

CURRENT MPI



DALLAS-FT. WORTH CHAPTER

September 1987

President's Message

by Norb Dettmann

TOWARD 1997



Norb Dettmann

No score and ten years ago our fore-parents brought forth in the Metroplex an organization dedicated to the education and development of meeting planners. At our July meeting we looked at the first ten years and we were amazed.

In ten short years the membership grew from zero to 300. The ten past presidents of the D/FW Chapter are still active members - which is quite a record in itself. Our vitality and leadership helped frame the decision to move the MPI headquarters to Dallas. We probably have as many Certified Meeting Professionals as any chapter in the country. A solid base has been placed under MPI-D/FW. Our hats go off to those who worked long, long hours to bring us to our 10th Anniversary.

Now on to 1997! What will we look like a few years short of the 21st Century? How well will we move through puberty and our teenage years to our years of consent - the 20th Anniversary? The answer is simple - our growth is unlimited if we take advantage of the opportunity before us. Our purpose must remain clear. Our members must continue to see value in MPI. All of us must resolve to be involved - growing as professionals, helping our colleagues to grow and bringing that message to every meeting planner in the Dallas - Ft. Worth area.

Look into the future with me. If we have 300 members today, why not 600 in 1997? If we average 140 at a monthly meeting, why not 300 by our twentieth anniversary. If we started with fifteen Certified Planners in the first year of the program, why not 150 in the next ten years? What an impact our chapter can make on the meeting and convention business in Dallas - Ft. Worth.

And that's BIG business! It will only get bigger and involve more people and more millions of dollars by the start of the Year 2000 A.D. Last year conventions brought \$826 million dollars worth of business to Dallas. Our own chapter study revealed that our members were presently involved in millions of dollars worth of meetings, through their own or their company's business.

The sky is the limit. The air is full of excitement. We'll be there before you know it!

September Meeting Welcomes Press and Bosses



W.W. "Foots" Clements

The upcoming chapter meeting at The Harvey Hotel, D/FW Airport on Friday, September 25, promises to be a very exciting one.

It is not only "Media Day," it is also "Bosses' Day." The meeting theme will be "Meeting Planning: The Undervalued Profession."

The program will be presented by the Committee for Community Awareness of the Meeting Professional (CAMP) who have been fortunate enough to obtain as speakers, two very prominent Dallas businessmen. W.W. "Foots" Clements, Chairman Emeritus of the Dr Pepper Company, will speak from the standpoint of the corporate world, while John T. Connolly, Vice President for Science and Research Administration for the American Heart Association, will talk about Association

Planners. Our own "International Planner of the Year," Greg Elam, will emcee.

Mr. Connolly, a graduate of St. John's University in New York, was the person who orchestrated the move of the AHA from New York City to Dallas in 1975. His office supervises four departments with an annual budget responsibility of 30 million dollars.

Clements is an example of the "American Dream," having started his Dr Pepper career as a route salesman (truck driver) in Tuscaloosa, Alabama, and rising to become the company's highest ranking officer, Chairman of the Board and CEO in 1974. Very much involved in the community throughout the years, "Foots" Clements is widely known for his civic and charitable contributions both locally and nationally.



John T. Connolly

(continued on page 2)

MPI-D/FW Has Thirteen New CMP's!

Thirteen has just become a very lucky number of the D/FW Chapter. That's how many of our membership successfully completed the examination to become Certified Meeting Professionals.

Our country started with thirteen original colonies-- and look how that grew. We have a similar growth opportunity within our chapter.

Information and registration will begin in November for the next CMP study group. The test is tough and the study group is a tremendous help. Also, fellow class members become a wonderful support group in the effort. Anyone wishing to serve

on that committee should contact Susie Oliver at 954-1419.

More information will be available soon. Meanwhile, congratulations to each of our very own Certified Meeting Professionals:

Susie Carr
Norb Dettmann
Anne Estrada
Linda Hill
Judith Houghton
Karen Jones

Judith Mathews
Susanne Ruffner
Connie Sandifer
Nadine Shafer
LaTrelle Smart
Betty Thomas

Laura Yarbrough

July's Monthly Meeting

by Mary Jo Simmons

It seems ages ago that we celebrated our ten year anniversary and installed our 1987-88 officers and directors. July's monthly meeting was pure excitement at the 2001 Club on July 23rd, 1987.

The evening began with a walk through our very own "Hall of Presidents" which featured almost "life size" pictures of each of our D/FW Chapter Presidents for the past 10 years. We were indulged by 2001 Club with a delicious five course meal, including a special wine presentation by the Merlion Winery.

We highlighted our ten year anniversary with a special slide show capturing our members at their best in days gone by. Dr. Jan LeCroy, former Chancellor of Dallas County Community College District, did the honors of installing our new officers and directors.

1987-1988 Officers

President.....Norb Dettmann
V.P. MembershipMichele Sanseverino
V.P. Education.....Suzanne Oliver
V.P. AdministrationLaura Yarbrough

Make Planners Interested

by Lisa A. South

How do you find meeting planners to join Meeting Planners International so fellow Suppliers may join? It's easy - and you can win prizes, too!

The September MPI meeting will kick off this fall's supplier Blitz contest themed "Make Planners Interested." This two-month long contest will award suppliers who bring in new MPI members through daily contacts with clients. When you speak with someone who is interested in learning more about MPI - or joining MPI - submit the information on a referral form that will be provided in a special mailing the last week of September. The prospect will be contacted in your behalf and the lead will be credited to you for awarding of prizes.

The guidelines are simple:

V.P. Finance.....Mary Cowart
V.P. Public RelationsJudith Houghton

1987-1988 Directors

Pat Stumpp Nancy Kirk
Mary Jo Simmons Peggy Gachet
Bob Mitchell Suzi Carr

1987-1988 International Directors

Rosemary Hall
Ellen Beckert

Pat Smith was recognized for her dedication, enthusiasm, and superb leadership in the office of President this past year. Pat officially turned over the gavel to our new President Norb Dettmann.

The evening was topped off with after dinner drinks, compliments of Bauer Audio Visual. A big thank you to those who made this meeting a success include the effort of our dedicated program committee members Deborah Barnes and Marilyn Manby, United Expositions, O.D. O'Donnell, Freeman Decorating, AV..., MAGIC and 2001 Club.

- To enter the competition for prizes, a referral form for each lead must be completed and mailed in to the Supplier Blitz Committee.
- You must determine that your client is interested in learning more about MPI.
- The contest begins October 1, 1987, and ends on November 30, 1987.
- New members obtained through this contest will also count toward the MPI membership committee prizes.

Make plans now to recruit new MPI members - especially during October and November.

MAKE PLANNERS INTERESTED!!!

Are You In The Know? CMP Study Questions

by Michele Sanseverino

In the spring of this past year the CMP STUDY GROUP was tested each week on their industry vocabulary skills. Questions were derived from THE CONVENTION LIAISON COUNCIL GLOSSARY. (Available through MPI International for \$7.00) Starting with this issue you can test your knowledge of terms in the following categories: Audiovisual, entertainment, expositions and exhibits, facilities, food and beverage, general meeting management, print, room, setups, and travel and transportation. See page 3 for answers.

1. "CONFERENCE" is:
 - A. An Assemblage of delegates, representatives, and members of an organization convened for a common purpose.
 - B. An event at which experts discuss a particular subject and opinions are gathered.
 - C. A participatory meeting designed for discussion, fact-finding, problem solving, and consultation.
 - D. A general assembly for all participants.
2. "LANAI" is a room:
 - A. Adjacent to pool area, with or without sleeping facilities.
 - B. With or without sleeping facilities, for displaying merchandise.
 - C. With a patio or balcony overlooking a garden or water.
 - D. With kitchen facility.
3. "AMERICAN PLAN" is a room rate which:
 - A. Does not include meals.
 - B. Includes three meals.
 - C. Includes breakfast and dinner.
 - D. Includes continental breakfast.
4. "APEX FARE" is a/an:
 - A. Economy fare.
 - B. Fare below regular rates.
 - C. Through-fare for travel on two or more airlines.
 - D. Special fare at a lower rate.
5. "GENERAL CONTRACTOR" is:
 - A. One who contracts to supply certain services or materials.
 - B. Contractor appointed by show or building management as the sole agent to provide services.
 - C. Company responsible for handling exhibit properties.
 - D. Company which provides all services to exhibition management and exhibitors.

Let Us Hear From You

This is **your** newsletter. You don't have to be on the newsletter committee to contribute. If you have something to share, please send your story to Judith Houghton. The address is on the back fold. We would love to see much more Chapter involvement...so sharpen your pencil and get that story to us. You, too, can be a published author!

September Meeting (continued)

Greg Elam, Vice President-Corporate Communications for Great American Reserve Insurance Company, is well-known to all of us, having served in almost every leadership capacity available in our chapter. You can bet he'll have some surprises up his sleeve.

The press will be there as our guests. Be sure to bring your boss as your guest. And be sure to be present for a most educational and entertaining program.



Greg Elam

Chapter Meeting Announcement

DATE: Friday, September 25, 1987
 PLACE: Harvey Hotel D/FW Airport
 4545 W. John Carpenter Freeway
 Irving, Texas 75063

The **HARVEY HOTEL** D·F·W A·I·R·P·O·R·T

TIME: 11:30 AM — 12:00 NOON Registration and Reception
 12:00 PM — 12:45 PM Luncheon
 12:45 PM — 1:30 PM Program

PROGRAM: "Meeting Planning: The Undervalued Profession"
 Speakers — W.W. "Foots" Clements,
 Chairman Emeritus, Dr Pepper Co.
 John T. Connolly,
 Vice President for Science & Research
 Administration, American Heart Association

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

**ADVANCE RESERVATIONS MUST BE MADE BY 12:00 NOON
 ON WEDNESDAY, SEPTEMBER 23, 1987**

NO SHOWS WILL BE CHARGED

For Phone Reservations
 Call:

Cormel Tiller, MPI Secretary
 Between 8:00 AM - 4:00 PM
 (214) 630-4902

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.

New Kids On The Block

by Michele Sanseverino

Bob Bird.....270-1546
 J & S Audio-Visual Communications Inc.
 Gail A. Coleman.....888-2269
 Motorola Inc. - Field Service Div.
 Erin M. Donohue.....521-5151
 Omni Melrose Hotel
 Paulette Good.....869-3636
 Cynthia Michaels, Inc.
 Paul Iacovino.....717-0700
 Four Seasons Hotel & Resort
 Betty Kornegay.....817/877-5551
 Nat. Assn. of Women in Construction
 Cheryl Z. Lilley.....888-1830
 Hillhaven Corporation
 Nancy H. Neal.....373-2700
 Prudential - Bache Securities
 Roberta Shupert.....817/595-2691
 American Bureau of Economic Research
 Stephanie S. Stansfield.....706-1441
 American Heart Assn.
 Phyllis I. Tackitt.....550-8050
 Curtis Mathes Corporation

Heard It Through The Grapevine

by Donna Nigohosian

With everyone being so busy these days trying to book business, it seems that we don't have the chance to catch up with what everyone is doing. So...we will be writing a little column each month to keep everyone "in the know" about promotions, marriages, babies, and anything exciting that people are doing.

I would appreciate your giving me a call at 399-1010 ext. 1012 if you have heard any earthshaking or "juicy" news that we would be interested in. I need your help in order for this to be a successful and fun column.

Look forward to hearing from "the grapevine!!..."

P.S. Congratulations to Paul and Lindsey Iaccavino on their new bundle of joy!! Lindsey...get some sleep!!!

CMP Answers

1. C. A participatory meeting designed for discussion, fact-finding, problem solving, and consultation.
2. C. With a patio or balcony overlooking a garden or water.
3. B. Includes three meals.
4. D. Special fare at a lower rate.
5. D. Company which provides all services to exhibition management and exhibitors.

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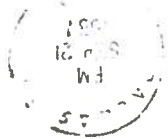
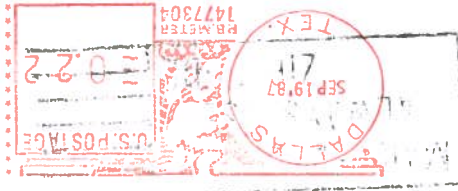
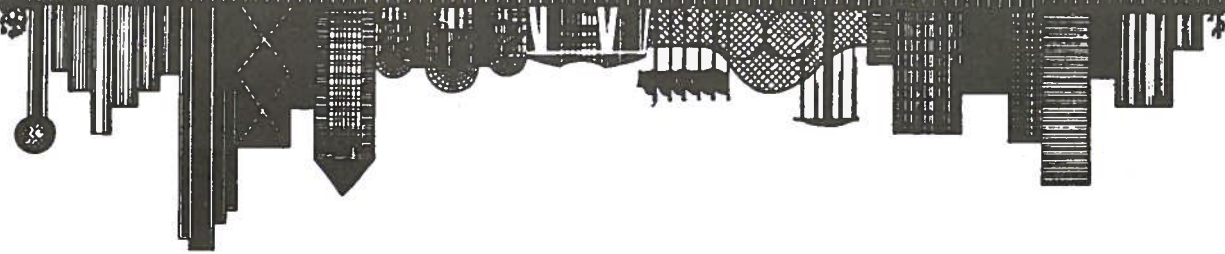
2201 Stemmons Freeway • Dallas, Texas 75207

IN MEMORY OF

Richard Schein
 1929-1987

American Heart Association -36 years.
 Former Charter Member of MPI.

DALLAS-F.T. WORTH CHAPTER



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



CALENDAR UPDATE

October 22, 1987 (Thursday)
Dinner - Sheraton Dallas

June 19 - 22, 1988
Annual Conference
Seattle, Washington

November 19, 1987 (Thursday)
Luncheon - Stouffer Hotel

December 4 - 7, 1988
Professional Education Conference
Nashville, Tennessee

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

December 17, 1987
Dinner - Loews Anatole

MEMBER ALERT

Please phone in your reservations for the Thursday monthly meetings by Wednesday 12:00 noon.
We are having **too** many walk-ins and this is affecting 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**
Norb Dettmann214/747-0555
- Vice President Membership**
Michele Sanseverino.....214/717-2415
- Vice President Programming**
Suzi Oliver214/954-1419
- Vice President Administration**
Laura Yarbrough214/661-6000
- Vice President Finance**
Mary Cowart.....214/353-7567
- Vice President Public Relations**
Judith Houghton214/824-0331
- Board of Directors**
Suzie Carr214/720-4658
Peggy Gachet214/879-6000
Nancy Kirk817/870-9493
Bob Mitchell214/720-5231
Mary Jo Simmons.....214/934-9494
Pat Stumpp214/594-4415
- International Directors**
Ellen Beckert - Supplier.....214/638-6450
Rosemary Hall - Planner.....214/630-8787
- Immediate Past President**
Pat Smith214/749-5455
- Chapter Secretary**
Cornell Tiller.....214/630-4902
- MPI-D/FW Current**
Judith Houghton214/824-0331
Committee Chairperson —
Dr Pepper Co.
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Dallas, Texas 75265