



CURRENT

Meeting Planners International--Dallas/Fort Worth Chapter

February 1987

♥ President's Message

by Pat Smith

D/FW Chapter Members Sign Up For CMP Study Group



Pat Smith

Twenty-eight of our DFW members are well entrenched in a twenty week study session, in preparation for the June 6th Certified Meeting Planner's exam. This exam will take place in Dallas, one of four exam locations in the country. The classes are being held every Tuesday at:

INFOMART
from 6:00-8:00 p.m.

What are some of the topics being covered? Negotiating with Facilities, Managing Exhibits, Managing Food & Beverage and selecting Speakers are just four of the topics included in this twenty week session. We extend a BIG THANK YOU to our lecturers: Chapter members who offer their valuable time in sharing their professional expertise with their fellow D/FW Chapter members.

Who are the twenty-eight members who will be keeping a weekly study vigil right up to the June 6th exam? They are: Madonna Barnes, Bob Berry, Susie Carr, Pat Cook, Norb Dettman, Anne Estrada, Sally Goldsberry, Linda Hill, Karen Hodges, Felicia Huddleston, Judith Houghton, Maggie James, Karen Jones, Janet Loveless, Judith Mathews, Michele McDonald, Paula Pedigo, Charlotte Ponder, Susanne Ruffner, Dana Sanberg, Connie Sandifer, Nadine Shafer, LaTrelle Smart, Lisa South, Judy Thee, Betty Thomas, Laura Yarbrough, and Louise Winegar. We congratulate their dedication to the meeting planning profession and wish them well on June 6th!

Mary Jo Simmons and Judith Mathews are the co-organizers of this study group. The chapter extends a special appreciation for their efforts. Based on the success of this year's program, the next CMP study group will start in the fall of 1987, in preparation for the January 1988 CMP exam. It is our chapter's goal to continue these classes in the years to come, offering chapter members the important educational support needed in their pursuit of being acknowledged as a Certified Meeting Professional.

♥ February Meeting Offers:

by Kristen Hanson

How To Deal With The News Media



David Margulies

The unthinkable has just happened to your company. The press, regulators and investors are pounding at your door and want to know how you are going to overcome the problem. What do you do first? How and who do you talk to and about what? How do you help turn a negative story into a vote of confidence?

A popular investigative reporter has just uncovered a scandal involving your company. How do you handle the interview? You have been invited to participate in an interview panel or to be featured in a positive story for a local or national newspaper, magazine or news broadcast. How do you ensure that you communicate your message effectively?

David Margulies, founder **David Margulies Media Relations** will address these questions and more at the next MPI Meeting on Thursday, February 26th at the Westin Galleria Hotel at 7:30 p.m.

In the 1970's David began working with a major Texas corporation to implement a crises management/media training program. The company he founded, **David Margulies Media Relations**, assists organizations in establishing, upgrading and enhancing their Public image. Clients are offered a unique blend of professional services, encompassing not only media relations, but also: Crisis Management Planning, Interview Training, Video Consultation and Production and Presentation Training.

David decided to move from T.V. News to Public Relations after a chance meeting at the Austin Airport with former Dallas Mayor Jack Evans. "Mr. Evans asked what I was planning for my future. I told him I had an opportunity to return to San Antonio (where I'd worked in the early 1970's) as a news anchor, but was happy in Dallas and wanted to stay. I was interested in starting my own business, but wasn't sure someone without formal business background would be a success. Evans suggested I call a firm that tests potential employees for his company. The battery of tests I took indicated I was even more interested in public relations than in reporting."

With a B.A. in Radio-Television from Southern Illinois University and an M.A. in Journalism from University of Missouri, David Margulies has been an award-winning journalist since 1969. A familiar face in Dallas, he was an investigative reporter and news anchor for WFAA TV Channel 8, for almost 10 years. Mr. Margulies' extensive experience includes positions as a reporter/anchor at KMOL-TV in San Antonio, WGR-TV in Buffalo, New York and as a network correspondent for NBC Nightly News covering the Lebanese civil war and the Middle East.

Mr. Margulies is the recipient of many awards, among them the Best Spot News, Texas Association of Broadcasters; Best Enterprise, N.Y. State Associated Press; Best Aviation Writing, Aviation and Space Writers; Best Spot News, Dallas Press Club; Individual Achievement, Austin Headliners Club; Best Documentary, San Antonio Sigma Delta Chi; Texas Gavel Award, State Bar of Texas; Golden Hammer Award, National Association of Home Builders.

We look forward to welcoming Mr. Margulies to MPI on February the 26th.



Happy Valentines Day
from the entire
Current committee!

♥ MPI PROFILE

NORB DETTMAN, PhD

by Sally Gibbons

Is there a doctor in the house. . . Yes indeed! And, Norb has been instrumental in "curing" any "ills" the membership committee has had this year during his term as Vice President. This fantastic fellow was born in Wisconsin into a totally medical family . . . his doctorate is in administration of higher education . . . the "black sheep" of his family has certainly gained much respect in the community college world nationwide.

As of this January, Norb is serving as Director of North Texas Small Business Development for the Dallas Community College district. This district includes 42 counties, 18 campuses, and meeting/seminar planning for approximately 80 programs on and off campus. He entered the community college field after receiving his PhD from the University of Texas, first as a Dean in various campuses. In 1970, he moved to Dallas and in 1972 his first meeting planning experience was a success. Norb was responsible for the first national meeting of Community Colleges and Dallas was the site. More importantly, were the accolades and enjoyment . . . Norb was a meeting planner!

Since 1972, Norb has moved back to Austin in 1978 as a state executive lobbying, in 1980 on to Los Angeles for the League of Innovation (National Association of Community Colleges), back to Dallas in 1983 with the League, the League moved back to Los Angeles in 1984 and Norb then stepped away from the colleges as planner for the National Conference Christian and Jews. Meeting planning has always been part of his professional careers and we should be very proud to have Norb among us. His MPI experience has been "interesting" and he very much appreciates the little time people give to the organization without much recognition for their success.

PERSONAL:

Born in Milwaukee; never been married; "no one has asked!"

FAVORITE THING ABOUT MPI:

Besides Sally the good professionals and human beings.

FAVORITE RELAXATION:

Second greatest . . . travel.



Norb Dettman, PhD

FAVORITE THING ABOUT DALLAS:
Restaurants . . . San Simeon, Hungry Jockey and it used to be Calluad's which is now a parking lot for the Hard Rock Cafe!

PERSON MOST LIKE TO MEET:

Linda Evans

FAVORITE POSSESSION:

My house . . . always full of people and friends or newly divorced!

TOUGHEST ASSIGNMENT:

Trying to convince the state legislature to fund \$50 million for community colleges (he succeeded!)

FAVORITE VACATION:

Visiting sister in Switzerland.

FAVORITE CITY:

Hong Kong.

ULTIMATE BANQUET:

One of everything! An assortment of the best ethnic foods of the world.

BEST HOUR OF THE DAY:

Happy Hour.

ACCOMPLISHMENT MOST PROUD OF:

Founding dean of two new colleges in Dallas and Ft. Worth.

FAVORITE COLOR:

MPI Blue.

IF I COULD CHOOSE ANOTHER JOB:

Captain of a cruise ship, preferably the QEII.

PEOPLE MAKE JOB EASIER:

Very supportive, knowledgeable, and willing to take on added responsibilities - good volunteers.

TIPS OF THE TRADE:

These things, too, shall pass. Don't get upset about things (even though I do!)

WORKING PHILOSOPHY:

Don't be afraid to love yourself and love the world.

♥ CAREER OPPORTUNITIES

(revisited)

Last month we ran an article by LaTrelle Smart on the front page reflecting the above title and relating to a job referral service currently being available to all members and potential employees. After hearing from several planners, suppliers and even potential employers, we are excited about your response. We are even very close to our first placement! Our Board of Directors envisions this a needed member service and one which could benefit many persons and companies in the course of a year. How does it work?

For the Planner

1. Submit a current resume to:
D/FW-MPI Career Opportunities
2730 Silver Creek, #232
Arlington, Texas 76006
Note: All resumes will be handled in a strictly confidential manner.
2. A letter of receipt will be sent.
3. You will be contacted when a position becomes available.
4. Resumes will be kept "active" for three months. After three months you must re-contact us to keep the resume "active."

For the Company

1. Telephone 261-4721 between 8:00 a.m. - 5:00 p.m. to list the position you would like to fill. (If calling outside the metroplex, the Area Code is 817.)
2. A form will be sent for you to complete for our records, along with copies of current resumes OR (if you prefer) we will have applicants contact you directly.

This service is totally complimentary to the individual as well as the company and handled in a strictly confidential manner.

If you are moving to the area, making a career change or have a position to fill - -

WE'RE HERE TO SERVE YOU

PHOTOGRAPHS OF OUR MONTHLY MEETINGS ARE COURTESY OF SLOAN PHOTOGRAPHY. THEY DESERVE OUR SUPPORT FOR THEIR SIGNIFICANT CONTRIBUTION.

♥ DOLLARS & CENTS

by Janet Loveless

As of January 14, 1987:

Balance brought forward	\$11,180.57
Income	14,069.00*
Expenses for period	7,648.35
Checkbook Balance	\$17,601.22

*As an obligation to its membership, the D/FW Chapter Board of Directors reports the successful resolution of the legal case

pending against the 1984-85 former chapter Vice President-Finance.

The individual pled guilty to the charge of Theft over \$750.00 in the amount of \$7,325.00 in Judge Hampton's #283rd Judicial district Court on December 5, 1986, and at that time made full restitution of funds to the MPI-D/FW Chapter; thus, the higher than normal reported income for the month.

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

♥ CHAPTER MEETING ANNOUNCEMENT

DATE: Thursday, February 26, 1987

PLACE: Westin Galleria Hotel
13340 Dallas North Parkway
Dallas, Texas 75240

TIME: 5:30 PM - 6:30 PM Registration & Reception
6:30 PM - 7:30 PM Dinner
7:30 PM - 8:15 PM Program
8:30 PM Adjourn

PROGRAM: "How to Deal with the News Media"
David Margulies, Founder of David Margulies Media Relations will be speaking on the best way to handle a potential disaster, how to handle interviews and how to present your views in a polished manner to your industry peers.

MEETING COST: Advance Reservations: \$22.00
Late Reservations and Walk-Ins: \$30.00
(Space Available Only)

ADVANCE RESERVATIONS MUST BE MADE BY 12:00 PM ON TUESDAY FEBRUARY 24, 1987

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

- NOTE: Money will be collected at the door. Advance Payments are no longer accepted. We would appreciate your cooperation.
- 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!**
- ONLY MEMBERS CAN RSVP FOR GUESTS.**
- Guests are limited to attending two meetings per chapter year before membership is required to attend future meetings. (Spouses not included)

♥ NEW KIDS ON THE BLOCK

by Norb Dettman

Laurie L. Judson220-8200
Baker Smith & Mills

Tim Reid661-5673
Business Travel News

Dorrit K. Turner634-7673
Yellow Rose Touring Co.

♥ MARK YOUR CALENDARS!!

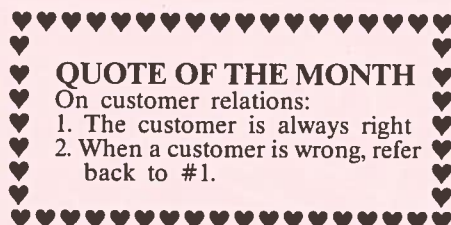
Hotel Sales and Marketing Association and The National Association of Catering Executives are planning their 2nd Annual Supplier Tradeshow on March 10th at the brand new Cynthia Michaels Soundstage at the Dallas Communications Complex. All MPI Members are welcome to attend. Using a 50's & 60's theme, the tradeshow will be from 6:00 PM until 10:00 PM, complete with music, doorprizes and exciting food with open bar. Watch for your invitation in the mail.

♥ HEARD IT THROUGH THE GRAPEVINE

by Margaret Brown

Joanne Nichols has moved to the new Ramada Renaissance as Director of Sales and Marketing . . . Joan Henderson has accepted the position of Director of Sales at the Embassy Suites hotel at Love Field . . . Jean Thonus is now Director of Sales at the Holiday Inn, Richardson . . . Jim Holt is happy to say he's stabilized as VP of Sales at Bauer AV. Good to see you at the January meeting, Jim!

This month's report from the Fairmont includes two notes of worth: Emily Jones, Sales Manager, is getting married in July and will be moving to Canada. Marc Fletcher is getting married in May and will continue on right here in Big D. Best of luck to both Emily and Marc.



QUOTE OF THE MONTH

On customer relations:

1. The customer is always right
2. When a customer is wrong, refer back to #1.





Pictured above are some members of our D/FW Chapter delegation attending the MPI Professional Education Conference in San Diego, December 7-10, 1986.

MPI LOSES PHIL DAVIS

by Harmon Hodge

Meeting Planners International lost one of its greatest supporters and a charter member of the Dallas/Fort Worth Chapter when Phil Davis passed away on December 25. Phil, who had suffered from leukemia for several years, was 82 at the time of his death.

Phil, who was one of the oldest and most experienced meeting planners in our organization, had been the treasurer and meeting planner for the National Credit Union Management Association for 27 years. He had also been the meeting planner for the Dallas City Employees Credit Union and had been active in other Texas Credit Union Associations prior to 1959.

Phil became a meeting planner by accident (true of almost all of us) and had to acquire his expertise the hard way. There was no M.P.I. or other organizations to help him, no books or articles on meeting planning, no one with experience to consult — just a strong will and desire to do the best he could and to learn from his mistakes. Phil achieved many honors and respect from his peers through the years. One of the recent honors received by Phil was from Hilton Hotel — a large crystal bowl, inscribed

Hilton
Friendship Award
1986

L. Phil Davis

This was the first such award presented by Hilton, and although Phil could not attend the banquet in his honor, he was very proud of the recognition.

Those of us who knew Phil will surely miss him and offer our love and condolences to Mary, his wife.

WHAT PLANNERS WANT FROM A HOTEL ROOM

(reprinted with permission from Wisconsin Chapter of MPI)

The Wisconsin Chapter of MPI recently held a panel discussion for suppliers. The panel consisted of planners and the topic of discussion was "What Do Planners Really Look For . . . and How to Sell Them." With veteran panelists the spirited discussion included a "hotel wish list" for ideal meetings:

1. A morning paper delivered outside each room.
2. Free orange juice and coffee in sleeping-room hallways.
3. Refrigerators in meeting rooms loaded with soft drinks, orange juice, coffee, cream and whipped butter. A coffee maker also should be available with ample supplies.
4. Phones at the meeting registration desk.
5. Alarm clocks in sleeping rooms or on-time wakeup calls.
6. Van service to the airport.
7. Electric trouser presses in sleeping rooms.
8. Preregistration with keys.
9. Delivery of messages on a message board or meeting-room door.
10. Convenient coin-operated washers and dryers.

Agreements, disagreements, or general comments would be welcome from both planner and supplier "side of the fence." Mail you comments to:

Editor Current
104 Decker Drive
Irving, Texas 75062

We will make every effort to reprint your comments in a new section called: **Letters to the Editor.**

♥ TAX TIPS

by Rebecca Hurley
Jenkins & Gilchrist
Dallas, Texas

Editors Note: Future editions of this column will discuss additional aspects of the Tax Reform Act of 1986 and their impact on MPI members. If you have suggestions as to specific topics that you would like to have addressed, please send them to:

Editor — Current
104 Decker Ct.
Irving, Texas 75062

The Tax Reform Act of 1986 made sweeping changes in the provisions of our federal income tax laws, a number of which directly affect the meeting and travel planning industry. Perhaps the most significant of these changes is the new limitation upon the deductibility of meal and entertainment expenses. Under prior law, expenses for business meals and entertainment were fully deductible by taxpayers so long as such expenditures were substantiated in accordance with Internal Revenue Service guidelines and bore certain prescribed relationships to the taxpayer's trade or business activities. Under the provisions of the Tax Reform Act of 1986, however, a taxpayer generally may deduct only 80% of his otherwise deductible expenditures of business meals and entertainment.

The new law contains several exceptions to the 80% limitation on the deductibility of meal and entertainment expenses. In particular, the 80% limitation does not apply to food and beverage expenses incurred before January 1, 1989, as part of a "qualified meeting." A "qualified meeting" is a convention, seminar annual meeting, or similar business program (including a meeting held at an employee training facility) that satisfies the following four requirements: (i) the meeting includes a meal the cost of which is not separately stated; (ii) more than 50% of the participants at the meeting are away from home; (iii) at least 40 individuals attend the meeting; and (iv) the event at which the food and beverages are served includes a speaker. Thus, a taxpayer who incurs otherwise deductible meal expenses in connection with a "qualified meeting" before January 1, 1989, will be entitled to deduct the full cost of such expenses for federal income tax purposes. Taxpayers are advised to consider structuring their scheduled 1987 and 1988 meetings as "qualified meetings" to take advantage of this exception to the 80% limitation on the deductibility of meal expenditures, because the exception is available only through December 31, 1988.



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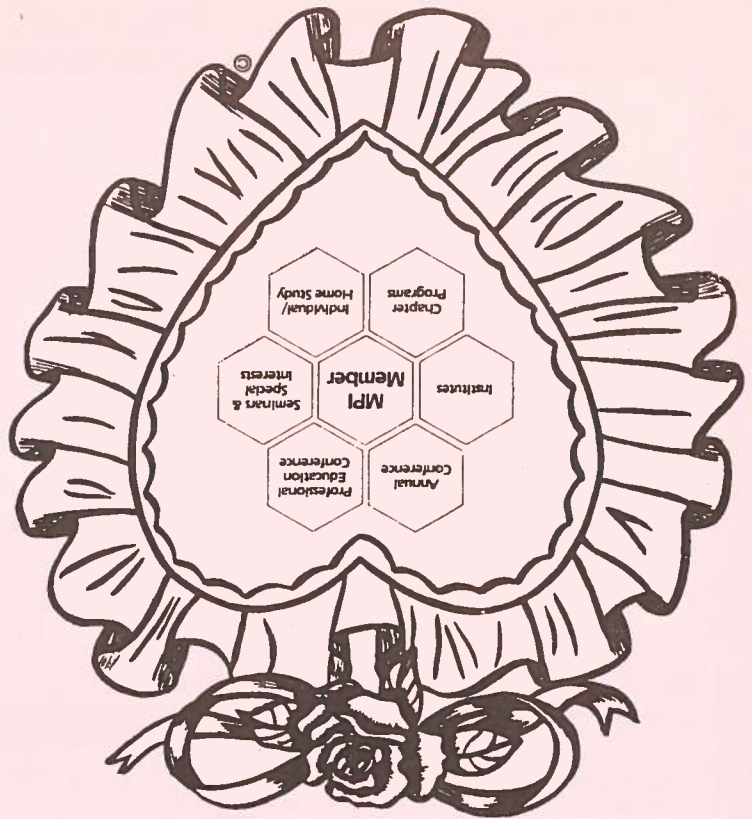
214/748-1200

Ask For Access



LOEWS ANATOLE
HOTEL

2201 Stemmons Frwy., Dallas, TX 75207



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



CALENDAR UPDATE

February 26, 1987 (Thursday)
 Dinner
 D/FW Chapter Meeting
 Westin Galleria Hotel

March 26, 1987 (Thursday)
 Lunch
 D/FW Chapter Meeting
 Doubletree Inn

April 23, 1987 (Thursday)
 Dinner
 "An Evening in Ft. Worth"
 Ft. Worth

May 28, 1987 (Thursday)
 Lunch
 D/FW Chapter Meeting
 The Registry Hotel

June 7-10, 1987
 Annual Conference
 Winnipeg, Manitoba

December 6 - 9, 1987
 Professional Education Conference
 Miami, Florida

June 19 - 22, 1988
 Annual Conference
 Seattle, Washington

December 6 - 9, 1988
 Professional Education Conference
 Nashville, Tennessee

MEMBER ALERT

Your Help Is Needed!

Please phone in your reservations for the Thursday monthly meetings by the Tuesday 12:00 noon deadline!

We are having too many walk-ins and this is effecting our guarantee count and eventual seating capacities. We don't want to turn walk-ins away — but if the excessive number of walk-ins continues, we will be forced to establish such a policy. We ask for your support.

Thank you!

OFFICERS

President	
Pat Smith	(214) 746-3578
Vice President Membership	
Norb Dettman.....	242-0827
Vice President Programming	
Suzi Oliver.....	954-1419
Vice President Administration	
Linda Hill.....	386-9403
Vice President Finance	
Janet Loveless	235-9887
Vice President Public Relations	
Bill Boyd	258-0210
Board of Directors	
Mary Cowart.....	353-7567
Jeff Fuller.....	385-9000
Judith Houghton.....	824-0331
Laura Yarbrough	661-6000
Ed Vant.....	689-4813
Michele Sanseverino	556-0800
International Directors	
Ellen Beckert - Supplier	638-6450
Greg Elam - Planner	953-7285
Immediate Past President	
LaTrelle Smart.....	421-1083
Chapter Secretary	
Della Bolton	689-4775
MPI-D/FW Current	
Bill Boyd	258-0210
Committee Chairperson —	
Sunbelt Motivation & Travel	
P.O. Box 162709	
Irving, Texas 75016-2709	