

January 1988

✱ President's Message

by Norb Dettmann

THE SERVICE PEOPLE



Norb Dettmann

In their book *Service America*, Albrecht and Zemke state that "the times have changed and we no longer live in a manufacturing economy." We are living in a service economy, they say, where relationships are becoming more important than physical products.

National figures show that 90 percent of new jobs are in the service industries.

Meeting planners, both suppliers and planners, are smack in the middle of this Service Revolution. Albrecht and Zemke state that only those companies that catch the trend and orient their companies totally to a revised and pervasive service program will survive.

The authors feel that "management itself is a service." The service management concept must start right at the top of the organization with total commitment. The role of management in a service-driven organization, they state, is to enhance the culture, set expectations of quality, provide a motivating climate, furnish the necessary resources, remove obstacles and make sure high-quality job performance pays off.

Meeting planners are service people. At any level of the organization they must be "full representatives" of the organization. We are front line people who can make or break a company. Top management is becoming more and more aware of our critical role. Once we tie our commitment to the new focus of the "service economy" into the actions of our management, we will become a stronger profession.



✱ The January Meeting - Anatomy of a Trade Show

by Marilyn McGuire



Frank Poe



Eddie Barker



David Gisler

January's meeting will offer attendees an opportunity to view an actual trade show in the making. The Southwest Heating and Air Conditioning Show will be in the third day of move-in; and through the combined efforts of the show management, the Dallas Convention Center and United Exposition Service Company, participants will be able to see a trade show just prior to opening.

A panel of three experts in the exposition industry will present the program, "Anatomy of a Trade Show," following lunch, which will be provided by ARA Leisure Services, the caterer of the Dallas Convention Center.

The first speaker, Frank Poe, Manager of the Dallas Convention Center, will discuss the considerations necessary in planning meetings at a convention center, rate

negotiation, public versus private exposition facilities and some specifics about the Dallas Convention Center.

The second speaker is Eddie Barker, President of Eddie Barker Associates, a full service convention and exposition management company. His portion of the program will deal with the related services needed for a convention center exposition. This includes caterers, security, photographers and the selling of exhibit space.

Following Barker will be David Gisler, Sales Manager for Freeman Decorating Company. He will address the subject of service contractors. This will include how to select one, how to interpret an exhibitor service kit and working with both drayage companies and I & D (installation and dismantle) companies.

✱ "Watch Your Calendars"

by Michele Green

The 3rd annual HSMA/NACE Tradeshow is now in the making! This great event has been scheduled for Friday, February 26, 1988 at the Infomart. The theme will be "Growing Together For The Future - Welcome To Our World!" This years itinerary will be

- Educational Seminars 4:00 p.m. - 5:00 p.m.
- General Session 5:00 p.m. - 6:00 p.m.
- Tradeshow Exhibits 6:00 p.m. - 11:00 p.m.

Don't miss out! Remember the fun, the prizes, the comradery! Hope to see you there!

❖ MPI Profile

by Lisa A. South

Maurine Allen



As a member of MPI for the past year and one-half, Maurine Allen has taken an active role. Serving on the Membership Committee, she has been a member of the Prospective Member Telephone subcommittee and the Supplier Blitz subcommittee. Additionally, Maurine represents her company, Kaleidoscope, as a member of NACE (National Association of Catering Executives) and HSMA (Hotel Sales & Marketing Association).

Born in Odessa, Texas, Maurine graduated from Texas Christian University. She then founded "Loopholes", a hand-painted needlepoint design company which she operated for 11 years. After that, Maurine became a part of our industry and now serves as Director of Special Events for Kaleidoscope Presents Dallas. Maurine currently resides in the Lakewood area of Dallas with her two children.

FAVORITE THING ABOUT MPI:

Meeting new people in the industry, putting faces and voices together. She also enjoys networking with other professionals.

FAVORITE THING ABOUT DALLAS:

All the friendly people and the civic enthusiasm.

PERSON MOST LIKE TO MEET:

Ross Perot.

TOUGHEST ASSIGNMENT:

A top level corporate meet & greet that involved meeting every flight into D/FW Airport from 8:00 a.m. to Midnight, assembling 50 limousines, and moving 1,100 CEO's without losing one and then doing it again two days later.

TIP OF THE TRADE

If you are enthusiastic, organized, efficient, and flexible, everything should fall into place. But, double check anyway!

❖ International Board Update

by Ellen Beckert

Many agenda items were presented at the International Board Meeting, among them were the following major changes:

1. NEW GOVERNANCE STRUCTURE:

The membership approved a change in the current structure of MPI, which will reduce the size of the Board from 86 members to 19, including officers. A change in the governance has created a chapter Council of Presidents and more streamlined procedures for taking action on committee recommendations.

2. NOMINATING COMMITTEE:

In accordance with the new governance structure, the nominating committee presented the following recommended Slate of Officers for 1988. Additional petitions for nominees must be received at MPI Headquarters by February 1, 1988. The general membership will vote to elect the new officers.

In preparing the recommended slate, the nominating committee has attempted to select individuals with records of strong commitment and experience in service to MPI, as well as representing a cross section of various interest groups within our membership i.e., association planners, corporate planners, independents, etc.

1988/89 Nominees for Office

Executive Committee

Term July 1, 1988-1989

President . . . Edward Scannell, CMP

President-Elect Weldon Webb

Vice President . . . Beverly Kinkade

Secretary Audrey Bird, CMP

Treasurer C. James Trombino

❖ New Recruits

by Michele Sanseverino

The following have recruited two or more new members:

Dr. Norb Dettmann	14
Susie Oliver	7
Laura Yarbrough	5
Suzi Fiveash	2
Michele Green	2
Brenda O'Quinn	2
Michele Sanseverino	2

International Board of Directors

Term July 1, 1988-1989

Ellen Beckert

Veronica Sepin

Don Skiados

Doug Smith

Term July 1, 1988-1990

Michael Beach, CMP

Jack Hayes

Nancy Morrell

Toni Sylvester

Term July 1, 1988-1991

Michael Ferguson

Mel Hosansky

Diane Karabinos

Louise Upshaw McClenny

3. **SEATTLE TRADE SHOW:** MPI's trade show for the annual conference in Seattle next June was finalized. It will be a 3½ hour tabletop exhibit concept, limited to 200 exhibitors drawn by lottery.

4. **FOURTH CATEGORY OF MEMBERSHIP:** The board approved the recommendation of the Member Relations Committee to create a fourth category of membership. This new category will better represent independent meeting planners and consultants which are an important part of our industry.

5. **CMP UPDATE:** To date, the total number of Certified Meeting Professionals is 166. 125 of these CMP's are members of MPI!

If you have questions on these areas or other MPI International issues, please contact either of your International Directors: Ellen Beckert 638-6450, or Rosemary Hall 630-8787.



❖ Chapter Meeting Announcement

DATE: Thursday, January 28, 1988

PLACE: Dallas Convention Center
West Ballroom
650 S. Griffin Street
Dallas, Texas 75202

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

Tours of the Dallas Convention Center will be available either before or after lunch. Please meet at the MPI Registration Desk on Level 3.

PARKING: Recommended parking in the surface parking lot north of the West Ballroom; the entrance is off Griffin Street.

Parking will be complimentary for this meeting; please tell the attendant you are attending the MPI Luncheon.

SPEAKERS: **Frank Poe**, Manager
Dallas Convention Center
Eddie Barker, President,
Eddie Barker Associates
David Gisler, Sales Manager,
Freeman Decorating Company

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 TUESDAY, JANUARY 26, 1988
NO SHOWS WILL BE CHARGED**

For Phone Reservations
Call:

Comel 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

Eddie Barker.....631-1279
Eddie Barker Associates

Joyce M. Caffey.....817/281-6025
Travelquest International Ltd., Inc.

Ann Carlton.....688-3524
UTHSC Orthopedic Surgery Dept.

Martin P. Conley.....954-1417
Dallas Convention & Visitor Bureau

Gerry Cooper.....879-6000
Delta Airlines, Inc.

Lou Hudson.....817/870-1000
Worthington Hotel

Katheryn A. Louth.....817/878-2205
Burlington Northern Railroad

Sandra Motten.....851-8111
Mobil Research & Development

Kimberly Mudrone.....871-3200
Hotel Crescent Court

Pat H. Pearson.....750-8026
Psychotherapist

Pam Proctor.....954-0901
Proctor-Smith Public Relations

Karen S. Schifelbein.....954-1414
Dallas Convention & Visitor Bureau

Kimberlee A. Walters.....631-1278
Eddie Barker Associates, Inc.

Feliz Jarvis.....233-7600
Bristol Suite Hotel

Claudia Jenkins.....490-2986
E.D.S.

Valton G. Holley.....353-5500
Frito Lay, Inc.

Mary Fallon.....750-6060
Colony Parke Hotel

Jeanie Renner.....634-8850
Sheraton Mockingbird

❖ Dollars & Cents

by Mary Cowart

November's Financial Statement:

Previous Balance	\$16,649.29
Income	3,493.86
Disbursements	1,508.07
End of Month Balance	\$19,402.97

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



* CMP Study Questions

by Michele Sanseverino

1. "Individual, such as a guest, at the conference site but not necessarily involved with the meeting sessions."
 - a. Attendee
 - b. Participant
 - c. Registrant
 - d. Delegate
2. "Gathering of a group with shared or special interest."
 - a. Rap Session
 - b. Workshop
 - c. Conclave
 - d. Seminar
3. "Expert who guides discussion and/or decision making in small groups."
 - a. Presenter
 - b. Discussion Leader
 - c. Trainer
 - d. Facilitator
4. "Open Discussion with Audience, panel and moderator."
 - a. Forum
 - b. Panel
 - c. Dialogue
 - d. Plenary Session
5. "Event at which experts discuss a particular subject and opinions are gathered."
 - a. Convention
 - b. Symposium
 - c. Conference
 - d. Plenary Session

Answers

- 1.) a 2.) c 3.) d 4.) a 5.) b

* Supplier Blitz Results

by Lisa A. South

The results are in and we have a winner for our Supplier Blitz Contest! In October and November, the MPI Membership committee sponsored a referral contest so suppliers could receive credit toward a grand prize for speaking with meeting planners about MPI membership. Even MPI Planner members got into the act!

Grand prize for this contest was a weekend trip for two at the Four Seasons Hotel in Austin. We are pleased to announce our winner...**Rosemary Hall** with Mary Kay Cosmetics.

The Committee is pleased to report a great response to this contest. Thanks go to each of you who participated. And don't forget, we will have another contest in the spring.

* Heard It Through The Grapevine

by Donna Nigohosian

Katie Allen, formerly employed by EMC, Inc. joined Dallas Fan Fares November 30, 1987 as Air Specialist in their Meeting Planning Division. Her expertise will contribute valuable support in Destination Management. Good Luck Kate!

Henry Ferguson from the Fairmont Hotel is leaving Dallas to record music in Seattle! It seems that he has been writing songs for a long time! We'll miss you Henry and we all want to know two things...1.) can we get free tickets to your first concert, and 2.) will you play for our MPI Christmas party in 1988??? YEA-YEA-YEA...we'll miss you and best of luck to you!

Randy Gantenbein is back as General Manager of the Anatole Hotel after spending three months at the Harvard Business School for a Management Development Course. We're glad you're back, Randy and congratulations!

Phyllis Firebaugh's last day at the Grand Kempinski was December 15, 1987. She will be missed. Phyllis, "is there life after leaving the hotel business?" Good luck to you in whatever you do. We love ya!

The Lincoln Hotel will soon be a Doubletree Hotel as of January 1, 1988... Micky Devito says the staff there should be O.K....Hang in there Micky!

Suzie Oliver's birthday was December 14, and Fred Knieberg's was December 17...congrats to you both and hope they were happy!!

That's it for now...don't forget to give me a call if you hear anything...399-1010, ext. 1012.

P.S. Madonna and Sean Penn are splitsville...you read it here first!!! (HA-HA) Happy 1988 to us all!!!

* CMP Study Group

Once again we are accepting registration for the CMP Study Group, which will commence on February 16, 1988, and will meet weekly each Tuesday evening at the Infomart until May 31, 1988. Included in this newsletter is a registration and information form. The class is filling up fast; if you are interested, please send your check and registration form as instructed. Registrations will be accepted until January 31, 1988. The course will be limited to thirty (30) participants on a first come first serve basis.

If you are not interested in the entire study course, you may select to attend certain sessions of particular interest based on availability. Availability for individual sessions is limited. The one session charge will be \$15.00. The study course schedule includes the following dates and topics for the first four weeks.

02/23/88 "Establishing Meeting Design and Objectives"
Topic Leader: Judith Matthews

Photographs of our monthly meetings are courtesy of **Sloan Photography**. They deserve our support for their significant contribution.

- by Mary Jo Simmons
- 03/01/88 "Selecting Site & Facilities"
"Choosing Ground Transportation"
Topic Leaders: Jerry Seagriff
Bill Boyd
- 03/08/88 "Negotiating with Facilities"
Budgeting
Topic Leader: Judith Houghton
- 03/15/88 "Managing Food and Beverage"

The upcoming dates and topics of each meeting will be printed on a monthly basis in the newsletter. If you are interested in attending one of the above sessions, or need further information on the classes or registration, please contact Mary Jo Simmons at The Westin Hotel, Galleria, 450-2906, or Connie Sandifer, Society of Petroleum Engineers, 669-3377.

Spend the Weekend at

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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

* December Christmas Gala

by Nancy Kirk

MPI members and their guests had a rocking good time at the December 17th Christmas party at the Anatole Hotel. Vince Vance and the Valiants (and the Valianettes) had everyone on their feet dancing the night away to the music of the 50's and 60's. But before the dancing began, everyone enjoyed visiting with old and new friends while being serenaded by Matt Funes Strings at the cocktail reception and

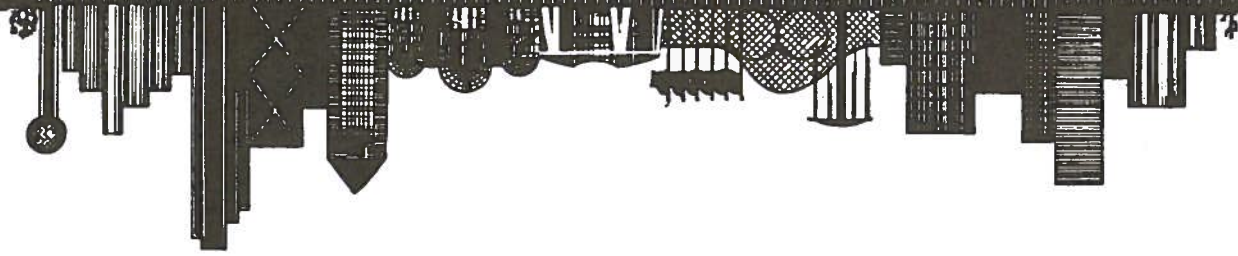
then sitting down to a fabulous dinner.

The door prizes won during the evening were donated by the Fairmont Hotel, Adolphus Hotel, Dr Pepper, 7-Up, Dallas Convention and Visitors' Bureau, Sunbelt Motivation, Yellow Rose Touring Company, Anatole Hotel, and Judy and Company. The sponsoring companies who helped make this event a success were the

Anatole Hotel, O.D. O'Donnell - Nightlife Talent, Magic by Personal Tour Service, and The Freeman Companies. Thanks to the generosity and support of these companies, the evening was a resounding success. A special thanks to Mary Jo Simmons, David Gisler and O.D. O'Donnell for an excellent job in pulling everything together.



DALLAS-F.T. WORTH CHAPTER



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



CALENDAR UPDATE

January 28, 1988 (Thursday)
Luncheon - Dallas Convention Center

February 25, 1988 (Thursday)
Luncheon - Marriott Quorium
Program - Computer Programs

**February 16, 1988 -
May 31, 1988 (Tuesdays)**
CMP Study Group 6-8 p.m.

February 26, 1988
HSMA/NACE Tradeshow
Infomart

March 24, 1988
Dinner

June 19 - 22, 1988
Annual Conference
Seattle, Washington

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

December 10 - 13, 1989
Professional Education Conference
Long Beach, California

DATES TBA, 1989
Annual Conference
Orlando, Florida

OFFICERS

President	Norb Dettmann.....	214/747-0555
Vice President Membership	Michele Sanseverino.....	214/717-2415
Vice President Programming	Suzie Oliver.....	214/954-1419
Vice President Administration	Laura Yarbrough.....	214/661-6000
Vice President Finance	Mary Cowart.....	214/248-4429
Vice President Public Relations	Judith Houghton.....	214/824-0331
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	Phyllis Firebaugh.....	214/386-6000
	Nancy Kirk.....	817/870-9493
	Bob Mitchell.....	214/720-5231
	Mary Jo Simmons.....	214/934-9494
	Pat Stumpp.....	214/594-4415
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	Rosemary Hall - Planner.....	214/630-8787
Immediate Past President	Pat Smith.....	214/749-5455
Chapter Secretary	Cornel Tiller.....	214/630-4902
MPI-D/FW Current		
	Shelly Broekemeier, Editor.....	214/258-0210
	Committee Chairperson — Sunbelt Motivation & Travel 104 Decker, Suite 300 Irving, Texas 75062	

TO PLACE AN ADVERTISEMENT

Please contact
O.D. O'Donnell
at 691-4417

JANUARY BOARD MEETING

4:30 p.m.
Thursday,
January 20, 1988
The Crescent Hotel

REGISTRATION FORM
for
CMP STUDY GROUP

The DFW Chapter of MPI is again offering a once a week study course that will prepare you to take the Certified Meeting Professional Examination (CMP).

The weekly sessions will cover all of the 25 major topics in the exam, how to fill out the application for the exam, what background reading to do, your own copy of the CLC* CMP Manual, CLC Glossary, as well as a review session just before the exam.

You may take the course whether you sit for the exam or not. Registrations will be accepted until January 31st, 1988.

Date: First Study Group Session: Tuesday, February 16th, 1988
continues weekly until, Tuesday, May 31st, 1988

Time: 6:00pm - 8:00pm

Location: INFOMART
1950 Stemmons Freeway (at Oak Lawn exit)

Cost: \$65.00 for each attendee for the entire 16 week work/study series: Includes: materials; speakers; CLC Manual and Glossary (a \$27.90 value!)

Make checks payable to: MPI DFW Chapter

Send payment and registration form to: Mary Jo Simmons
The Westin Hotel Galleria Dallas
13340 Dallas Parkway
Dallas, Texas 75240

REGISTRATION for: MPI CMP Work/Study Course, beginning: February 16, 1988

NAME: _____

COMPANY NAME: _____

ADDRESS: _____

PHONE: (W) _____ (H) _____

CHECK ENCLOSED \$65.00 PAYABLE TO: MPI DFW CHAPTER

Send this portion with your check