



CURRENT

Meeting Planners International--Dallas Fort Worth Chapter

October 1986



President's Message

by Pat Smith



Pat Smith

All of us are sorry to see Lynette Owens leave Dallas! Lynette was a strong MPI supporter from the day she joined the DFW Chapter right up to her recent election as the 1986/87 DFW Chapter President. Lynette's husband, Byrne, who is with Nissan Corporation, was recently transferred to Southern California. This relocation resulted in Lynette's resignation as President. We all wish Lynette and Byrne the very best on their new California venture and hope to see them back in Texas real soon!

This vacancy, as well as the fact that Betty Thomas has recently joined the MPI headquarter staff as their Education Manager and will not be able to continue as DFW Chapter Vice President of Programming, has resulted in several changes to the 1986/87 Board of Directors. The board has bestowed on me the honor of taking over the "helm" as President, an opportunity I'm very excited about. Bill Boyd, President of Sunbelt Motivation & Travel, will take over my vacated position as Vice President of Public Relations. Suzi Oliver, Sales Manager at the Dallas Convention & Visitors Bureau, will take over as Vice President of Programming.

The resulting 1986/87 Board of Directors has some new faces, but the same spirit and dedication to MPI as always! Our goals for the year are clear and simple. They center around you - our members! We want more members on committees (See the enclosed sign-up form)! We want strong, vibrant monthly meetings! We want good, worthwhile educational programming! We want more members! If we can achieve these goals, we will be well on the road to our year-end goal - and Lynette's goal - to be awarded the "Chapter of the Year" award at the Annual MPI Conference in Winnepeg, Manitoba, June 7-10, 1987.

With your support, we can do it! Join the MPI bandwagon now! Let's make this one of the most productive and fun-filled MPI years ever.



Doug Heath - at his desk in his new office, located on the 5th floor — INFOMART.



Doug Heath Relocates MPI to Dallas

DFW Chapter Welcomes New Friends

The MPI DFW Chapter has made some new friends! Officially, these 21 "new friends" are called Directors, Managers and staff of the newly relocated Dallas headquarters of MPI, previously headquartered in Middletown, Ohio. Unofficially, these 21 "new friends" share the same professional goals and desires as all DFW Chapter members do. They also share the same pursuit of "knowing" and understanding the Dallas/Fort Worth metropolplex area just a little bit better. The DFW Chapter heartily welcomes our new MPI friends to Texas!

Doug Heath - Executive Vice President

Doug Heath is a familiar face to many DFW Chapter members, not only in his capacity as Executive Vice President for MPI, but in his previous affiliation with the American Institute of Certified Public Accountants. "The organization is moving, along with the meeting planning profession, into a very dynamic future and we felt it was necessary that MPI be located in a community that is consistent with that image. Dallas is that community", commented Doug Heath. Doug further explained, "MPI chose Dallas from four cities; Atlanta, Chicago,

and Washington DC were also considered by the search committee. INFOMART was the only site recommended for the Dallas relocation. "The MPI staff is enthusiastic about the move to INFOMART and is looking forward to the opportunities that exist in Dallas". Doug confided.

MPI was established in 1972 in Chicago to provide professional education and to upgrade the profession's image. The organization was headquartered in Middletown, Ohio for more than a decade. "In 1972 we had 150 members and will top 8,000 members this year", Doug proudly relates. The DFW Chapter is the 8th largest of 40 current chapters, with 302 members.

Staff Welcome at

DFW Chapter Monthly Meetings

The DFW Board of Directors recently passed an exception to the existing policy of a two meeting limit for non-members, so the MPI headquarter staff can attend any or all of the DFW Chapter Monthly Meetings. This new ruling will allow DFW Chapter members to get to meet and know the headquarter staff on a more frequent basis.

MPI Happenings

by Margaret Brown

As I was thumbing through some old MPI newsletters, I came across this item from the early 80's:

The big news for the D/FW Chapter of MPI is the promotion of one of our most active members, Paul Iacovino. Paul was formerly Sales Manager of the Dallas Hyatt Regency and he is now Director of Sales for the Minneapolis Hyatt Regency."

Well, guess again, P.I. fans! Paul returns to D/FW as Director of Sales and Marketing for the Mandalay Four Seasons. Kathy Wittmack, who previously held the position of Director of Sales at the Mandalay, is now on her way to the Olympic in Seattle. Best of luck to you, Kathy!

Ellen Beckert, of the Freeman Companies is the proud mother of a baby boy born on August 22nd, weighing in at 7 lbs, 11 oz. named Stephen Kirk Beckert.

MPI welcomes new member Ling Riley of the Mansion on Turtle Creek. Also from the Mansion, Kristen Hanson is Sales Manager. Kristen, you'll recall, was previously Sales Manager at the "sister" property, Hotel Crescent Court.

Mary Jo Simmons has relocated to the Westin from the Plaza of the Americas. Mary Jo is Sales Manager for the Westin's New York and northeast accounts.

From our friends at the Fairmont we find that Emily Jones, formerly assistant to Director of Sales Marc Fletcher, has been promoted to Corporate Sales Manager. Susan Thomason has been promoted to National Sales Manager. Susan was previously Corporate Sales Manager. Congratulations to Emily and Susan!

You have no doubt heard by now that our friend, **Colleen Haggard** has transferred all of her skills, knowledge, and professionalism to the Dallas CVB. Colleen moves from the Fort Worth CVB. Welcome to Big D, Colleen!

In my attempt to keep a finger on the pulse of "happenings" relating to DFW members, I welcome your input. Call Margaret Brown, tel # 953-7227.

Team Attendance

by Norb Detman-Membership Committee

Whether you know it or not you are now a **team member!** In an effort to promote communications among our D/FW members we are organizing twenty teams each of which will be headed by a team captain. Every member will be on a team. Under the leadership of Mary Cowart (353-7567) the team captains will contact you once a month with information and questions. They will also be asking for your help and your opinions on a variety of subjects.



Lynette Owens introduces airline panel at September meeting: Peggy Gachet, Delta Airlines; Gary Zettle, American Airlines; Kris Dobson and Rita Bailey, both of Southwest Airlines.

MPI Stages Dec. Education Conference

Between December 7-10, planners and suppliers from all over the country will gather in San Diego to attend MPI's 1986 Professional Education Conference (PEC). This intensive training meeting has been designed to meet the educational needs of both planners and suppliers at all levels of professional experience. PEC will be devoted exclusively to improving your skills and building your knowledge base. With over 50 courses on specific meeting management, general management, and personal development topics to choose from, all presented by experienced trainers and speakers recognized as our industry's best, this conference is building to be the best ever offered in our industry. All classes will have a low, controlled number of participants and most are at least three hours in length, providing you with ample time to interact with the instructor and fellow students. This PEC meeting reflects over a year of planning resulting from the hundreds of evaluations received from MPI's highly successful 1985 PEC.

Registration for this educational opportunity is by the Conference Registration and Housing form which should have been mailed to you. For additional copies, requests can be made to Paula Kern, MPI Manager of Conferences and Meetings. The house- ing cutoff is November 12, so sign up now.

DFW/MPI Networking Scheduled for Nov. 6

One of the special values in being within the MPI family has always been the invitation and opportunity to seek help and share of one's knowledge. The MPI experience, at its best, is a mutually supportive group of meeting professionals who desire to do their best . . . and aid others to that same goal. (When the other person you are working with is doing their best, you are way ahead in your own job.)

As the Dallas/Fort Worth chapter has grown, its size alone has limited the opportunity of individuals getting to know each other. And this is even more difficult for the newest members.

International Board member and planner, Greg Elam, expressed this concern to the Chapter board and, with their support and endorsement, a new program is being launched.

Any Member Is Invited

This program is intended for the newer members as a way to let them understand how to use their MPI affiliation to their advantage — but any member is invited. At each meeting a small group of more experienced members will be invited to attend to assure the talent needed to make these sessions worthwhile.

First Session

On November 6th, from 4 — 6 p.m., at the Loews Anatole Hotel, the first session will be held. Do you know how to improve your meetings? Do you know how to reduce costs? Do you know how to use a hotel staff, or an airline's service desk? What questions might you have? After a time or two there may be a more formal program but this first time we just want to be sure to begin the process of offering the full value of DFW/MPI membership to our newer members. No reservation is necessary.

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



Southwest Airlines ticket agent "boogies and sings" the "Welcome Aboard" announcement.



Lynette Owens hands over the "gavel" to New DFW president, Pat Smith.

"Superplane" Soars the Imagination A Focus on Airlines at Sept Meeting

Ever heard of singing inflight announcements on board an aircraft? Well . . . those in attendance at MPI's monthly meeting, Thursday, September 25th at the Dallas Communications Complex boarded Flight 1 — the superplane of tomorrow — and heard some interesting sounds!

Preceding the surprise dinner flight, MPI members and guests heard a panel discussion on "The various services available to meeting planners offered by airlines". The panel members were:

Rita Bailey — Southwest Airlines
Peggy Gachet — Delta Airlines
Gary Zettle — American Airlines

Master of Ceremonies for this informative evening was Kris Conrad of Southwest Airlines. Each panelist discussed certain aspects of the various services available to meeting planners. Rita Bailey encouraged everyone to make known his/her group needs — large or small — to the carriers.

DFW Chapter Treasurers Report

by Janet Loveless

Total income received into the treasury, as of September 23rd, was \$5,755.00. Expenses incurred during the same time period amounted to \$4,315.82. The resulting check book balance, including the \$3,566.95 balance brought forward, totals \$5,006.13 as of September 23, 1986.

by Betty Thomas

"The airlines are there to serve you" was quoted by Rita. Peggy expressed her views on promoting the meeting. She suggested using posters, coupons, baggage tags, and brochure shells as well as a ticket jacket with a simulated ticket advertising the meeting. Knowing the demographics of the attendees was rated of utmost importance by Gary Zettle with American Airlines. "Be honest and up-front with the airlines and negotiate fairly" was encouraged by Gary. A question and answer session followed this panel discussion.

We, then, adjourned to the "back of the aircraft" where we were served, by flight attendants and customer service agents from the various airlines, a delicious meal catered by Cynthia Michaels, Inc.

As the meeting came to a close, prizes donated by the airlines were distributed to those who were fortunate to hold the lucky coupons (there seemed to be an extremely lucky table in the back - no names mentioned, of course).

A special thanks to everyone who participated in the program.; Rita Bailey and the entire crew from Southwest Airlines, Peggy Gachet and the Delta Airlines employees: Gary Zettle and American Airlines. Michael Jacobson did an outstanding job with the interesting props, delicious food, and for that special lighting effect at the conclusion. Bill Sloan — you're terrific! Once again, hats off to everyone for a fantastic evening!

MPI London Symposium Set For Jan 18-21, '87

Terry Waite, world renown negotiator for hostage releases in the Middle East and for other matters, is scheduled to be the opening speaker at MPI's 1987 Symposium on international meetings in London, January 18-21, 1987. Waite, who is the special representative to the Archbishop of Canterbury in England, will speak on the vital importance of communications throughout the world at the opening general session of the MPI 1987 Symposium on Monday, January 19.

MPI's 1987 Symposium, entitled, "International Meetings: Making Them Work Better," will feature in-depth educational sessions on many important aspects of communications, program logistics, marketing, security, currencies and finance, transportation and protocol. Also featured will be a meeting planner's tour of London and a tour of the new Queen Elizabeth II Conference Centre.

The host hotel for MPI's 1987 Symposium is the Hotel Inter-Continental, London, which has arranged for a special rate of approximately U.S. \$46.50 single or U.S. \$54.25 double per night for attendees. British Airways, the official carrier of the 1987 MPI Symposium, also has established a special attendee rate of U.S. \$225 round-trip from any British Airways' gateway city in the world.

Registration rate for the event is U.S. \$250 before December 15 and U.S. \$285 after December 15. Spouses can attend for U.S. \$100.

Texas Hospitality Industry Invited to October Meeting

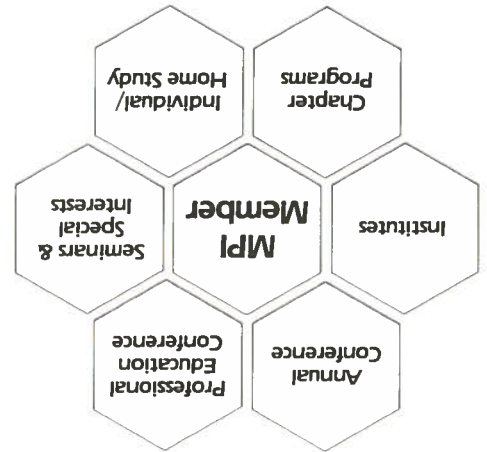
Don't miss the Tuesday, October 21st, monthly meeting at INFOMART! NACE, HSMA, NPTA, the Hotel/Motel Association, as well as members from the Texas Hill Country and Houston Area MPI Chapters, will join the DFW Chapter in welcoming the MPI headquarter staff to Dallas! Deadline for responding to Della Bolton is Friday, October 17th.

1986 CAMPI MEMBERSHIP DIRECTORY

The Chicago Area Chapter 1986 Membership Directory is now available. It contains the name, affiliation, address and telephone numbers of over 400 planner and supplier members for \$25.00 including postage and handling. Please send checks or money orders, payable to CAMPI, to:

1986 CAMPI Directory
c/o Caryl Dillon, Sonesta Hotels
919 N. Michigan Ave. #3310
Chicago, IL 60611

MEETING PLANNERS INTERNATIONAL 1986 PROFESSIONAL EDUCATION CONFERENCE December 7-10 • San Diego, California



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



CALENDAR UPDATE

October 21, 1986 Dinner D/FW Chapter Meeting INFOMART	June 7 - 10, 1987 Annual Conference Winnipeg, Manitoba
November 20, 1986 Lunch D/FW Chapter Meeting The Lincoln Hotel	December 6 - 9, 1987 Professional Education Conference Miami
December 7 - 10, 1986 Professional Education Conference San Diego	June 19 - 22, 1988 Annual Conference Seattle, Washington
December 18, 1986 Dinner/Christmas Party D/FW Chapter Meeting Fairmont Hotel	December 6 - 9, 1988 Professional Education Conference Nashville, Tennessee

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