

MPI

MEETING PROFESSIONALS INTERNATIONAL®

Committed to Educational Leadership

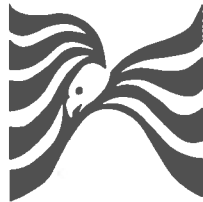
CURRENT

Meeting Professionals International

January 1997

Dallas/Fort Worth Chapter

THE MEETING
INDUSTRY'S
LEGISLATIVE
ACTION DAY
MARCH 6, 1997
WASHINGTON, D.C.



Plan Now to Participate! The Meeting Industry's Legislative Action Day

March 6 • Washington, D.C.

see page 12 for more information

asae

CIC
Convention Liaison Council
1000 New Street, N.W. Suite 1000
Washington, D.C. 20004

IAEM
International Association of
Event Managers

WSAE

HSMIA

INCVB
International Association of
Convention & Visitor Bureaus

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Committed to Educational Leadership

PCMA
Professional Convention
Management Association

NATIONAL
SPEAKERS
ASSOCIATION

PCMA

site

President's Message Happy New Year! Resolve to Participate in Enriching Events!

I am happy that 1997 has finally arrived! A brand new year—with all its' hopes and dreams—is the perfect time to focus on personal goals, to turn our challenges into opportunities and appreciate all that life and work have to offer.



Mary Lynn Novelli,
CMP
Sterling Hotels &
Resorts
D/FW Chapter Pres.

As we begin the second half of the 1996-97 MPI year, remember to *Focus on the Vision*. Mark your calendar today and block out time to focus on you and your career by taking advantage of exceptional MPI D/FW Chapter meetings and events.

Take out that red pen and turn to **January 23**. Plan now to attend our luncheon meeting focusing on *Government Affairs and the Meetings Industry*.

Next, on **February 26**, the "chapter bus" is off to Austin to participate in the first-ever Texas Legislative Action Day.

On **February 27** we are off to "Cowtown" for our annual chapter meeting in Fort Worth. Since we venture to this wonderful city only once a year, let's focus on a record-breaking turnout! Don't worry about the drive; the "chapter bus" will whisk us westward for this evening meeting on *Innovative Networking*.

Planning for change is the focus of our March luncheon meeting. Plan to be there on **March 27!**

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Chapter Elections



see page 14

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D/FW Chapter Meeting • Wyndham Anatole • Jan. 23 • 11:30 a.m.

CURRENT MPI

MEETING PROFESSIONALS INTERNATIONAL®

Dallas/Fort Worth Chapter

4020 McEwen • Suite 105
Dallas Texas 75244
972-233-9107x203 • FAX: 972-490-4219
74742.1725@compuserve.com

Editor

Gracie Hatfield Hilton
The Write Stuff
metro 817-467-5449 • FAX: 817-467-7439
gracie@cyberhighway.net

Vice President Public Relations/Marketing

Dana Nickerson, CMP
Square One Productions
214-343-8067 • FAX: 214-343-6166

Director of Chapter Communications

Kristi Hollomon
J&S Audio Visual, Inc.
972-241-5444 • 972-247-2590

Photographer

Mark Lazarow
Mark Lazarow Photography
972-380-0985 • FAX: 972-380-1431

Regular Contributors and Writers

Tony Cummins
Radisson Park Central Hotel • 214-233-4421

Steven Foster

Gray Line of DFW • 214-630-1000

M.T. Gnadl

Independent Planner • 214-539-6538

Denise Howieson

IGNITION! Creative Group • 214-819-3150

Pat McCain, CMP

Krisam Group • 972-458-8692

Mary Lynn Novelli, CMP

Sterling Hotels & Resorts • 972-402-4875

O.D. O'Donnell

Nightlife Talent & Mgt. Agency • 214-691-4417

Cindy Martinez, CMP

The Stoneleigh Hotel • 214-871-7111

Paige Braun

The Conventioneer • 214-691-8073

Tim Wade

Lennox Industries • 214-497-5039

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.

Upcoming MPI Events

January 14, Tuesday

Membership Committee Meeting
Grand Kempinski
5:30 p.m.

January 15, Wednesday

PO'Ds Chair Committee Meeting
6:00 p.m.

January 16, Thursday

Program Committee Meeting
Wyndham Anatole
5:30 p.m.

January 17, Friday

February *CURRENT* deadline
copy due by 5 p.m.

January 23, Thursday

D/FW Chapter Meeting
Wyndham Anatole
11:30 a.m.

January 27, Monday

Public Relations/Marketing Committee Meeting
IGNITION! 201 Regal Row
6:00 p.m.

January 28, Tuesday

Education Committee Meeting
Annuity Board, 2401 Cedar Springs
11:30 a.m.

January 29, Wednesday

Good Morning MPI
Westin Galleria
7:30 a.m.-9:00 a.m.

February 6, Thursday

Mentor Committee Meeting
Sunbelt Motivation & Travel
12:00 p.m.

February 7-8

MPI D/FW Board Mid-Year Retreat

February 11, Tuesday

Membership Committee Meeting
Grand Kempinski
5:30 p.m.

February 20, Thursday

Program Committee Meeting
Ft Worth Caravan of Dreams
5:30 p.m.

February 22, Saturday

Community Service Project
Bryan's House
8:30 a.m.

February 24, Monday

Public Relations/Marketing Committee Meeting
IGNITION! 201 Regal Row
6:00 p.m.

February 25, Tuesday

Education Committee Meeting
Annuity Bd 2401 Cedar Springs
11:30 am to 12:30 pm

February 26, Wednesday

Texas Legislative Action Day

February 27, Thursday

MPI D/FW Monthly Meeting
Ft Worth Caravan of Dreams
6:00 p.m.

March 6, Thursday

Mentor Committee Meeting
Sunbelt Motivation & Travel
12:00 p.m.

March 6, Thursday

Legislative Action Day
Washington DC

March 11, Tuesday

Membership Committee Meeting
Grand Kempinski
5:30 p.m.

March 12, Wednesday

D/FW MPI Board Meeting
5:00 p.m.

March 20, Thursday

Program Committee Meeting
Sheraton Park Central
5:30 p.m.

March 24, Monday

Public Relations/Marketing Committee Meeting
IGNITION! 201 Regal Row
6:00 p.m.

March 25, Tuesday

Education Committee Meeting
Annuity Bd 2401 Cedar Springs
11:30 a.m.

Calendar compiled by O.D. O'Donnell (Nightlife Talent & Management Agency), 214-691-4417.

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MEETING PROFESSIONALS INTERNATIONAL®

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MPI International Headquarters

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

January Meeting Highlights

MPI D/FW Focuses on Government Affairs

By Steven G. Foster

Gray Line of Dallas/Fort Worth

As a meeting professional, you can't afford not to be involved in a process that impacts your business daily. Learn how to stay abreast of current "hot topics" and pending legislation affecting the meetings industry at the January 23 luncheon meeting at the Wyndham Anatole.

A panel of D/FW Chapter members involved in government affairs will participate in a "Town Hall Meeting" focusing on upcoming events dedicated to industry advocacy and member participation on the local, state and national level.

The panel, featuring MPI D/FW Chapter President-elect Greg Pynes; Phil Crouse, MPI International government affairs committee member; and Steven Foster, MPI D/FW government affairs committee chair, will present issues to be addressed at both the state and national Meeting Industry's Legislative Action Days.

Dallas Mayor Ron Kirk, scheduled to participate on the panel, instead will send a special proclamation to the D/FW chapter. Kirk was forced to cancel his appearance.

Can't picture yourself involved in politics? Consider this.

As a corporate or convention planner, meeting or event services supplier, hotelier or venue, you represent an industry which impacts millions of lives and generates billions of dollars each year. The meeting and travel industry is the nation's second largest employer, providing more than 14 million jobs and paying more than \$493 billion in wages and salaries.

Those significant facts do not fall on deaf ears in Dallas, Austin and Washington, DC. Elected officials are listening and the industry needs your voice.

The panel will also discuss how to take the "intimidation factor" out of contacting legislators and speaking out on issues of importance to our industry.

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MPI

MEETING PROFESSIONALS INTERNATIONAL®

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January D/FW Chapter Meeting

"Government Affairs & Industry Advocacy"

—a Town Hall Meeting—

Thursday, January 23

Wyndham Anatole Hotel

2201 Stemmons Freeway • Dallas, Texas • 214-748-1200

11:00 a.m. Member Orientation - Coral Room 1st Floor (Tower side)

11:30 a.m. Registration & Reception - Gossip Bar 1st Floor (Tower side)

12:00 p.m. Lunch and Program - Wedgewood Room - 1st Floor (Tower side)

(check the hotel reader board for any room changes)

Executive Workshop—1:30 p.m.-3:00 p.m. Coral Room 1st Floor (Tower side)

Complimentary Parking

R.S.V.P. to Joe

by noon, Tuesday, Jan. 21

•phone 972-233-9107 x203

•FAX 972-490-4219

•74742.1725@compuserve.com

Advance Registration \$24

Late Registration \$32

Guest Registration \$27

January Host Facility

Wyndham Anatole Hotel

Situated on 50 acres with 1,620 guestrooms—including 129 suites—13 restaurants and lounges, more than 240,000 square feet of meeting and function space, a state-of-the-art fitness club and seven-acre park, the Wyndham Anatole is virtually a "village within the city."

Top to bottom renovations have been completed in this landmark facility. Tens of millions of dollars have been spent on guestrooms, meeting rooms, ballrooms, restaurants and lobby areas. And the hotel continues to grow.

To be completed in early 1998 is an expansion of Trinity Hall to 145,000 square feet.

Unmatched in class, the hotel has consistently been recognized by industry leaders for excellence in meeting services and facilities. In 1996, the Wyndham Anatole Hotel received the Gold Key, Gold Platter, Pinnacle, Planner's Choice, Award of Excellence, Inner Circle and the Paragon Awards.

D/FW Chapter attendees will enjoy complimentary self-parking.

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MEETING PROFESSIONALS INTERNATIONAL®

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Meeting Professionals International is the world's largest association of meetings professionals with more than 14,000 members in 44 countries and 56 chapters and one club. MPI's mission is to provide educational opportunities and recognition for those in the meetings industry. The association is committed to excellence in meetings, continuous international growth, research, a strong chapter network and high ethical standards.

D/FW Chapter President

Mary Lynn Novelli, CMP
Sterling Hotels & Resorts
972-402-4875

President-Elect

Greg Pynes
Hand & Associates
214-696-9525

Immediate Past President

Phyllis Firebaugh, CMP
SEI Incentives
214-717-1400

Vice President/Administration

Linda Sergeant
Bill Reed Decorations, Inc.
214-823-3154

Vice President/Education

Susie Carr, CMP
Annuity Board of the SBC
214-720-4658

Vice President/Finance

Sally Goldesberry, CMP
Meetings & Exhibit Specialists
214-407-0755

Vice President/Membership

Michelle Carter, CMP
Wyndham Anatole Hotel
214-761-7200

Vice President/Programs

Cindy Hamilton
CityPlace Conference Center
214-841-6830

Vice President/Public Relations/Marketing

Dana Nickerson, CMP
Square One Productions
214-343-8067

Board of Directors Planners

Cheryl Beasley, CMP
SABRE Travel Information Network
817-963-2025

Steven Foster
Gray Line of Dallas/Fort Worth
214-630-1000

Melissa Parks, CMP
H.D. Vest Financial Services, Inc.
214-863-6160

Tracey Smith
Computer Language Research, Inc.
972-250-7404

Suppliers

Dean Conwell
Irving CVB
214-252-7476

Joe Diaz
Delta Air Lines
214-827-1580

Kristi Hollemon
J & S Audio Visual, Inc.
972-241-5444

Peg Wolschon
Kerville Bus Company
214-263-0294

President's Message

continued from page 1

While you're making March calendar notes, turn back and highlight the evening of **March 22**. Be sure to save that date for our chapter's award-winning *The Kids Charity Ball*. Chair Greg Pynes and his hard-working committee need your support to "help us help the kids."

It's another luncheon meeting on **April 24** where you will learn to *Revolutionize Your Writing*.

Another "first" for our chapter is our May meeting *in Austin!* Climb aboard the "chapter airplane"—sponsored by Miami Air—and *fly to Austin* for our **May 22** dinner meeting. V.P. Programs Cindy Hamilton and the Program Committee will soon share the exciting details about this meeting which will be limited to the first 150 Chapter members to register.

And finally, on **June 26** at 6 pm, Patti Wilke, CMP is insuring an incredible *Awards & Honors Gala*. This is the time when chapter members receive the thanks and recognition that they so deserve.

Also, be sure to take note of the opportunities to improve your industry education by taking advantage of the excellent programs planned by V.P./Education Susie Carr, CMP and the Education Committee. Look for details on the "Education News" pages of the *CURRENT*.

Once again, thanks to everyone who has and is making this such a great term. Happy New Year! Remember: *Focus on the Vision!* —MLN



December Board Notes

Highlights of the December meeting
of the MPI D/FW Board of Directors

- The board accepted the new budget for the 1996-97 administrative year, as presented by VP/Finance Sally Goldesberry, CMP.
- The board accepted the new contract—presented by VP/Administration Linda Sergeant—with Don Dillon Associates, for continued secretarial services.
- After a presentation by President Mary Lynn Novelli, CMP, the board voted to begin the process for The Texas Education Conference to be hosted in Dallas this year.
- The Nominations Committee for 1996-97 was approved; it was presented by Phyllis Firebaugh, CMP, chair.
- Tracey Smith presented research for producing the Chapter Directory on disk. A trial test was approved.

Next Board Meeting: Mid-Year Retreat • Feb. 7-8

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.



Brenda Miller
The Trade Group

Brenda Miller is director of marketing for The Trade Group. A relatively new MPI member (July 1995), she quickly became active within the local chapter. We have Miller to thank for the information booth now proudly displayed in the reception area at each monthly meeting.

To nominate a Star of the Month, please call Paige Braun (Dallas Conventioneer), 214-691-8073.

ENCORE PRODUCTIONS ENTERTAINMENT

...a full service entertainment agency specializing in.....

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Encore Productions features the well known variety band

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214-317-2336

Jan. 23 Chapter Meeting

continued from page 3

isolation, which was enacted earlier this year.

An in-depth Executive Workshop will follow the chapter meeting (1:30-3:00 p.m.), focusing on getting started in the political process.

January committee members are Steven Foster, chairman (Gray Line of Dallas/Fort Worth), Betty Garrett, CMP (Garrett Speakers International), Rollie Anne Blackwell (Gourmet Dallas), Wendy Ezernack (Wyndham Anatole). Shari Dee Reynolds (Advocare) and Paty Stern (Five Star Limousines).

Hosts from the Wyndham Anatole Hotel are Pat Lupsha, general manager; Christy Sartorius, director of sales; Brett Krafft, director of catering; and Wendy Ezernack, national sales manager.

MPI

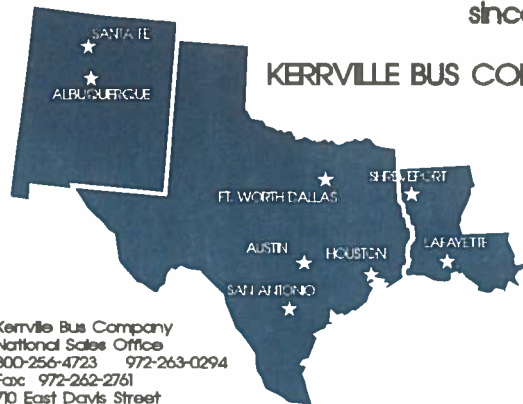
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EDUCATION NEWS

'Walk-A-While in My Shoes' Experiences Recorded in Verse

By Greg Slaight
Sprint

The fall session of "Walk-A-While in my Shoes" (WAW)—the MPI D/FW Chapter's interactive educational program—concluded last month.

A continuing program created by the Education Committee, WAW provides hands-on experiences, enabling participants to learn many facets of the meeting planning industry.

Typical sessions include six weekly visits to various venues—such as a hotel, airline, incentive planning company, audio visual production company, etc.—and the "traveling meeting planner" learns the role of suppliers and planners and how they relate to each other.

Participants concur that the fall session was educationally enriching. At the last session—at the Texas Land and Cattle Company in early December—presenter Gerry Reid (Gerry Reid Speaking) helped facilitate a discussion and poem-writing exercise highlighting the ses-

sion's learning experiences.

During Reed's's recap, participants—yielding to liberal editing by the Walk-A-While Committee—wrote a poem (see sidebar) about their journey.

The Walk-A-While Committee salutes the following companies and venues for hosting the fall WAW activities: Texas Credit Union, Doubletree Hotel, Lincoln Centre, Ignition! Creative Group, Bauer Audio Visual, American Airlines, SEI Incentives and the Texas Land and Cattle Company.

Walk-A-While Committee members include: Chair Tamara Quilty (Sprint), Co-Chair Mike Gongre (Doubletree Hotel Lincoln Centre), Denise Howieson (Ignition! Creative Group), Sherri Starr (Helms Briscoe Performance Group), Elizabeth Baryshev (Compucom), Gerry Reid (Gerry Reid Speaking) and Greg Slaight (Sprint).

The spring 1997 WAW program is in the planning process. Watch for details in the *CURRENT*.

An Ode to Fall '96 'Walk a While' Experiences

We had great fun
the past eight weeks,
We saw and climbed
some brand new peaks.

Walk-A-While
was fun and creative,
a journey that was
in-form-a-tive!

We learned, we toured,
we ate and drank.
Sans the knowledge
the mind goes blank!

At the Cattle place
we shared some stuff,
Like "When in doubt,
ask for extra fluff!"

Through MPI
we've built strong bridges.
Now, just where are
those dang name badges?

We left all venues
with a big smile,
Thanks, MPI
for Walk-A-While!

The very last meeting
is over and done.
A fun, wild time,
Had by everyone.

CMP C O R N E R

Interested in earning your CMP?

The first step is requesting a CMP Application Kit from the Convention Liaison Council (CLC) in Washington D.C., 202-626-2764. The application kit is \$25.00.

The application deadline is March 24; at that time, \$125 is due to the CLC.

Make your commitment to sit for the exam by sending \$290 to CLC by May 12.

The exam will be administered in Dallas on June 21, in Baltimore (in conjunction with the MPI Annual Meeting) on June 26, and in Chicago on June 26 (in conjunction with the ASAE meeting.)

Anticipate a February meeting date to review the CMP Program process.

Questions? Call CMP Liaison Cyndi Martinez, CMP (The Stoneleigh Hotel).



Cyndi Martinez, CMP
The Stoneleigh Hotel

Good Morning, MPI!



Earlene Fogle
C.C.H.T.

"Goals
and the
Mind/Body
Connection"

Jan. 29
Westin Galleria
7:30-9:00 a.m.

Registration information:
Marti Fox (BTI Americas) 214-418-9776

"Good Morning, MPI" (formerly the "How-to Breakfast") is the MPI D/FW Chapter's popular early morning educational series.



Tony Cummins
PO4D Director

The MPI D/FW PO4D Program

By PO4D Director Tony Cummins

Q: What is a PO4D? What does the acronym mean?

A: PO4D, pronounced *pod*, means "Professional Opportunity for Development." A PO4D is one of 10 geographic regions within the MPI D/FW Chapter. For example, PO4D #10 is Fort Worth; PO4D #2 is Richardson/Plano; PO4D #4 is Irving, etc. The purpose of the PO4D Program is to provide relevant educational programs and networking opportunities to MPI members at a convenient location, at little or no cost to participants.

Q: How do I know which PO4D I'm in?

A: PO4Ds, assigned according to zip code, are detailed in the PO4D Handbook—distributed with the 1996-97 Membership Directory. If you need another copy, call PO4D Chair Tony Cummins, 214-827-1902.

Q: Who's my PO4D chairperson?

A: Your PO4D chairperson's name is listed in the sidebar at the right side of this page. (POD #5 needs a chair! Interested? Call Cummins!)

Q: I've heard and read about the successful PO4D programs? What's on tap for the future?

A: In addition to the educational programs you've been reading about, look for innovation new activities. There a lots of PO4Dsibilities!

Q: I like the PO4D concept and want to see it continue to grow. How can I get involved?

A: PO4Ds offer many opportunities for MPI members. You can host a meeting, be a speaker at a PO4D meeting, volunteer on a PO4D committee or be a PO4D chairperson. Call PO4D Director Tony Cummins, at 214-827-1902 for more details.

Q: How do the PO4Ds differ from other educational programming in MPI?

A: PO4Ds are designed to enable MPI members to network with their peers within a geographical region. Within a one-hour time frame, the PO4Ds hold to the same standards as other educational programs within MPI. For MPI members whose schedules prevent attendance at a luncheon or dinner meeting, the PO4Ds provide a great opportunity to network and learn.

PO4D Chairs

PO4D #1

Robin Wallace
Helms Briscoe
972.960.5826

PO4D #2

Phares Corder
Phares Corder Entertainment
972.235.6219

PO4D #3

Carol Grabow
Grabow & Assoc
972.250.1163

PO4D #4

Bill Matyastik
Business Interiors
817.858.2030

PO4D #5

TBD

PO4D #6

Kimberly Williams
Sheraton Park Central
972.851.2016

PO4D #7

Sherri Star
Helms Briscoe
214.827.9275

PO4D #8

Rob Keating
Intelecon Services
214.748.4789

PO4D #9

Jolene Panigot,
Arlington Marriott
817.261.8200

PO4D #10

Debra Rubin
Worthington Hotel
817.870.1000

Feb. 27

**MPI
goes to
Cowtown!**

GMMPI Plans Series of Workshops Focusing on Global Etiquette

Do you know the accepted protocol as you work with new and established world-partners?

Did you know that within minutes of an introduction you can cement a relationship or destroy future business opportunities?

Meeting and event planning is global. Whether you are planning a program overseas, or welcoming international cli-

ents and attendees to the D/FW area, or simply working on the Internet—the "Good Morning MPI" team is planning a multiple workshop event featuring specialists in international business etiquette.

Watch for more information regarding these exciting "Good Morning MPI" spring and summer 1997 workshops—or call Chair Marti Fox (BTI Americas), 214-905-8558.



MPI D/FW Welcomes 18 'New Kids on the Block'

Lisa A. Alderson
Marriott Solana
5 Village Circle
Westlake, TX 76262
817/430-5007
817/430-5094 (fax)
Supplier

Maggie Babb
Hilton Arlington.
2401 Lamar Blvd.
Arlington, TX 76006
817/640-3322 x6663
817/652-0243 (fax)
Supplier

Karen M. Coughlin
Embassy Suites Culinaire
International
13131 North Central Expressway
Dallas, TX 75243
214/234-3300 x7154
214/437-9863 (fax)
Supplier

Stephanie D. Fues
Radisson Central Dallas
6060 North Central Expressway
Dallas, TX 75206
214/750-6060
214/750-5929 (fax)
Supplier

Tricia A. Gennaro
Dallas Business Journal
4131 North Central Expressway,
Suite 310
Dallas, TX 75204
214/520-1010
214/528-4684 (fax)
Planner

Karen Goysich
AMS Productions, Inc.
13709 Gamma Road
Dallas, TX 75244
972/701-0878
972/701-9751 (fax)
Supplier

Sherry Hobbs
1925 Westcreek Drive
Garland, TX 75042
972/494-5149
Student

Jerry C. Hughes
Jeery Hughes Photography, Inc.
5521 Greenville Avenue, Suite
104-732
Dallas, TX 75206
214/350-8555
214/691-9187 (fax)
Supplier

Leslie J. Light
Dallas Business Journal
4131 North Central Expressway
Dallas, TX 75204
214/520-1010
214/528-4684 (fax)
Supplier

Mary K. McCarn
American Airlines Training &
Conference Center
4501 Highway 360 South
Fort Worth, TX 76155
817/931-2862
817/967-4867 (fax)
Supplier

Carol B. Mozingo
Sabre Travel Information Network
4200 American Blvd. MD 3549
Fort Worth, TX 76155
817/963-1646
817/963-8578 (fax)
Planner

Barbara N. Nelson
Sandestin Resort
9300 Highway 98 West
Destin, FL 32541
904/267-8160
904/267-8097 (fax)
Supplier

Shelly E. Pittman
Coppertank Brewing Co.
2600 Main Street
Dallas, TX 75226
972/774-2739
972/774-3310 (fax)
Supplier

Terri L. Robinson
Holiday Inn Select DFW Airport
4441 Highway 114 & Esters Road
Irving, TX 75063
214/929-8181
214/929-8233 (fax)
Supplier

Kathryn K. Stevens
Hilton Hotels Corp
4835 LBJ Freeway, Suite 535
Dallas, TX 75244
972/701-3779
972/701-3793 (fax)
Supplier

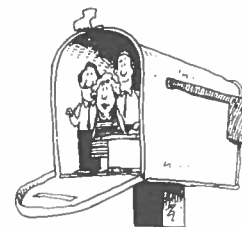
Cindy R. Vandermeer
Guest Lodge at Cooper Aerobics
Center
12230 Preston Road
Dallas, TX 75230
972/386-0306
972/386-5414 (fax)
Supplier

Gary L. Westerman
American Business Clubs
606 West Airport Freeway
Irving, TX 75062
972/579-1313
972/579-1253 (fax)
Planner

Russ Yaquinto
The Change Connection
7633 Meadowhaven
Dallas, TX 75240
972/239-7374
972/234-0171 (fax)
Supplier

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

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



Keep your records up to date!

MPI D/FW Chapter Alcohol Policy

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.

Meeting Planning TIP

Instead of renting overhead carts, ask the hotel to provide cocktail rounds for your overhead projector.

—submitted by
Dana Nickerson, CMP (Square One Productions)

Have to miss a chapter meeting?!



Don't miss a
terrific program!
Catch up later on video!

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The "sleigh ride scene" was a popular stop for members and guests attending the MPI D/FW Chapter holiday gala. Jerry Hughes (Jerry Hughes Photography) shot polaroids, with film provided by NACE. For more views of the December party, see pages 10-11.

December Meeting Highlights

MPI Celebrates the Season with NACE, TXACOM, IAEM, PCMA & HSMAI



LEFT: **Delinda Dudley** (Six Flags over Texas) and **Paige Braun** (The Conventioner) congratulate "Star of the Month" **Brenda Miller** (The Trade Group). Dudley delighted the audience with her an *capella* rendition of "Twinkle, Twinkle Little Star" in her introduction.

LEFT: **Rick Adams** (Sound & Stagecraft) enjoyed his role as "carver of the turkey" at one of the tables. A traditional holiday dinner was served family style.



MPI D/FW Chapter President **Mary Lynn Novelli, CMP**, center, enjoys the holiday gala with her parents, who were visiting from Pennsylvania.

Photos by
Mark Lazarow Photography



December Program Committee Chairs included **O.D. O'Donnell** (Nightlife Talent & Management), **Sally Bresnahan**, **Esther Wigley** (Appointments) and **Leah Belasco** (Dallas Parkway Hilton).



The strolling carolers assist **Melissa Parks, CMP** (H.D. Vest Financial Services, Inc.), left, in promoting sales of *Texas Cookin'* Sales of the cookbook—and matching aprons—will benefit the MPI Foundation.



The 1996-97 MPI D/FW Chapter Board of Directors gathers for a holiday photo.

... *“and a good time
was had by all”*



Hall of Fame

Please salute the following companies and individuals for their contributions to the December meeting at the Westin Galleria Hotel:

Facility, Dinner & Centerpieces
General Manager Steve Bullock
Westin Galleria Hotel

Decorations
Linda Thorton
Fun Factory

Entertainment
O.D. O'Donnell
Nightlight Talent & Management

Holiday Cheer
Mike Miller
Drinks Fantastic

Polaroid Film
NACE

Photos w/Santa
Jerry Hughes
Jerry Hughes Photography

Event Photography/Videography
Mark Lazarow
Mark Lazarow Photography

MPI D/FW Makes Three-Month Commitment to Industry Advocacy

By **Steven G. Foster** (Gray Line of Dallas/Fort Worth)
Government Affairs Committee Chair

This month's "Town Hall Meeting on Government Affairs" at the Anatole kicks off MPI D/FW Chapter's three-month commitment to industry advocacy. If you ever wanted to get involved and support our industry, the time to do so is now!



Steven G. Foster
Gray Line of DFW

Our first effort is a history-making event which will have far-reaching effect in Texas. The inaugural "Texas Travel, Tourism and Meetings Industry Legislative Action Day" (TTMILAD) is scheduled Wednesday, February 26, in Austin. I am proud to serve as state chairman for this event, which marks the first time various association partners will co-lobby Texas state legislators on behalf of our industry.

A breakfast orientation will begin at 7:30 a.m. at the Marriott Capitol, and our guest speaker is former state representative Todd Hunter, now a lobbyist for the Texas Travel Industry Association.

Southwest Airlines is providing a discounted fare through its Group & Meetings Desk (800-433-5368, refer to I.D. Code P9397) and the Marriott Capitol has a \$109 room rate.

The goal of the TTMILAD on this first effort is education—and we have our work cut out for us. We must effectively communicate to our state legislators the unique relationship which exists between convention & visitors bureaus, hotels, ground operators, restaurants and all businesses involved in travel, tourism and meetings.

Here's why:

Perhaps as many as 20 revisions to the hotel tax code will be attempted in this session, including House Bill 92. Introduced by Republican Kim Brimer (Dist. 96), HB 92 seeks to raise taxes on automobile rental and hotel occupancy rates to fund the building of a new sports arenas in the larger Texas cities. The proposed increase on car rentals could be as much as one-half of one percent, while the increase in hotel occupancy would be up to \$5 a day.

Interestingly, this proposal is viewed by some in the legislature as a tax hike on visitors alone, although several studies indicate there is no significant relationship between renting cars or staying in hotels and attending sporting events. Many industry associations support the construction of newer facilities for professional sports teams, but all agree that the travel, tourism and meeting industry should not be the vehicle for which these taxes are raised.

Our message to Texas legislators will be simple: Not everyone staying in a hotel or renting a car in Texas is here to attend a sporting event. A large number are here to attend conventions, business meetings and enjoy tourism. Empty hotel rooms will generate no income at all!

Several years ago a similar initiative was passed in New York. The resulting loss in conventions, meetings and tourism was devastating. Only after interested association partners got involved and lobbied their own state legislature was the tax overturned, but the blow to their industry's economy was severe.

Please don't miss the opportunity to make your voice heard in Austin. You can make a difference and we need your help.



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CURRENTly . . .

Editor's Notes

Yes. This issue of the CURRENT looks different. Different typefaces. Fewer "bells and whistles." A plain vanilla look.

Your editor has a brand new super-charged computer. *More speed! More power!* The brand name? I call it a "Binford"—in television's "Tim the Toolman Taylor" ("Home Improvements") terminology.



Gracie H. Hilton
The Write Stuff
CURRENT Editor

A Pentium Pro 200! 32 megabytes of RAM! 2.5 gig hard drive! Lots of other powerful stuff! And, finally, Windows 95! ("Welcome to the 90s, Mrs. Hilton!" ☺)

And with all that power—software upgrades. Have graduated to Adobe PageMaker 6.1, which has all the up-to-date filters to import the word-processed files submitted by CURRENT contributors.

Alas and alack, nestled amongst the pile of paper accompanying this upgrade was a single stiff card entitled "Windows 95 Printing Alert; Troubleshooting Instructions for Windows 95 PostScript Printing Problems."

It contained a long list of complicated techniques designed to *hopefully* overcome the printing problems that are obviously a "given" with this new version.

This self-professed "techno-idiot" managed to get through the steps outlined for the "basic solution" (no improvement), but the 12 steps (!) for the "advanced solution" foreshadowed even more problems.

"1. Use Notepad to open the ATM.INI file stored in the Win95 folder. (Create a back-up copy of the file first.) 2. Find the section labeled "[Fonts]" and delete the entire section. Then save changes and close the file. 3. In Explorer, delete the ATM\FONTS.QLC file in the Psfonts folder (or wherever ATM stores fonts on your computer.) 4. Choose Start> Settings> Printers. 5. Select all PostScript devices in the dialog box, choose File>Delete, and then close the dialog box. To confirm that a device in the Printers dialog box is PostScript, click the device icon using the right mouse button, and then choose Properties. A PostScript tab in the Properties dialog box indicates that the device is PostScript. Many printers will not have this tab, which indicates they are non-PostScript devices; do not delete a non-PostScript device. ..."

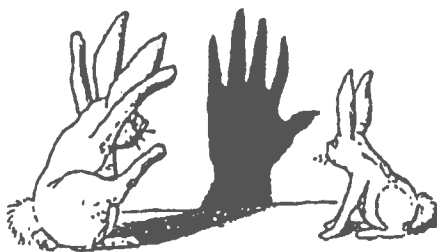
DUUHHHH????!!!! And that represents less than half the steps outlined in the *hopeful* "solution."

With the upgrade order came the promise of the 6.5 upgrade "to be shipped Dec. 3." This version, says Adobe, will *hopefully* correct the printing problems.

Throughout the holiday season I eagerly awaited the UPS delivery truck. Wishing for Christmas surprises? No! All I wanted was new PageMaker software and, *hopefully* (a commonly overused word in this season of hope! ☺), a solution to the printing problems. (Each page of this newsletter represents about 30 pages of garbled printing efforts, or 600 pages to produce 20 pages.)

As this issue of CURRENT goes to press, I'm still awaiting that delivery. *Hopefully.*

—ghh ☺



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**Phyllis
Firebaugh, CMP**

Chapter Elections— Opportunity for Service and Growth

By Phyllis Firebaugh, CMP • SEI Incentives
Chair, MPI D/FW Nominating Committee

Q: What does it mean to be on the Board of Directors? What do they do?

A: Nine officers and eight "at large" board members make decisions on behalf of our approximate 700 membership regarding operations, policy, programs and budgeting. It is a tremendous commitment of time, skills and resources.

Q: Who can serve as an officer or board member? How can I get started?

A: Any member in good standing who has some track record of service on committees or active involvement is welcome to submit an interest form (although two members from the same company cannot serve simultaneously.) Heavy consideration is given to expressed interest! The Nominations Committee selects a slate of officers and 12 board member candidates from which eight are elected.

Q: Why might I consider seeking election?

A: One of the most valuable results is strengthening professional relationships. When industry peers see you in action, they learn if they are interested in doing business with you. Further, the professional education is self-expanding due to the exposure to opportunities

sometimes not afforded in your current position.

Q: When does this process happen?

A: Policies and procedures stipulate that ballots must be mailed to members by March 3, and returned via mail by March 15. The final roster is due to MPI International headquarters by March 31.

Q: How do I express my interest?

A: Submit a completed registration form to the Nominations Committee Chair Phyllis Firebaugh, CMP (SEI Incentives) by Wednesday, January 15. If you need a form, call Phyllis at 972/717-1400 to request one by fax. If nominated, a letter of commitment must be signed by the nominee and his/her boss, if applicable.

Q: Are there other opportunities to serve aside from the Board of Directors?

A: Our chapter needs strong committee members and chairs to accomplish all we do. Members may also express interest in serving on international committees through MPI Headquarters (call Carolyn Rodriguez, 972/702-3000, for more information). You are encouraged to represent the D/FW Chapter on decisions affecting the international organization.

*Serving as an officer or director of the MPI D/FW Chapter
is a great opportunity for career growth and relationship building! Remember the deadline: January 15.*

MPI Mentor Program

Something . . . for Almost Nothing!

By Jill E. Heyerdahl • JH Travel Incentives, Inc.

Something for nothing? It is almost unheard of in this day and age, but I have a key that will unlock some of the best educational opportunities in the meeting industry—for practically nothing.

Well, almost nothing. You will need to dedicate a small amount of time, some deep thought and challenging conversation every now and then, and maybe even a little pocket change for a meal once a month.

But the knowledge you gain will be limitless.

How do you gain this knowledge for almost nothing?—by developing a mentor relationship with a “well-seasoned” CMP.



Jill E. Heyerdahl
JH Travel
Incentives

I was introduced to the Mentor Program two years ago when I attended the MPI reorientation prior to a monthly MPI meeting. A CMP discussed the opportunity to become involved in a Mentor Program with MPI.

I thought about all the individuals I knew who were at the top of their field and remembered that most of them attributed their successes to *having a mentor who taught them the ropes*.

This was an opportunity I could not pass up; I eagerly filled out the paperwork.

What I have gained? The knowledge and the accessibility to my mentor's 40 years of experience. What a resource and relationship! Over the past 18 months, my mentor and I developed our relationship—looking at individual priorities for both home and business and creating an environment for learning.

“I will not make you a good meeting planner. I will help make you a ‘better’ meeting planner,” he said. And he has!

I jumped off the deep end last November, establishing myself as an independent meeting consultant. Now my mentor relationship is even more valuable to me. We have spent the last year discussing marketing strategies and materials, evaluating my marketing niche, developing supplier relationships, looking at contract issues, legal risks and exposures, working on negotiating skills, and discussing tax issues concerning meetings.

The knowledge I gain from this relationship, the challenges my mentor provide, the opportunities he creates for me, the critical performance feedback I receive—all help me to continue to improve my skills as a meeting planner.

I attribute a great deal of my success to this relationship. Both my clients and I have benefited from this program.

I have become an active stakeholder in every meeting I plan—going beyond the logistics and looking at the objectives and goals the client is trying to achieve. My mentor has nurtured me along the way. My clients benefit because of my improved skills in negotiating, contracts, and legal issues involved in meeting planning.

I will continue to take advantage of every MPI meeting, educational workshop, seminar, and conference that I can, but sometimes time and funds are short. How can I continue to gain the knowledge and expertise that will keep me at the top of my field?—by continuing to grow through my mentor relationship!

Something for almost nothing? I think so!

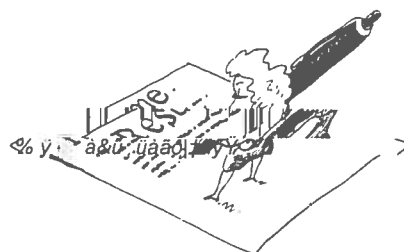
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Opinion, Please!

Q: What are your wishes and thoughts for the New Year?



Dean Conwell
Irving CVB

A: "I want in 1997 family harmony, racial harmony and integrity for all of mankind!"



Dana Nickerson, CMP
Square One Productions

"In 1997 I hope to have the waistline I had at 20, hair color I had at 10—and the wisdom I have today at 40. I intend to make technology work for me, instead of me being its slave. Finally, I wish goodwill to animal and mankind alike throughout the year."



Joe Diaz
Delta Air Lines

A: "Do unto others as though you were the others. Dream what you dare to dream. Go where you want to go, and be what you want to be. Live life as an adventure every day."



Cheryl Beasley, CMP
SABRE Travel Information Network

A: "I am looking forward to the continued development and good health of my two grandsons. On a professional level, I want to accelerate the learning curve of outsourcing my business, thereby reducing my workday to a mere 12 hours. Each year brings its challenges and I appreciate the opportunities MPI allows me to network and to "recharge my batteries" with my friends."



Heard it through the Grapevine!

By M.T. Gnad
'Grapevine' Columnist

Colleen Gibbs Doucet, CMP, senior program manager, married **Jeff Doucet**, global account manager, Peoplesoft, November 16.

Carmen D. Murphy, CMP, was promoted to associate executive director at *AssociateAd Locksmiths of America*.

Lisa A. South, CMP, returns to the meeting planning side of the industry by accepting a program manager position for *Sprint*. Her former position was director of sales, *Ducky Bob's Party Rentals*.

Lucinda Nichols, formerly with American Heart Association, recently joined *Sprint* as program manager.

Lisa Allen has been promoted to director of sales and marketing at *Southfork Ranch*.

Joy Johnson, formerly of *Southfork Ranch*, is getting married in January and moving to Atlanta.

Dana Nickerson, CMP, *Square One Productions*, has become the director of Preservation of the Animal World Society (PAWS), an organization dedicated exclusively to fundraising for animals. A spring gala/awards ceremony is scheduled honoring Paul & Linda McCartney.

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 Mary-Therese Gnad (214-539-6538 • FAX 214-724-0932 • gnadt@airmail.net) about items of interest for this column.

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The Kids Charity Ball Nominations Due for 1997 Bill & Angela Barrett Award

By Paige Braun
The Dallas Conventioner

In an effort to raise awareness of children's issues and to recognize those who continually champion the cause of children, the MPI D/FW Chapter created the Bill and Angela Barrett Award, named in honor of a couple who have made countless contributions to a wide range of children's charities.

The Barretts were the recipients of the first award, presented in March 1996. Nominations are now being considered for the 1997 award which will be presented at The Kids Charity Ball '97 on March 22.

Beneficiaries of the TKCB, the previous Award winners, the MPI D/FW Board of Directors and the TKCB Advisory Committee comprise the selection committee. To nominate someone for this prestigious award, contact 1997 TKCB Chair Greg Pynes.

"We are encouraging MPI members

to get together and purchase a table with their friends and favorite associates," said Delinda Dudley (Six Flags over Texas), chair of the Registration and Ticket Sales Committee for TKCB '97. Contact Dudley at 817-640-8900.

Tickets for the Ball will be available for purchase at the January and February monthly meetings. Individual tickets are \$80 each, and a table is \$800.

"Celebrity Bears" are back! Our bears have been such a huge success at past TKCB events that we couldn't pass up the opportunity to bring them back for 1997!

If you know any celebrities who would be interested in dressing up or autographing one of our bears, please contact Patrice Ewig at Le Meridien Hotel, 214-855-1742.

The goal for TKCB '97 is to raise \$144,000 for children's charities. Please participate by buying a ticket or a table and joining us March 22 to celebrate our contribution to children in need.



The Kids Charity Ball

Many Thanks to the Following

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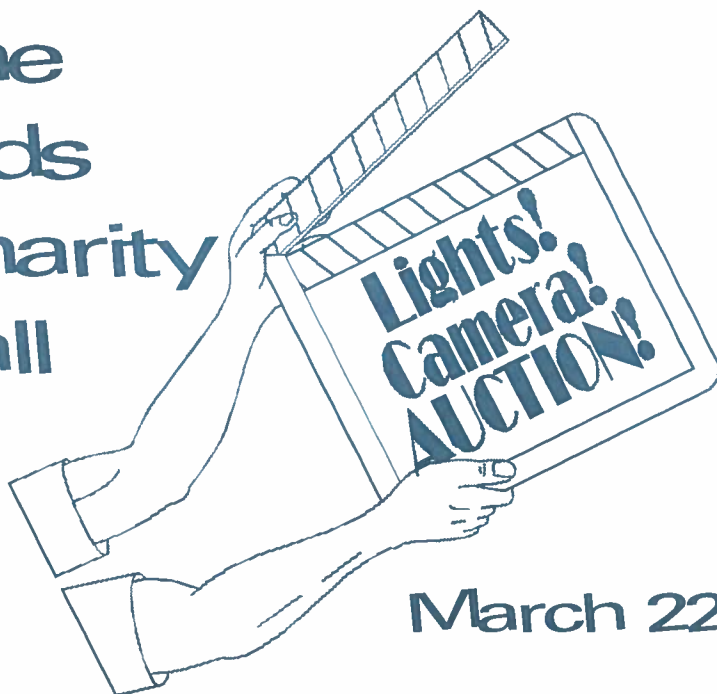
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The Kids Charity Ball



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D/FW CHAPTER OF MPI EDUCATION COMMITTEE

PRESENTS

Ms. Hattie Hill

Chief Executive Officer of
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Saturday, February 8, 1997

1:00 - 4:00pm

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Hattie will be discussing her recent book 'Women Who Carry Their Men', in which real women candidly discuss a number of circumstance involving their careers, their struggles, and their solutions to restore more balance in their lives and relationships.

Hattie will also be giving attendees the opportunity to contribute to her next book 'Smart Women, Smart Choices', helping women to make the best choices when dealing with the daily pressures of career and relationships. Your input can make a difference, not only in your life, but in others who can gain from your experiences!

HOW TO REGISTER

Fax this form to: **Jill E. Heyerdahl** *JH Travel Incentives, Inc.*
Fax (972) 293-2774 **Phone (972) 293-1509**

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No Shows will be billed. RSVP by February 5, 1997.

Directions are printed on the back side of this form.

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Directions if Traveling by Car

From I-35E traveling South - Take I-45/75 to Houston (Exit #429A). Take the Pearl Street exit and continue South on Pearl for 3 blocks. Hotel will be on the left side between San Jacinto and Bryan Streets.

From 35E traveling North - Approaching downtown, stay on I-35 North towards Denton. Pass downtown/Commerce Street exit. Take 75 North to Sherman (Exit #429A). Exit Pearl Street and continue South on Pearl for 3 blocks. Hotel will be on the left side between San Jacinto and Bryan Streets.

From I-30 traveling East - Take I-35E North to Denton (Exit #45). Pass downtown/Commerce Street exit. Take 75 North to Sherman (Exit #429A). Exit Pearl Street and continue South on Pearl for 3 blocks. Hotel will be on the left side between San Jacinto and Bryan Streets.

From I-30 traveling West - Take 75 North to Sherman (Exit #46B). Stay in the left hand lane. Exit downtown Elm Street. At the first stoplight, turn right on Central Expressway Access road. Get in the left hand lane. This lane turns into Pearl Street within 2 blocks. Continue for 3 blocks on Pearl. Hotel will be on the right between Bryan and San Jacinto Streets.

From 75 going South - As you approach downtown, move to your left lane. Exit the downtown/Live Oak Street (Exit #284C). Turn right on Live Oak. Go down 1 block to stoplight. Turn right on Pearl. Continue for two blocks. Hotel will be on the right between San Jacinto and Bryan Streets.

From I-45 going North - Take 75 North to Sherman. Stay in the left lane. Exit downtown/Elm Street. At the first stoplight, turn right on Central Expressway Access road. Get in the left lane. This lane turns into Pearl Street within two blocks. Continue for 3 more blocks on Pearl. Hotel will be on the right between Bryan and San Jacinto Streets.

From Dallas North Tollway traveling South - Go through the last Toll Booth. Stay in the left lane and follow the signs toward downtown Dallas. Take Pearl Street exit from your left lane and veer left and immediately right onto Pearl. Go over Woodall Rogers Freeway and continue down Pearl for 3 blocks. Hotel will be on the left between San Jacinto and Bryan Streets.

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The Kids Charity Ball

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Benefiting **Bryan's House, Genesis Women's Shelter, Love for Kids Weekend to Wipeout Cancer and Richland College Scholarship Fund.**

GLAMOUROUS SETTING:

Four luxurious nights on the **French Riviera** at the **Carlton Inter-Continental Cannes.** Fabulous trip for **two** includes round-trip coach tickets from Dallas on **Delta Air Lines.**

IT'S A MYSTERY:

The tickets are only **\$5.00 each.**

HERE'S THE PROGRAM:

Prizes will be awarded at **each monthly meeting** for **top ticket sales** & a **Grand Prize** for **overall top ticket sales** at the March meeting.

NEED THE SCRIPT:

For tickets and more information call: **O.D.O'Donnell** (Nightlife Talent) 214/691-4417 or **Esther Wigley** (Appointments Promotional Advertising) 972/788-1702.

YOUR ROLE:

Make this a **blockbuster** event and **SELL, SELL, SELL!!!**



The Kids Charity Ball

**KIDS CHARITY BALL
Drawing Ticket Request Form
Fax to: 214 / 788-0874**

Number of Tickets @ \$5.00 each _____

Send to: Name _____

Address _____

Phone Number _____

I am responsible for *full payment* or the return of any *unsold* "Raffle Tickets" on or before **March 22, 1997**

Signature

Date

January Meeting Highlights

Dallas Mayor to Discuss Government Affairs

By Steven G. Foster

Gray Line of Dallas/Fort Worth

Dallas Mayor Ron Kirk, guest speaker for the January 23 MPI D/FW luncheon meeting at the Wyndham Anatole, will address important issues facing the travel, tourism and meetings industry locally.

A panel of D/FW Chapter members involved in government affairs will participate in a "Town Hall Meeting" focusing on upcoming events dedicated to industry advocacy and member participation on the local, state and national level.

The panel, featuring MPI D/FW Chapter President-elect Greg Pynes; Phil Crouse, MPI International government affairs committee member; and Steven Foster, MPI D/FW government affairs committee chair, will present issues to be addressed at both the state and national Meeting Industry's Legislative Action Days.

Corporate or convention planners, meetings or event services suppliers, hoteliers and venue managers represent an industry which impacts millions of lives and generates billions of dollars each year. The meeting and travel industry is the nation's second largest employer, providing more than 14 million jobs and paying more than \$493 billion in wages and salaries.

Those significant facts do not fall on deaf ears in Dallas, Austin and Washington, DC. Elected officials are listening and the industry needs your voice.

The panel will also discuss how to take the "intimidation factor" out of contacting legislators and speaking out on issues of importance to our industry.

A special video highlight from the 1995 and 1996 Meeting Industry's Legislative Action Days in Washington, DC, will be shown, featuring members of the MPI D/FW chapter who lobbied on Capitol Hill for the past two years in support of the National Tourism Organization.

This effort was instrumental in obtain-

MPI
MEETING PROFESSIONALS INTERNATIONAL®
Committed to Educational Leadership

January D/FW Chapter Meeting

"Government Affairs & Industry Advocacy"
—featuring Dallas Mayor Ron Kirk—

Thursday, January 23

Wyndham Anatole Hotel

2201 Stemmons Freeway • Dallas, Texas • 214-748-1200

11:00 a.m. Member Orientation - Coral Room 1st Floor (Tower side)
11:30 a.m. Registration & Reception - Gossip Bar 1st Floor (Tower side)
12:00 p.m. Lunch and Program - Wedgewood Room - 1st Floor (Tower side)
(check the hotel reader board for any room changes)

Executive Workshop—1:30 p.m.-3:00 p.m. Coral Room 1st Floor (Tower side)

Complimentary Parking

R.S.V.P. to Joe
by noon, Tuesday, Jan. 21
•phone 972-233-9107 x203
•FAX 972-490-4219
•74742.1725@compuserve.com

Advance Registration \$24
Late Registration \$32
Guest Registration \$27

Editor's Note:
Dallas Mayor Ron Kirk cleared his calendar—after the *CURRENT* went to press—to attend the Jan. 23 meeting. Disregard information in the newsletter about his cancellation. We are pleased that he will attend!


ing Congressional support for the NTO legislation, which was enacted earlier this year.

An in-depth Executive Workshop will follow the chapter meeting (1:30-3:00 p.m.), focusing on getting started in the political process.

January committee members are Steven Foster, chairman (Gray Line of Dallas/Fort Worth), Betty Garrett, CMP (Garrett Speakers International), Rollie Anne Blackwell (Gourmet Dallas), Wendy Ezernack (Wyndham Anatole), Shari Dee Reynolds (Advocare) and Patty Stern (Five Star Limousines).

Hosts from the Wyndham Anatole Hotel are Pat Lupsha, general manager; Christy Sartorius, director of sales; Brett Krafft, director of catering; and Wendy Ezernack, national sales manager.

**Dallas Mayor to Discuss
Industry Advocacy at
MPI D/FW Jan. 23**



Dallas Mayor Ron Kirk