail label format. The list, which is updated monthly, is sorted alphabetically, or by planner or supplier categories.

The cost is \$150 for MPI D/FW members; \$250 for members of other MPI Chapters; and \$300 for non-members.

To order, contact MPI D/FW Chapter Secretary Joe Kolb, 972-233-9107, x203.

(Note: it is against copyright laws to reproduce the MPI Directory in any format.)

## D/FW Meetings & Hospitality Industry

# JOB BANK

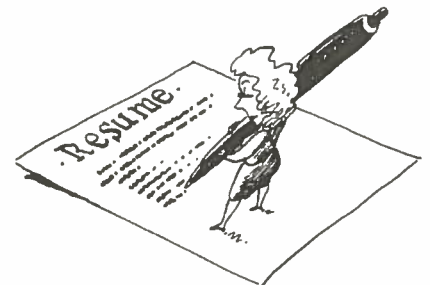
## Voice Mail

**972-381-5624**

## E-mail

[poneil@worldnet.att.net](mailto:poneil@worldnet.att.net)

**Find a Good Job!**  
**Find a Good Employee!**



## 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 HSMIAI
- Free for applicants

To volunteer for the Job Bank Committee, call  
Patti O'Neil  
(Conference Planning, Inc.)  
972-608-0444  
(fax 972-608-0533)

## December Meeting Highlights

# MPI D/FW Celebrates the Holidays in Las Colinas

By Sherry Howell

*The Arc of the United States*

Bring a colleague, friend or significant other to The Omni Mandalay at Las Colinas Thursday evening, Dec. 18 for "Christmas in Mandalay."

Celebrate the holiday season with MPI D/FW members and industry guests from Texas Association for Convention Operators Management. (TxACOM), and International Special Event Society (ISES).

Good cheer, laughter, networking, meeting new faces, photo opportunities with Santa and entertainment by The Signature Band will be enjoyed by all.

Festivities will begin with registration and your donation of canned food items to the Dallas Life Foundation, an organization that provides food, shelter, clothing and counseling for the poor and homeless of the Dallas area.

The reception will feature the piano stylings of Michael Trantham and photo opportunities with Santa in the Mandalay Foyer.

This is your opportunity to network and bring holiday cheer to all. Give Santa your holiday wish list over hors d'oeuvres and great music!

Revelers will be lead into the Mandalay ballroom by costumed greeters. A festive "Oriental flair" will be the theme. After the meal, dance the night away to The Signature Band.

For those wishing to spend the night, the Omni Mandalay offers a discounted rate of \$109 for deluxe rooms and \$129 for Mandalay suites.



**Please bring  
canned food gifts  
to the Holiday Party**



Gifts will benefit the **Dallas Life Foundation**, which provides food, shelter, clothing and counseling for the poor and homeless of the Dallas area.



## MPI

MEETING PROFESSIONALS INTERNATIONAL®

*Committed to Educational Leadership*

*Annual Holiday Party*

## "Christmas in Mandalay"

—Celebrate with Industry Associates from TxACOM & ISES—

### Thursday, December 18

*Omni Mandalay Las Colinas*  
221 East Las Colinas Blvd  
Irving, Texas 75039  
972.556.0800



6:00 p.m. Registration—Lobby  
6:00 p.m. Member Orientation—Lashio Room  
6:00 p.m. Reception—Mandalay Foyer  
7:30 p.m. Dinner  
9:00 p.m. The Signature Band

—Complimentary Self Parking • Valet Parking \$6—

R.S.V.P. to Joe  
by noon, Tuesday, Dec 16  
•phone 972-233-9107 x1-MPI (674)  
•FAX 972-490-4219 (see fax insert)  
•dwdillon@aol.com

Advance Registration \$30  
Late Registration \$38  
Guest Registration \$34

## DODGE

**Don't DODGE the Festivities!**

**December 18**

**Omni Mandalay**

**Dinner @ 7:30 p.m.**

**Great Holiday Party**

**Enjoy**

*this MNEMONIC  
will help you remember  
details about the  
Holiday Party.*

### Late Registration and Walk-Ins

MPI D/FW members and guests may register late (past the published deadline) for monthly meetings—on a space available basis at a slightly higher registration fee.

Walk-ins may register onsite the day of the meeting, provided space is available. Walk-ins will be asked to wait until registrants are seated.

## December Host Facility Omni Mandalay

The Omni Mandalay Hotel, situated in the heart of the Las Colinas Urban Center on five acres of land beside the beautiful Mandalay Canal and Lake Carolyn, has received awards and accolades including the American Automobile Association AAA Four Diamond Award; the Mobil Four Star Award; two consecutive years on *Conde Nast Traveler's* "Gold List" naming top 500 hotels in the world; and national recognition by Association Landscape Contractors of America

With 410 oversized guest rooms, including 96 suites, the Omni Mandalay offers more than 31,200 square feet of meeting space and banquet facilities. The Las Colinas Ballroom has 10,650 square feet. The Mandalay Ballroom has 5,115 square feet; a private foyer adds 2,300 square feet.

Twelve additional solid-walled conference rooms are available for groups of 10 to 200.

## Educational Opportunities at a glance



### December 17

PO<sup>4</sup>Ds 1, 3, 4, & 6  
Speakers Showcase  
Nickki S. Jorski, CMP 972.385.9091  
11 a.m.-1 p.m.  
\$10 per person

### January 14

PO<sup>4</sup>Ds 9 & 10  
Bass Performance Hall Tour  
Worthington Hotel  
12:00 noon -1:00 p.m.

### January 24

Walk-a-While  
Irving CVB/Las Colinas Studios  
5:00 p.m.- 7:30 p.m.  
Denise Howieson 214-819-3150

### January 24-28

P.E.C.  
Orlando, FL

### February 10

Walk-a-While  
Fun Factory Decorations  
5:00 p.m. - 7:30 p.m.  
Denise Howieson 214-819-3150

### February 18

PO<sup>4</sup>Ds 5 & 8  
12:00 noon-1:00 p.m.

### February 18

PO<sup>4</sup>Ds 1 & 4  
12:00 noon-1:00 p.m.

### March 18

PO<sup>4</sup>Ds 6 & 7  
American Disabilities Requirements  
12:00 noon-1:00 p.m.

### March 18

PO<sup>4</sup>Ds 2 & 3  
Security Issues  
12:00 noon -1:00 p.m.

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

January 25-27, 1998

## Exceeding All Expectations at MPI's 1998 PEC—North America

More than 2,200 planners and suppliers from across the globe are expected to attend MPI's 1998 Professional Education Conference—North America (PEC-NA) Jan. 25-27, 1998, in Orlando, Florida, at the Marriott's Orlando World Center.

"Exceeding All Expectations: The Next 25 Years" is the theme for the educational program offering more than 80 educational workshops within an eight-track program addressing technology, skills development, meeting management, sales and marketing, legal issues, business development, global issues and technology laboratory.

Top names in the meeting industry are set to discuss cutting-edge concepts which empower attendees with the abilities to enhance meeting skills, maximize return on investment (ROI), and to become more familiar with new technologies.

Unique to the industry, both general sessions and all 80+ workshops offer Continuing Education Units (CEUs).

The association will offer a four-hour, hands-on technology seminar prior to the start of PEC-NA entitled "How To Use Windows 95" on Sunday, Jan. 25.

During the opening general session Robert F. Cotter, president of ITT Sheraton Corporation-Europe Division, will present "Europe: Defining New Strategies for Meetings," and entertainer Gladys Knight will present "Music and Motivation."

"Understanding Meetings in the New Business World of the 21st Century," a full-day, interactive educational workshop, will be offered for the first time Jan 26.

"Preparing Yourself as a 21st Century Meeting Professional," included within the technology track, will be presented by Bill Metcalf, Ph.D.; and "Street Fighter Low-Cost Marketing for Your Organization" by Jeff Slutsky, CSP, will

also be presented on Jan. 26.

The Executive Track, offered exclusively during PEC-NA, was developed for the advancement of the industry's top managers and executives and designed exclusively for professionals with 10 or more years of experience in the meeting industry.

Other featured presentations include "The Next 25 Years," by Dr. Jennifer James, cultural anthropologist, lecturer, author, columnist and commentator; and "The Grand Illusion," by Billy Riggs, the world's "first and only DIS-illusionist."

The Chapter Management Forum (CMF), Saturday, Jan. 24, featuring Dr. Robert Pennington, will explore how individuals can be more effective leaders and help their chapters achieve goals and increase chapter benefits.

For more information:

1-972-702-3051; or

MPIWeb: <http://www.mpiweb.org>

MPI/DFW Chapter

## PEC—North America Happy Hour

Sunday, Jan. 25

4:30 p.m.

(prior to the 5:30 p.m.

Networking Reception)

## Marriott World Center Champions—Sports Bar

(Lobby Level/behind Tuscany Restaurant)

For more information, call

Wendy Ezernak (Wyndham Anatole)  
214-761-7252



Achieving the CMP designation was a long, tedious process, but well worth the effort. This designation provides each recipient that competitive edge over the competition in this fast-paced, demanding industry. It has emerged as a recognized symbol within the industry that translates into a higher level of respect between the planner and the supplier.



**Susane Ruffner, CMP, CAE**  
Executive Director  
The AMS Users' Group



**Professional Opportunity for Development**

## Make yours the 'Top PO<sup>4</sup>D of the Year'

Attending a PO<sup>4</sup>D meeting provides •outstanding education, • networking and •a point for your PO<sup>4</sup>D.

Both you and your PO<sup>4</sup>D will benefit when you attend MPI D/FW Monthly Meetings and PO<sup>4</sup>D Programs.

Points will be tracked each month in the *CURRENT*.

The Top PO<sup>4</sup>D of the Year (Sept. through June '98) will be recognized with a grand prize to be announced at a later date.

As of Nov. 15, the standings are as follows:

PO <sup>4</sup> D	Points
#1 Lewisville/Coppell/Carrollton/Addison/Flower Mound	67
#2 Richardson/Plano	64
#3 Galleria	49
#4 Irving/Las Colinas	70
#5 Downtown & SE Dallas	65
#6 Inside LBJ (NW)	56
#7 LBJ (N & NE)	58
#8 Stemmons Frwy & SW Dallas (Duncanville/Desoto/Cedar Hill)	61
#9 Mid-Cities (Arlington/H.E.B./Grapevine/Southlake)	90
#10 Fort Worth	42

### The PO<sup>4</sup>D Committee is developing programs for April / May / June.

If you are a speaker and have an idea for a PO<sup>4</sup>D program, call Bill Matyastik (817) 858-2030.



## Speakers Showcase

Hosted by PO<sup>4</sup>Ds 1, 3, 4 & 6

Dec. 17 (Wed.)

### DoubleTree Guest Suites

4650 W. Airport Freeway  
Irving, TX 75062

11:30 a.m.-1:00 p.m.

\$10 per person (includes lunch)

For more information:  
Bill Matyastik (Business Interiors)  
817-858-2030

### Meeting Planning TIP

Maximize protection and save hours of reading and reviewing time by submitting your organization's customized contract to hotels.

—submitted by  
Sherri Cook, CMP  
(Sherri Cook & Associates)

# November Meeting Highlights

## Conflict Resolution Specialist Discusses “Disagreeing without Being Disagreeable”

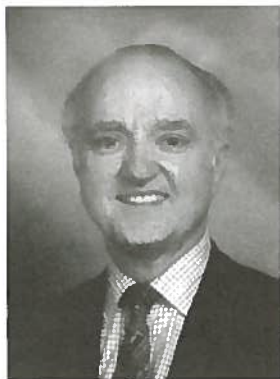


photo by Jerry Hughes Photography

**Peter Chantilis**, a successful attorney and master mediator of thousands of disputes, presented “How to Disagree without Being Disagreeable” at the Nov. 20 luncheon meeting at the Arlington Marriott Hotel.

A nationally known peacemaker, Chantilis has trained hundreds in the “Art of Gentle Persuasion.” His message: “You will be successful in avoiding conflict when you are non-judgmental, show respect, listen to understand, and deal with anger. You can be assertive without being abrasive, abusive or aggressive. Civility is a sign of strength not weakness.”

Photos by VISTA



AKLI  
TE  
Convention



**An October edition of the nationally syndicated “Dear Abby” (Abigail Van Buren) column featured Chantilis’s “Do Right Rules.”**

**Dear Abby:** I have practiced law for 40 years as a trial lawyer and counselor and have served as a mediator for more than 1,000 cases in the last seven years. In my role as a peacemaker and advocate of conflict avoidance, I have reached certain conclusions that might help your readers:

1. Learn to disagree without being disagreeable. It’s all right to be assertive, but not aggressive, abusive or abrasive.

2. When someone says something with which you disagree, try not to be judgmental.

3. Maintain eye contact when greeting people, and shake their hands. (Touching is important.)

4. Be kind and courteous to everyone.

5. Remember that civility is a sign of strength, not weakness.

6. Speak softly. (People tune out loud, angry voices.)

7. Saving face is important. Give your opponent the opportunity to withdraw.

8. Your attitude is more important than your aptitude.

9. Mutual respect is the key to avoiding conflict.

10. Give the other person a chance to be heard without interrupting.

11. The shortest distance between two people is a smile.

—Peter Chantilis  
Attorney-mediator, Dallas

**Dear Peter:** Your suggestions are excellent. (My favorites are Nos. 7 and 11.)  
—Abby



Enjoying the pre-meeting reception at the Arlington Marriott were (left) **Renee Randolph** (Adam’s Mark Dallas) and **Jay Marsh** (Adam’s Mark Dallas); and (right) **James L. Adams, Jr.** (The Adams Group), **Jyll Bishop** (Krisam Hotels & Resorts) and **Russ Yaquinto** (The Change Connection)







LEFT: **Brenda Crouch** (Dick's Last Resort); **Paige Braun** (Dallas/Fort Worth/Arlington Conventioneer); and **Dirk Thomas** (Radisson Plaza Hotel Fort Worth) collected "hotel toiletries" from MPI D/FW members. The items will go to the Visiting Nurses Association in Dallas and Fort Worth. "Members who forgot are asked to bring toiletries to the January meeting," said Braun.



LEFT: Hosts at the Arlington Marriott were **Michael Toney** (Director of Group Sales); **William R. Henderson** (General Manager); **Raye Pollock** (Director of Catering); and **Dave O'Lenick** (Senior Sales Manager).

**Photos by  
VISTA**

**Hall of Fame**

*Please salute the following companies and individuals for their contributions to the November meeting at the Arlington Marriott.*

Featured Speaker  
**PETER CHANTILIS**

Facility, Reception, Luncheon & Centerpieces  
**ARLINGTON MARRIOTT HOTEL**

**BILL HENDERSON**  
General Manager

**MICHAEL TONEY**  
Director of Sales

**RAYE POLLOCK**  
Director of Catering

Audio Visual Services  
**JOHN ANDERSON**  
J&S Audio Visual, Inc.

Pianist  
**DOC GIBBS**

November Program Committee  
**BILLY CARTER**  
SuperShuttle/ExecuCar

**SHERRY HOWELL**  
The Arc

**SY RETSKY**  
A.L.I. of Texas

LEFT: Buying and selling tickets to benefit the Professional Growth Awards (PGA) Program were **Tamara Quilty** (MCI Planners), **Carolyn E. Davenport** and **Ana Underwood-Corey** (Del Lago Golf Resort & Conference Center).



November Program Committee members were **Sy Retzky** (A.L.I. of Texas), **Sherry Howell** (The Arc) and Chair **Billy Carter** (SuperShuttle/ExecuCar).



**Susan Light** (Arlington Convention & Visitors Bureau) promotes Arlington's "Jolly Jubilee," the city's award-winning performing arts festival. With her, eager to showcase all that Arlington has to offer for meetings professionals, were **Phyllis Cox** (Arlington Convention & Visitors Bureau), and **Stacey Burkhart** (Arlington Marriott).



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

# Heard it through the Grapevine!



**Mitchell Cathey**  
Old San Francisco Steak House  
'Grapevine' Columnist

**Colleen Rickenbacher, CMP**, vice president of event planning, *Dallas Convention & Visitors Bureau*, was awarded Meeting Professional of the Year by the Meetings Industry Council, North Texas Chapter (MIC/NT). Keynote speaker



*Swindling, Rickenbacher, Putnam*

at the presentation was Howard Putnam, former CEO of Southwest Airlines and Braniff Airlines. Also present was Linda Byars Swindling, chair of MIC/NT.

**Sally Goldesberry, CMP**, *Meeting & Exhibit Specialists*; **Dana Nickerson, CMP**, *Square One Productions*; and **Susie Oliver, CMP**, *Society of Diagnostic Medical Sonographers*, were finalists for MIC/NT Planner of the Year.

**Lisa Barham**, president, *DFW Reader Board Service*, gave birth to her first child. Christian Ross Barham was born Oct. 21.

**Wendy Callahan**, manager of educational services, *American Fire Sprinklers Association*, is leaving Dallas to become the executive director, working with two to four Boston Chapters of the American Fire Sprinklers Association.

**Phares Corder**, president, *Phares Corder Entertainment*, was named Distinguished Employer by Hospitality Sales and Marketing International.



**Bob Mitchell** is opening a satellite sales office for *The Travel Group*, a Colorado based incentive and meeting planning company.

**Kim C. Fox** is the new director of business development for *Great Destinations Travel & Incentives*. Fox was formerly with BTI Americas Management & Incentive Management

**Candice Haun** is the new director of sales and catering, *Canyon Cafe/Sam's Cafe*. Her former position was with Circle R Ranch.

**Brenda Martin**, *DAC Vision*, was promoted from marketing coordinator to marketing communication manager.

**Carmen Murphy**, *Associated Locksmiths of America*, was named chair-elect, International Associate of Exposition Management.

**Cindy Shelly** is expecting her first child. Shelly is the meeting planner for *Southland Corporation*.

**CORRECTION:** Many apologies to the following MPI members who spoke at the Meetings Industry Council but were not listed in the October newsletter: **Dorrit Turner**, *Yellow Rose Touring and Special Events*; **Patty Stern**, *Five Star Limousines*; and **Dana Nickerson, CMP**, *Square One Productions*.

**CORRECTION:** **Pamela** with the *Dallas Zoo* spells her last name **Deutsch**. Pam recently opened the Chimpanzee Forest at the Zoo.

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 **M.T. Hickman** (Richland College) or **Mitchell Cathey** (Old San Francisco Steak House) about items of interest for this column.

Hickman can be reached at 972-238-6097; fax 972-238-6333, or [mthickman@dcccd.edu](mailto:mthickman@dcccd.edu)  
Cathey can be reached at 214-357-0484; fax 214-357-6592.

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



## What's My Line under the Grape Leaf?

I was an All America tennis player who later became a tennis coach and club manager. I gave up my tennis career to become the manager of an office furniture store.

I am an active member of MPI and a professional speaker and trainer. You may have heard me speak at some of the PO'D meetings.

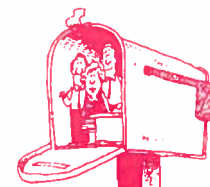
Who am I?

Send your guess to **M.T. Hickman**; phone 972-238-6097; fax 972-238-6333; e-mail [mthickman@dcccd.edu](mailto:mthickman@dcccd.edu)

*What's My Line under the Grape Leaf?* is a new part of the "Grapevine" column. Each month a new mystery member will be described. Mystery members are easy to guess; just review recent copies of the CURRENT to narrow your choices.

If you would like to be a mystery member, contact Hickman.

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



Report those changes to the MPI D/FW Chapter office  
972-233-9107 x1674  
and the  
MPI International Headquarters  
972-702-3000

## MPI D/FW Welcomes 'New Kids'

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Dallas, TX 75201  
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214/871-9379 fax  
Supplier

**Bethani E. Blair**  
Director of Sales  
The Guest Lodge  
at the Cooper Aerobics Center  
12230 Preston Road  
Dallas, TX 75230  
972/386-0306 phone  
972/386-2942 fax  
Supplier

**Cynda A. Cavin**  
Special Events Manager  
The Science Place &  
TI Founders IMAX  
1318 Sceond Avenue  
Dallas, TX 75210  
214/428-5555 phone  
214/428-2033 fax  
ccavin@scienceplace.org  
Supplier

**Sara A. Collard**  
Meeting Manager  
Artex General Agency Inc.  
12222 Merit Drive; Suite 1660  
Dallas, TX 75251  
972/702-9004 phone  
972/687-0605 fax  
sacollard@acig.com  
Planner

**Angela P. Daniel**  
General Manager  
Red Rose Estate  
4905 Wichita Trail  
Lewisville, TX 75028  
817/329-2144 phone  
Supplier

**Tammy A. Davila**  
Mgr. Meetings & Special Events  
AmeriServe  
14841 Dallas Parkway  
Dallas, TX 75240  
972/338-6761 phone  
972/338-8057 fax  
Planner

**Gustine R. DeVos**  
Sales Manager  
DoubleTree Guest Suites D/FW  
4650 W. Airport Fwy  
Irving, TX 75062  
972/790-0093 phone  
972/790-7144 fax

**Catherine Kreston**  
Senior V.P. Human Resources  
Showbiz Pizza Time, Inc.  
4441 W. Airport Frwy  
Irving, TX 75062  
972/258-5505 phone  
972/258-5584 fax  
Planner

**Darryl D. Leavitt**  
Program Manager  
Sprint  
5420 LBJ Frwy #1700  
Dallas, TX 75240  
972/405-5177 phone  
972/405-5053 fax  
Planner

**Trudi Lindgren**  
Senior Events Planner  
Lucent Technologies  
909 E. Las Colinas Blvd #1700  
Irving, TX 75039  
972/325-5640 phone  
972/325-5608 fax  
Planner

**Kimberly D. Owen**  
Conferences & Special Events  
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2221 Lakeside Blvd MS-C1221  
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972/684-3814 fax  
owenk@nortel.com  
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972/687-0602 fax  
lkporter@acig.com  
Planner

**Courtney D. Riley**  
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3535 Worth Street  
Dallas, TX 75246  
214/820-8833 phone  
214/820-8224 fax  
courtneyriley@usa.net  
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**Debbie L. Rowley**  
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**Amy B. Sczesny**  
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## Community Services Update

# Volunteer Today for Holiday Community Service Projects



By Paige Braun (Dallas/Fort Worth/Arlington Conventioneer)  
Chair, Community Services Committee

Hundreds of volunteers are needed to staff the **Love for Kids** annual Christmas party Dec. 13 at Circle R Ranch. At press time, we have 16 MPI volunteers signed up to help, but we need *many* more!



This annual event draws more than 3,500 underprivileged children from some 100 area agencies. Volunteers need to arrive at Circle R Ranch by 8 a.m. After the kids leave at 2 p.m., barbeque will be provided by Circle R for all volunteers. If you're interested please contact me at 214-691-8073 or Mary Lynn Novelli (Sterling Hotels & Resorts), 972-726-9800.

In keeping with the holiday spirit of giving MPI D/FW will have a canned food drive at the December Holiday Party. Food gifts will benefit the **Dallas Life Foundation**, an organization that provides food, shelter, clothing and counseling for the poor and homeless of the Dallas area. Remember to bring your canned food donation for this worthy organization.

## Programs Update



### New Policy: Meeting Meal Tickets

By Steven G. Foster (Circle R Ranch)  
MPI D/FW Vice President of Programs

Can it really be time again to say Happy Holidays? Time surely flies when you're "MPI busy!" Six months into the MPI D/FW 1997-98 year, the Program Committee and I appreciate your enthusiastic responses to the monthly chapter meetings.

Your comments and the evaluations have been noted. Some of your suggestions for changes or improvements are already in place; others are on the way—so keep letting us know what you want.

One of the biggest changes in the way we produce *your* chapter meeting begins this month at our Holiday Party at the Omni Mandalay in Las Colinas.

At registration, you will now receive a meal ticket—don't lose it! You will exchange this ticket at your table for a meal, and in the words of Charlie Chan, "no tickie-no eatie."

Why are we making this change? It will produce a more accurate attendance count from our host facility on the day of our chapter meeting.

Both Vice President of Administration Susie Carr-Tennison, CMP and Vice President of Finance Melissa Parks, CMP will be working closely with me on this new registration/reconciliation program to make sure we serve you better before, during and after our chapter meetings.

#### **So remember—beginning this month:**

- Pick up a meal ticket at registration.
  - Exchange it at your table with the wait staff of our host facilities for a meal.
- Simple!

Just keep your meal ticket separate from your PGA ticket, or your waiter might be winning one of those great PGA Drawing prizes!

## Tidbits from the Top

### News from MPI International

•With two new clubs in Japan and Brazil, MPI currently has 58 chapters and five clubs throughout the world.

•PEC-North America is scheduled Jan. 25-27, 1998 in Orlando.

•Plans are underway for the fourth annual Meetings Industry Legislative Action Day (MILAD) March 5, 1998 in Washington, DC. For more information call 972.702.3002.

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

## News Notes

### Worldwide Development Program



•MPI Italia Gemelli met recently in Naples—the first chapter meeting in Italy's southern region.

•MPI Italia Gemelli member Nadia Colauida is exploring an exchange program with the D/FW Chapter that will feature educational programs in various areas of Italy.

*Submitted by Dorrit Turner  
(Yellow Rose Touring & Special Events)*

## Second Annual Texas Education Conference



November 7-8, 1998  
Saint Luis Hotel • Galveston

MPI Hill Country  
MPI Houston Area  
MPI D/FW

## The Dallas Arena Package/Jan 17 Ballot

continued from page 1

the voters In January, the city would increase the present "bed tax" rate from 13% to 15%, one of the highest in the country.

Effective lobbying does make a difference, so there is a new addition to the arena proposal which sweetens the pot considerably, providing for \$101.8 million for expansion and renovation of the Dallas Convention Center.

The renovation and expansion of the Convention Center will not be technically linked to the arena vote in January. The money would come from refinancing existing bonds and would not increase taxes.

However, if the arena issue fails, the Convention Center expansion fails also.

"The decision by the City Council to renovate and expand the Convention Center certainly takes the sting out of the possible tax increase," said Greg Elam of the Dallas Convention and Visitors Bureau. "Competing cities have all expanded—and that has hurt us in one of our greatest strengths—repeat business."

Elam points out that both New Orleans and Orlando will soon have more than a million square feet, all of it new since the mid '80s. Chicago opened a million additional square feet this year; Los Angeles is expanding; and San Diego and Atlanta are considering expansion, Elam said.

A competitive Convention Center helps Dallas thrive Elam said, and emphasized that both renovation and expansion

is necessary if the Dallas facility can continue to compete.

"For both of these needs to be addressed in January is wonderful timing because it will save us two years of proving our case on the need to do it," he said.

One of the challenges to passage of the arena deal is that it would benefit most those who needed it least — specifically, the owners of the sports teams who would compete in the new arena.

That debate rages on. However, as Elam says, "The fact of the matter is that rich men tend to get richer, and America is on a sports binge everywhere you turn."

Having a downtown sports arena would put Dallas more in line with other urban city centers, i.e., a concentration of museums, performance halls, and a large central library, convenient to public transportation, the focal point of major highways, and supported by a cluster of hotels.

These urban hubs draw large meetings, conventions and events that wouldn't be possible if the facilities were dispersed and wouldn't exist at all if the taxation of a large city was not used to subsidize it.

If the arena proposal passes, the new Dallas sports arena and the expansion of the Dallas Convention Center will be a very important asset to the hospitality industry in Dallas.

As members of MPI, we need to make our voice heard by voting in January!

## The MPI Kids Charity Ball

Produced by Meeting Professionals  
International

Dallas/Fort Worth Chapter

### March 28, 1998

Trinity Hall  
Wyndham Anatole Hotel

### THE MPI KIDS CHARITY BALL Holiday Wish List for 1998

- Comfort for the children of BRYAN'S HOUSE
- Shelter for the abused of GENESIS WOMEN'S SHELTER
- Hope for the terminally ill of A WEEKEND TO WIPE OUT CANCER
- Love for the poor & forgotten of LOVE FOR KIDS
- Support & independence for the young women of OUR FRIEND'S PLACE
- Opportunity & education for the youth of THE RICHLAND COLLEGE SCHOLARSHIP FUND...
- and for all the children of the Dallas/Fort Worth Community.

If you would like to help these dreams come true by becoming a sponsor, please contact  
Corporate Sponsorship Committee Chair,  
Mary Lynn Novelli, CMP  
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## Public Relations Corner



# MPI D/FW Chapter Media Guidelines



By Dana Nickerson, CMP (Square One Productions)  
Member, Chapter of the Year Committee

The meetings industry is big business—in Texas it's a \$ 6.24 million dollar business!

As members of MPI D/FW Chapter you may be called on by the media for your professional opinion or expertise.

You may be requested to provide a black/white head shot and a short bio. It's always a good idea to have one available.

*Following are media guidelines to keep in mind if called upon for an interview, or a "sound bite" by a newspaper reporter or on-air interviewer.*

- Be prepared. Anticipate all questions that may be asked of you. Prepare and practice your answers. Outline the messages you want to stress during your interview.
- Simplify your responses, particularly for the broadcast media who are looking for "sound bites."
- Avoid technical terms. Use clear simple language. If you must use a technical term, explain it.
- Stop after your answer. Don't ramble.
- Never, ever lie. It will come back to haunt you.
- Don't say, "No, comment." Some reporters and audiences interpret this response as an indication of guilt. If you don't know the answer, say so. If you can't provide an answer, tell the reporter why.
- Interview on your terms. Demand courtesy and respect—and treat the reporter likewise.
  - Maintain control. Establish eye contact with the reporter.
  - Be sincere. Credibility is enhanced by a genuine desire to cooperate.
  - Do not respond to hypothetical questions—but challenge distortions.
  - Be specific. Never guess or speculate. Simply promise to get the information later if it is available.
  - Never go "off the record." If you do, be prepared to read your comments in tomorrow's newspaper.
    - Be careful with superlatives such as "never," "always," "the first," "the last," etc.
    - Don't respond to personal questions that have nothing to do with the issue.
    - Don't ask to preview copy before publication.
    - Speak to the issue at hand – only. Establish ground rules up front if needed.
    - Don't let the reporter set you up. (Do you believe this? And this? Then how can you justify..?)
  - Be sure that your body says the same thing your mouth says. Use positive body language.
    - Take advantage of the interview to get your message across. Answer the questions asked, then "bridge" to what you want to say. Example: "Yes, technology has changed the industry, but I have found when I produce an event I can make it cost effective when ...."

## CURRENTly

CURRENT Editor  
Gracie Hilton  
The Write Stuff



Finally, the computer's CD player is operative—a source of both enjoyment and inspiration while "working to music."

When the machine gets to track #15 on Elton John's *Love Songs*, it's cause for pause—for attentive listening... and reflection. Then it's backtrack to track #15—again and again.

Resisting the temptation to pontificate, here are the words to "Circle of Life."

---

From the day we arrive on the planet  
And blinking, step into the sun  
There's more to be seen than can  
ever be seen  
More to do than can ever be done

Some say eat or be eaten  
Some say live and let live  
But all are agreed as they join the  
stampede  
You should never take more than  
you give

*In the circle of life  
Is the wheel of fortune  
Is the leap of faith  
Is the band of hope  
Till we find our place  
On the path unwinding  
In the circle, the circle of life*

Some of us fall by the wayside  
And some of us soar to the stars  
And some of us sail through our  
troubles  
And some have to live with the scars

There's far too much to take in here  
More to find than can ever be found  
But the sun rolling high through the  
sapphire sky  
Keeps great and small on the endless  
round...

---

Some things require no further  
commentary.  
Track #15, here I come again! ☺

*Happy Holidays!* ☺

—ghh ☺  
gracie@eaze.net

# MPI D/FW Seeks Leadership Nominations!

## Looking toward '98-99 Leadership;

### Nominating Procedure Explained

By Mary Lynn Novelli, CMP  
Sterling Hotels & Resorts  
MPI D/FW Nominating Committee Chair

As 1998 approaches, the MPI D/FW Chapter once again seeks quality leadership—officers and directors for the 1998-99 chapter year.



Mary Lynn Novelli, CMP  
Sterling Hotels & Resorts

The Nominating Committee requests your help in developing a pool of outstanding candidates in order to develop a strong slate of officers and board recommendations for the March 1998 elections.

The Board of Directors is made up of 17 chapter members (nine officers and eight board members).

Active chapter members are eligible for 15 of those positions.

The 1997-98 president, Gregory Pynes (Hand & Associates Communications) will become immediate past president, and 1997-98 president-elect, Colleen Rickenbacher, CMP (Dallas CVB), will be named 1998-99 president.

#### The Nominating Procedure

The Nominating Chair is appointed by the president. This job has historically been given to the chapter's immediate past president.

#### MPI D/FW Board of Directors Eligibility Requirements:

- Any member in good standing may be considered for office.
- Candidates must consent to serve the Chapter and fulfill the obligations of office in the capacity indicated.
- Written consent of the candidate's employer is required prior to that person's name being publicized as part of the proposed list of board members.
- Candidates must submit biographical information.

The Chair selects a Nominating Committee, with the approval of the Board of Directors. The committee is made up of an equal number of planners and suppliers who have been members in good standing for at least three years, are familiar and active with chapter activities and who not wish to be considered for board service at this time.

**Members of the Nominating Committee are:** Lesley Meyer, CMP (Sunbelt Motivation & Travel Inc.), Paige Braun (Dallas/Fort Worth Conventioneer), Karen Fogle (Star Brand Ranch Executive Retreat), O.D. O'Donnell (Nightlife Talent & Management), Gracie Hilton (The Write Stuff), Patti Wilke, CMP (Independent Planner), Steve Kemble (Steve Kemble Event Design), Tracey Smith (Computer Language Research Inc.), Charlotte Merrill-Davis, CMP (Events Source Professionals, Inc.), Debra C. Lakin, CMP (Meeting & Convention Resources), and Marilyn Manby (Marketing Equities International Inc.).

MPI D/FW members are encouraged to contact any of these Nominating Committee members as well as any current Board Member to express interest in serving on next year's Board.

If you wish to be considered by the Nominating Committee as a candidate, you must complete the Candidate Nomination Form insert in this newsletter and return by **Jan. 19, 1998.**

Immediately following the Candidate Nomination Form deadline, the Committee will prepare a proposed slate of officers and directors to present to the membership via the February newsletter and the February monthly meeting.

**The Board officers will be slated; however, the four planner and four supplier director positions are elected by the membership from a slate of six planners and six suppliers.**

#### EFFECTIVE LEADERSHIP FOR MPI D/FW

The Dallas/Fort Worth Chapter of Meeting Professionals International seeks leaders who:

- can contribute time, energy and creativity to the chapter
- have a history of involvement, accomplishment and dependable service to the chapter
- have positive, professional recognition as active participants in many areas of the meetings industry

Ballots will then be mailed to the membership on March 2, with a vote return deadline of March 16.

Finally, the newly elected officers and directors will be introduced at the March monthly meeting.

#### Involvement and Commitment

Ask any board member if there is a lot of time and hard work involved in serving on the MPI D/FW Board of Directors and you will get a definite YES in reply.

However, also ask them if their experience has helped them grow professionally and personally and I guarantee you the same YES response.

*Are you ready to take the next step in your career? Want to make a difference?*

Consider becoming a leader in the award-winning D/FW Chapter of the largest organization of meeting professionals!



Last month's Chapter Leadership Forum attracted 43 participants interested in learning more about involvement in MPI D/FW.

# MPI

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