

# MPI

MEETING PROFESSIONALS INTERNATIONAL®

Committed to Educational Leadership

# CURRENT

Meeting Professionals International

March 1997

Dallas/Fort Worth Chapter

## President's Message Vision Apparent in Chapter Activities

VISION is an organizing principle and this year I challenged the Board and Chapter to *Focus on the Vision*. As we discussed chapter visions at our Mid-Year Board Retreat, it was apparent that many are coming to reality, forming a strong foundation for chapter operations.



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

Thank you to our Mid-Year Board Retreat sponsors: DFW Lakes Hilton, Circle R Ranch, Tour 18 and Kerrville Bus

Company. Without the contributions of our Chapter Partners, this fabulous Board Retreat could not have been possible.

Hats off to State Chair Steven Foster and his team for orchestrating a successful, first-ever Texas Travel, Tourism and Meetings Industry Legislative Action Day. Thirteen association partners joined forces to carry our unified message to the state capital.

The Kids Charity Ball—coming up March 22— provides an educational opportunity for chapter members, funds for children's charities, and also creates a strong awareness of our industry to the general public. Thanks to Chair Greg Pynes and his committee for their work.

It is my hope and vision that, on

*continued on page 3*

## Lights, Camera, Auction! Sneak Preview Provides Glimpse of 'Must Attend' Event



The Kids Charity Ball

In true Hollywood style, "Lights, Camera, Auction"—the 1997 version of MPI D/FW's award-winning fundraiser, The Kids Charity Ball—is on the marquee for Saturday, March 22, in the Great Hall of the Apparel Mart.

After a year of planning, organizers staged a sneak preview party late last month at the Lakewood Theatre to unveil some of the top auction items, whose proceeds will benefit a number of children's charities, as well as scholarship programs for a few older "kids."

TKCB was nominated as Best Fundraiser in 1996 by *Special Events Magazine*. And this year's event will continue that tradition of excellence.

"Each year the auction gets bigger and better," said TKCB Chair Greg Pynes (Hand and Associates). "Fantastic auction items represent the vast resources among the MPI D/FW membership—worldwide travel packages, autographed celebrity collectibles, sports and entertainment packages unlike any other—and so much more!"

Another preview party feature was the announcement of nominees for the Bill & Angela Barrett Award for Loving Kids—Scott and Carole Murray; Henry C. Beck, Jr.; Cindy Brinker Simmons; and Nancy Strauss Halbreich.

Named in honor of a couple who have made countless contributions to a wide

range of children's charities, the recipients will be announced at the ball. The Barretts were the first recipients of the award in 1996, which was created to recognize those who continually champion the cause of children."

*continued on page 14*

Lights! Camera! AUCTION!

The Kids Charity Ball  
March 22  
tickets: 817-640-8900

### In this issue

|                                |    |
|--------------------------------|----|
| Leadership Changes             | 3  |
| March Meeting Details          | 4  |
| Education News                 | 6  |
| Last Month's Meeting           | 10 |
| Overcoming Olympian Odds       | 12 |
| CURRENT Information            | 16 |
| Opinion, Please!               | 16 |
| The Kids Charity Ball Sponsors | 18 |

# 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 and Advertising**  
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  
Adam's Mark Hotel • 214-922-8000  
Steven Foster  
Gray Line of DFW • 214-630-1000  
M.T. Gnad  
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

#### 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

**March 18, Tuesday**  
TKCB Committee Chairs  
Great Hall  
6:00 p.m.

**March 20, Thursday**  
Program Committee Meeting  
Sheraton Park Central  
5:30 p.m.

**March 22, Saturday**  
The Kids Charity Ball  
Great Hall

**March 24, Monday**  
Public Relations/Marketing Committee  
IGNITONI 201 Regal Row  
6:00 p.m.

**March 25, Tuesday**  
Education Committee Meeting  
Annuity Bd 2401 Cedar Springs  
11:30 a.m.

**March 26, Wednesday**  
PO'D Chairs Committee Meeting  
6:00 p.m.

**March 27, Thursday**  
**D/FW MPI Monthly Meeting**  
**Sheraton Park Central Hotel**  
**"Preparation to Shape a Century"**  
**11:30 a.m.**

**April 3, Thursday**  
Mentor Committee Meeting  
Sunbelt Motivation  
12:00 p.m.

**April 7, Monday**  
Executive Workshop/Multi PO'D  
"Get Your ASK in Gear"  
6:30 p.m.

**April 8, Tuesday**  
Membership Committee Meeting  
Grand Kempinski  
5:30 p.m.

**April 9, Wednesday**  
D/FW MPI Board Meeting  
5:00 p.m.

**April 15, Tuesday**  
Super Session w/ Hattie Hill  
Le Meridien  
6:00 p.m.

**April 17, Thursday**  
Program Committee Meeting  
Downtown Hyatt Regency  
5:30 p.m.

**April 18, Friday**  
May *CURRENT* deadline  
copy due by 5 p.m.

**April 22, Tuesday**  
Education Committee Meeting  
Annuity Bd. 2401 Cedar Springs  
11:30 a.m.

**April 24, Thursday**  
**D/FW MPI Monthly Meeting**  
**Omni Richardson Hotel**  
**"Revolutionize Your Writing"**  
**11:30 a.m.**

**April 28, Monday**  
Public Relations/Marketing Committee  
IGNITONI 201 Regal Row  
6:00 p.m.

**May 1, Thursday**  
Mentor Committee Meeting  
Sunbelt Motivation & Travel  
12:00 p.m.

**May 7, Wednesday**  
CMP Study Course  
Hackberry Creek Country Club  
6:00 p.m.

**May 13, Tuesday**  
Membership Committee Meeting  
Grand Kempinski  
5:30 p.m.

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

## CURRENT Deadlines



| ISSUE | DEADLINE         |
|-------|------------------|
| April | March 14, Friday |
| May   | April 18, Friday |
| June  | May 16, Friday   |
| July  | June 6, 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>

# Callahan to Lead Job Bank Goldesberry and Parks Switch Board Positions, Responsibilities

Trading places? Musical chairs?

MPI D/FW Chapter Board members Sally Goldesberry, CMP (Meetings and Exhibit Specialists) and Melissa Parks, CMP (H.D. Vest Financial Services) have "traded places" in switching board positions and responsibilities.

Because of the demands of the V.P./Finance position, which involves managing the MPI Chapter's \$300,000 budget, Parks has turned over the chairmanship of the Job Bank to Wendy Callahan (American Fire Sprinkler Association). Callahan, who has served on the Job



Sally Goldesberry, CMP  
Meetings & Exhibit  
Specialists  
Board Member (Planner)



Melissa Parks, CMP  
H.D. Vest -  
Financial Services  
V.P./Finance



Wendy Callahan  
American Fire Sprinkler  
Association  
Job Bank Chair

Last month, Goldesberry, 1996-97 V.P./Finance, relocated with her husband to Houston and will run her business from there. She turned over the V.P./Finance responsibilities to Board planner member Parks, who served as Goldesberry's board back-up from June to January.

Goldesberry, who travels frequently to the D/FW area, will remain on the Board of Directors as a planner member, filling Parks' spot.

Bank committee since June, will now handle all job announcements on the Job Line.

To reach these dedicated MPI volunteers: •Sally Goldesberry, CMP (Meetings & Exhibits Specialists), 281-335-1362, fax 281-335-0116; •Melissa Parks, CMP (H.D. Vest), 972-863-6160, fax 972-863-6128; •Wendy Callahan (AFSA), 214-349-5965, fax 214-343-8898.

## President's Message

*continued from page 1*

March 22, we will have more chapter members than ever attending this award-winning event.

New additions this year to the Ball are: •a formalized nomination process for *The Bill & Angela Barrett Award for Loving Kids*, •a press party that generated chapter funds, •our most successful year to date for sponsorships, thanks to the efforts of our own Council of Past Presidents, •increased media exposure, and •a formalized process for choosing our "Kids" beneficiaries.

Finally, congratulations to Phyllis Firebaugh, CMP, Chair and the Nominations Committee for putting together another awesome team for our chapter's 1997-98 leadership. Watch your mailbox during the next few weeks for an opportunity to vote for your new Board—and to nominate worthy members for Chapter Planner and Supplier of the Year, and for the Rising Star Award.

There is so much going on! It is no wonder that we are indeed MPI's #1 Chapter in the World!

—MLN

# MPI

MEETING PROFESSIONALS INTERNATIONAL®

*Committed to Educational Leadership*

Meeting Professionals International is the world's largest association of meetings professionals with more than 14,200 members in 45 countries and 56 chapters. 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

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

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

### 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

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

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

Peg Wolschon  
Kerrville Bus Company  
214-263-0294

## March Meeting Highlights

# 1997-2004: Are You Prepared to Shape a Century?

Get your ASK in gear and make a reservation to attend the March 27 luncheon meeting at the Sheraton Park Central Hotel.

MPI D/FW Chapter member Gerry Reid—an internationally experienced motivational speaker, educator, author and business consultant—will be guest speaker for the March 27 chapter meeting.



Gerry Reid  
Gerry Reid  
Speaking

His subject: Are you prepared to shape a century?

Reid's background includes more than 30 years with GM and IBM plus 15 years heading up his own business, Gerry Reid Speaking.

Known as the "ASK-Master" (Attitudes, Skills and Knowledge), Reid is the author of *ASK for Success!* and will soon complete his second book, *Get Your ASK in Gear!*

Everything he does is based on his "ASK" model, whether it be humorous speeches on belief systems, training workshops on creative and innovative thinking skills or educational seminars about coping with and leading through change.

Reid will lead MPI D/FW on a rapid-fire, exciting and informative journey revealing both the dangers and the opportunities at hand whenever the century changes.

Learn new ways to deal with whatever the 21st century throws at you and take responsibility for your valuable part in shaping the future by attending this stimulating meeting.

MPI D/FW welcomes special guest Chief Ben Click of the Dallas Police Department. In a special "Back the Blue" presentation, MPI D/FW will honor the "Dallas Police Officer of the Month" who was also named "Dallas Police Officer of the Year" in 1996.

March committee members are Sally

Bresnahan (American Airlines Training & Conference Center), Gerry Reid (Gerry Reid Speaking), Bernay Porter (IAEM), Valerie Stevenson (Southfork Ranch).

Hosts from the Sheraton Park Central are Rick Frank, General Manager, Kevin Ruhman, Director of Sales/Marketing, Gail Satterwhite, Director of Catering and Connie Allen, Catering Manager.

## Inventing the Future— One Question at a Time

By Gerry Reid • Gerry Reid Speaking

The way we do business over the next eight years will dramatically affect the future of the meetings and hospitality industry. Patterns put in place during these years will become the new "way it has always been done" for many decades.

At the turn of the last century many exciting things were happening. Inventions such as the automobile, airplane, telephone, radio, and anesthesia were met with skepticism. A century later, virtually all of them remain as they were, improved, but essentially unchanged.

The same thing will happen as we turn the calendar over to the 21<sup>st</sup> century. Inventions, innovations and creative ideas put in place now will last a century or more. Our choices must be excellent ones.

These years present opportunities to create new, long-lasting "event patterns" for our clients. To responsibly lead our industry, we must know how to overcome objections like:

- "We've always done it that way!"
- "It will never work!"
- "If it ain't broke, don't fix it!"
- "I HATE CHANGE!"

Sound familiar? Well, believe it or not, negative responses to change are about to be dramatically reversed! During the next few years the normal amount of resistance will be greatly reduced as people embrace the excitement of the new century and the new millennium.

Most of the excitement will come as we celebrate the biggest new year's eve party in history—which poses some questions:

- When does the 21<sup>st</sup> century start?
- Have you made your hotel reservations?
- Have you ordered enough food for all the people?

More serious questions are these:

- Is 2000 a leap year?
- Will my computer system work on Jan. 2, 2000?
- Why should the year 2000 be a special concern to the medical industry?

Finally, understand the significance of being able to answer these questions:

- Why will the year 2000 be one of the most exciting events in history?
- What "window of change" will be present over the next few years?
- How we can coach and encourage ourselves and others through the pains of change?
- What are some of the global concerns and predictions of the 21st century?
- How will the patterns of 1997-2004 affect the next 100 years?

As responsible members of society, we must each be accountable for contributing something of value to the future. Now is the time to learn new ways to lead and manage the profound changes of the 21st century.

Please join me March 27 as we begin, in earnest, efforts to direct the future of the meetings and hospitality industry. This journey will shape our industry and, in turn, our industry will dramatically shape the 21<sup>st</sup> century.

# MPI

MEETING PROFESSIONALS INTERNATIONAL®

*Committed to Educational Leadership*

*March D/FW Chapter Meeting*

*“1997-2004:*

*Are You Prepared to Shape a Century?”*

*—featuring Gerry Reid—*

*MPI “Backs the Blue”*

*Special Guest: Dallas Police Chief Ben Click*

*Thursday, March 27*

*Sheraton Park Central Hotel  
12720 Merit Drive, Dallas  
972-385-3000*

*11:00 a.m. New Member Orientation—Degoyer*

*11:30 a.m. Registration and Reception—Foyer of Salon F*

*12:00 p.m. Lunch and Program—Salon F*

*—Complimentary Self Parking in Attached Garage—*

*R.S.V.P. to Joe*

*by noon, Tuesday, March 25*

*•phone 972-233-9107 x203*

*•FAX 972-490-4219*

*•74742.1725@compuserve.com*

*Advance Registration \$24*

*Late Registration \$32*

*Guest Registration \$27*

## MPI D/FW

# Partners

1996-97



*MPI D/FW Partners are members who contribute services or products to chapter meetings and educational programs.*

Garrett Speakers International

Grand Kempinski Dallas

Sabre Education &  
Training Solutions

DFW Lakes Hilton

The Trade Group

Intelecon, Inc.

Le Meridien Hotel

American Airlines

Bill Reed Decorations

Circle R Ranch

J & S Audio Visual

AVW Audio Visual

Freeman Decorating

Southwest Airlines

IGNITION! Creative Group

Tour 18

Yellow Rose Touring & Special Events

Balloon City USA

The Fairmont Hotel

Hard Rock Cafe

Doubletree Lincoln Centre

Encore Productions

Renaissance Dallas

Gray Line of Dallas/Fort Worth

Ginny's Gifts

Kerrville Bus Company

*For more information  
about MPI Partnership, call  
Greg Pynes 972-248-4889.*

## March Host Facility

# Sheraton Park Central Hotel

Situated in North Dallas at LBJ and Central Expressway, the Sheraton Park Central Hotel provides easy access from any location. With a 115,000 square foot ballroom and more than 23,000 overall square feet of meeting space, the Sheraton can accommodate any size meeting or social function.

A complete renovation of the facility, from the first floor to Laurel's on the 20th floor, began in 1996 and will be completed in 1997.

Unsurpassed in the Sheraton's North American Division, the Park Central was recently awarded #1 Sales Team and has the highest guest satisfaction and employee satisfaction ratings. D/FW chapter members will be treated to the excellent service and attention they will receive from the award winning banquet team.

## 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.

## Focus on Your 'ASK' at April 7 Multi-PO<sup>4</sup>D, Executive Workshop

"How to 'Get Your ASK in Gear' for Personal and Professional Success!" is the theme of a Multi-PO<sup>4</sup>D and Executive Workshop scheduled Monday, April 7, 6:30-9:00 p.m.

D/FW MPI member Gerry Reid (Gerry Reid Speaking) will lead this hands-on, skill-based workshop. Based on his book, *Attitudes, Skills and Knowledge for Success*, this workshop is of particular interest to MPI members seeking to enhance their personal or business image.

Participants will learn dozens of easy-to-use tips and techniques for discovering new ways to stand out from the crowd at work and at play.

Learn motivation techniques and how to apply new tactics for making the rest of your life more satisfying and rewarding.

For more information contact Reid, Sandi Galloway (Canadian Consulate) or Susie Carr, CMP (Annuity Board of-the SBC). Watch for registration details in the mail.

Texas Education Conference

# TEC

a joint effort of the  
*Texas MPI Chapters*

June 27-28 • Dallas

... an affordable, in-depth education and  
networking opportunity for MPI members

MPI Hill Country • MPI Houston Area • MPI D/FW

## April 24 Chapter Meeting 'Revolutionize Your Writing'

Arm yourself with new writing skills at the April 24 MPI D/FW Chapter meeting. Jay Jones of Business Letters Unlimited will discuss "Revolutionizing Your Writing" at the luncheon meeting at The Omni Richardson Hotel (Campbell Road and Central Expressway).

A professional speaker, trainer, author and business letter expert, Jones is the owner of Business Letters Unlimited, a training firm based in Arlington, TX.

He is the author of *Business Letters That Get Results*, a book honored by *Success* magazine as an "Editor's Choice" in its 1994 selling issue.

A trainer for 15 years and a professional speaker for 10, Jones speaks on business writing to companies and associations throughout the United States. Clients include Fortune 500 companies.

Focusing on changing writing skills, Jones—who holds degrees in both law and business—challenges "straight-jacket writing habits" and shares fresh ideas "that will energize writing and revolutionize the way you write letters."

# CMP O R N E R

### CMP Candidates Get Started on Process

Earlier this month, CMP candidates heard MPI D/FW Chapter member Colleen Albert Rickenbacher, CMP (Dallas CVB), discuss the "Step by Step Procedures in becoming a Certified Meeting Professional." She knows so much about the process, she's written a book about it!



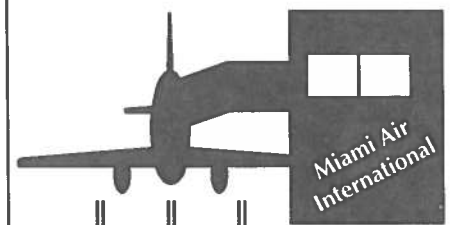
Cyndi Martinez, CMP  
CMP Liaison

Glossary terms, courtesy of the Convention Liaison Council:

- Matte White:** Type of screen surface used for front projection.
- Customs Broker:** Person or company which provides customs clearing services to shippers of goods to and from another country.
- Continental Plan:** Room rate includes continental breakfast
- Self-Contained Exhibit:** Exhibit where crate is opened and becomes part of display.
- Risers:** Platforms of varying heights used together to create a stage.

Questions about study sessions? Registration deadlines?  
Anything to do with the CMP program?  
Call CMP Liaison Cyndi Martinez, CMP (The Stoneleigh Hotel), 214-871-7111.

## Leavin' on a Jet Plane!



May 22, Thursday evening  
D/FW MPI Monthly Meeting  
Renaissance Austin Hotel

Limited Seating • "Members First"

## EDUCATION NEWS

- Is your computer working for you?
- Do you waste time trying to figure things out?
- Do you know valuable software shortcuts?
- Trying to decide between Windows 95 and Windows 3.1?
- Stymied by Access? Word? Excel? Powerpoint?
- Need help with the Internet? MPINet?
- Do you know the differences among meeting management software?

You may need to enroll in the

# Hands-On Technology Institute

sponsored by MPI D/FW Chapter

Learn to use your computer and software with courses specifically designed for the meeting professional!

## Spring Classes Begin Soon!

Most classes meet at  
American Airlines Sabre Training Center  
4200 American Blvd., Fort Worth

The Hands-on Technology Institute is a series of 14 all-day (Saturday), intensive courses geared toward the meeting professional. And the price is right! Comparable courses cost more than twice as much—for fewer hours of instruction!



Before



After

for more information or to register for classes:

O.D. O'Donnell (Nightlife Talent & Management Agency) • 972-691-4417



Can you include  
**CMP**  
on your resume?

Over 3,500 meeting  
professionals can.

**CERTIFIED MEETING  
PROFESSIONAL**

Measures and  
Acknowledges Competency

**Prepare Now.**

Order the CMP Application Kit  
by sending a \$25 check or  
money order with name,  
address and phone number to:  
The Convention Liaison Council  
1575 Eye Street, NW, Suite 1190  
Washington, DC 20005  
Phone: 202/626-2764

Hurry! The application deadline  
for the 1997 Summer CMP  
Examinations is March 24, 1997!

### 1997 SUMMER EXAMINATION SCHEDULE

#### JUNE 21

|                  |                   |
|------------------|-------------------|
| Atlanta, GA      | Orlando, FL       |
| Boston, MA       | Philadelphia, PA  |
| Chicago, IL      | San Diego, CA     |
| Dallas, TX       | San Francisco, CA |
| Florham Park, NJ | Seattle, WA       |
| Orange Co., CA   | St. Louis, MO     |
| New York, NY     | Toronto, ON       |
| Washington, DC   |                   |

#### AUGUST 2

Baltimore, MD

# CIC

CMP is a program of the Convention Liaison  
Council and is endorsed by 26 organizations.

## Gift Dilemma?

- Need a creative Spouse Gift for your next meeting?
- Need gifts for out-of-town guests or clients?
- Need Mother's Day gifts?
- Have a meeting of all MEN? Give them something to take home to their spouses!



## A Dallas Apron and Cookbook can solve these gift dilemmas!

This "MPI original" Texas Cookin' Cookbook has local favorites and regional specialties contributed by Dallas area chefs and noted local celebrities. These "True Texas" items make terrific gifts. Don't delay, buy 2 or 20 today!

| Quantity: | 1-50 | 50-100 | 100+ |
|-----------|------|--------|------|
| Apron     | \$10 | \$8    | \$6  |
| Cookbook  | \$15 | \$12   | \$10 |
| Both      | \$20 | \$15   | \$12 |

Call O.D. O'Donnell to order:  
214-691-4417



## Heard it through the Grapevine!

By M.T. Gnad  
'Grapevine' Columnist

After seven years, **Don DeFeo** has returned to the *Aristocrate Hotel* as director of sales. He was formerly with Medallion Hotels, Inc.

After 20 years with SABRE Travel Information Network, **Keith Hickman** is the new business development associate with *The Sixth Floor Museum*.

**Debbie Myers**, president of *BRAVO! Entertainment*, recently received two honors from the National Association of Catering Executives. She was elected Affiliate Representative to the NACE National Chapter President's Council and was named Dallas Chapter Affiliate Member of the Year.

**Sandy A. Mukitarian** is the new director for *Tourisme Quebec*. This new position is a branch of the *Canadian Consulate General*.

**Michele Sanseverio** has been promoted to vice president of marketing, sales and client relations, *WorldTravel Partners—Housing and Registration Division*. On March 8 Michele married Al Lucia, a professional speaker and author of *Walk the Talk*.

**Alex Vurpillat**, president, *Destination Dynamics Dallas*, announces another move. Alex and her staff are now situated in the tower lobby of the *Wyndham Anatole Hotel*.

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* (972-866-8640, FAX 214-724-0932, or [gnadt@airmail.net](mailto:gнадt@airmail.net)) about items of interest for this column. Please submit photo ("head shot") with your news item.

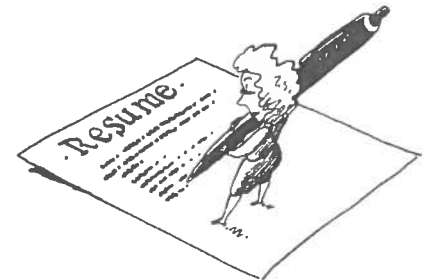
## D/FW Meetings & Hospitality Industry

## JOB BANK

Voice Mail  
972-381-5624

E-mail  
[wcallahan@firesprink.org](mailto:wcallahan@firesprink.org)

Find a Good Job!  
Find a Good Employee!

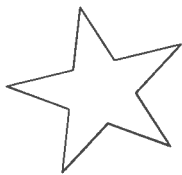


## Features

- 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 HSMA
- Free for applicants

To volunteer for the Job Bank Committee, call  
Wendy Callahan  
(American Fire Sprinkler Association)  
214-349-5965





# 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.



**Melanie Arguello,**  
CMP  
Fort Worth CVB

**Melanie Arguello, CMP** is national sales manager for the Fort Worth Convention & Visitors Bureau. A member of MPI since 1994, Arguello is continuously on the lookout for new Fort Worth members for our chapter. This enthusiastic member arranged transportation for Fort Worth members to attend the January monthly meeting in Dallas! Arguello was also an integral part of the Gemelli program.



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

***If all your attendees get out  
of a 3 day meeting is a tan...***

**You may have a failure to communicate.**

***For a message with more impact and a  
greater return on your investment, call:***

**Odyssey Communications Group  
8140 Walnut Hill Lane, Suite 200  
Dallas, Texas 75231  
www.odysseygrp.com  
214-369-6294 fax 214-369-6298**

## The Perfect Setting For Business Meetings

**Introducing The Newly Constructed Wingate Inn<sup>SM</sup>  
Hotel - Las Colinas/Irving, TX**

### INTRODUCTORY RATE

**\$69\***

We thought of everything to make your next meeting the most productive it can be. You'll find amenities ranging from our complimentary airport shuttle to all-inclusive business-class amenities including in-room, two-line speaker phone with data port, voice mail and conference call capabilities, free local calls and long distance access, complimentary 24 hour business center and free expanded continental breakfast.

Our personalized meeting services assure you of our undivided attention. And it's all backed by the Wingate Inn **100% Satisfaction Guarantee\***.

**850 West Walnut Hill Lane • Irving, TX 75038 • Call the hotel direct at: 972.751.1031**

\*Introductory Rate valid through 4/30/97. Not valid with any other special rates, discounts or programs. ©1997 Wingate Inns, L.P. All rights reserved. \*If we can't make you completely satisfied with your stay at Wingate Inn, we'll gladly refund your money.



**BUILT FOR BUSINESS<sup>SM</sup>**

For Reservations, Contact Your Travel  
Professional Or Call

**1.800.228.1000**

<http://www.wingateinns.com/wingate.html>  
Please ask for special Introductory Rates.

## February Meeting Highlights

# MPI D/FW Goes to 'Cowtown' to See the Sights and Focus on 'Innovative Networking'

Photos by Mark Lazarow Photography



Professional speaker and business coach **Scott Hawkins** (Personal Excellence, Inc.), outlined seven keys to effective networking at the February chapter meeting at Caravan of Dreams in Fort Worth. Hawkins, a member of MPI D/FW, points out the wisdom of tuning in to "everyone's favorite radio station, WIIFM — 'What's In It For Me?!'"



BELOW: Etta's Place was the scene of lots of networking prior to the February chapter meeting.



**Doug Harman** (Fort Worth CVB) welcomes MPI D/FW to Cowtown.



February Program Committee members included **Sherri Cook, CMP** (Sherri Cook and Associates); **Merriann Skinner** (Texas Instruments); **Gerry Reid** (Gerry Reid Speaking); and **Melanie Arguello** (Fort Worth Convention and Visitors Bureau). Also pictured is **Barbara Stone** (Fort Worth Convention and Visitors Bureau).



**Karen M. Coughlin** (Embassy Suites Dallas Park Central), **Jennifer A. Yates** (Embassy Suites Dallas Park Central) and **Eddie Heyland** (Balloon City U.S.A.) enjoy the library at Etta's Place.



President-elect **Greg Pynes** (Hand & Associates) expresses thanks to **Alex Vurpillat** (Destination Dynamics Dallas), who provided motorcoach transportation—and beverages—from Dallas to Fort Worth.



**Mark Harrell** (Mark Harrell Music Productions) entertained at the piano.



## Hall of Fame

*Please salute the following companies and individuals for their contributions to the February meeting in Fort Worth*

**Caravan of Dreams**  
**Kelly Jordan**  
817-877-3000

**Destination Dynamics Dallas**  
**Alexandra L. Vurpillat**  
214-742-9200

**Etta's Place**  
**Vaughn & Bonnie Franks**  
817-654-0267

**The Flying Saucer Draught Beer Emporium**  
**Vicki Gage**  
817-336-7470

**Mark Harrell Music Productions**  
**Mark Harrell**  
817-265-4416

**Personal Excellence, Inc.**  
**Scott Hawkins**  
972-404-1440

**Sundance Square**  
**Barbara Brooks**  
817-390-8711

**Worthington Hotel**  
**Debbie Rubin**  
817-870-1000

**February Program Committee**

**Melanie Arguello**  
Fort Worth Convention and Visitors Bureau  
800-433-5747

**Sherri Cook, CMP**  
Sherri Cook and Associates  
972-732-9396

**Gerry Reid**  
Gerry Reid Speaking  
972-539-4487

**Merriann Skinner**  
Texas Instruments  
972-917-1945

**Tiffany Vinyard**  
Yellow Rose Tours  
214-746-3780

### *Photos by Mark Lazarow Photography*

LEFT: Fort Worth-based chapter members welcome MPI D/FW to "Cowtown." The Fort Worth contingency is pictured on the staircase at Etta's Place, a new bed & breakfast facility adjacent to Caravan of Dreams.

## MBNA Picnic—Special Events Magazine's 1997 Gala Award Winner

# Event Planner Overcomes Olympian Challenge to Produce Award-Winning Event

*A tornado destroyed the event site less than 20 hours before the MBNA Picnic, but 'Mother Nature didn't know who she was up against!'*



**Annette Foster**  
MBNA Hallmark  
Information  
Services

Last summer, the month before the United States hosted the world's most renowned sporting event, MBNA Hallmark Information Services hosted a company picnic celebrating the 100th anniversary of The Olympics.

Under the direction of event planner Annette Foster, the goal was to re-create the spirit of the Olympics—a “reach for the gold.”

By 5:30 p.m. the Friday before the June 14 event, organizers were exhausted but excited. Months in planning, it had

taken hundreds of laborers more than a week to set up the event site at Addison Conference and Theatre Center.

Foster gazed admiringly at the grand main entry. A 17-foot tall archway connected two large towers holding the Olympic flame. Nearly 100 plants and trees and four water fountains decorated the entry, which led to large connected tents.

“I was pleased at the overall view of the grounds—and content with the knowledge that little remained to be done before the first of 5000 guests arrived at 1:00 p.m. the next day,” Foster said.

Within minutes, things changed. Dramatically. Shortly after 6:00 p.m. Mother Nature unleashed a tornado that roared

### EDITOR'S NOTE:

*This is the story of how event planner Annette Foster, a member of the MPI D/FW Chapter, overcame an incredible challenge to produce an event worthy of the 1997 Gala Award from Special Events Magazine for Best Company/Corporate Picnic.*

*This is Foster's second consecutive Gala Award for MBNA Company picnics. Foster is Events & Services Manager of the Facilities/Security Division of MBNA Hallmark Information Services.*

*MBNA Hallmark Information Services is a wholly owned subsidiary of MBNA America Bank, N.A.*



*The main entrance was in its third and final location just minutes before the first busload of guests arrived. Nearly 100 plants and trees, four fountains, and a 17-foot tall archway had to be dismantled and repositioned. (The entry was created by MPI D/FW member company, Fun Factory Decorations.)*



Shortly after 6:00 p.m. the evening before the event, a tornado destroyed 70% of the site. Nearly 100 people worked throughout the night to restore the site and the MBNA Picnic happened as planned, eventually being named a 'Gala Award Winner' by Special Events Magazine.

through the event site with a vengeance.

The 260-foot "main" tent was totally destroyed; every other tent was ripped and damaged. Carnival booths were found several blocks away.

Portable bleachers were thrown into the parking lot, damaging eight cars and totally destroying one.

An entire sound system was destroyed. Hundreds of feet of 'Cool Mist' line was mangled.

Plant containers were broken. Broken tree limbs and leaves littered the grounds.

Several inches of water stood in the fields that were to be used for parking and games.

In a matter of minutes 70% of the event site was totally destroyed.

But Mother Nature didn't know who she was up against!

Within minutes after the storm ended, Foster was in a meeting with MBNA executive management, the fire chief and the city manager.

"What should we do?!" was the question.

Foster's answer: "We're having a

company picnic tomorrow at 1:00 p.m."

And so began a long night of hard work from a lot of dedicated people.

First, each major vendor was notified. Within the next hour, managers and crew from Fun Factory Decorations, Ducky Bob's Party and Tent Rentals and Gemini Stage and Lighting were onsite with MBNA facilities and security staff.

"After damages were assessed, we laid out a plan of action to restore the event site," Foster said. "It was a constantly evolving plan, calling for numerous improvisations."

The main entry had to be rebuilt and relocated. Damaged decor had to be hung out to dry, patched up, or thrown away. The remaining decor had to be redistributed.

The "main" tent, totally destroyed, was removed. Several smaller frame tents were brought in and patched together. Carnival booths were recovered and replaced.

The field that was to be used for parking was now a lake. "After hours" on Friday night, we were on the phone with ABC Southern Comfort Touring com-

pany. Twenty minutes later nearly a dozen buses were booked to shuffle guests from the MBNA parking lot a couple blocks away. Medipark Valet, scheduled to direct traffic, created large signs directing guests to MBNA.

Mangled "Cool Mist" line was salvaged and repaired. Plants were repotted. Wet, muddy linens were replaced. Truckloads of branches and debris were removed.

Trenches were dug in the game field to drain the water. Eight-foot tables were used as huge shovels to get the water to the trenches and off the field.

Sound systems were repaired and rearranged. Bands, clowns, jugglers, dancers and other entertainers were assigned to new positions.

Fortified by pizza, a crew of nearly 100 people worked through the night—keeping in mind the "1:00 p.m. tomorrow" deadline. At one point, a crew was dispatched to buy new socks and shoes for those who had been wading through the muddy site.

The next morning, during a dry run of the revised transportation system, another challenge surfaced. The buses could not make the turn at the corner to drop guests off at the new entry.

"Nearly 100 plants and trees, four fountains, and a 17-foot tall archway had to be dismantled and moved again," Foster said.

Just 30 minutes to go! The smell of hot dogs and popcorn permeated the air. At last, the final plant was put into place. The main entrance was in its third and final location just minutes before the first busload of guests arrived.

"The goal was to re-create the spirit of the Olympics," Foster said. "Because a 'gold medal' team of staff and crew displayed great spirit and determination, the event site was restored—and we were able to do just that."

"When a great team comes together," says this award-winning planner, "there is no challenge big enough to keep the gold medal out of reach!"

## The Kids Charity Ball

*continued from page 1*

"TKCB offers a powerful learning experience for the MPI members who serve on its planning committee," said Pynes.

"Rewards for participation in TKCB are numerous," he said. "In addition to helping kids' charities, this year's event will also benefit the Richland College Scholarship Fund—which will provide opportunities for older 'kids' who are the future of our industry."

"Many TKCB sponsors are MPI members and this provides a great opportunity for them to invite clients, business associates and friends to showcase what MPI is all about," said Sponsorship Chair Phyllis Firebaugh, CMP (SEI Incentives).

Platinum sponsors are SABRE Travel Information and IGNITION! Creative Group. (See page 18 for a complete list of sponsors.)

"Many MPI members are donors to both the live and silent auctions—and you should see the terrific lineup of 'goodies'!" said Auction Chair Steven Foster (Gray Line of D/FW). "This is a great way

to showcase services and products."

"TKCB helps many 'kids' whose lives are touched by disease, economic disadvantage or family violence," said Patti Wilke, CMP, chair of TKCB 1996. "In addition, it raises awareness of the meetings industry."

It's not too late to be involved. Volunteers—whose tickets are complimentary—

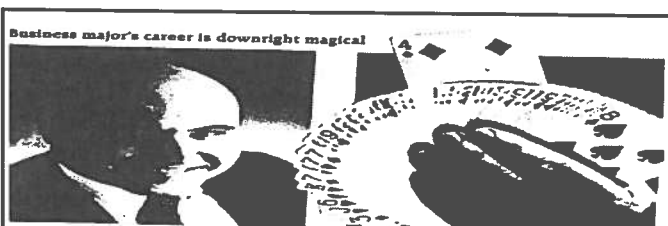
are still needed to work the night of the event.

Network with your peers and get a "behind the scenes" look at what's going on. Call O.D. O'Donnell (Nightlife Talent & Management Agency), 214-691-4417, to volunteer your services.

Call Delinda Dudley (Six Flags over Texas), 817-640-8900 to purchase tickets.



TKCB supporters at a sneak preview party at Lakewood Theatre included TKCB Chair Greg Pynes (Hand & Associates); MPI D/FW Chapter President Mary Lynn Novelli, CMP (Sterling Hotels & Resorts); Bill Barrett, first recipient of the Bill and Angela Barrett Award for Loving Kids; Jackie Thorton and Margaret Haynes, both representing Weekend to Wipe Out Cancer.



**BOOKED FOR 1997:**

- ◆ HOLLYWOOD MAGIC CASTLE . AGAIN!
- ◆ ORLANDO. SALES MEETING. COMPUTERS & MAGIC. I LOVE IT!
- ◆ OPRYLAND, NASHVILLE. TRADE SHOW, PACKAGING INDUSTRY. YEEHAW!
- ◆ LAS VEGAS, MGM GRAND. TELECOM TRADE SHOW. CHA-CHING!!!
- ◆ ATLANTA. TELECOM SHOW EAST. GRITS.
- ◆ SAN DIEGO. VIP CLIENT RECEPTION. DID I MENTION THAT I LOVE MY JOB?

OH YEAH, WE ALSO (DIS)APPEAR IN DALLAS, FORT WORTH, HOUSTON, AUSTIN, AND SAN ANTONIO. DON'T FORGET ALTUS, OKLAHOMA! BASICALLY, WE'LL GO ANYWHERE THE SHOW IS...EVEN NEW JERSEY.



Customized Magic/Comedy/Variety to fit your event.

214/349-8831  
800/594-7284

[www.volente.com/studebaker](http://www.volente.com/studebaker)

*Rentals*  
*Sales*  
*Service*

*Quality*  
**Audio & Visual Equipment**  
Conventions, Meetings, Video Production  
& Corporate Business Applications

*24-Hour Service, Set-Up & Delivery*

**972-241-5444**

Dallas Corporate Office  
3373 Towerwood • Dallas, Texas 75234  
*(3 blocks west of Marsh, off Bellline)*

**LIGHTS**

**CAMERA**

**AUCTION!**

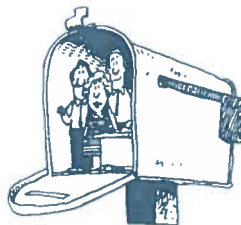
The Kids Charity Ball 1997

TKCB 1997 benefits:

- Love for Kids
- Bryan's House
- Genesis Women's Shelter
- Weekend to Wipe Out Cancer
- Richland College Scholarship Fund

**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!*



**The Dallas Arboretum**  
The Dallas Arboretum and Botanical Garden

*If you're looking for a special kind of elegance, style and the gracious charm of a bygone era...*

...then discover the opulent showplaces of The Dallas Arboretum - the Camp House and the DeGolyer House.

**B**uilt on adjacent lots by two of our city's most prominent families, these magnificent homes are the architectural focal points of The Dallas Arboretum - 66 acres of spectacular gardens, lawns, and shaded walks on the eastern shore of White Rock Lake.

**T**hese mansions are available to you for corporate meetings and retreats, seminars and luncheons, parties, receptions, and much more.

*For more information, please call (214) 327-8263*

Supported, in part, by the City of Dallas Park and Recreation Department.

Principal Sponsor:  
**The Dallas Morning News**

*I am Proud to be MPI's March 27 Speaker!*



**1997-2004**  
*Are You Prepared to Shape a Century?*

I look forward to seeing you on the 27<sup>th</sup>!

I will also be presenting the April 7 PO4D/Executive Workshop  
**How to "Get Your ASK" in Gear**  
*for Personal and Professional Success!*

( ☺☺☺ \*Attitudes, Skills, Knowledge ☺☺☺ )



Gerry Reid Speaking, 4333 Essex Court, Suite 105  
Flower Mound, Texas 75028-1769  
972-539-4487 greid@onramp.net

## CURRENTly . . .

# Editor's Notes

Within weeks after **Kristi Hollomon** (J&S Audio Visual, Inc.) assumed the reins as advertising director for the *CURRENT* (December 1995), she'd signed on several advertisers with full-year contracts—including the prominent back cover and inside back cover.



**Gracie H. Hilton**  
The Write Stuff  
*CURRENT* Editor

Thanks to long-time advertiser Inn on the River and MPI D/FW member **Kathi Thompson**, and to Addison Conference and Theatre Center (former staffer **Greg Pynes** was instrumental in developing this contract) for this important support.

Beginning this month we welcome Del Lago Resort & Conference Center as the new back cover, full-year advertiser, and look forward to working with Del Lago's **Jo Smith**, chair of the advertising sales

committee. She will assist Hollomon (now managing editor and director of chapter communications and advertising) in development and expansion of the *CURRENT* advertising program, including the popular new advertising "inserts."

Pictures! Head shots! We need them!

Your *CURRENT* team leaders are always striving to get more and new faces in the newsletter, and V.P./Public Relations & Marketing **Dana Nickerson, CMP** (Square One Productions) is always coming up with a new idea. Her latest brainstorm: including head shots with "Heard it through the Grapevine" items.

Great idea! Now, we need the photos!

Yes, we too regret the "passing" of the popular "Member Profiles" feature. The last one appeared in the November 1996 issue. Why? We ran out of completed forms. Developed by Public Relations & Marketing, these forms—which must be accompanied by head shots!—are now available from the Membership Committee; see **Michelle Carter, CMP** (Wyndham Anatole).

—ghh ©

## News from MPI Headquarters

### MPI Adopts Principles of Professionalism

Meeting Professionals International's International Board of Directors recently adopted the Principles of Professionalism at the Professional Education Conference-North America (PEC-NA) in San Francisco, California.

The Principles of Professionalism replaces the existing Code of Conduct in order to better reflect the diverse needs of a global membership.

In the 1995-96 fiscal year, the Professional Conduct Task Force was impaneled to review the existing MPI Code of Conduct to ensure that it reflected the variety of cultural business practices and that they are reflective of an international association incorporating recent advances in technology which may affect ethical behavior.

The task force's proposed changes to MPI's original Code of Conduct address industry specific recommended behavior which is succinct and practical, visionary, and applicable to all areas of the world. The task force considered other industry association codes as well as previously developed MPI documents to determine the new Principles of Professionalism.

"We are pleased to support our membership with culturally correct, global and ethical standards," says MPI's Marketing Committee Chair **Richard Aaron, CSEP**.

## CURRENT Liaison Hollomon Named Managing Editor

**Kristi Hollomon** (J&S Audio Visual, Inc.) is the new managing editor of the *CURRENT*, the MPI D/FW Chapter's monthly newsletter, announced V.P./Public Relations and Marketing **Dana Nickerson, CMP** (Square One Productions).



**Kristi Hollomon**  
J&S Audio Visual

Hollomon will oversee all editorial content as well as advertising and will work closely with Editor **Gracie Hilton** (The Write Stuff) in determining the content and size of each newsletter. She has been working with both Hilton and Nickerson since December 1995 as the advertising liaison to the *CURRENT*.

Nickerson, who has been acting in the role of managing editor, solicits the help of all vice presidents, as well as committee and project chairs in working with Hollomon in this new responsibility.

"We need to develop a good line of communication among our membership about the importance of featuring various projects and opportunities—particularly our educational programming—in a timely manner," said Nickerson. "This will require teamwork and planning."

Hollomon will also oversee other chapter advertising projects.



## CURRENT Deadlines

| ISSUE | DEADLINE         |
|-------|------------------|
| April | March 14, Friday |
| May   | April 18, Friday |
| June  | May 16, Friday   |
| July  | June 6, Friday   |

Copy is cheerfully accepted early. Because of production schedules, information received after the deadline day will not be included in the newsletter in progress. Late-arriving copy will be included in the next month's issue, if information is still timely.

Please mail 3.5 disk, Windows format—preferably in Microsoft Word or WordPerfect—to **Gracie H. Hilton** (The Write Stuff), *CURRENT* Editor, 3020 Glasgow Court, Arlington, Texas 76015.

Microsoft Word for Windows 7.0 documents may be sent electronically to **Gracie Hilton**—[gracie@cyberhighway.net](mailto:gracie@cyberhighway.net)

INSERTS, which must be approved by *CURRENT* Managing Editor **Kristi Hollomon** (J&S Audio Visual), are limited to three per issue. Inserts must be pre-printed and delivered to the chapter office. Check with Hollomon for details.



## "Oscar-Quality" Speakers!

- ★ World Leaders
- ★ Sports Celebrities
- ★ Inspirational Figures
- ★ Diversity Experts
- ★ Technology/Futurists
- ★ Entertainers

International  
Speakers Bureau, Inc.

214/824-3885  
800/842-4483

Ask About Our Next ISB  
Showcase to Preview Our Speakers!

# MPI

MEETING PROFESSIONALS INTERNATIONAL®

Committed to Educational Leadership

## MPI D/FW Chapter Board Notes

### February Highlights

#### Education Program to be Reorganized

A plan is underway to reorganize all chapter educational programming under the umbrella of the PO'D program. (Professional Opportunities for Development).

V.P./Education Susie Carr, CMP

#### Subscriber Dues Increased

A motion was made and approved that subscriber member dues will increase from \$60 to \$100.

V.P./Membership Michelle Carter, CMP

#### Newsletter Deadlines

Because of production schedules, information submitted to the *CURRENT* past deadline will not be included in the newsletter in progress. Late-arriving copy will be in the next month's issue, if the information is still timely.

V.P./P.R. & Marketing Dana Nickerson, CMP

#### Table Host Information

All table host information will be sent to V.P./Membership Michelle Carter for processing prior to monthly meetings.

V.P./Programs Cindy Hamilton

#### Texas Education Conference Announced

A joint education conference for all Texas MPI members, the Texas Education Conference, will take place in Dallas June 27-28.

President Mary Lynn Novelli, CMP

#### Reimbursement of Expenses

Because MPI is a non-profit organization and, therefore, tax-exempt, MPI members who make purchases for the organization should submit the MPI tax identification number. If it is not used, any taxes incurred will not be reimbursed.

V.P./Finance Sally Goldesberry, CMP

### Meeting Planning TIP

Have candy at your registration area for your attendees; the extra sugar boost after a long trip will be appreciated.

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

## OUR FRONT YARD ENDS AT HAWAII



The perfect setting for your next meeting, The Waterfront Hilton Beach Resort overlooks 8½ miles of white, sandy Southern California beach.

- 300 spacious oceanfront rooms, each with private balcony. Concierge floors with private key access and lounge.
- 21 meeting and function rooms totaling 21,000 square feet (6,000 of which is the Pavilion exhibit hall). Space includes a Grand Ballroom and 11 conference rooms overlooking the ocean.
- Swimming in ocean or pool, surfing, sailing, tennis, hiking, private fitness center and spa.
- Championship golf facilities nearby with complimentary transportation.
- Close to the best of Los Angeles and Orange County; 12 miles from John Wayne Airport with complimentary transportation.
- Special value rates for special value dates.

Ask for our Meeting Planner Kit.

Call 800/822-7873 • 714/960-7873 • 21100 Pacific Coast Hwy, Huntington Beach, CA 92648

The Waterfront  
  
Beach Resort

On Southern California's Best Beach  
Huntington Beach





## The Kids Charity Ball

Many Thanks to the Following

### Sponsors

as of Feb. 25, 1997

#### Platinum Sponsor • \$5,000

IGNITION! Creative Group

SABRE Travel Information Network

#### Gold Sponsors • \$2,500

Addison Conference & Theatre Centre  
Fun Factory Decorations & Special Events

Krisam Hotels & Resorts

McCord Printing

#### Silver Sponsors • \$1,500

Circle R Ranch/Tour 18

Lone Star Park@ Grand Prairie

Richland College

Sterling Hotels & Resorts

#### Celebrity Bears Sponsors

LeMeridien Hotels

#### Bronze Sponsors • \$1,000

American Airlines Training & Conf. Cntr.

BeautiControl Cosmetics

Bristol Hotel Company

Canadian Consulate General

Ducky Bob's/Cannonball

Events Unlimited

Fort Worth CVB

The Freeman Companies

H.D. Vest Financial Services

Hilton Hotels

IBM Corporation

Inter\*Continental Hotels

Irving Convention & Visitors Bureau

J & S Audio Visual

Krause & Associates

Krisam Hotels & Resorts

The MARC Group

Le Meridien Hotel

Love for Kids, Inc.

Pioneer-Lucent Technologies Mesquite Club

Radisson Hotels Worldwide

Six Flags Over Texas

Steve Kemble Event Design

Sunbelt Motivation & Travel, Inc.

Willow Distributors

Wyndham Anatole Hotel

Wyndham Hotel & Resorts

# Opinion, Please!

## Q: Has MPI met your expectations? How or why not?



**Tim Wade**

**Lennox Industries—Manager Events & Incentives**

A: As in any venture, including life, you get out what you put effort and attention into. There have been years when MPI exceeded my expectations. On reflection, those years were when I was involved in committees, fundraising and the board. As a planner, I do, however, always struggle with the question of how to get more planners active in MPI.



**Melanie Arguello**

**Fort Worth CVB—National Sales Manager**

A: MPI has exceeded my expectations in the area of educational opportunities. Hooray to the founder of PO<sup>4</sup>Ds. This is another avenue for MPI members to have a better opportunity to network and to get to know one another better. I am proud to say that, year-to-date, Fort Worth has 32 members of the D/FW Chapter.



**Margaret Brown, CMP**

**BGCommunications—Principal**

A: During the last decade, MPI has provided three things worth the price of my membership: (1) an international directory that I refer to all the time in conference or event planning processes; (2) the path to the CMP designation, which, as a symbol of distinction within the industry, elevates my stature with clients and prospects; and (3) numerous opportunities to get involved in chapter activities.



**Paige Braun**

**The Dallas Conventioneer—Account Executive**

A: I've been a member of MPI since 1990 and the association has helped me grow professionally and personally. Our chapter is so diverse; there are "pros" to learn from, creative people to help expand our own ideas and people on the cutting edge to keep us informed. I've made invaluable business contacts; many have become close personal friends. MPI has met and exceeded my expectations.

*"Opinion, Please" is a question and answer feature column prepared by Denise Howieson (IGNITION! Creative Group).*

---

THE DECIDEDLY  
DIFFERENT BACKDROP  
FOR MEETINGS



—  
ADDISON  
CONFERENCE  
&  
THEATRE  
CENTRE  
—

THE ADDISON CONFERENCE & THEATRE CENTRE'S RETREAT ATMOSPHERE IS ENHANCED BY THE FACT THAT EVERY ASPECT OF THE CENTRE, FROM ITS UNIQUE DESIGN AND FLEXIBLE SPACES TO ITS SKILLED, PROFESSIONAL MEETINGS STAFF, SERVES A SINGLE FUNCTION - TO ASSURE THE UNQUALIFIED SUCCESS OF YOUR MEETING.

15650 ADDISON ROAD    ADDISON, TEXAS 75248    214.450.6202

# MPI

MEETING PROFESSIONALS INTERNATIONAL®

*Committed to Educational Leadership*

Dallas/Fort Worth Chapter  
4020 McEwen • Suite 105  
Dallas Texas 75244

FIRST-CLASS MAIL  
U.S. POSTAGE  
PAID  
DALLAS, TX  
PERMIT NO. 1930



## DALLAS/FORT WORTH CHAPTER

Del Lago's all-suites conference center and golf resort is the type of meeting location you'd expect to find only at more expensive destinations. Conference facilities are flexible and roomy, with 60,000 sq. ft. of function space. For water sports enthusiasts, we've got a 300-slip marina with a white sand beach and every imaginable type of watercraft. Beautiful Lake Conroe, surrounded by forests, provides great fishing. Our championship golf course features waterfalls, fountains and an island tee box. A lakeside gazebo, sports bar and outstanding restaurants are perfect places to relax and unwind. You'll retire to one of 357 luxurious Lakeside Tower Suites, Lakeside Villa Suites or Golf Cottage Suites. Give us a call and we'll tell you more. Like Texas, Del Lago is worth bragging about.



 **DEL LAGO**  
GOLF RESORT & CONFERENCE CENTER

600 Del Lago Boulevard  
Montgomery, TX 77356  
Call 1-800-DEL LAGO (335-5246)  
for free video and information.  
e-mail: [dellago@dellago.com](mailto:dellago@dellago.com)  
<http://www.dellago.com>



For the best of Florida and Arizona, meet in Texas.

Smart People Make Smart Choices!

Learn how to become

*"Champions of Choice"*

After attending this Super Session you will know the Six Keys  
that will put you on the *Winning Edge!*

- *C - Conscientious*
- *H - Humorous*
- *O - Optimistic*
- *I - Initiating*
- *C - Calm*
- *E - Engaged*



Internationally acclaimed speaker, Ms. **Hattie Hill** will be discussing the ins and outs of making smart choices and how you can make sure that you will always make the *Right* choice!

**Date:** Tuesday, April 15, 1997  
**Time:** 6:30 - 8:00pm  
**Location:** Le Meridien Hotel  
650 N. Pearl Street  
Dallas, Texas 75201  
(214) 979-9000  
**Cost:** \$10

---

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

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

No Shows will be billed. RSVP by April 11, 1997.  
Directions are printed on the back side of this form.

---

**MPI**

MEETING PROFESSIONALS INTERNATIONAL\*

Committed to Educational Leadership

---



**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.

***Dallas/Fort Worth International Airport:***

18 Miles - 25 minutes. Airport bus every half hour - \$10; Limo - \$60 per hour; Taxi - \$28.

Driving: From South airport exit take Highway 183 (or from North airport exit, take Highway 114) east towards Dallas. Both highways merge into I-35E traveling South. Upon approaching downtown, take the exit for US-75 and I-45 to Houston. Take the Pearl Street exit and continue South on Pearl for 3 blocks. Hotel is on the left between San Jacinto and Bryan Streets.

Valet parking \$5.00 or Plaza Self Parking off San Jacinto is \$1.00. Take the elevator to 3rd floor. Somerset.

650 N. Pearl Street, Dallas, Texas 75201-2877  
Telephone 214-979-9000 Facsimile 214-953-1931