

CURRENT MPI

DALLAS-FT. WORTH CHAPTER

June 1987

President's Message

by Pat Smith



Pat Smith

As this 1986-87 chapter year draws to a close, I would like to pay tribute to the time - lots of time - and tireless efforts put forth by our D/FW committee chairmen and their committee members. As we all know, the offering of "volunteer time" is a precious commodity. The D/FW Chapter is most fortunate to have such

a committed group of people representing them.

Let's start off with Suzie Oliver and her Program Committee. The monthly educational programming this year has been terrific, as our report cards reveal. In addition, the CMP Study Group, chaired by Judith Mathews and Mary Jo Simmons, has been a resounding success, with good prospects of making this study session an annual chapter endeavor.

Norb Dettmann and his Membership Committee have been responsible for a strong membership drive this year, as well as providing orientation and networking seminars for new members. The new and exciting Professional Growth Awards Committee, chaired by Gail LeMaire, is an outgrowth of this committee.

A special tribute to Bill Boyd and his Newsletter Committee! Talk about time - it takes "mucho" hours to put the monthly Current together. Bill and his committee have done an outstanding job this year.

Linda Hill and her Registration Committee have courageously seen us through each monthly meeting, taking in checks and handing out name badges. Thanks Linda!

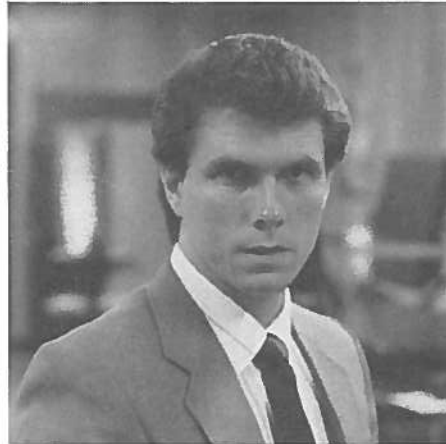
Charlotte St. Martin has enthusiastically offered her time to chair the Community Awareness Committee, an effort to spread the word of the meeting professional in Dallas, as well as the entire state of Texas.

Ellen Beckert has efficiently chaired our task force in search of management support for the D/FW Chapter. More on this next month.

Kathy Harrison was bestowed with the tedious job of putting together our Chapter of the Year presentation. A job well done - with the winner to be announced in Winnipeg!
(continued on page 2)

Business & Pleasure This Month At . . .

by Marilyn McGuire & Martyn Lewis



Richard McGuire

Six presentations in four days showcasing the best food your hotel can offer, and your suits are getting tight. Two vice-presidents each wanting better accommodations at the convention than the other, and both having an overview of your department's budget. No sky-cap at the airport, so you wrestle three cases of registration materials into the trunk and spend the next three days laid up in a hotel room 1200 miles from home. Between five hour flights, two hour waits for the flights, and three hour planning sessions, the only exercise



you've been getting lately is walking back and forth through the metal detectors at the airport.

One or more of these is bound to sound familiar to you as a member of MPI. They're part of the business. But there are ways to prepare for or avoid these problems.

Richard McGuire, a Licensed Physical Therapist, will discuss exercise, stress relievers, food, and fitness programs at the June MPI meeting at Ranchland. McGuire owns the Athletic Rehabilitation Clinic of Dallas and is also the chief therapist at the Northeast Health Care Center in Hurst, a multi-disciplinary center for general practice of medicine. He has been a consultant therapist for the Las Colinas Preventative Medicine Center and a clinical instructor for the University of Texas Health Science Center. He has lectured on physical therapy, sports, medicine, and electrotherapy for Texas Women's University.

(continued on page 2)

Yarbrough & Smart Receive Top Awards

by Jerry Swiggart



Pat Smith & Greg Elam Presenting Our Top Awards To Laura Yarbrough & LaTrelle Smart

MPI Profile

BOB MITCHELL

by Sally Gibbons

Bob Mitchell, newly elected D/FW Board Member, is most definitely an old timer for the industry and city. Born in Dallas and educated at SMU in real estate, Bob has remained true to the city.

His first job was with a mortgage loan firm - boring...and a career change was a must. A friend suggested the Dallas Convention & Visitors Bureau; Bob asked "What's that?" He was hired by the Bureau because he had "absolutely no qualifications" and the rest is history for his lengthy career in the hospitality industry...

Think back about Dallas 23 years ago. The Adolphus was 1200 rooms and showing wear and tear; the Hilton and Sheraton were the premier hotels in the city. The "convention" facilities included the arena and theater, and what is now the Center and exposition area was very limited. But the Dallas Bureau and Bob helped put our great city on the map for conventions. The Dallas Convention Center was conceived and designed and the first major group, American Academy of Ophthalmology, booked. Did you know that the reason there are so many meeting rooms in the center is to handle the major medical groups?

Then came the Fairmont Hotel in 1969 (after the building was dormant as an apartment complex for 2 years) and Dallas had a new showcase. Bob was still at the Bureau, but the style and attitude of the management gave another new boost to the city and conventions. National Association of Homebuilders booked Dallas and what a coup it was!

After 10 great years at the Bureau, Bob moved to the Fairmont Hotel in 1975 - still the premier hotel. He handled the major city conventions, corporations, and a bit of everything. Two years ago, Bob helped establish and is now directing the Fairmont Regional Sales Office for Dallas and thoroughly enjoys being the "Mouth of the South" for the Fairmont covering New Mexico to Florida.

Bob is the only one in his family subject to "schizophrenia" with a history of "insanity" in our crazy hospitality industry. His parents are from Texas, his three children live in Texas, and Bob is Dallas true and true. If you want to know anything about our industry or Big "D"...spend a moment (or hour) with Bob Mitchell.

FAVORITE THING ABOUT MPI:

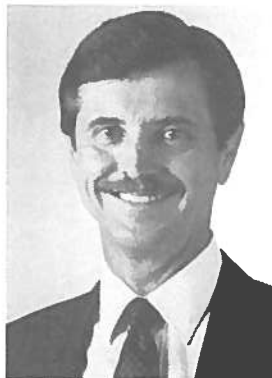
All the people in the industry sharing thoughts and resources. Quality of D/FW Chapter in education.

Dollars & Cents

by Mary Cowart

As of April 27, 1987:

Balance brought forward	\$20,092.41
Income	3,291.00
Expenses for period	5,881.90
Checkbook balance:	\$17,501.51



Bob Mitchell

FAVORITE RELAXATION:

Sitting outside on a sunny morning with the paper and coffee - quiet time.

FAVORITE THING ABOUT D/FW:

Spirit of the city, the "can do" attitude.

PERSON MOST LIKE TO MEET:

Carol Burnett.

TOUGHEST ASSIGNMENT:

The challenge of bringing National Association of Homebuilders to the city - the first time.

FAVORITE VACATION:

Anywhere in Canada...and Puerto Vallarta and...

ULTIMATE BANQUET:

Fried chicken with a bit of Tex/Mex and pasta finished off with his mother's chocolate pie topped with chocolate Haagen Daz.

BEST HOUR OF THE DAY:

9:00 - 10:00 a.m.

ACCOMPLISHMENT MOST PROUD

OF:

Establishing the Fairmont regional office from scratch.

PEOPLE MAKE MY JOB EASIER:

"People make my job more difficult, but it is rewarding to turn someone into a friend!"

WORKING PHILOSOPHY:

Be flexible and maintain a sense of humor.

President's Message

(continued from page 1)

Jerry Swiggart ably chaired the Planner/Supplier of the Year Committee and awarded the lucky recipients at the May meeting.

Our chapter finances have been efficiently maintained by Janet Loveless, up to her recent resignation due to a heavy work schedule. Mary Cowart has stepped in and taken over like an "old pro".

LaTrelle Smart has been a strong contributor to our committee structure this year by chairing two committees - the Nominating Committee and the new Career Opportunity "job bank".

David Powdermaker rounds out our committees with his hard work on Super-sports '87! The results of his efforts will be revealed at the Supersports competition in Winnipeg.

BRAVO! BRAVO! - to a special team of hard working committee chairmen and their committee members!

Members Only

by Norb Dettmann

In the month of April the Dallas/Ft. Worth Chapter lost more members than any other chapter in the U.S.A. That's THE bad news!

The good news is that we continue to add new members at an increasing rate. Considering the number of layoffs and the economic hardships the Dallas/Ft. Worth area are currently suffering, some observers would not be shocked to see our membership numbers drop at a much faster rate. Everything being equal, we will probably end the current year in July with about the same number of members we had in July '86.

There are still many potential members ready to find out about MPI. Make a pledge to yourself to invite a potential member to the next meeting.

Lisa South and her committee, "Make Planners Interested", have sent stickers to be attached to the telephones of our supplier members. We hope that this "blitz" will find some people interested in MPI.

We still rank 8th in number out of the forty chapters in the U.S. and Canada. Ahead of us are:

(1) Greater New York	749
(2) Southern California	593
(3) Chicago	576
(4) New England	497
(5) Potomac	474
(6) Georgia	364
(7) Northern California	363
(8) Dallas/Ft. Worth	293

Business & Pleasure

(continued from page 1)

Among his clients are many of the area's notable professional athletes. But in his presentation in June, Richard will address the problems of our trade with a discussion of how to get the best use of the fitness time you do have and how to get the most from what you eat.

Ranchland's 120 acres will be exclusively MPI's on June 25th, not only for Richard's informative session, but horseback riding, hayrides, swimming, softball, volleyball, fishing and much more after 3:00 p.m. ... (changing rooms and showers available). Dress casual and be ready to have some fun, or just relax. The air-conditioned pavilion guarantees your comfort, whatever the weather. (Directional map shown on Page 3.)

After dinner and the program, the bar will stay open until 10:00 p.m. and there will be live music on stage!

Please join us for a very informative, relaxing and enjoyable evening at Ranchland, June 25th.



CHAPTER MEETING ANNOUNCEMENT

DATE: Thursday, June 25, 1987

PLACE: Ranchland
Route 4
Roanoke, Texas 76262
Metro 817/430-3060

TIME: 3:00 PM - Optional Ranchland Open for Recreational Activities
5:30 PM - 6:30 PM Registration & Reception
6:30 PM Dinner
7:15 PM Program
8:00 PM - 10:00 PM Dancing & Live Music
(Casual Attire)

PROGRAM: "ADDING A HEALTHY TOUCH TO TRAVEL & MEETINGS:"
Speaker - Richard McGuire, L.P.T.
(Licensed Physical Therapist)

MEETING COST: Advance Reservations: \$22.00
Late Reservations and Walk-Ins: \$27.00
(Space Available Only)

ADVANCE RESERVATIONS MUST BE MADE BY 12:00 PM ON TUESDAY June 23, 1987

NO SHOWS WILL BE CHARGED

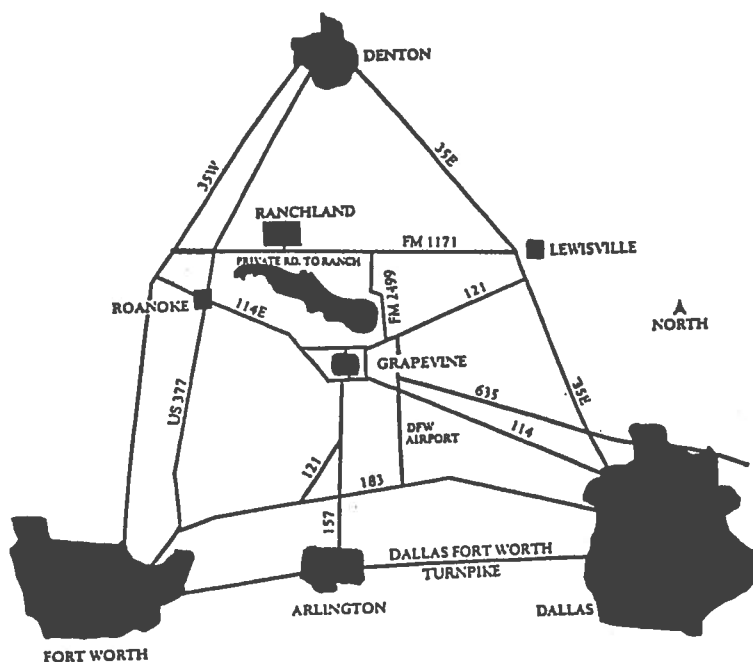
For Phone Reservations Call: Della Bolton, MPI Secretary
Between 8:00 AM - 4:00 PM
(214) 689-4775

RESERVATION AND ATTENDANCE POLICY

- NOTE: Money will be collected at the door. Advance Payments are no longer being 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!
- Guests are limited to attending two meetings per chapter year before membership is required to attend future meetings. (Spouses not included)
- In case of overflow seating, members not present 15 minutes after the meal is served will have their reserved seats sold.
- Members are responsible for paying "no show" charges for their guests.



Route 4, Box 602
Roanoke, Texas 76262
Metro 817/430-3060



International Exchange

by Rosemary Hall

The Executive Committee met in Detroit April 22-24. This year will mark the first Executive Committee orientation for the Executive Committee elect. At this orientation, April 25, 1987, the Executive Committee will review procedures, their duties and set goals for the 1987-88 administrative year. They will also approve all of the committee goals for 1987-88 year.

The 1986 audit which was done by a Dallas firm, Pannell Kerr Forster, has been completed and has been submitted to the International Board of Directors and all committee chairs. The audit proved a positive financial trend of MPI even with added expense of the relocation.

The deadline for mailing ballots for the MPI name change from "Meeting Planners International" to "Meeting Professionals International" is May 15. As a reminder, this issue had to pass a 2/3 vote in order to change the name from "Meeting Planners International" to "Meeting Professionals International" and must be submitted back to the International Board of Directors at their next regular scheduled meeting as approval of the change would entail a change in the Articles of Incorporation. At this time, the board would have to approve the name change by another 2/3 majority in order for it to pass.

International Headquarters has asked all chapters to address a Code of Professional Conduct issue within focus groups and in chapter discussions. This material will be forwarded to the task force for consideration at the June meeting and a final document is expected to be submitted to the International Board of Directors for approval at the December meeting.

Registration is up for the Winnipeg Conference over the registration statistics for the MPI Boston Annual Conference this time last year. All indications are that the Winnipeg Conference will be a success.

The MPI Educational Research Foundation has mailed a survey to the entire membership. They are at this point accepting bids from information evaluation consultants in analyzing the data received. It is hopeful that the results of this report will be available to the membership at the June Conference.

Address Change

The D/FW MPI Chapter has a new mailing address:

P.O. Box 560992
Dallas, TX 75356-0992

Please direct your future correspondence to the chapter to this new address.

Editor's Note: The new address is effective until the postal service decides to change it again.

Yarbrough & Smart

by Jerry Swiggart

(continued from page 1)

As announced at the May meeting, Laura Yarbrough and LaTrelle Smart are our Planner of the Year and Supplier of the Year respectively. CONGRATULATIONS to these two hard working members who have given much of their time and talent to the success and growth of our D/FW chapter.

Laura joined MPI in December of 1983, became a Board Member in 1986, active on the Membership Committee since July 1986 and Program Committee since September 1986, plus recently elected Vice President-Administration for 1987-1988. Since November 1983, she has been the corporate meeting planner for Electronic Data Systems Corp., spending 100% of her time in the meetings field. Formerly, she was sales promotion assistant of V.L. Hooper at Southland Life Ins. Co.

LaTrelle is quite well known to our Chapter. Upon joining in 1981, she has served on the Board since 1982, was Vice President-Administration 1983-1984, Vice President-Programming/Education 1984-1985, President 1985-1986, Immediate Past President now and was Chair of the 1987-1988 Nominating Committee. She is currently Director of Sales & Marketing for the Greenleaf Hotel, and previously was with the Fort Worth Hilton, Ramada World Wide, Americana Hotel (now the Worthington), Hertz and Walt Disney Production in Florida.

Thank you Laura and LaTrelle for your continued support and involvement with our MPI Chapter. We are very appreciative of your contributions. Again,
CONGRATULATIONS!

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

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RESTAURANT DISTRICT

Experience 19 restaurants and lounges, shopping and a complete health club.

For reservations and information call 214/748-1200.

LOEWS ANATOLE HOTEL

2201 Stemmons Freeway • Dallas, Texas 75207

PGA News

by Charlotte Ponder



Gail LeMaire in "Ticket Sales" Cap & Gown

The Professional Growth Awards Committee would like to say thanks to the membership of MPI for the support that was given on our initial fund raising. We collected \$226 with our first effort to build our educational fund. Fred Knieberg was the first winner receiving \$113 which he graciously donated back to the educational fund. Any suggestions or ideas to help make this project successful will be appreciated. Please contact Gail LeMaire (252-0016) if you have any questions or would like to make suggestions. We look forward to your continued support in the coming months.

Tricks Of The Trade

by Lisa A. South

Oftentimes, there are untapped resources that we as MPI members can avail ourselves to for educational and business purposes. An opportunity to network with another professional organization was discussed at a recent session of our weekly Certified Meeting Professional Study Group. The guest speaker was Suzanne Boswell of Suzanne Boswell and Associates, Board Member of the North Texas Speaker Association (NTSA). The NTSA would like to extend an open invitation for all MPI members to attend the June NTSA Meeting. This informal meeting's pool party format includes round table discussions featuring NTSA members of national acclaim. The round table topic will be "Professionalism in Speaking", and includes "How Speakers Work With Meeting Planners". Some of the speakers scheduled are Leslie Antonetti of Dallas Speakers Bureau, Joe Charbonneau of Presentations, Inc., Joe Griffith of the Joe Griffith Company, Bob Handy of Robert Handy Associates and past President of NTSA, and Jane Warford of Feed Back Plus Inc. and President of NTSA. The meeting will be held Friday, June 26, 1987, at the Harvey Hotel-Midway around the pool from 5:30 p.m. to 9:00 p.m. A cookout dinner will be served (Networking 5:30-6:30, Dinner and Program 6:30-9:00). The cost is \$12.00 for members and \$14.00 for guests. A cash bar will provide beverage refreshments. Call Suzanne Boswell at (214) 243-2086 to make reservations. Please RSVP before June 23, 1987.

“Fear And Self Deception” Highlight May Meeting

by Nancy Kirk

The May D/FW MPI Chapter meeting featured a unique presentation by Danny Korem. Danny used his talent as a world-class magician to punctuate the important points of his subject. Fear is the number one cause of self-deception which causes us to feel stress in a given situation. When we are confronted with something unknown, fear sets in. Once we realize our self-deception is causing the fear, we can then deal with the situation.

Mr. Korem states the opposite of fear is love and that the two cannot coexist. The person who cannot have compassion for another will always be susceptible to fear. He uses the example of his career as an investigative journalist to illustrate his point. By showing compassion and eliminating fear, the journalist is able to get the story. This same principle can be used successfully in our business relationships.

A portion of the May program was

presented by Canadian representative, Bruce Varner, who provided some useful tips and information for those planning to attend the annual conference in Winnipeg. The tips included: a passport or birth certificate are required for entry into Canada, and exchange US currency at a bank for the best rate. Mr. Varner also touched on the accessibility of Winnipeg, the cosmopolitan activities offered in the city, and the sightseeing opportunities nearby. Temperatures range from the 70's during the day to the 50's at night, so a sweater or light jacket is recommended. The final night of the conference will be a Canadian gala which will be black tie (tuxedo rentals will be available).

Many thanks go to the staff of The Registry for the beautiful meeting site, menu, and service. Special thanks to Phyllis Firebaugh for a wonderful job putting this program together.



Danny Korem



Danny Korem with Audience Volunteers

New Membership & Chapter Attendance Prize Donations for 1987

WEEKEND PACKAGES

Embassy Suites/Love Field
Hyatt Regency, San Antonio
The Hershey, Corpus Christi
Four Seasons Hotel & Resort
Marriott Quorum
Dallas Plaza Hotel
Wyndham Hotel
Doubletree Inn
Crescent Court Hotel
Westin Hotel, Galleria

Summit Hotel

Hotel-Inter-Continental Houston
St. Anthony Inter-Continental
Walden on Lake Conroe

DINING

Registry Hotel
Plaza of the Americas
American Express Group & Incentive
Sheraton Dallas Hotel & Towers
Loews Anatole Hotel
Holiday Inn D/FW Airport South
Lincoln Hotel
Club Catering/C.C.A.
Circle R. Ranch
Worthington Hotel
Harvey Hotel, Addison
Ranchland Inc.

OTHER

Dr Pepper Company

Dallas Convention & Visitor Bureau
Specialty Advertising Association
Dallas Fan Fares
American Heart Association
Dallas Entertainment Group
Magic by Personal Tour Service

Lady Love Cosmetics
GTE Directories
Bauer Audio Video

Weekend Suite, Breakfast, Cocktails in Evening
Two Nights Stay
Weekend for Two with One Night Dinner
Weekend in Presidents or Governors Suite
Suite for Two & Sunday Brunch
Suite for One Night with Breakfast
Romance Weekend Package
Weekend Package with Breakfast
Weekend Package for Two, Breakfast, Champagne
Saturday Deluxe Room and Sunday Brunch in Zucchini's for Two
Weekend Night for Two with either dinner at Gabriel's or Sunday brunch
Weekend for Two
Weekend for Two in Executive Suite
Weekend for Two with Meals

Sunday Brunch at Malachite Showroom
Le Relais Gift Certificate (Sunday Brunch)
\$50.00 Guest Dining Certificate
Dinner for Two at Mason's Steak Gallery
Sunday Brunch for Four
\$50.00 Gift Certificate at Burgundy's
Dinner for two at Crockett's Restaurant
Lunch for two at Willow Bend Polo & Hunt Club
Whole 14# aged Rib Eye
High Tea for Four
Dinner for Two at McArthurs
Deluxe Dinner for Twenty People

Two Desk Top Note & Calculator Sets, Two Pen/Pencil Sets,
Two Beach Bags & Beach Towels
Laser Skyline Picture of Dallas
A Set of Custom Glassware
Dallas Cowboy Tickets & Dallas Mavericks Tickets
American Heart Cookbook
Use of the Bill Tillman Band
Three hours use of Magic Fire Engine or Magic Merry-Go-Round
Lady Love Bath Pak, Kosemo Gift Set
GTE Telephone
1/2" VHS Player

New Kids On The Block

by Norb Dettmann

Shelly W. Broekemeier258-0210
Sunbelt Motivation & Travel Inc.
Michael J. Gamble661-2800
Marriott Quorum
Judith S. Oglesby520-1702
Oglesby Communications
Kathleen M. Clark453-8400
Hyatt Regency D/FW
Lindsey R. Iacovino634-9060
AVW Audio Visual, Inc.
Terri J. Sweet570-0800
Four Seasons Hotel & Resort
Kelly D. Cox353-7826
UCCEL Corporation
Judith E. McAbee956-7771
Arthritis Foundation,
North Texas Chapter
Welcome to MPI D/FW Chapter!

Heard It Through The Grapevine

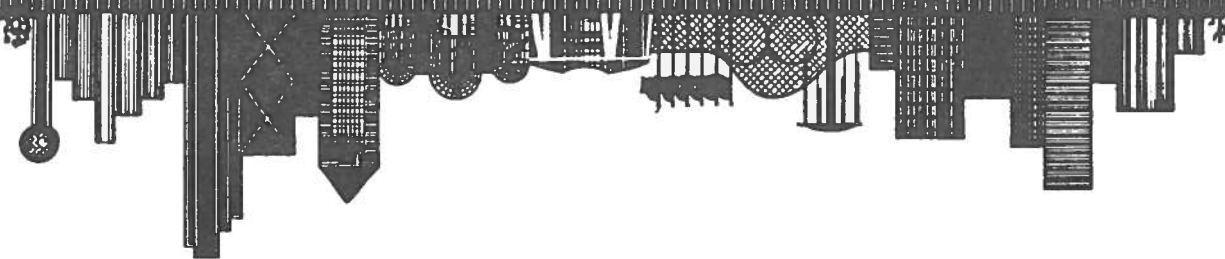
Paulette Good formerly with Kaleidoscope Tours is now National Sales Manager for Cynthia Michaels.

Dennis Pendergast formerly with the Fairmont is now residing in Florida.

Susan Thomason of the Fairmont was married last month.

Ed Jordan is now at the Hyatt Regency downtown.

DALLAS - FT. WORTH CHAPTER



Dallas, Texas 75247
P.O. Box 47974



CALENDAR UPDATE

June 7-10, 1987
Annual Conference
Winnipeg, Manitoba

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

June 25, 1987 (Thursday)
Afternoon/Dinner - Ranchland
"Fun and Games" and Program

June 19 - 22, 1988
Annual Conference
Seattle, Washington

July 23, 1987 (Thursday)
Dinner - "Ten Year Anniversary
Celebration"-2001 Club
INSTALLATION OF OFFICERS

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

Institutes
July 19-24
Boston, MA

Small Business Seminars
July 10-12
New York, NY

MEMBER ALERT

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 Dettmann.....242-0827

Vice President Programming
Suzi Oliver.....954-1419

Vice President Administration
Linda Hill.....386-9403

Vice President Finance
Mary Cowart.....353-7567

Vice President Public Relations
Bill Boyd258-0210

Board of Directors
Judith Houghton.....824-0331
Laura Yarbrough661-6000
Ed Vant.....689-4813
Michele Sanseverino.....717-2415

International Directors
Ellen Beckert - Supplier638-6450
Greg Elam - Planner953-7285

Immediate Past President
LaTrelle Smart.....421-1083

Chapter Secretary
Della Bolton689-4775

MPI-D/FW Current
Bill Boyd258-0210

Committee Chairperson —
Sunbelt Motivation & Travel
P.O. Box 162709
Irving, Texas 75016-2709