



THOUGHTS FROM THE PRESIDENT

By Ellen Beckert

The nominating committee has been formed to present candidates to you for election of our officers and board of directors for the chapter's 1985/86 term.

I would like to make a couple of observations on the nominating and election process of our chapter leaders. I recently received a note from one of our members who had noticed my comments on the national ratio of female MPI members as being 55%. He noted:

"As I count the chapter officers in our region, we now have women in over 85% of these positions. Are we just way ahead of the nation . . . or are we involved in some subconscious subtle discrimination?"

First, I am glad to see that at least one member is reading this article! Second, the answer is no—over the past several years, we have actively attempted to bring "new blood" onto our board, but we can only select our nominations from those people who are willing to volunteer their time. I have personally been involved directly and indirectly in the nominating process over the past several years, and the hardest part of that process is coming up with a balanced mix of candidates. Our bylaws state that the ratio of planners to suppliers on our chapter board must be no less than a 50/50 split—unfortunately, suppliers have been consistently more willing to volunteer to serve than planners.

I am sure that some of this hesitancy stems from the fear of the amount of time involved in helping to run the chapter. This year, we have made an effort to increase the size and responsibilities of our committees, to help relieve the workloads for all involved, and also to encourage more members to participate in our chapter's functions. By breaking large jobs up into smaller functions, we have found that more people are willing to get involved.

The point is this — we will only be as good as those of you who are willing to volunteer your time, and we don't want to create the "good ole boy (or girl)" syndrome where the same people monopolize our leadership. If you would like to serve on the board, or would like to refer someone else's name, please contact Jerry at the phone number or address listed in this issue of Current. And, I guess a special call should go out to the male planners of our group — you seem to be a "double" minority!

COMPUTERS AND MEETING PLANNING SHOWCASED AT THE FEBRUARY MEETING

The first of a two part program will be the February 28 Chapter meeting at the Society of Petroleum Engineers building in Richardson. The program, "Computers, a Meeting Planners Friend or Foe?" will be presented by Connie Gray, SPE Meetings Manager, and Tim Conner, SPE Accounting and Data Processing Manager.

This month's program is designed to allow members a look at one association's use of the computer for all phases of meeting planning. SPE has been involved in automating the meetings department for a number of years, and

uses computers for meetings ranging in size from small seminars to huge international tradeshows.

Part two will be a more general look at the computer industry. The March meeting will be a luncheon at the Infomart (see page 2).

Registration for the Feb. 28 meeting will begin at 5:30, cocktails and hors d'oeuvres will be at 6:00 and the program will run from 7:00 to 7:45 (no dinner will be served). Registration information is on the insert. Members should note the change in address for mail-in reservations.

HOT TOPIC WARMED DECEMBER MEETING

by Betty Thomas

Meeting Planners International sponsored a lively discussion concerning ethics and professionalism at the Chapter meeting on January 24th, 1985 in the Pavilion Room at The Mansion.

The panel members consisted of highly professional leaders from their respective industries: Ron Trammell, Mary Kay Cosmetics; Bill Boyd, Sunbelt Travel Agency; Greg Elam, Great American Reserve Insurance Company; Charlotte St. Martin, Loew's Hotels and Susie Oliver, Dallas Convention Bureau. The officiator for the evening was Mr. Ed G. Polivka, director of the Tourism Management Department at Northeastern State University in Tahlequah, Oklahoma.

Ethics was defined by Mr. Polivka as a study of moral judgments, principles. It was further established that businesses were amoral while human beings were of immoral or moral virtues. The "experts" then tackled some

very sensitive issues such as: should corporations and travel agencies share in commissions; comping rooms for meeting planners while on site selections; and "is honesty really the best policy?"

Prior to the debate, The Mansion served an elaborately prepared dinner of: homemade pasta with bay shrimp in lobster sauce, grilled breast of chicken with tarragon, stir fried fresh vegetables, and creme brulee with fresh raspberries. (Some were so taken with the succulent dessert that a few MPI members indulged themselves by eating THREE!) The tables were immaculately covered with white Irish linen table cloths and each was graciously adorned with silver candelabras.

Special thanks are in order to The Mansion, Barbara Zarisk, and Hoover Audio Visuals for the microphones and for the taping of this educational event.

NATIONAL COMPUTER USERS GROUP SEEKS CANDIDATES FOR STEERING COMMITTEE, AS MANAGEMENT CHANGES HANDS

The Meetings Industry Microcomputer Users' Group (MIMUG) passes into new hands on February 1, and is now looking for meetings industry people for a steering committee to assist Judith E. Mathews, its new Executive Director and a member of the D/FW MPI Chapter.

"I know there are people out there whose participation would help us build a strong network for all of us," said Mathews. She sees the steering committee as representing the different groups comprising MIMUG—a broad group of people from across the U.S. and Canada who are involved with all aspects of meetings and/or continuing education. Based in Dallas, Mathews plans to meet with the steering committee by conference call several times a year, to help define direction for the organization and to assure its continued growth.

When she founded MIMUG in 1983, Lita M. Elvers expected the group to become a few people with a mutual interest in how best to apply a micro's capabilities to meeting needs. "But it turns out that the meetings/micros boat has been taking on more and more 'passengers' on an almost daily basis," said Elvers. "With virtually no efforts on my part to stimulate its growth, MIMUG had simply outgrown my own resources to do the job right." With its mushrooming growth as evidence of a clear industry need for a group of this sort, she knew it was important to find strong leadership for it.

"Judith Mathews was the logical first choice," said Elvers. One of several people Elvers met through the MIMUG network, Mathews has had singular experience in managing another—international—users' group.

"I'm addicted to users' groups," said Mathews, who has managed the Ethernet Users' Group, known as EDGE, for close to 3 years, first as a Xerox manager, and more recently as an independent meeting planner. Mathews, who was on the program at MIMUG's first national meeting last July, hopes to hold a national meeting annually, to give micro/meetings

people from across the country and Canada an opportunity to get together.

1985 individual membership in MIMUG is \$50/year, to offset administration costs such as mailings and phone calls.

To indicate interest in participating on MIMUG's steering committee, or for further information, write Judith E. Mathews, Meeting Tech, P.O. Box 59162, Dallas, TX 75229.

DALLAS' OWN CRYSTAL PALACE TO BE SITE OF MARCH MEETING

The March 28, 1985, MPI luncheon and chapter meeting will be at the Infomart, the new computer industry facility on Stemmons at Oak Lawn.

The Infomart was designed as a twentieth century replica of the Crystal Palace built as a showcase for the industrial revolution in mid-nineteenth century England. The new Infomart houses both permanent showrooms and temporary show space for the computer industry. The facility was dedicated in January 1985.

The March luncheon will be a progressive luncheon, moving the members through the meeting space, trade show space, resource center, and tenant floors. Members will be requested to arrive as close to 11:30 as possible to facilitate the logistics. Watch for more information in the March newsletter.

PRIZES FOR MEMBERSHIP CAMPAIGN STILL AVAILABLE

Winners of prizes at the January meeting included Patty Parker, who won 2 nights at The Mansion, and Penny Yost who won tickets to the Ft. Worth Fat Stock Show.

Prizes and donors are:

- wine and cordial glasses from Air Canada
- complimentary golf for 2 at Bear Creek Golf Resort, courtesy of the Amfac
- albums & cassettes from BDR Entertainment
- "Canada, A Landscape Portrait" book from the Canadian Consulate General
- dinner and show for two in the Venetian Room, courtesy of the Fairmont

- dinner for 2 at Spinnaker Seafood Restaurant, courtesy of the Lincoln Hotel
- from the Fort Worth Convention & Visitors Bureau, dinner for 2 at Joe T. Garcias, 2 tickets to the Omni Theater's presentation "To Fly," and 2 box seat tickets for the Southwest Fat Stock Show and Rodeo, including a barbecue dinner at the Backstage Club
- dinner for 2 at T'Quilas Restaurant, courtesy of the Fort Worth Hilton
- from Lady Love Cosmetics, 2 Lady Love Bath Paks, 2 Kosmeo Gift Paks, and a Mr. Love Hair Pak, Cologne and After Shave
- complimentary suite for 2 for 2 weekend nights at the Marriott Park Central
- dinner for 2 at the Cafe Royal, courtesy of the Plaza of the Americas
- glassware from Specialty Advertising Association
- a goodie basket from Special Arrangements, Inc.
- a copy of the new 4th edition of the "American Heart Association Cookbook".
- tote bags from the Society of Petroleum Engineers
- an evening for 4 at the Westfork Ranch.
- Two nights at The Mansion

The grand prizes will be awarded in July. They include:

- Roundtrip coach fare to Phoenix, plus 3 nights at the Loews Paradise Valley Resort in Scottsdale, courtesy of the Loews Hotels and Delta Airlines;
- Roundtrip coach fare to Tampa, plus 5 days and 4 nights of golf or tennis at Saddlebrook, courtesy of Eastern Airlines and the George Graves Group.

These two trips will be awarded by drawing from the hat which will include the names of all new members and their sponsors over the entire year.

- Roundtrip coach fare for 2 to Paris or Frankfurt, courtesy of American Airlines.

This prize will be awarded to the member who has recruited the most new members over the year.

Our appreciation goes to all of these sponsors for their support and contributions.



NEW MEMBERS COME FROM ALL BACKGROUNDS

by Janet Loveless

From time to time this newsletter will feature new members in an effort to give other members a picture of the membership and to introduce the new member. This month's featured member is Cordella Wong, Assistant Meeting Manager at the Society of Petroleum Engineers.

Cordella Wong, a member of MPI since last fall, became associated with the Society of Petroleum Engineers in 1982 at the annual meeting in Baychieng, China. SPE needed someone to assist in planning the meeting for 100,000 delegates that spoke the language. In April of that year she came back to the United States (Dallas). In 1983 she joined the Program Department of Offshore Technology Conference (OTC). Recently when Connie Gray was promoted to Meeting Manager for SPE/OTC, Cordella was promoted to Assistant Meeting Manager.

Cordella is responsible for small regional meetings and topical seminars. She also assists Connie Gray with the annual meeting for SPE and OTC. The most challenging part of her job is dealing with the individual needs of the members and the chairmen of the committees, since her job is to service their members with information on the industry.

Cordella became a member of DFW/MPI just before the December meeting at the Registry. She joined MPI because she wanted to become a professional meeting planner and the MPI certification program interested her, plus the chance to discuss problems with her peers in the industry as she did at the Professional Education Conference in Houston.

AROUND TOWN

by David Geesler

Scott Cannon has come from the west coast to join the Loews Anatole as Sales Manager.

Jim Palmer, a former familiar face, has joined United Exposition as Assistant General Manager.

Lisa Russell has transferred from the Dallas Hilton to be Sales Manager for Dallas corporate sales and national sales at the Hyatt Regency Dallas.

The Dallas Convention and Visitors Bureau has two new sales managers: Linda Lehmann and Pat McCain. Both are native Texans who are returning from Washington D.C., and Boston respectively.

Henry Newsome has been appointed Director of Marketing at the Adolphus, coming to Dallas from the Opryland Hotel.

The Hotel Crescent Court, rising out of the ground near downtown, Dallas has appointed Susan Wilkerson Director of Sales. She comes to Dallas from the Sutin Convention and Visitors Bureau.

Columnist's Note: This column needs

more input from the planner members of the Chapter. Call David Geesler at 741-1463 with information.

MEMBERSHIP COMMITTEE WORKING ON NEW ROSTER

In order to have an updated and accurate record of the chapter membership, Lynette Owens and the membership committee are polling the membership. Please see the canary insert in this issue of the newsletter.

Note that in order to receive the new membership roster, a member must verify the accuracy of his/her listing and return the verification to the committee. Forms are due back to Lynette by March 31, or they may be turned in at the February or March chapter meetings.



WE NEED LEADERS!

The nominating committee is currently seeking members who are interested in serving on the 1985/86 DFW Chapter Board. Positions and qualifications are as follows:

1. All positions must be held by members in good standing.
2. The ratio of planners to suppliers must be no less than 50% planners.
3. Officers — may not serve two consecutive terms in the same position; it is desirable, but not required, that an officer has previously served as a board of director.
4. Board — may not serve more than three years consecutively.
5. No two members of the same company or organization may serve concurrently on the board.

Nominations will be made for the following positions:

- President
- Vice President - Membership Involvement

- Vice President - Programming/Education
- Vice President - Finance
- Vice President - Administration
- Vice President - Public Relations

We must also elect a planner member to replace Marilyn McGuire on the International Board of MPI, whose two year term expires this year. Qualifications for this position are:

1. Must have been a member in good standing of MPI for three consecutive years.
2. Must have served one year as a chapter officer or board director.

Elections will be held in April; please contact the chairman of the nominating committee NOW if you would like to submit a candidate for consideration (including yourself!):

Jerry Swiggart
United Fidelity Life Insurance
P.O. Box 1778
Ft. Worth, Texas 76101
817/390-1773
Metro #: 429-3803

Dallas/Ft. Worth Chapter MPI
 c/o Society of Petroleum Engineers
 P.O. Box 833836
 Richardson, Texas 75083-3836

CALENDAR UPDATE

January 24, 1985

Dinner
 D/FW Chapter Meeting
 The Mansion

February 13-14, 1985

MPI International
 "Meeting Management
 Skills" Seminar
 Loews Anatole

February 28, 1985

D/FW Chapter Meeting
 Society of Petroleum Engineers

March 28, 1985

Luncheon
 D/FW Chapter Meeting
 Infomart

April 25, 1985

Luncheon
 D/FW Chapter Meeting
 Plaza of the Americas

May 23, 1985

Luncheon
 D/FW Chapter Meeting
 Amfac Hotel

June 6-9, 1985

Annual Conference
 Chicago

June 27, 1985

D/FW Chapter Meeting
 Circle R Ranch

July 25, 1985

Dinner-Installation
 D/FW Chapter Meeting
 Fairmont Hotel

September 26, 1985

Luncheon
 D/FW Chapter Meeting
 Anatole Hotel

December 8-11, 1985

Professional Education Conference
 Phoenix

June 15-18, 1986

Annual Conference
 Boston

December 7-10, 1986

Professional Education Conference
 San Diego

June 7-10, 1987

Annual Conference
 Winnipeg, Manitoba

December 6-9, 1987

Professional Education Conference
 Miami

June 19-22, 1988

Annual Conference
 Seattle

December 4-7, 1988

Professional Education Conference
 Nashville

OFFICERS

President

Ellen Beckert 688-1474

Vice President Membership

Lynette Owens 458-2021

Vice President Programming-Education

LaTrelle Smart 368-5212

Vice President Administration

Teri Dres 681-5994

Vice President Finance

Connie Gray 669-3377

Vice President Public Relations

Penny Yost 750-5388

Directors

Joan Fleming 688-6217

Pat Smith (817) 336-8791

Brian Hile 748-5454

Judith Mathews 689-6392

Jerry Swiggart 390-1173

International Directors

Marilyn McGuire 980-5111

Sally Gibbons 748-1200

International Officers

Charlotte St. Martin 750-5388

Steve Powell 748-1200

MPI/DFW Current

Penny Yost 750-5388

Committee Chairperson —

American Heart Association

7320 Greenville Avenue

Dallas, TX 75231