



CURRENT

Meeting Planners International--Dallas/Fort Worth Chapter

March 1987

President's Message

by Pat Smith



The Dallas/Fort Worth Chapter will celebrate its 10th birthday on June 22nd of this year. During these ten years, the chapter has flourished - starting out with an initial membership of 20; and ten years later, surpassing 300 members.

Pat Smith

Along with the rapid growth the chapter has experienced, has come added administrative responsibilities as well as need for a more comprehensive management support system. Many other MPI chapters who have previously reached this stage of growth have found a solution to their administrative needs in some form of professional paid support. Your D/FW Board of Directors has voted to pursue the prospects of acquiring this additional management expertise and a task force, headed by Ellen Beckert, has been formed to accept bids from individuals or association management companies interested. We are initially looking for 40 hours of management support services per month. This would include data processing support, mailing capabilities, telephone access, monthly registration assistance, taking board meeting minutes, storage capabilities, and a bonding requirement.

This decision represents a big step forward in the overall goals of our chapter by bringing in professionals to run our day to day administrative needs. This would allow your Board of Directors more time to deal with the continuing educational needs of our members, addressing critical issues within our industry and time to promote the meeting planning profession within our D/FW community.

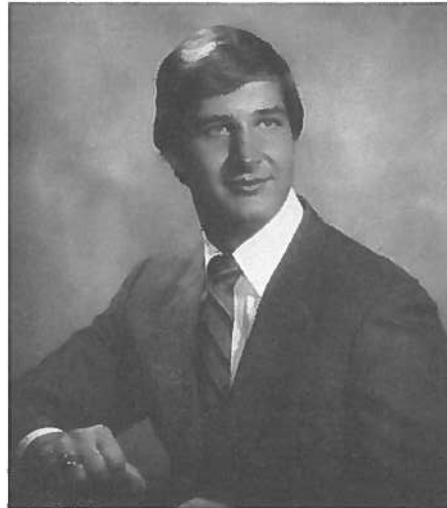
As we pursue these new opportunities, we by no means want to ignore or forget to acknowledge our chapter secretaries throughout the years: Joyce Martin, Teri Dres and currently Della Bolton. They have painstakingly offered their time and support to help the chapter with its management needs in return for nominal pay. They have been important contributors to the growth and success we are currently experiencing.

We will keep you, our membership, totally apprised of our progress. And we welcome bids from those companies and/or individuals possessing the management skills we are looking for.

March Meeting Offers:

Tax Reform in the Meeting Industry

by Kim Deru



Mark Fehmer

Over the course of the past few months we have been made aware that the Tax Reform Laws enacted last year will carry implications far into the future, bringing with them a need to rethink our personal spending habits, and our plans for financial security. Many of us, however, have not yet uncovered the widespread effects these reforms will have as they relate to our careers as planners and suppliers.

These new laws may change the way we

do business as an industry, and will certainly change the manner in which we report, conduct, and manage meetings.

Mark Fehmer, a tax supervisor with the accounting firm of Laventhol & Horwath, will address the topic of tax reform and how our industry will be impacted, at the next MPI meeting on Thursday, March 26th at the Doubletree Hotel.

Mr. Fehmer's six years as a certified public accountant and tax consultant have given him a broad base of experience in tax compliance, research, and planning implementation. Mr. Fehmer has been extensively involved with clients in the oil and gas, restaurant, manufacturing, retailing, wholesaling real estate, and service industries. He is a frequent speaker on tax planning and altering, personal financial planning, and other related tax topics. He has also attended Senate Finance Committee and House Ways and Means Committee meetings on tax reform legislation in Washington, D.C.

In an effort to respond to as many questions as possible, we are asking planners and suppliers alike to call Deborah Barnes with EDS at (214) 952-9660, and she will compile the questions for Mr. Fehmer in advance.

We hope to see all of you at the meeting in March!

Dallas/Ft. Worth Chapter Seeking Administration Management

Due to the increase in our chapter's size and our desire to provide the membership with expanded professional services, the D/FW Chapter of MPI is seeking an individual or organization to handle some of its administrative services on a fee-paid basis.

Specific job responsibilities and instructions for submitting your proposal for services can be obtained from:

Ellen Beckert, Chairperson
D/FW Chapter Management Task Force
c/o The Freeman Companies
8801 Ambassador Row
Dallas, Texas 75247

Telephone: (214) 638-6450

DEADLINE FOR SUBMITTING PROPOSAL IS APRIL 30, 1987

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

Happy St. Patrick's Day from the entire Current committee!

MPI PROFILE

ROSEMARY HALL

by Sally Gibbons

Rosemary Hall, a past chapter manager having served on our Board of Directors and also as Treasurer, has been a great supporter of M.P.I. for many years. How did this meeting manager for Mary Kay Cosmetics get to where she is today... a major part of the eight person meeting staff with a \$2 million dollar budget for a HUGE convention (they call it Seminar) every summer in Dallas and up to 50 other meetings a year?

Born in Buffalo, Rosemary headed to Dallas in the early 1960's to join the executive training program of Neiman Marcus. However, she decided that Neiman's wasn't going to be financially rewarding (too much money to spend in the store?) and went to work for a law firm instead. Then on to LTV as system analyst, then to Wortz Co. as the cookie and cracker maker C.E.O.'s assistant. The cookie company started to crumble and she moved on to the Zale Corporation as assistant to Bruce Lipshy as he became President of the company.

At Zale, Rosemary got her first glimmer of the "diamond in the rough"... meetings! In 1980 and after five years at Zale, Rosemary was instrumental in centralizing all the meeting and travel through her new department. Too many people had been doing too many "things" independently; the staff of two began the planning of 25 meetings a year with the largest being 800 people.

But, in 1983 as the economy was changing, Zale eliminated the department. Mary Kay was her "knight in shining pink armour" and she joined the meetings department just in time to help with the annual Seminar.



Rosemary Hall

PERSONAL:

Born in Buffalo, New York to a professional family.

FAVORITE THING ABOUT MPI:

All my good friends!

FAVORITE RELAXATION:

Our boat... Rosemary's baby!

FAVORITE THING ABOUT DALLAS:

The weather, especially when you grow up in Buffalo!

PERSON MOST LIKE TO MEET:

Paul Newman.

TOUGHEST ASSIGNMENT:

First seminar of Mary Kay that she was involved with "it was a killer!"

FAVORITE VACATION: Hawaii beaches.

FAVORITE CITY: Heidelberg.

ULTIMATE BANQUET:

Anything artichoke to start, rack of lamb, and finished with raspberries.

TIPS OF THE TRADE:

Be willing to work with all types of people. There are great rewards when people work together.

WORKING PHILOSOPHY:

Think before you LEAP!

TRICKS OF THE TRADE

Entertainment

by Charlotte Ponder

The fun part of planning a meeting is looking for the right entertainment so that your luncheon, reception or banquet will not "fall flat." Entertainment can add that special touch.

As a novice entertainment shopper, I recently had the challenge of learning all about buying entertainment. I was asked to add entertainment to the evening function of a symposium I was planning. Actually, I was asked to "book" the Dallas Cowboy Cheerleaders. The budget had been approved previously and was not large enough to hire the cheerleaders so I had to do some creative shopping for an alternative. Not only did I meet very helpful suppliers but I now have a proven resource list to contact the next time someone says "Let's have entertainment so this thing won't fall flat."

Here are a few lessons I learned from this experience I think will help you find the perfect entertainment for your group.

1. Ask questions before the budget is approved. Entertainment as an afterthought can break the budget.
2. Know your group well and the personal style of the manager hosting the meeting.
3. Understand the objective of the meeting so that the entertainment will be compatible.
4. Ask other planners whom they have used and the cost involved.
5. When negotiating with the supplier, make sure cost includes equipment needed. The hotels do not provide as standard equipment the special sound systems needed by entertainers. It is better for the performers to furnish their own equipment or for the planner to contact the A-V vendor directly to cover the entertainer's needs.

We have many companies in the Dallas/Ft. Worth area representing not only local talent but nationally known entertainers. Many of these suppliers are members of our MPI chapter, giving you an opportunity to get to know them personally before you need their help.

DOLLARS & CENTS

by Janet Loveless

As of February 23, 1987:
 Balance brought forward\$17,601.22
 Income 3,714.00
 Expenses for period -5,396.93
 Checkbook Balance: \$15,918.29




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CHAPTER MEETING ANNOUNCEMENT

DATE: Thursday, March 26, 1987

PLACE: Doubletree Inn
8250 N. Central Expressway
Dallas, Texas 75231

TIME: 11:30 AM - 12:00 PM Registration & Reception
12:00 PM - 12:45 PM Lunch
12:45 PM - 1:30 PM Program
1:30 PM Adjourn

PROGRAM: "TAX REFORM IN THE MEETINGS INDUSTRY"
Speaker - Mark Fehmer

MEETING COST: Advance Reservations: \$19.00
Late Reservations and Walk-Ins: \$24.00
(Space Available Only)

ADVANCE RESERVATIONS MUST BE MADE BY 12:00 PM ON TUESDAY MARCH 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 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.

COMPUTER CONFIDENCE CONFERENCE
ROCKY MOUNTAIN ASSOCIATION OF MEETING PLANNERS INTERNATIONAL
BEAVER RUN RESORT — BRECKENRIDGE, COLORADO — APRIL 2 - 4, 1987



This Meeting Industry Computer Confidence Conference will be the Nation's premier showcase of software and computer related products.
For additional information, call Harry Damm, Co-Chairperson, Beaver Run Resort Denver Office (303) 699-2888. (See Article Page 4)

HOW TO SAVE PRINTING COSTS

Editor's Note: The following suggestions are from a printing seminar held at the Professional Educational Conference in San Diego, Dec. 7-10.

1. Take only clean copy to the printer.
2. Use the artists, graphic designers, etc. at the printing company rather than hiring an independent or advertising agency. Obviously it is wise to look for a printer with a good graphic art department.
3. Make changes before the final stage of printing (blue line).
4. Save time and cost by taking a mock-up to the printer/designer.
5. Using screens can give you the illusion of more colors and not add any additional costs.
6. Paper weight can be reduced to save costs and also make sure that a piece can be mailed for 22 cents.
7. Stick with standard paper sizes so the printer doesn't have to adjust the press or trim the final piece.
8. If you do trim something, use the trim for notepads, etc.
9. Use duo-tones (mixing colors).
10. Use photos someone has already taken, rather than commissioning a photographer.
11. There's a color film you can buy now that will print black and white which cuts down on processing costs because it can be processed in a color lab.
12. There's a new concept in printing called "Alpha-Graphics" where you can sit down at a machine and do your own typesetting, lay-out, etc.
13. When you are printing an invitation, don't use a fancy or colorful envelope because it is usually the invitation and not the envelope that makes it to the desk of the person for whom it was intended.
14. Studies show the optimum time to receive a direct mail piece is Tuesday.
15. Envelopes that look like invitations get opened by planners more readily than regular business envelopes.
16. Self-mailers can save a lot of money if your piece can be adapted.

THOUGHTS FOR UPCOMING MONTH

— The hours that make us happy make us wise.

—John Masfield

— Budget: A Mathematical confirmation of your suspicions.

—A.A. Latimer

— By appreciation, we make excellence in others our own property.

—Voltaire

— The only nice thing about being imperfect is the joy it brings to others.

—Doug Larson

— One of the most difficult things to give away is kindness - it is usually returned.

—Cort R. Flint

INTERNATIONAL EXCHANGE

MPI Headquarters has been notified that Albert H. Wohlers & Company has a blanket-bond policy for all MPI's chapters that will be in place as soon as Wohlers & Company receives the application. We will be notified when the chapter bonding coverage is in place.

The Executive committee allocated \$1,000 from the contingency fund for sponsoring a Code of Professional Conduct Task Force meeting in Atlanta, February 13-15. Using the input/recommendation from the Member Relations Committee, they drafted a preamble and a code of ethics/conduct which is being fine tuned by legal counsel. The recommendations could involve bylaw changes that would necessitate a delay of implementation until January 1988.

There were over 200 registrants for MPI's London Symposium in January. The

MEMBERS ONLY

by Norb Dettman

A group of our members will develop a "supplier's blitz" in an effort to make our supplier members more conscious of potential members among their clientele. The three month campaign will encourage members to ask prospects "Have you thought about joining MPI?"

The committee will be chaired by Lisa South and include Barbara Fett, Brent Berryman, Connie Sandifer, Maurine Allen and Sherri Hill. Let's give these hard workers our best effort.

A Professional Growth Awards Committee is in the process of formation. After approval by the D/FW Board of Directors, the group will hit full stride with Gail Lemaire as chair. The goal of the committee will be to develop and implement an award program of financial assistance for planners who are or wish to pursue professional growth.

by Rosemary Hall

evaluation reports returned thus far have been very positive about the overall success of the meeting.

MPI's accounting firm has notified International Headquarters of the results of the officer election. They are as follows: President-Marta Hayden; Vice President/International-Weldon Webb; Vice President/External-Ed Scannell; Secretary-Beverly Kinkade; and Treasurer-Jerry Palladino.

Ballots regarding the proposed name change from "Meeting Planners International" to "Meeting Professionals International" will appear in the March issue of *The Meeting Manager*. Ballots are due May 15, 1987. If the issue should pass, the board would have to approve the change by a 2/3 majority vote because it would be a change of our Articles of Incorporation.

CONFERENCE SET

To Determine Computer Uses For Planners

Does the thought of using a computer throw you into a panic?

Is figuring out how to turn it on a test of endurance?

If you answered yes to either of the above questions, don't despair! You can find a meaningful relationship with a computer. A conference for hands-on computer education has been scheduled for April 2-4, 1987 at Beaver Run Resort in Breckenridge, Colorado. From fundamental computer vocabulary to specific software packages, the **COMPUTER CONFIDENCE CONFERENCE** is specifically tailored to benefit members of the meeting planning industry, both planners and those in sales/marketing.

Presented by the Rocky Mountain Association of Meeting Planners International (RMAMPI), this ambitious project will bring together computer experts, specialists and vendors to provide a forum to increase knowledge of computers, with special emphasis placed on applications. Keynote speakers, panel and roundtable discussions will highlight the general sessions. Exhibitors will also take part in instructional activities.

Computers have become an integral part of everyday business, providing a means to greater effectiveness and productivity. This conference aims to give attendees an opportunity for actual hands-on experience and more job-specific uses. By teaching exactly how the technology can make life easier for planners, RMAMPI hopes to raise the comfort level and change the common view of computers as a necessary evil. Computers can be viewed as valuable allies rather than complicated, intimidating fixtures of modern life.

Beaver Run Resort, the site of the conference, is located at the base of one of Colorado's largest ski areas. The lodging and conference center features 500 rooms in a ski-in/ski-out, all-under-one-roof facility. Outside activities include spring skiing, a ski challenge, shopping, and great mountain sunshine.

Registration fees are \$200.00. In addition, Beaver Run will be offering discounted lodging. For more information regarding conference registration, contact Harry Damm at (303) 699-2888. To make reservations at Beaver Run, call (303) 453-6000.

HONOR ROLL

By Norb Dettman

Listed below are members of MPI-D/FW who have recruited a new member for our chapter:

David Bush
Susie Carr
Gary Clark
Brian Hile
Tom McLaughlin
Michele Sanseverino
Pat Stump

FEBRUARY MEETING A MEDIA EDUCATION

by Nancy Kirk

David Margulies, Founder of David Margulies Media Relations and a former news reporter with Channel 8 WFAA-TV was the keynote speaker for the February 26th MPI-D/FW chapter meeting. Mr. Margulies provided the attendees with an inside look at the right and wrong ways to handle the news media effectively. Most people get into trouble because they panic, since you only have a few seconds to make your point with the reporter.

It is important for a company or group to have a plan for handling the media including a designated speaker who will be available for reporters. Mr. Margulies also outlined steps for dealing with the news media. Interview the reporter first; know what the interview is about. Anticipate likely questions; what is the worst possible question to be asked. Rehearse answers to make key points concise. Provide printed back-up material; don't assume the reporter knows your business. Never say no comment; if you can't grant an interview, state the reasons why. If faced with inconsistent statements or if your point of view has changed, do not be afraid to say so. Never guess -- if you don't know the answer,

check it out and get back to the reporter. Make your point no matter what -- those that you feel are important. Do not be defensive; state your view in a positive manner. Never go off the record; few local reporters understand the exact meaning of this. Avoid misunderstandings by not saying anything you would not like to see in print or hear on the news.

A special highlight of the evening's program was a tribute to Phil Davis who passed away in December. We were also honored that his wife Mary Davis was able to join us for the evening and for the beautiful tribute.

As reflected by the report cards, this meeting was one of the best and most informative. Our thanks to David Margulies for an excellent presentation. Our appreciation also goes to AVW for donating the video equipment for Mr. Margulies' use. Special thanks go to the Westin Galleria Hotel and its staff for the beautifully presented dinner of filet mignon and lobster tail. The food and service were exceptional. Congratulations to Pat Stump and Kristen Hanson for their work in putting together this super program.



David Margulies



Harmon Hodge and Mary Davis

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 DFW 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
GT&E 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
GT&E Telephone
1/2" VHS Player

HEARD IT THROUGH THE GRAPEVINE

By Margaret Brown

Diane Hunter formerly with the Dallas Hilton, is now Director of Sales for the Executive Inn Conference Center . . . Michael Grossman is now Sales Manager at the Hyatt Regency, Fort Worth, formerly at the Holiday Inn North . . . Gail Gansfuss has a new catering business called G.G. Connections.

Felicia Huddelston, formerly with Zale Corp. can be reached at 4125 Hawthorne, Dallas, TX 75219.

Charlotte Ponder, formerly with Zale Corp. can be reached at 9316 Chimney Corner, Dallas, TX 75243.

Congratulations to Lindsay and Paul Iacovino who are expecting a baby in June.

Thank you to Patty Cudadac of the Southland Corp. for her "volunteer" work at the Registration Desk at the February meeting.

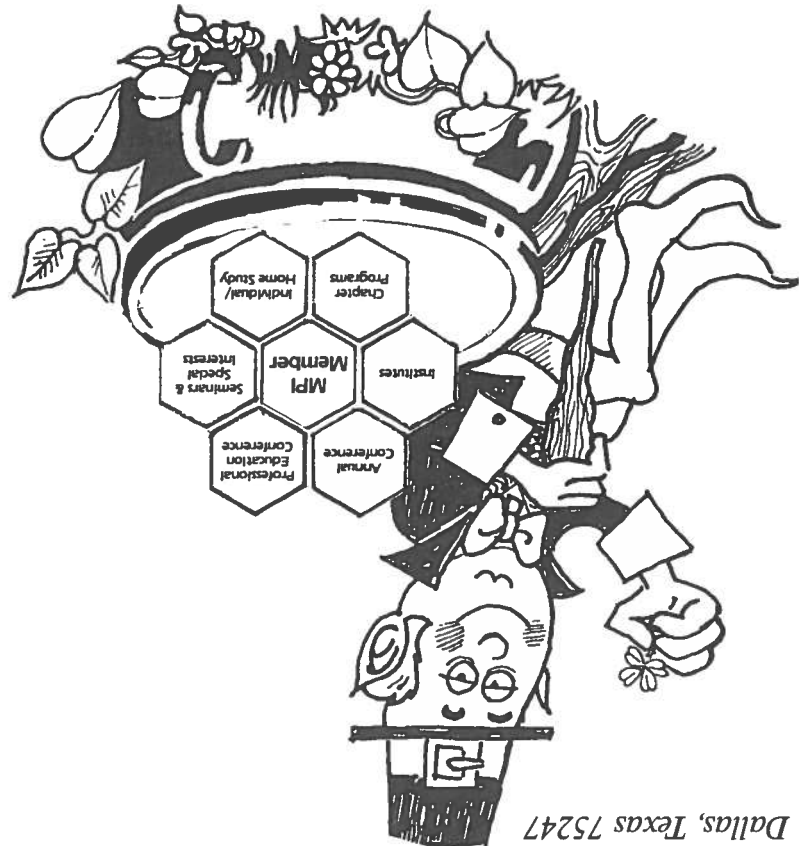
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CALENDAR UPDATE

March 26, 1987 (Thursday) Lunch D/FW Chapter Meeting Doubletree Inn	June 7-10, 1987 Annual Conference Winnipeg, Manitoba
April 23, 1987 (Thursday) Dinner "An Evening in Ft. Worth" Ft. Worth	December 6 - 9, 1987 Professional Education Conference Miami, Florida
May 28, 1987 (Thursday) Lunch D/FW Chapter Meeting The Registry Hotel	June 19 - 22, 1988 Annual Conference Seattle, Washington
	December 6 - 9, 1988 Professional Education Conference Nashville, Tennessee

CMP Study Group Weekly (every Tuesday) January 13 - June 6, 1987 Infomart	Small Business Seminars March 13-15 Atlanta, GA
Institutes July 19-24 Boston, MA	July 10-12 New York, NY

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	594-2415
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	