



CURRENT

Meeting Planners International—Dallas Fort Worth Chapter

March 1986

President's Message

by LaTrelle Smart



It is Friday, February 21st and Della just called to say our monthly meeting at the Crescent Court on February 27 is SOLD OUT at 150 people. That's great news except I know there is going to be some members who will not be able to attend because they waited to RSVP. I can hear it now,

"Why would we book a hotel or site that can only accommodate 150 people?" We feel it is part of the education process to be familiar with all new properties that your company might consider in the future for a meeting. When the Program Committee puts together a program, the site selection is based on (1) is the property under consideration a member of MPI in good standing and (2) can the property handle 125 people for lunch or dinner. The 125 is the maximum number we anticipate based on past history. (The only time we expect 150 people is at the Christmas party). If you waited till Monday to RSVP, I am sorry if you were unable to attend the meeting. It is very seldom we have limited seating and when we do we will always notify you at the preceding month's meeting in addition to the monthly meeting notice. To insure your reservation, next time you receive your meeting notice, fill out the reservation form and mail it back immediately. We don't want to have to turn anyone away.

We had several changes take place since our last newsletter. Jerry Swiggart, our Planner Director to the International Board, accepted a new position with American Express Group Travel. He changes hats from Planner member to Supplier member. In doing so, Jerry has resigned his position as International Director. Jerry we really appreciate your hard work in representing the DFW Chapter on the International level. Jerry did such a good job, the Board has given him a new assignment. Captain of Team Texas for Super Sports in Boston at the Annual Meeting. If you plan to attend the meeting in Boston, June 15-18, 1986 and want to participate in Super Sports, please give Jerry a call and get your name on the team roster. We hope to redeem our Number One status. The Board elected Greg Elam of Great American Reserve Insurance to serve the remaining year and a half of Jerry's term. Thank you Greg for accepting the position!

(Continued on page 2)

Attention!!!

Have you looked at your label lately? Is it correct? Is it the way you would like it to read? If not . . . we would like to get it corrected as we will soon be generating our name tags from this information. Please call, write or otherwise communicate your changes to Lynette Owens, V.P. Membership. She will have the "right stuff" entered immediately.

As a reminder, the Dallas-Ft. Worth Chapter has completed computerizing the member roster. We now provide up-to-the-minute accuracy of membership in the chapter! You or your company can do mailings to the membership by category (i.e. planners only), by individual town or zip code, or by certain names, etc. To get additional information regarding this service, please call 214/458-2021.

The March Meeting

As requested in the MPI/DFW Survey last autumn, a program on "Effective Communications and the Meeting Planner" has been planned for the March meeting at the Wyndham.

Have you ever felt like you were talking to a wall? Ever had your exciting, innovative idea squelched before it was given proper consideration? If there were a way that you could make yourself better understood by others - would you want to know about it? MPI/DFW will have a presentation and discussion on how to communicate effectively with others. How to sell yourself! This will be an excellent opportunity to learn how to get your point across to others and how to be more effective in expressing yourself.

The March meeting will feature the newly completed Ellipse Ballroom at the Wyndham Hotel. The staff is proud of this lovely addition to the hotel and look forward to showing it off to us. Registration and optional site inspections begin at 11:30 a.m. and lunch will begin promptly at 12 noon.

Do join us for this exciting opportunity to take advantage of some well tested and proven theories on communication from Mary Beth May, a professional from Dale Carnegie, "Effective Communications for the Meeting Planner", March 27, 1986.

BOSTON! EXCELLENCE! M.P.I. JUNE!!

The 14th Annual Conference of M.P.I. is already proving to be setting records in attendance, program content, exciting events, and enthusiasm throughout the New England area. Joe Matori, General Conference Chairman and Alumni Relations Manager for the Massachusetts Institute of Technology, was recently in Dallas and shared many of the plans with me . . . "Super Sports" will kick-off the conference on the beautiful properties of M.I.T. with an authentic Boston clambake following. An added surprise for the evening is a special fireworks display over the Charles River. Joe does not know, but the Texas Team has fireworks of our own!

Then down to business with Senator Kennedy and other political and industry leaders forecasting the future of our ever changing business. Workshops and networking opportunities abound throughout the conference. Very special surprises are planned that Joe would not divulge to me.

The social activities are creative and fun with a "Taste of Boston" planned for Monday evening in the Quincey Hall area with dine-a-rounds in North End. This is not a night to start a diet. Tuesday's formal banquet will be the gala affair in honor of Chapter award winners. The award programming is spectacular, but two orchestras make me think to pack my dancing shoes.

Pre and post activities are also being planned for the city and entire New England area. Make your commitment now for M.P.I. Boston June 15-18, 1986 and share in "Excellence through Commitment". It will be my seventh Annual Meeting, and I wouldn't miss the opportunity of this professionally educational time with 1200 industry friends from across the country!


Sally Gibbons, Loews Anatole Hotel



The Hilton Host Program In Dallas/Ft. Worth

The Hilton Host Program is alive and well in the DFW area. As you may have read in the January issue of MPI's magazine, "The Meeting Manager" there is an on-going program sponsored by Hilton Hotels of introducing meeting planners to the inner workings of a hotel and the people who work there. This planner has had the opportunity of spending three fascinating days at the Dallas Hilton, downtown. The training program has been very professionally designed by Hilton Corporate: the training manual and collateral materials are extremely useful. The quality of the delivered program depends on the staff at the property. The Director of Sales, Jude Hettick, did an excellent job of designing a full and demanding series of interviews with the heads of departments. Even though there was a full house every day, the staff were thorough and patient when explaining their function and responsibilities. Every department revealed their "back of the house" insights and knowledge with no holds barred. At no time were certain topics out of bounds, no limit was placed on questions or requests for detailed information. The departments covered included: Sales, Accounting, Maintenance, Food and Beverage (Room Service, outlet Restaurants, Banquets etc.), Reservations, Front Desk, Security, Telephone, Housekeeping, and Personnel.

The entire program was extremely useful in familiarizing the meeting planner with the systems and procedures that a hotel uses for efficiency. The time spent on site and in studying the materials was very well spent and participation in the Hilton Host Program is highly recommended. Hilton is planning to have two planners per month in 1986. For further information contact Dick Champ, Hilton Hotel, 214/747-7000.



Going to Boston?
Sign up for Super Sports.
Contact Jerry Swiggart at 387-9888

Membership Drive

The following donations have been received for the 1985/86 membership year. Some of the prizes listed have been utilized for the Raffle at our December meeting, and some have and will be given for Doorprizes.

*THE SUMMIT HOTEL
HYATT REGENCY/DALLAS
SPECIAL ARRANGEMENTS
*HOTEL CRESCENT COURT
WYNDHAM HOTEL
SOC. PETROLEUM ENGRS.
DR PEPPER
HARVEY HOTELS
PLAZA OF AMERICAS
HYATT REGENCY/FT. WORTH
*MANDALAY FOUR SEASONS
DOUBLETREE HOTEL
LADY LOVE COSMETICS
KALEIDOSCOPE TOURS
MAGIC, INC.
*GEORGE GRAVES GROUP
*SOUTHWEST AIRLINES
*SUNBELT MOTIVATION
BDR ENTERTAINMENT
MARRIOTT PARK CENTRAL
*LOEWS ANATOLE
*MANSION ON TURTLE CREEK
WESTIN GALLERIA
*FT. WORTH C/V/BUREAU

RENEE'S COSMETOLOGY CTR
*INTERCONTINENTAL HOTELS

*EASTERN AIRLINES
*METRO HOTELS, INC.
GTE DIRECTORIES

*not given away

Lunch for two in Gabriel's
Dinner for two-Antares Restaurant
Texas Goodie Basket
Weekend for two/Suite/Breakfast
One Night Weekend Pkg/Breakfast
Lead Crystal Boxes
Cross Pen/Pencil Set, Six Pack Dr. Pepper
Sunday Brunch for Four
Dinner for two-Cafe Royal
Sunday Brunch for two
Sunday Brunch for two, Four Seasons Bath Robe
Weekend Package for two
Assorted Gift Paks
Handcrafted kaleidoscope
Weekend for two - Magic Condo
Two nights Rancho Bernardo Inn - San Diego
R/T For 2 - San Diego
Pegasus Tahoe Luggage Set
Cassette tapes, records/tickets
Suite for 2 for one night/Dinner for two/Brunch for two
Sunday Brunch - Atrium
Saturday Brunch for two
Two nights/Brunch for two
Evening Extravaganza for two, Transportation/
Dinner/Ent., Hotel Accommodations
Series of Six European Skin Care Treatments
Two nights - Hilton Head Intercontinental
Hotel/Breakfast daily
Round Trip for two to Hilton Head, South Carolina
Two nights-S. Padre Hilton-w/Air
GTE Clock Radio Telephone

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DALLAS, TEXAS 75201
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Ask For Access



LOEWS ANATOLE
HOTEL

2201 Stemmons Frwy., Dallas, TX 75207

President's Message

(Continued from page 1)

By now you should have received and hopefully mailed back your vote on the ByLaws changes. Most of the changes were simply suggestions made by International to bring us in line with the International ByLaws. The other changes we proposed were: a change enabling an officer to run for a second term in the same office. Prior to the proposed change an officer could only serve one year. We felt that the change would keep some continuity in several offices. We also proposed to increase the number of Directors on the board from four to six. If you have not mailed back your vote, please do so as soon as possible. Again let me thank Norb Dettman for doing such an outstanding job on the ByLaws revision.

Suzie Oliver of the Dallas Convention & Visitors Bureau is accepting nominations for Planner and Supplier of the year. Please call Suzie if you have someone you would like to nominate.

We look forward to seeing another 150 or more members at this month's meeting at the Wyndham. Get your reservations in early!

Membership Update

by Lynette Owens

CONGRATULATIONS to LaTrelle Smart, our President, and Director of Sales at the Grenelefe Hotel.

LaTrelle was the lucky recipient of Sunday Brunch for Four at the lovely New Harvey Hotel (the location of our January meeting) through our drawing in the membership contest. Al Wiggins of Bauer A.V. won the Door Prize of a Weekend for two at the beautiful Doubletree Hotel. So, this is just another reason for you to sign up those new members . . . and attend the meetings . . . You too could get lucky!

We do wish to say once again . . . a Great Big Thank You to all of our members who have donated prizes for this membership year, not only for the membership contest, but the Christmas Raffle and the Door Prizes. I believe the incentive of prizes really works for a membership drive. We have a total of 89 new members for this chapter year to date!!! Thank you for your support and Welcome to all of our new members.

New Members For January

Marietta L. Baldwin
Wyndham Hotel Company
Paulette Good
Kaleidoscope Tours Inc.
Jeri L. Peiffer
Dean Witter Reynolds
Lois Covillo
Plaza of the Americas Hotel
Joan R. Moore
Sheraton Mockingbird West
Robert Perrault
Air Canada
Danny Esposito
Dallas Market Center
Paula A. Pedigo
Pizza Inn, Inc.
Ursula Stahlbaum
U.B.S. & Associates, Inc.

Meeting Planner Seminar

A half day seminar for the novice meeting planner will be held at the Loews Anatole Hotel Thursday, April 17, 1986. The seminar will cover hotel terminology and basic meeting planning techniques with "hands-on" activities and team workshops. Hosting the complimentary program will be the new ACCESS-Department of the Loews Anatole.

The seminar will begin at 11:30am, includes luncheon, and will end at 5:00pm with an optional reception following co-sponsored by DFW/M.P.I. for new members.

Space is limited to 30 participants. Please call Sally Gibbons, Loews Anatole Hotel, 748-1200 ext: 7220 for more information.



February MPI Meeting

The Crescent Court in all her grandeur, quiet elegance and sophisticated ambiance was the perfect setting for MPI's monthly meeting. February 27th of which the program was "Food and Beverages for Successful Meetings". The hotel presented herself with such graciousness that The Crescent Court far excelled all others even though she had to overcome some "construction" hurdles.

Excellence was the rating for the overall meeting by all of those in attendance. Even though the service appeared a bit slow at times, the atmosphere with its background piano music and elegantly prepared food far exceeded anything other than perfect.

Those members attending the seminar went away with several interesting tidbits of information. Did you know that an average bottle of wine would serve ten people? Who ever heard of a 16,000 square foot tent for a circus theme party? Joe Green, Director of Food and Beverage with the Sheraton/Park Central suggested that meeting planners should view the operational side of a hotel and see the "back of the house". Becki Murphy, President of the Wine Association of America, presented her views on the lighter beverages for meetings and conventions. Were you aware that wine consumption was at an all time high, whereas, distilled spirits seem to be losing ground? Michael Jacobsen of Cynthia Michaels Catering entertained the group with an alternative means of food presentation and theme parties. He delivered his ideas on helpful catering events.

Congratulations, Dr. Norb Dettman, for a job well done in preparing for MPI's February meeting. A BIG thanks to all who assisted Norb in rendering a most informative session at The Crescent Court.

MPI First Aid Course - February 8, 1986 Sheraton Park Central

The world is a safer place! Thanks to fourteen MPI members who spent a tough day Saturday, Feb. 8, 1986 at the Sheraton Park Central Hotel learning Red Cross First Aid. The course included urgent care (breathing, heart beat, bleeding) and went on to cover types of emergencies and how to deal with them (poisoning, burns, choking, bandaging, sun stroke, heart attack etc.). Almost every attendee had a story about being at a meeting where "something happened" that needed emergency attention and each wanted to be capable of taking care of whatever might happen unexpectedly. At the end of the day-long training an exam was given and all of the people passed with flying colors.

A great thank you is due to the Sheraton Park Central Hotel who provided complimentary meeting rooms, a-v set up, continental breakfast and soft drinks for the entire group.

MPI/DFW is planning a CPR course for later in the spring, and possibly planning a First Aid Course every six months. What do you think? Is this something that should be continued? Is your first Aid Certification up-to-date? Would you sign up for the next course? Replies to The Current.

New Member/ Potential New Member

Reception - Thursday, April 17, 1986

"What is M.P.I." will be the format for a reception held at 5:00 pm Thursday, April 17th at the Loews Anatole. It will encourage potential new members as they are greeted by the local Executive Committee to learn more about M.P.I. and the benefits of membership. It is also an excellent opportunity for the new members to meet the officers and get involved locally.

The reception is complimentary. Please call Sally Gibbons, Loews Anatole Hotel at 748-1200 ext: 7220 for more information or if there is a potential new member you wish to add to the invitation list.

WOW...WHAT A SHOW !!!

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Vice President Membership
Lynette Owens 458-2021

Vice President Programming
Judith Mathews 358-3395

Vice President Administration
Pat Smith 655-6100

Vice President Finance
Connie Gray 669-3377

Vice President Public Relations
Janet Lovelless 252-7476

Board of Directors
Norbert Detmann 242-0827
Jeff Fuller 960-1206
Linda Hill 386-9403
Betty Thomas 630-8787

International Directors
Sally Gibbons—Supplier 748-1200
Jerry Swiggart—Planner 387-9988

Immediate Past President
Ellen Becker 638-6450

Chapter Secretary
Della Bolton 689-4775

MPI/DFW Current
Janet Lovelless 252-7476

Committee Chairperson—
Irving Convention & Visitors Bureau
2121 W. Airport Freeway
Irving, TX 75062

CALENDAR UPDATE

March 27, 1986
Lunch
Communications and the
Meeting Planner
Wynham Hotel

April 22, 1986
Dinner
The Conference Center Concept
Las Colinas Inn & Conference Center

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, Manitoba

December 6-9, 1988
Professional Education Conference
Nashville

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



Meeting Planners International
14th Annual Conference
June 15-18, 1986 • Boston



CHAPTER MEETING

DATE: THURSDAY, MARCH 27, 1986

PLACE: WYNDHAM HOTEL, Stemmons (I-35) at the Wycliff Exit

TIME: 11:30 AM - 12:00 Noon REGISTRATION and optional site inspection
 12:00 Noon - Luncheon, Ellipse Ballroom, 2nd floor
 12:45 - Program
 1:30 PM Adjourn

PROGRAM: Mary Beth May, "Communications and the Meeting Planner."

MEETING COST: ADVANCE RESERVATIONS \$19.00
 LATE RESERVATIONS AND WALK INS \$24.00
 (Space available only)

**ADVANCE RESERVATIONS MUST BE MADE BY NOON, TUESDAY, MARCH 18, 1986
 NO SHOWS WILL BE CHARGED.**

PLEASE MAKE CHECKS IN ADVANCE IN THE PROPER AMOUNT TO BE RECEIVED BY THE CUT OFF DATE

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

Enclosed please find my check for \$_____, for _____ reservations for the March meeting for:

NAME _____ COMPANY _____

ADDRESS _____ CITY/STATE/ZIP _____

ADDITIONAL GUEST NAMES _____

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).

MAIL TO: MPI
 P.O. Box 47974
 Dallas, Texas 75247-0974



Meeting Planners International

Judith Mathews
214/358-3395

CPR COURSE

The most widely needed first aid skills needed by meeting planners and hotel staff on-site is that of Cardio-Pulmonary Resuscitation (CPR) and the Heimlich Maneuver for choking victims.

The DFW Chapter of MPI is offering a one morning course (9 a.m. - 12 noon) that will train you in both procedures. If you have ever been in the situation when you needed to help someone - and were not sure what to do - sign up for the peace of mind that comes with knowing exactly what to do in a medical emergency.

The DFW MPI Chapter is offering:

A ONE MORNING course to MPI members and their staffs -

CPR COURSE

Date: **Saturday, April 12, 1986**

(deadline for registration, with check, is March 27, 1986)

Location: RHD Memorial Medical Center
LBJ & Webbs Chapel Rd.

Places: 25 maximum, first paid first served

Cost: \$15 for each attendee
includes: materials, instruction, certification

Make Checks Payable To: MPI DFW Chapter

Send Payment and Registration Form To: Judith Mathews
P.O. Box 59162
Dallas, TX 75229
214/358-3395

REGISTRATION for: MPI CPR Course: April 12, 1986

Name: _____

Address: _____

Phone: (W) _____ (H) _____

Check enclosed \$15.00 payable to: MPI DFW Chapter