

MPI CURRENT

Dallas/Fort Worth Chapter of Meeting Planners International

May 1985

Thoughts From The President

by Ellen Beckert

One of MPI's priorities this year has been to improve communications between local chapters and International. Our DFW Chapter Board of Directors has recently had several opportunities to meet and share ideas with both the International staff and with the International Executive Committee.

Mary Hammond joined the International staff last fall as Manager of Chapter Relations. Since that time, she has made a point to visit and meet with all local chapter boards, "subjected" herself to our vocal board members here in February. Mary has proven to be committed to resolving past problems we have had, and has also developed some new programs to make our local chapter board more efficient. One example of her efforts was an in-depth survey of all chapter boards to determine where they needed help in running their local chapters. This survey identified priority needs for more support in programming development, chapter leader orientation and training in association management skills, and membership development.

Through Mary's efforts to improve support of local chapter boards in these areas, we are hopeful that we can provide you with a more efficient operation. We commend Mary for her work thus far and look forward to even better communications and support from headquarters in the future.

The outgoing and incoming Executive Committees also came to Dallas in April to meet for three days. With the assistance of the Loews Anatole, our local chapter Board was able to host a lunch for the Executive Committee. As you may be aware, Dallas is one of the primary sites being considered for the relocation of MPI Headquarters, so it was a good opportunity for our local people to meet and get to know the Executive Committee. The final announcement on the relocation site will be made at the annual meeting in June - we hope Dallas is the "winner", but in any event, your board is making positive efforts to make our local voice heard at International!



Certification To Be Topic At May Meeting

Don Vaughn, Executive Vice President of The Freeman Companies, will be the speaker at the D/FW Chapter meeting on May 14 at the D/FW Amfac. The meeting will begin with an optional site inspection at 11:00, cocktails at 11:30 and lunch and program from 12:00 to 1:30. The annual election of officers will precede the program (see related story).

The meeting announcement and reservations form was mailed separately this month, and reservations were due on May 10.

The meetings and conventions industry has been awaiting the inauguration of the C.M.P. program (Certified Meeting Planner) for some time. As newly elected Chairman of the Convention Liason Council, Mr. Vaughn has been instrumental in the creation of this certification program. The Convention Liason Council is an organization which represents the entire meetings industry through its more than 20 member organizations (such as MPI, ASAE, NAEM, PCMA, etc.)

Mr. Vaughn was also instrumental in founding the Trade Show Bureau, an organization that brings together all the facets of the trade show industry. His many years of experience with Freeman and his wide experience in the meetings and convention industry ensure that he brings a uniquely qualified perspective to the topic of professional certification.

Election Of Officers To Be Held May 14

The May meeting will require a quorum of MPI members in good standing in order to conduct the annual election of chapter officers. Pages 2 and 3 of this issue contain the photographs of the slate of nominees presented to the membership by the nominating committee.

Not pictured, but also standing for election as Directors on the Board are the following slate of members from whom the membership will elect 3 planners and 1 supplier:

SUPPLIERS

- Patty Watson-Covert-Magic by Personal Tour
- Jeff Fuller-Dallas Marriott Sales
- Leslie Black-Sheraton Park Central

PLANNERS

- Linda Hill-Meeting Management Associates
- Betty Thomas-Mary Kay Cosmetics
- Norb Dettmann-National Conference of Christians & Jews
- John Kratzat-University Computing Company
- Leslie Raddock-K-Mart Insurance Services

Members will receive ballots at the Amfac when they register for the meeting.

Special Drawing For Those Attending May Meeting

A special drawing will be conducted at the May meeting. The prize, donated by Richard Man, is accommodations for two at the San Diego Intercontinental Hotel and air transportation by American Airlines. Unlike the membership contest, drawings held monthly, this drawing will be for all members in good standing. Members must be present to win.



Latrelle Smart President

Currently Director of Sales at the Fort Worth Hilton, Latrelle was previously Director of National Accounts for Ramada Worldwide Sales, and has also had experience at Walt Disney Productions and the Americana. A member of MPI since 1981, she was a Board Director 1982-83, Vice President of Administration 1983-84 and Vice President of Programming 1984-85. She also serves as Treasurer of the Fort Worth Sales and Marketing Executives and was named one of the Outstanding Young Women in America in 1982.



Lynette Owens VP Membership

Lynette is Director of Sales for the George Graves Group, a west coast based hotel representation firm providing marketing and sales support services for a small group of premier hotels & resorts. Lynette was formerly with the Walt Disney World Sales Division in Lake Buena Vista, Florida, (which is her hometown), for 14 years. She has held positions such as Banquet Sales, Convention Coordination and Services to International Sales with the Disney organization. Lynette was active in the Southern California Chapter of MPI and assumed the duties of Vice President Membership for the D/FW Chapter mid-way through the current 1984-85 year.



Judith E. Mathews VP Programming

Judith is President of Meeting Tech, and currently serves on the Executive Board of the D/FW MPI. She has been an invited speaker at Meeting World International, and is a founding member of the Independent Meeting Planners Club. She is a three year member of the national Education Committee of MPI. Other active memberships include the American Society of Association Executives (ASAE), and the Society of Corporate Meeting Planners (SCMP). She has produced conferences and events in Europe which included ambassadorial-level functions, and has worked locally with Dallas real estate developers. Meeting Tech has produced events at the recently opened Infomart in Dallas.

Prizes Still Remain For Membership Campaign

Winners of prizes at the April meeting included Latrelle Smart who won the BDR tapes and records and David Storm who won the dinner at the Cafe Royal. Members no longer must be present to win, and there are a number of prizes yet to be awarded.

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
- 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
- a Sony Walkman from AVW and The Freeman Companies.

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 drawings 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.



Pat Smith VP Administration

Pat Smith joined DFW/MPI in 1981. She served on Program Committee for 1983 and 84, and served on the Board of Directors in 1985. Recently Director of Conventions at the Fort Worth Convention and Visitors Bureau, she is now Vice President, Trade Shows and Conventions for the Dallas Market Center. Pat is active in TSAE and many other industry associations. She is currently preparing the chapter's entry in the Chapter of the Year contest for MPI.



Connie Gray VP Finance

Connie Gray is the Meeting Manager for the Society of Petroleum Engineers. Connie has been with the Society for five years and was recently promoted to her present position last August.

She is responsible for the SPE Annual Technical Conference and Exhibition, the Offshore Technology Conference and several regional meetings as well as their Board of Directors meetings.

Connie has been an active member of MPI since 1982 serving on both the Public Relations Committee and the Program Committee. She was elected to the Board of Directors in 1984 and assumed the position of Vice President of Finance when that position was vacated last fall.



Janet Loveless VP Public Relations

Janet became a member of MPI in 1983, and has served on the staff of the MPI/DFW Current this past year. She is also active in TSAE, ASAE, TACVB and ASTD.

As Convention Coordinator for the Irving Convention and Visitors Bureau for more than 3 years, her duties included research, i.e., convention and meeting development through available data, coordinating the convention service program, and interfacing with the Irving hotel industry sales departments. She also participates in the planning and execution of convention related familiarization tours and other Bureau promotions.

Around Town

by David Gisler

- Ben Yeakley, Director of Sales for the San Antonio Hyatt, died suddenly the week of April 22. As an active member of MPI, Ben was known to many Texas chapter members and he will be missed greatly.
- Ann Britt Grayson has rejoined Freeman Decorating as National Sales Manager in Dallas, after having been with Freeman in Houston. Steve Wilkening has been promoted to National Sales Director at Freeman.
- Robert Harvin has moved from Director of Tour and Travel at the Anatole to Sales Manager at The Crescent.
- Joanne Nichols is now in Dallas as Director of Sales at the Executive Inn on Mockingbird.
- Phyllis Ray is a new Sales Manager at

the Hilton Inn on LBJ.

- Linda Lehmann left the Dallas Convention & Visitors Bureau to go to The Mansion as Sales Manager.
- Chuck Berkheimer has decided to remain at the Dallas Convention and Visitors Bureau as Sales Manager.
- Nancy Roach has returned to Dallas area as the Director of Sales at the Arlington Hilton.

New Badges Debuted In April

Thanks to the efforts of Marsha Foltz and Ron Trammel at Mary Kay Cosmetics, as well as Ed Howard, Independent Agent for the Printing and Graphic Industry, the D/FW Chapter members wore newly produced name tags in new and permanent badge holders at the last meeting. We appreciate the time and effort that went into this project.

Position wanted. Meeting planner with 2 years experience planning meetings for 20 to 800 people. Detail oriented. Please call Karen Gray at 214-343-6183 (evenings).

HYATT REGENCY  DALLAS

Don't you **WISH**
YOU WERE
HERESM

Dallas Fort Worth Chapter of MPI
P.O. Box 47974
Dallas, TX 75247

CALENDAR UPDATE

May 14, 1985 Luncheon D/FW Chapter Meeting Amfac Hotel	December 8-11, 1985 Professional Education Conference Phoenix
June 6-9, 1985 Annual Conference Chicago	June 15-18, 1986 Annual Conference Boston
June 27, 1985 Installation D/FW Chapter Meeting Circle R Ranch	December 7-10, 1986 Professional Education Conference San Diego
July 25, 1985 D/FW Chapter Meeting Fairmont Hotel	June 7-10, 1987 Annual Conference Winnipeg, Manitoba
August 8-11, 1985 Texas Chapters of MPI Retreat Hersey Hotel Corpus Christi	December 6-9, 1987 Professional Education Conference Miami
September 26, 1985 Luncheon D/FW Chapter Meeting Anatole Hotel	June 19-22, 1988 Annual Conference Seattle
	December 4-7, 1988 Professional Education Conference Nashville

OFFICERS

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Ellen Beckert	688-1474
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Lynette Owens	458-2021
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LaTrelle Smart	(817) 335-7000
Vice President Administration	
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Vice President Finance	
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Jerry Swiggart	390-1173
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Marilyn McGuire	980-5111
Sally Gibbons	748-1200
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Charlotte St. Martin	750-5388
Steve Powell	748-1200
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