



# CURRENT

## PRESIDENT'S MESSAGE

### An educational feast

by Bill Boyd, CMP



Meeting Planners International is first and foremost an educational association. Our purpose is to provide education forums both for our members who are planners and our members who

are suppliers. When you consider all the educational opportunities MPI offers at local, state, and national levels, it is clear that our organization is living up to its purpose.

In our Dallas/Ft. Worth area there are eleven meetings a year, ten with well planned, varied educational themes. Additionally, we now have four new Executive Workshop sessions each year. The first of these workshops was held in October and the three remaining workshops have been scheduled for the Spring and Summer, 1989. The biggest educational jewel in D/FW's crown is a continuing adult education course beginning March 27, 1989, for ten consecutive weeks at Richland College. Offered every Monday evening the course title is Meeting Planning I. Further, an educational retreat for our chapter is on the drawing board for next year. There are countless opportunities, in many diverse formats, to help you sharpen your professional skills on a local level in the next year.

On a state level the Houston chapter has already sponsored a professional conference and trade show held in August of this year. This three day event spotlighted professionalism with an eye to our computerized future. More of these conferences and trade shows are planned for the future.

Nationally, there are many opportunities to enhance our knowledge. Anyone attending an Annual Conference knows

see EDUCATION on page 2.

## PROGRAM

### December Chapter meeting



EMERALD CITY

### 'Tis the Season . . .

It's time to dig to the back of your closet for your Christmas cheer and dancing shoes! MPI Christmas is here again and the December meeting at the Grand Kempinski will be a HO-HO-HOLIDAY Happening.

To help you get into the holiday spirit Larry Stanley, Ken "Big Nardo" Murray and David Stanley who comprise the Strolling Santas will entertain you during the reception. These guys even have rolling drums! Then following dinner, watch out, it's Emerald City - Dallas Premiere Band. The Emerald City Band is a nine-man powerhouse of danceable originals with the hottest horn section to hit Dallas in years. They are known for their special talent, so be prepared to dance into the Holiday Season.

In the spirit of a safe Christmas season, the Grand Kempinski is offering rooms for MPI members at \$29. Just call reservations and identify yourself as an MPI member.

Don't forget your contribution to the North Texas Food Bank so that many more people can have a Very Merry Christmas!

## December Chapter Meeting

**Date:** Thursday - December 15

**Place:** Grand Kempinski Hotel  
Crystal Ballroom

**Time:** 7:00 Registration and  
Cocktails  
8:00 Dinner  
9:30 Dancing and  
Entertainment by  
"Emerald City"

**Cost:** Advance Registration -  
\$25.00

Late Registration and  
Walk-in - \$30.00

*If paying by check, please fill it out before you get to the registration desk.*

**Parking:** Parking is complimentary.

**Advance Reservations must be made by noon on Tuesday, December 13, 1988.**  
For phone reservations call  
(214) 484-6676.

## EDUCATION

### Educational Seminar Offering

by Mary Jo Simmons

If you are involved in planning and managing meetings, don't miss an upcoming meetings seminar on December 15-16 at the D/FW Harvey Hotel.

The seminar is designed especially for experienced executives with meeting planning responsibilities and for hoteliers. It is sponsored by Naman & Schneider Associates Group, meeting manager.

Workshops and speakers will feature nationally recognized experts in the subjects they cover. Topics will include electronic meeting planning, meeting dynamics, contracts, and crisis control.

The Harvey Hotel is located at Highway 114 and Esters Blvd. in Irving. For registration and more information contact Naman & Schneider at (214) 631-0406.

### Professional Growth Award

by Nancy Kirk, CMP

The Professional Growth Award Fund now has over \$1,000 in it waiting to benefit you in your continuing professional development. Are you taking the CMP exam in December or June? The fund could help you pay for your application and exam fees. Do you plan to attend the new Meeting Planning I course to begin at Richland College, or the CMP study group? You can apply for the PGA funds. How about the MPI Annual Conference in Orlando? The PGA can assist with your fee.

The Professional Growth Award is for you. Take advantage of this opportunity to further your professional growth. Applications are available from Gail LeMaire and the PGA Committee.

## HEARD IT THROUGH THE GRAPEVINE

by Donna Nigohosian

Deborah Barnes with EDS and her husband are the proud parents of a beautiful baby girl . . . Aurora Temple . . . mother and baby are doing fine.

Patty Lytle from BeautiControl was married recently . . . congratulations, Patty and we hope you live happily ever after.

Maurine Allen of Kaleidoscope has left after eight years to join Kaye Burkhardt and the crew at Dallas Fan Fares . . . we wish you the best of luck Maurine.

Pat McCain from the Dallas Convention and Visitors Bureau has left to join the folks at Meeting Dallas. Congrats to you Pat and we look forward to seeing you around soon.

Michele Sanseverino has resigned from the Four Seasons Resort to become the Director of Marketing for MPI

International!! Way to go Michele . . . we are expecting great things from you.

Also leaving the Four Seasons is Paula Moss who will become the Manager of Travel and Meetings for the Young President's Organization, who we understand is moving their headquarters from New York to BIG D really soon . . . Paula, good luck and we know you will enjoy it!

Martyn Lewis from Ranchland is the new President of Magic by Personal Tours . . . Patty where are you!

Connie Sandifer-Connel from Society of Petroleum Engineers is now with the planners at Southland Corp. . . . Oh, thank heaven . . . Congrats, Connie.

I think that's it for this month . . . pretty big news huh??

Don't forget to give me a call if you're movin' or shakin' . . . 521-9304.

## EDUCATION

•from page 1.

that sessions are available to the rookie, the expert and the entrepreneur. Separately, MPI's Institutes I and II offer a level of education once unavailable in our industry. The Professional Education Conference is the kingpin. Each December MPI offers numerous educational sessions to every level of meeting planner and supplier. This year you can select from many available "tracts" that will increase your knowledge of our profession on a daily basis.

For chapter management, a comprehensive Management Forum is provided at both the Annual Conference and the Professional Education Conference. Separately, this year there were periodic special workshops conducted for newsletter production and financial planning for your chapter officers.

As you can see, MPI offers you an educational feast. All you need to do is attend our banquets.

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## DOLLARS & CENTS

by Mary Cowart

### October Financial Statement:

Previous Balance	\$ 7,197.78
Income	4,102.98
Disbursements	<4,224.33>
Certificate of Deposit	10,000.00

End of Month Balance 17,076.43

Financial statements run one month behind. November's statement will not appear in the December issue.



# The Great Debate

by Nancy Kirk, CMP

November 17 was the first annual joint meeting of MPI and HSMA. This event was appropriately marked with our own great debate between planners and suppliers. Bruce Timson, Vice President of Sales & Marketing for Signet Hotel Corp. and President of the Dallas chapter of HSMA, represented the supplier side. Greg Elam, Vice President of Communications for Great American Reserve Insurance Company and MPI's 1987 Planner of the Year, spoke for the planner side. Panelists consisted of Ed Rohling, Corporate Director of Sales and Marketing of Harvey Hotels, Laura Yarbrough, CMP, Meeting Planner for EDS, and Doug Heath, Executive Vice President of MPI.

The panel's questions touched on a variety of concerns to both planners and suppliers. How should you handle hotel staff changes? The person leaving and the replacement should notify the planner of the change, and planners should build their own files to give you something to work from. How can planners identify potential problems? Begin with networking, get on site, and be a good listener. What if a planner wants to barter using other bids? Hotels should present their best deal and stick with it. Shop, but bartering



Above: At podium, Greg Elam, panelists, L to R: Doug Heath, Laura Yarbrough and Ed Rohling

At left: Bruce Timson, Signet Hotel Corporation

Dallas Cowboy's game from Fan Fares), Michele Sanseverino (attendance to the N & S meeting planning seminar), and Dora Tweed (\$75 from the PGA drawing).

will not get you the support you need. How do we present ourselves ethically? Always be honest, educate yourself; it matters how you do business. How should cancellations be handled? When you sign a contract, you have a commitment from the hotel. Therefore, you should have the same commitment from the company or association. The main problem is timing of the penalties because the facts of life create change.

The Sheraton Park Central and its staff provided a beautiful setting and luncheon for the debate, and our thanks to them for their support. Our thanks also to J & S Audio Visual and Freeman Companies for the debate staging. Special thanks to Kim Mudrone and Judy Bradley for all their work putting this excellent program together.

Congratulations to this month's prize winners: Suzie Oliver (two tickets to a

*Photos compliments of Sloan Photography*

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-American Heart Association

"We have never enjoyed more cooperation and professionalism in all our years of staging conventions."

-Dale Carnegie & Associates, Inc.

"Everyone was cooperative, courteous, and always available when we needed help."

-IBM Corporation

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## MEMBERSHIP

### NEW KIDS ON THE BLOCK

by Suzie Oliver

*A warm D/FW welcome to the following new members:*

**Janet M. Blessington**

Travel Manager  
Frito-Lay Incorporated  
7701 Legacy Drive  
Plano, TX 75024  
214/353-2183

**Debbie A. Doucet**

Marketing Assistant  
Household Manufacturing  
17120 Dallas Parkway, #205  
Dallas, TX 75248  
214/250-1795

**James W. Myers CMP**

Vice President Operations  
Sunbelt Motivation & Travel  
909 E. Las Colinas Blvd., #200  
Irving, TX 75039  
214/401-0210

**Patricia Rohr**

Regular Sales Office Administrator  
Smith Kline & French Laboratories  
15301 Dallas Parkway, #525  
Dallas, TX 75248  
214/788-2501

**Della L. Bolton**

Secretary  
Hoechst Celanese Chemical Group  
1250 W. Mockingbird Lane  
Dallas, TX 75247  
214/689-4775

**Phyllis Foreman**

Incentive Meeting Planner  
Adventure Tours and Travel  
4975 Preston Park Blvd., #190  
Plano, TX 75093  
214/985-5082

**Susan A. Reed**

Owner  
Aircar  
2811 Century  
Dallas, TX 75220  
214/351-6306

**Pat Wilder**

Director of Sales  
Clarion Regent Hotel  
1241 W. Mockingbird  
Dallas, TX 75247  
214/630-7000

**Dominick A. DeVito**

Director of Marketing  
Doubletree at Lincoln Centre  
5410 LBJ Freeway  
Dallas, TX 75240  
214/934-8400

**Michael Horn**

Regional Manager  
Bahamas Tourist Office  
P.O. Box 581408  
Dallas, TX 75258-1408  
214/742-1886

**Kevin M. Reichenstein**

2716 LaMonde Terrace  
Ft. Worth, TX 76114  
817/626-5914

### NEW FACES by Carolyn Hopper

**Kathleen (Kathy) Lynch**

Meetings and Conferences Assistant  
GTE Directories, Corp.

Kathy has been in the meetings industry for about one year since she "sort of fell into it" applying for an internal change within GTE. Her boss, Laura Volberding, had been going it alone until then. Now, Kathy and Laura are the meeting department for GTE, also responsible for developing the corporate theme and producing the annual audio visual show.

Kathy joined MPI in September for the networking opportunities. However, September started her fast track with three major meetings scheduled for early spring, so Kathy hopes to find time just to get to the meetings. "In our business, we have to give and take so much," she says. "You meet a lot of people who can help you out. And it's good to realize you're not the only one who runs into all these crazy situations!"

She loves the fast pace and excitement of doing meetings and the chance to learn about so many areas. Her only frustration is not finding enough time in the day to get everything done. She's also concerned with attaining recognition for our line of work and communicating that meeting planners are professionals.

Originally from Rochester, New York, Kathy has spent most of her life in the Irving area. Her family still lives here and she enjoys riding horses with her sister in Pilot Point. She also likes going dancing and hanging out with friends. That means you'll love our Christmas party, Kathy! Hope to see you there!

## MEMBERSHIP/RECRUITMENT DRIVE

by Sharon Edmonson

The Dallas Chapter of MPI challenges you to recruit new members for our annual membership drive. The contest began on August 1, 1988 and will end May 1, 1989. The only qualification is that you be a member in good standing. Please remember to sign your name on the application so that you can receive credit. We have two fabulous prizes so far and a third in the works.

**First Prize:** Airfare for 2 to Calgary, Alberta provided by the Canadian Consulate General. Accommodations for 3 nights at magnificent Banff Springs in the Canadian Rockies and 3 additional nights

at Chateau Lake Louise located 35 miles northeast of Banff, the most frequently visited part of the Rockies. This fantastic prize is being provided by Canadian Pacific Hotels & Resorts.

**Second Prize:** Airfare to Tampa, Florida for 2 provided by Delta Air Lines, transportation to Tarpon Springs and two nights at the beautiful golf & tennis resort, Innisbrook. Suite accommodations and a recreation package will be provided by Innisbrook Resorts.

**Third Prize:** will be announced next month.

## In Search of the Dynamic Duo . . .

by Pat King

Wait! Don't let that new planner application be submitted without a supplier match. When you know of such an impending situation, call someone on the Membership Committee. We probably have a supplier eager to be a part of our dynamic group who is stymied by the requirement that they join with a planner. The planner's recruiter will receive credit for both new memberships.

It is not intended to establish anything other than an informal attempt to assist potential supplier members. They, of course, will exhaust every avenue in their search for a planner with whom to join. We do genuinely want their participation, and the committee is anxious to help them if we can.



## COMMUNITY SERVICE

The D/FW Chapter of MPI has made a commitment to community service this year. The generosity of the chapter's members is evident as we become involved in several endeavors. The toy drive for Love For Kids brought in over 40 toys as well as \$80 donated by Kaye Burkhardt of Dallas Fan Fares who won the PGA drawing at the October meeting.

### YES WE CAN CAN . . North Texas Food Bank

As has been a commitment in the past, MPI-D/FW is supporting the North Texas Food Bank. With critical shortages in food items, we are collecting non-perishable foods at the November and December meetings and setting up food drops in both Dallas and Fort Worth. The food bank is in need of canned goods and non-perishable staples such as flour, sugar, salt, spices, etc.

The food drops are located at:

Dallas	Barbara Fett Infomart 1950 Stemmons Freeway
Fort Worth	Judy Wynne River Plaza Travel 1701 River Run Suite 101

As always, we are collecting food at the December 15 meeting/Christmas party.

### NEW MEMBER RECRUITMENT

The 1988-89 recruitment campaign is well under way and the top producers so far are:

Norbert Dettman	6
Michele Sanseverino	4
Laura Yarbrough	2
Michael Arseneault	1
Bill Boyd	1
Mary Cowart	1
Lindsey Iacovino	1

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at  
**691-4417**

Anyone bringing food to the meeting or to a food drop will be eligible for the prize drawing at the December meeting.

### The Stew Pot

To further serve our community beyond the holidays, the chapter is supporting the Stew Pot by supplying volunteers one day a month to serve lunch. The Stew Pot is located at the First Presbyterian Church in downtown Dallas, and serves lunch each day to those who otherwise would not have anything to eat.

If you are interested in helping in this project and have not already signed up, please call Lisa South at 214/490-2986. The following dates have been scheduled for our chapter to serve.

Friday, January 27, 1989  
Friday, February 24, 1989  
Friday, March 24, 1989  
Friday, April 28, 1989  
Friday, May 26, 1989

## MPI JOB BANK

**Looking for a new challenge?**  
Send three copies of your resume to:

**MPI CAREER OPPORTUNITIES**  
2730 Silver Creek #232  
Arlington, Texas 76006

If you have a position to fill and would like to receive resumes of qualified applicants, please contact:

**LaTrelle Smart**  
(214) 960-1590

(ALL INQUIRIES  
ARE KEPT CONFIDENTIAL)

### MPI DALLAS/FT. WORTH CHAPTER BOARD MEETINGS

1988  
Tuesday, Dec. 13, 1988 Grand Kempinski Hotel  
Wednesday, Jan. 18, 1988 TBA

## National Meetings For Under \$100 Per Person!

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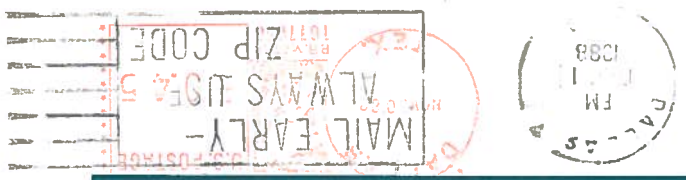
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# DALLAS-FT. WORTH CHAPTER



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## CALENDAR UPDATE

**December 15, Thursday**  
Grand Kempinski Hotel  
Dinner

**January 26, 1989 Thursday**  
Hyatt Regency Downtown Dallas  
Luncheon

**February 23, 1989, Thursday**  
Marriott Quorum  
Dinner

**March 23, 1989, Thursday**  
Science Place at Fair Park  
Dinner

**April 27, 1989, Thursday**  
Luncheon

**May 19, 1989, Friday**  
Loews Anatole  
Dinner - Installation & Awards

## MEETING RESERVATION AND ATTENDANCE POLICY

**NOTE:**  
Money will be collected at the door. If paying by check, please have your check filled out prior to registering at the door. Advance payments are no longer being accepted. We would appreciate your co-operation.

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.

## OFFICERS

- PRESIDENT**  
Bill Boyd, CMP ..... (214) 401-0210
- VICE-PRESIDENT MEMBERSHIP**  
Suzie Oliver ..... (214) 631-1278
- VICE-PRESIDENT FINANCE**  
Mary Cowart ..... (214) 248-4429
- VICE-PRESIDENT EDUCATION**  
Mary Jo Simmons ..... (214) 742-8200
- VICE-PRESIDENT OF PUBLIC RELATIONS**  
Nancy Kirk, CMP ..... (817) 735-9235
- VICE-PRESIDENT ADMINISTRATION**  
Rosemary Hall ..... (214) 630-8787
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- Judy Love-Bradley ..... (214) 922-9806
  - Laura Yarbrough, CMP ..... (214) 661-6000
  - Susie Ruffner ..... (214) 929-8608
  - Charlotte Ponder ..... (214) 591-2832
  - Michele Sanseverino ..... (214) 717-2415
  - Phyllis Firebaugh ..... (214) 386-6000
  - Bob Mitchell ..... (214) 720-5213
  - David Gisler ..... (214) 638-6450
  - Carolyn Hopper ..... (214) 699-6270
- IMMEDIATE PAST PRESIDENT**  
Norb Dettmann, CMP ..... (214) 747-0555
- CHAPTER SECRETARY**  
Sue Kelly ..... (214) 484-6676
- CURRENT EDITOR**  
Shelly Broekemeier ..... (214) 401-0210  
Sunbelt Motivation & Travel  
909 East Las Colinas Blvd. Suite 200  
Irving, TX 75039

*Announcing...*

# DALLAS/FORT WORTH CHAPTER MEETING PLANNER INTERNATIONAL'S 1988 CHRISTMAS PARTY



## Program

- 7:00 p.m. Registration/Cocktail Reception
- 8:00 p.m. Dinner
- 9:30 p.m. Entertainment and Dancing by "Emerald City"  
(Recommended Attire: After 5)



## Don't Miss the Fun

### COCKTAIL RECEPTION

Catch the holiday spirit at the Cocktail reception with music and Christmas carols by the Strolling Santas! You'll have the chance to catch up on the news with old friends, meet new friends and have a special Christmas photograph taken with you and your spouse or guest!

### ENTERTAINMENT BY "EMERALD CITY"!

MPI is proud to present EMERALD CITY as your entertainment for the evening! Known throughout the metroplex as one of the hottest groups around, EMERALD CITY will keep the evening moving with tunes for all tastes!

### NORTH TEXAS FOOD BANK

MPI is proud to participate in the North Texas Food Bank this holiday season. Spread the holiday cheer by bringing canned foods or dry goods for the North Texas Food Bank...and your name will be entered in drawings for exciting door prizes!

### STAY THE NIGHT AT THE GRAND KEMPINSKI!

The Grand Kempinski Hotel is pleased to offer all MPI members a special rate of \$29 on the evening of Thursday, December 15! Simply call Grand Kempinski Reservations and identify yourself as a member of MPI to take advantage of this offer!

### MAKE YOUR RESERVATIONS TODAY!

COST: Advance Registration .....	\$25.00
Late Registration and Walk-Ins .....	\$30.00

Advance Reservations must be made by noon on Tuesday, December 13, 1988  
For phone reservation call (214) 484-6676.

