

President's Message

by LaTrelle Smart

It is hard to believe that it's already July. Seems like last week the Board was in Corpus Christi at the Chapter Managers seminar formulating goals for 1985-86. Goals which included:

1) Quality education; 2) Increase and retention of membership; 3) Response to International on a timely basis, i.e., minutes, tax and financial reports; 4) Production of a monthly newsletter on a timely basis; 5) Develop and maintain a budget. In addition to these goals I set a personal goal to get some of the older members involved once again and the total membership working in the day to day activities. The time has come to say, "How did we do?"

In September the Board was placed on a zero budget after our first official Board Meeting in August and an appeal was made to the general membership for their help until our "shortage of funds" was clarified. Little did we expect to find the problems we uncovered. For all those members who responded to my plea (and they were numerous) this Board owes you a great deal of gratitude. I tried to recognize everyone throughout the year and hope I didn't miss anyone. We never went into the RED thanks to **Patty Watson-Covert** for working her special kind of MAGIC in putting the Christmas fund raiser together and to the entire membership in selling all those tickets! Although the situation was not pleasant, it forced us to take a long look at ourselves and some of our old procedures. It also pulled this local chapter together in a joint effort to survive. In the long run we also helped all of the other Chapters who are now going back (after the Annual Conference) to see how their books are set up. A personal thanks to **Ellen Beckert** for the moral support and guidance. A big thanks to **Betty Thomas** for getting our books back on track in some very adverse conditions and to **Pat Smith** for filing and documenting all our meetings. I am happy to report we are firmly on the financial road of recovery (Please see the Treasurer's report.)

Lynette and **Byrne Owens** brought us into the computer age by totally automating our name tags and membership directory. Through our membership drive we increased our membership by 144, reaching our membership goal of 300. **Jeff Fuller** worked on our new member receptions and the membership committee with **Lynette**. Our average monthly meeting attendance increased from 125 people to 150 people due to the Program Committee's outstanding educational opportunities under the direction

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Puttin' On The Glitz

by Nancy Kirk

"How To Arrange Special Events" was the program theme for the June MPI D/FW Chapter Meeting. The meeting itself became a "special event" with the setting at the Brookhaven Country Club, the white stretch limo in front, red carpet, balloons, top hats, mimes and clowns, and live music. The program was presented by a panel consisting of **Jan Holm** of Club Corp. of America, **Judy Thee** of Ray Bloch Productions, **Ellen Beckert** of Freeman Companies, and **Judith Houghton** of Dr. Pepper Company.

Judith covered the meeting planning aspects of special events providing several good pointers such as getting on paper everything that is to be paid and by whom, and who is in charge for the different groups involved, using what services are available locally to cut costs, and to check and double check everything. **Jan Holm** covered the catering aspects of special events emphasizing the importance of all parties involved meeting before the event to coordinate plans and timing, and setting specifics of responsibilities. Also important are having the facility checked for safety, for the caterer or planner to hold the rental contract, plan menus with the caterer and chef as to what is best and safest for guests, and to be sure to have a contract for services.

Ellen Beckert covered staging and special effects giving us some tips for developing a theme. Look at the facility and work with them, bring all elements together (catering, etc.), visit the staging company's warehouse to possibly use what they already have to cut costs, consider what events take place before and after, and let the guests become a part of the theme. Finally, don't try to be too original or do too much, and be careful about liabilities. **Judy Thee** closed the program with the entertainment aspects. **Judy** also emphasized the importance of communicating with all parties concerned. Match entertainment with the event's setting, theme and purpose, as well as demographics and what is expected. Determine who is responsible for costs and expenses and what these are. The planner should also obtain certificates of insurance from all suppliers to verify adequate coverage.

Pat Smith did an outstanding job in planning and arranging our special event. Special thanks go to Brookhaven Country Club and Club Corp. of America for the beautiful setting, Ray Bloch Productions for the entertainment, and Freeman Companies for the staging and decorations.

The membership prize this month went to **Ellen Beckert** from Sunbelt Motivation, a beautiful set of luggage.

Thank you..LaTrelle

by Lynette Owens

Due to the fact that this administrative year is quickly drawing to a close, I felt as though a big THANK YOU was in order!!

As most of you know, this has been a very unusual year for our MPI chapter here in Dallas/Fort Worth. We have been through some of the hardest times in recent memory - primarily in our financial area. That's the bad news...the good news though, that due to the leadership of **LaTrelle Smart**, we are on our way back to being the strong, dynamic chapter we were several years ago.

As we reflect back on 1985-86 please join me in saying, "JOB WELL DONE, **LATRELLE**, and thank you for your leadership, commitment, dedication and just plain hard work!!!"

We all sincerely appreciate you."



Photos by Sloan Photography

Not Me!

by Linda Hill

I want to thank **Nancy Kirk** for the article that she wrote regarding the May 22 meeting. Unfortunately, the printer did not remove my name from the negative that they had shot for the preceding issue. Not only does **Nancy** not get credit for writing the article, but it looks like I broke my arm patting myself on the back. Actually, I was pleased that the meeting was so successful and I only sprained my wrist.



Special Thanks...

to **Judy Strain** of **Judy & Company** for getting the clocks for Planner and Supplier of the Year Awards.

Treasurer's Report

MPI/DFW CHAPTER

As of June 23, 1986

Balance Brought Forward	\$ 3,721.27
Income:	
No Show	\$ 306.00
MPI Headquarter Dues (April)	1,050.00
MPI Headquarter Dues (May)	425.00
Partial Reimbursement from Connie Gray	500.00
May Receipts	2,267.00
Total Income	\$ 4,548.00
Expenses:	
Ck. #	
1034 Bratton Bus. Reports	273.04
1035 Dallas County Dental Society - postage	68.34
1036 Ye Ole Print Shoppe	639.94
1037 Las Colinas Inn and Conference Cntr.	2,058.00
1038 Summit Hotel (May Program)	1,524.00
1039 Raleigh Host Lions Club - Blind Fund	25.00
1040 Della Bolton	100.00
1041 Betty Thomas - 100 post cards - no show	14.00
Total Expenses	\$ 4,702.32
Check Book Balance	\$ 3,566.95

President's Message

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of Judith Mathews. Janet Loveless got our newsletter out every month and on time even when some of us delayed her with our articles.

Norb Dettman single handedly amended our ByLaws -- not an easy task even for a Ph.D.. Linda Hill was the Program Chair for the May meeting which received very high marks from the membership and her experience with Association Management was very valuable.

In retrospect, I think this year turned out pretty good. Of course when you look at the reason for the success you realize it was YOU the MEMBERSHIP who did the most -- and come to think of it -- that's the way it should be. Thanks for allowing this Board to be the instrument by which our Chapter will continue to grow and CONGRATULATIONS on a job well done. I personally look forward to sitting on the Board next year and your elected officers can't wait to take over. Be sure to join us for the Installation of the 1986-87 Officers at TEXAS STADIUM on July 22, that is a TUESDAY.

Meeting News

ANNOUNCING

**TEXAS MPI RETREAT II
WYNDHAM HOTEL, N.W.
AUSTIN, TEXAS**

AUGUST 21 - 23, 1986

**TEXAS STATE CONFERENCE
MEETING PLANNERS INTERNATIONAL**

TRI-CHAPTER PARTICIPATION

**AUSTIN/SAN ANTONIO, TEXAS HILL
COUNTRY CHAPTER**

DALLAS/FORT WORTH CHAPTER

HOUSTON AREA CHAPTER



Photos by Sloan Photography

Around Town

Lynette Owens, Director of Sales, Southern Region of the George Graves Group, just wanted to let everyone know of the relocation of the headquarters of the Graves Group and George to Dallas ... 1404 Walnut Hill Lane, Suite 114, Irving Texas 75038, effective July 7, 1986.

This move will allow the Graves Group to provide better service to the meeting industry. This centralized location will enhance the overall effectiveness of their operation.

We look forward to welcoming George to the Dallas/Fort Worth chapter of MPI.

MARY KAY COSMETICS...

Mary Kay Cosmetics, Inc. cordially invites you to attend the Seminar

'86 "Starting Here! Starting Now!"

July 24, 1986

8:00 am-noon	Opening General Assembly (DCC Arena)
1:45 pm-3:15 pm	Special Classes
3:30 pm-5:00 pm	Product Knowledge Class (DCC Arena)

July 25, 1986

8:30 am-10:00 am	Skin Care Class (DCC Arena)
10:15 am-4:30 pm	Classes
7:00 pm-11:00 pm	Awards Night (DCC Arena)

July 26, 1986

9:00 am-1:00 pm	General Assembly (DCC Arena)
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If you wish to attend you will need to pick up your badge at the Registration Area located outside the Main Entrance of the Dallas Convention Center at Ceremonial Drive.

ACCESS

A new department with one manager to handle all details of your meeting.

For More Information Call

214/748-1200

Ask For Access



**LOEWS ANATOLE
HOTEL**

2201 Stemmons Frwy., Dallas, TX 75207

Dallas/Ft. Worth Chapter MPI 1986 - 1987 Officers



*Lynette Owens
The George Graves Group
President*



*Linda Hill
Meeting Management
Associates
Vice President
Administration*



*Norb Dettman
Vice President
Membership*



*Betty Thomas
Mary Kay Cosmetics
Vice-President
Programming*



*Pat Smith
Infomart
Vice-President
Public Relations*



*Janet Loveless
CMSI
Vice President
Finance*



*Mary Cowart
UCCEL
Board Member*



*Jeff Fuller
Pratt Hotel Corporation
Board Member*



*Judy Houghton
Dr. Pepper Company
Board Member*



*Michele Sanseverino
Mandalay Four Seasons
Board Member*



*Ed Vant, Jr.
Celanese Chemical
Company, Inc.
Board Member*



*Laura Yarbrough
EDS Corporation
Board Member*



*Ellen Beckert
Freeman Companies
International Director
Supplier*



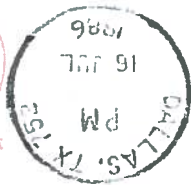
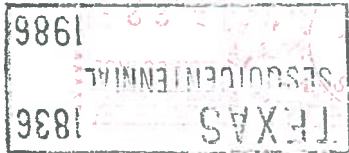
*Greg Elam
Great American
Reserve Insurance
International Director
Planner*



*LaTrelle Smart
GreenLeaf Hotel
Past President*



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



CALENDAR UPDATE

July 22, 1986
Dinner
Installation of New Officers
Texas Stadium

August 1986
No Meeting

September 25, 1986
Airlines
Dallas Communication Center

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, Manitoba

December 6 - 9, 1988
Professional Education Conference
Nashville

OFFICERS

President
LaTrelle Smart(214) 421-1083

Vice President Membership
Lynette Owens.....458-2021

Vice President
Judith Mathews358-3395

Vice President Administration
Pat Smith.....746-3579

Vice President Finance
Betty Thomas630-8787

Vice President Public Relations
Janet Loveless.....986-8788

Board of Directors
Norbert Dettmann.....242-0827
Jeff Fuller386-9777
Linda Hill386-9403
Ed Vant689-4813

International Directors
Sally Gibbons - Supplier748-1200
Greg Elam - Planner953-7285

Immediate Past President
Ellen Beckert638-6450

Chapter Secretary
Della Bolton689-4775

MPI/DFW Current
Janet Loveless.....986-8788
2737 W. Shady Grove
Irving, Texas 75060



CHAPTER MEETING

- DATE:** Tuesday, July 22, 1986
- PLACE:** Texas Stadium
- TIME:** 6:30 P.M. Site Inspection (Optional) tours available
6:30 P.M. Registration in Coach's Locker Room
Cocktails in Dallas Cowboy Locker Room
7:15 P.M. Dinner in Texas Stadium Club
Program
Adjourn
- PROGRAM:** Installation of '86 - '87 Officers
Appreciation Awards
- DIRECTIONS:** (See Map) from downtown take 183, exit Loop 12 North to Gate 1 Entrance. Go to Administration & Press Entrance between Gates 1-10. You will be directed from there.
- PARKING** (See Map) Lots A & K between gates 1 - 10
- MEETING COST:** Advance Reservations \$22.00
Late Reservations and Walk-Ins \$27.00
(Space Available only)

**ADVANCE RESERVATIONS MUST BE MADE BY NOON FRIDAY JULY 18, 1986
NO SHOWS WILL BE CHARGED**

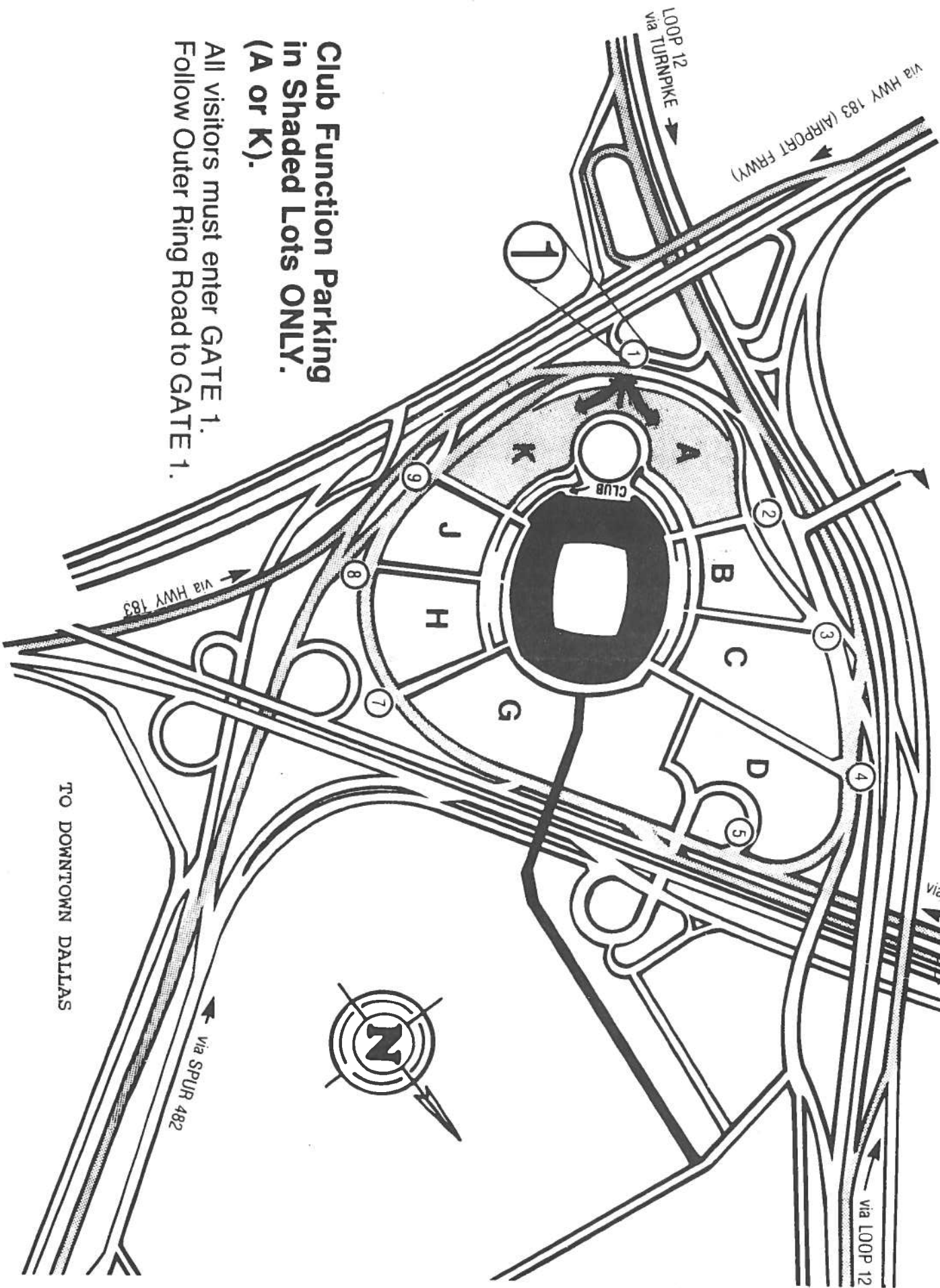
For Phone Reservations Call: Della Bolton, MPI Secretary
Between 8:00 AM - 4:00 PM
(214) 689-4775

RESERVATION AND ATTENDANCE POLICY

- Advance reservations must be received by cut-off date; late reservations and walk-ins will be accepted on a SPACE AVAILABLE BASIS ONLY.
- CANCELLATIONS must also be received by the cut-off date - NO SHOWS WILL BE BILLED!
- Guests are limited to attending two meetings per chapter year before membership is required to attend future meetings. (spouses not included)

TO IRVING
SO AIRPORT ENTRANCE

TO LAS COLINAS
NO AIRPORT ENTRANCE



**Club Function Parking
in Shaded Lots ONLY.
(A or K).**

All visitors must enter GATE 1.
Follow Outer Ring Road to GATE 1.

TO DOWNTOWN DALLAS