

PRESIDENT'S MESSAGE

by Bill Boyd, CMP



On July 14 your new Executive Committee met, unofficially, so we could get a head start on mapping out "our year." The majority of the time spent at that meeting

"The Real Debate"

How to Survive the Negotiating Process

by Kim Mudrone

At least one debate in this election year will provide real answers to real questions. To be a part of this event, plan to attend the first annual joint meeting of MPI and HSMA on Thursday, November 17, 1988 to be held at the Sheraton Park Central Hotel. Two key members of these industry organizations will face one another and a representative panel to discuss hotel negotiations.



Greg Elam

Greg Elam, Vice President of Communications for Great American Reserve Insurance Company and MPI's 1987 Planner of the Year will speak on behalf of the planners. Greg has been an active and vital MPI member and has participated locally and nationally in many MPI events.

Hotel suppliers will be represented by Bruce Timson, who is Vice President of Sales and Marketing for Signet Hotel Corporation and President of the Dallas chapter of HSMA. Bruce holds a degree in hotel

Our Aims are High

related to our goals and objectives. On August 8 the entire board of directors met to address goals and objectives. From those two meetings the goals for 1988-89 D/FW Chapter were developed. I would like to share these goals with you; I would like to think they are the same goals of every member of our organization:

1. To increase membership through committee involvement, monthly meetings and recruitment.
2. To implement the Richland College Meeting Planning I course.
3. To increase educational opportunities by conducting a minimum of four Executive Workshops.

4. To provide an educational experience for all aspects of our membership at monthly meetings.

5. To rotate geographical location, type of function (luncheon or dinner) and type of facility to accommodate as much of the membership each month as possible. And to give the host facility the opportunity to showcase their product and educate the membership on the available options in the Dallas/ Fort Worth area.

6. To develop and conduct educational seminars for members interested in obtaining their Certified Meeting Professional designation.

see AIMS on page 2.



Bruce Timson

management and has been with Signet since 1985. In their respective positions, these gentlemen confront negotiating issues important to us all and will no doubt, provide insight into what can be a "love/hate" relationship between hoteliers and the clients they serve.

Our three member panel will include individuals from a cross section of the meeting management industry. Questions from the panelists will cover a number of scenarios encountered in the day-to-day negotiating process. Our format will also provide the audience an opportunity to ask questions on related topics.

Plan to attend and take advantage of the information that this lively forum will provide. Due to the anticipated attendance, registration will begin at 11:15 a.m. The Sheraton has kindly agreed to validate parking, and parking stickers will be available in the registration area. Hope to see you there.

November Chapter Meeting

DATE: Thursday - November 17

PLACE: Sheraton Park Central

TIME: 11:15 Registration

12:00 Lunch

12:45 Program

COST: Advance Registration

\$22.00 ~~19.00~~

Late Registration and

Walk-ins \$27.00 ~~24.00~~

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

PARKING: Parking is complimentary when validated at Registration.

Advance Reservations must be made by noon on Tuesday, November 15, 1988. For phone reservations call (214) 484-6676.

MEMBER SPOTLIGHT

by Terry Sweet



Tobi Conley

Classy . . . vivacious . . . caring.

Tobi embodies the characteristics we admire most in a hospitality professional.

She recalls her family provided her a "perfect, normal" childhood. Although officially born in Cheyenne, Wyoming, Tobi's most vivid childhood and young adult memories occurred in Oklahoma. In fact, in 1977 she was named Aggie Queen and milked a cow into a coke bottle on the library lawn.

When Tobi's dad retired from the Air Force, her family started a business which sent them on wonderful buying excursions through Europe. In retrospect, small town life in Oklahoma helped provide the necessary balance for her childhood while these wonderful traveling experiences broadened her horizons.

Dealing with life's events has provided much versatility in her background. Fashion merchandising, the oil business and destination management have all been major influences in her life. Using her degree in Fashion Merchandising, Tobi actually had the intestinal fortitude to teach high school students. She keeps her enjoyment of this field alive by continuing to model for Dallas Market events.

Shortly after moving to Dallas in 1986, she began her career with Dallas Fan Fares. She enjoys being part of a company which does not acknowledge the word "NO" in their vocabulary. The personal satisfaction she gets from making someone's trip special is her perfect reward.

Tobi's presence is a familiar one in MPI. She feels that the high standards and educational efforts of our organization give the hospitality industry the extra polish of professionalism.

Leisure time is usually shared with her daughter, Catherine. When on her own time, you can find Tobi doing aerobics, biking, running, or making all our lives a little more special.

HEARD IT THROUGH THE GRAPEVINE

by Donna Nigohosian

Maurine Allen, formerly of Kaleidoscope, has recently joined Dallas Fan Fares, Inc., as Director of Destination Management/Sales. Maurine brings with her many years of experience in planning and executing special events in the Dallas area. Dallas Fan Fares is proud to add her to their team.

Joan Nichols has joined Westbrook Management as Director of Sales at Ramada Love Field . . . yes, she was there before but she did such a great job, they wanted her back!! Congrats to you Joan.

Phyllis Cox, formerly at the Ramada, Love Field, and her husband Ron are anxiously awaiting the stork . . . we wish you all the best and it's about time!

David Bagg from the Grand Kempinski has left Dallas to become the Director of Sales at the new Swiss Grand Hotel in Chicago . . . We will miss you David and we hope you can take the winters in Chicago . . . BRRR!! David's new phone number is (312) 565-0565.

Karen Hodges has replaced Debbie Shiflett at American Heart Association . . . best of luck to you Karen.

Good news at the Hyatt downtown, an old Dallasite returns as Director of Sales . . .

John O'Hearn. We're glad you're back. We missed you and good luck!!

Patti Cipoletti from the Stouffers Dallas Hotel has been transferred to the Stouffers in Austin as Director of Sales and Marketing. We know you will do well Patti and stay in touch.

Rhonda Sterling from Doubletree at Lincoln Center has been promoted to Director of Marketing at the Doubletree at Campbell Centre . . . way to go Rhonda!

Karen Hill has gone back to Meeting Management Associates . . . who says you can't go back?? Good luck Karen.

Greg Elam spoke about "Site Selection" at an AT&T meeting recently at the Hyatt hotel. We understand Greg did an excellent job . . . Was there any doubt?

Nancy Kirk has left Color Tile and is now looking for a job. Keep your eyes and ears open for her.

The stork will also be visiting Ellen Beckert's house soon . . . Congratulations Ellen, don't work too hard!

That's it for this month, please call me if you have any news . . . 521-9304.

AIMS

•from page 1.

7. To offer committee members an opportunity to become involved and responsible for the planning of monthly meetings thereby promoting interest and experience for future chapter leadership.

8. To maintain and promote our Professional Growth Awards program.

9. To make a smooth and efficient transition of duties to our new executive secretary.

10. To secure tax exempt number and status of incorporation of the chapter.

11. To publicize our job bank in the business community.

12. To continue to research ways to utilize our funds.

13. To publish the monthly newsletter for 11 months on a timely basis and have it mailed at least 10 days prior to the monthly meeting.

14. To continue to develop industry and public awareness of the MPI-D/FW Chapter through the press and community service.

15. To continue developing advertising income.

16. To send professional news releases to the local press announcing Chapter meetings and activities and to trade publications regarding chapter developments.

17. To develop a community service project that will be uniquely from the D/FW Chapter.

We have heard all of our lives that the total is greater than the sum of its parts . . . no different here. If we work hard and achieve these 17 goals we will achieve our greatest goal without question—to be the Chapter of the Year.

Our aims are high, but they should be—take a good look at the caliber of our membership roster!

DOLLARS & CENTS

by Mary Cowart

September Financial Statement:

Previous Balance	\$ 6,711.77
Income	3,552.77
Disbursements	<3,066.76>
Certificate of Deposit	10,000.00

End of Month Balance 17,197.78

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

The October Meeting . . . A Smashing Success

by Tobi Conley

The Fairmont Hotel provided an elegant, yet highly professional setting for our second chapter meeting of the year. Hugh Hunt Productions transformed the grandeur of the International Ballroom into a warm and sophisticated ambiance. The Fairmont's chef and his entire staff provided an impeccable dining experience for our members. From the ice sculpted MPI logo on the hors d'oeuvre table to the final service of Crepes Suzettes . . . the presentation was flawless.

Judith Mathews, President of Meeting Tech, enlightened, educated and entertained the approximately 130 members in attendance. The pertinent information she shared with us on computers and their relevance to our industry was easily applicable to both the supplier and planner. Judith's witty delivery held her audience captive. Thank you, Judith, for directing us toward "the road to enlightenment" in our

see SMASHING SUCCESS on page 5.



Kay Burkhardt, winner of the PGA ticket sales fund donated her winnings to the Love For Kids Toy Drive. Lisa South, Chairperson for Community Service accepts the donation.



V. L. Hooper receives prize from Lisa South as winner of the Love For Kids Toy Drive.



Vicki Knight receives prize from Lisa South as winner of the Love For Kids Toy Drive.

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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

To schedule catering for your next event, call our catering director at 934-9494.



THE WESTIN HOTEL
Galleria Dallas

Photos compliments of Sloan Photography

Reprinted from Convention World Magazine, August 1988 issue

More 'Bang' For Entertainment Bucks

When members plead for excitement, the planner's first instinct is to spend money haphazardly: better menus, better tote bags for registration packets, upgraded room amenities for VIPs, better speakers, a more expensive band or entertainer, etc. This is a common shotgun approach to ensure excitement. Unfortunately, it doesn't work.

There are limited dollars to spend, and by spreading them thinly over the entire meeting, the effect is almost invisible. A few of your members will notice, but the majority will be *underwhelmed*.

Your investment in the meeting needs to be specific, concentrated, and well planned to obtain the results you desire.

Your first consideration should be defining the purpose and desired results of the meeting. Then you can plan the spectacular to reinforce the concept you're striving to achieve.

There are times you need to freely spend dollars, because dollars well spent are an investment in your future and the future of your association. Concentrate the budget on a few target areas and spend your dollars with utmost discretion. Which meetings or speeches are you trying to emphasize? Which points do you want to accent so that your message gets across? The keynote address needs to be introduced by a lavish breakfast, brunch, or entertainment. The boring board meeting calls for a unique favor or special refreshment. The budget meeting may need the extra touch of belt tightening, so how about crackers and water in lieu of coffee and croissants? (Coffee in the background is still suggested.)

WHAT CAN BE CUT?

Since the return must justify the expenditure, what can you cut from the budget that isn't essential to allow you extra dollars for what is essential?

Ask yourself how necessary is the headquarters staff you bring to the meeting. Would it be more economical to hire on-site staff? Airfare, hotels, meals, entertainment, and even phone calls home can add up on your travel expense budget.

If you can forego the temptation to make every night a mini-extravaganza, you can save budget dollars to produce a truly memorable event. Do what is necessary, but save the "bang" for a real blowout. The blowout is what is remembered, and that memory will incite the excitement you

need to generate registration for next year's convention.

There is an advantage to hosting your really special event at the host property. The savings on transporting attendees to an off-property facility is considerable. Invest these budget dollars in your program, decorations and entertainment.

In my opinion, however, one off-property event is essential if you wish to provide a taste of the convention destination. Plan an evening that allows attendees to absorb the local environs. Consider a short reception and a night on their own, or a dine-around with pre-set menus at selected restaurants. You can provide a super outing in lieu of super expense.

To take an event off-site is a real temptation. But carefully investigate transportation costs and rental fees for the facility, chairs, tables, equipment, and security. Ask yourself whether the investment is worth the expense. Normally it is not. One off-site outing is essential, but more than one is expensive overkill.

Your last hurrah must be spectacular and consistent with your meeting's theme. How can it be all these things and fit into your budget? It probably cannot... unless you have budgeted dollars wisely. The "open" night, "sponsored" evening, to the cleverly planned dine-around have saved you dollars. Sure, you planned the extravagant themed coffee break, had a dynamic speaker at an important session, and provided the appropriate teasers to lure attendees. But you've also planned wisely and reserved funds to underwrite your grand finale.

Consider for the finale a smaller orchestra than 18 pieces, centerpieces that are not floral but unique or rented, and opulent decor that reinforces the theme in lieu of expensive entertainment.

GUESTS AS ENTERTAINMENT

Anything that requires participation will create its own entertainment. At a meeting of the Texas Society of Association Executives (TSAE) recently at The Hershey Hotel in Corpus Christi, members prepared dinner in a unique rotation system. One of four different colored ribbons was placed at each table setting. The color determined the member's task for each course.

For the first course, members receiving green and blue ribbons were the chefs, supervised of course by the hotel chefs, stationed at the helm of each cooking station. The white team became the food critics, and the red team had to plate and garnish. With each course, the responsibilities changed. Each "chef" received an apron, and appropriate wines were served with each course. Everyone had a ball. Open bars and entertainment would have been superfluous. Dinner and wine were the only expenses other than the souvenir aprons. The primary ingredient was a head chef who was fabulous. In fact, the real chefs had as much fun as the guests. It was one of the best grand finales I've ever attended.

Your investment in the meeting needs to be specific, concentrated, and well planned to obtain the results you desire.

A similar theme, "Academy Awards," also uses the attendees as the evening entertainment. A small band is necessary for fanfares and background music, but your members are the stars. Activities are videotaped for two days, then edited. Guests are interviewed just as if they were the stars attending the Oscars. Edited clips are shown throughout the final evening dinner and awards ceremony. When your attendees are the spotlighted stars, you win the real prize: your goals are met when you can produce your finale on dollars you've maneuvered to your advantage.

For the closing banquet of another TSAE meeting the Loews Anatole Hotel in Dallas produced a supper club theme, "Club Anatole," during which the hotel staff performed for their guests. The decor was extravagant and the staff entertaining while marketing their capabilities, but the concept could be duplicated for your board

or executive committee meetings.

Themed coffee breaks are inexpensive and can enhance your concept. The host hotel may have in stock several sets of props for this purpose. If their props don't match your theme, your convention decorator may loan you appropriate decorations. After all, you are spending a great deal on show production. Asking for a few extras would not be unreasonable.

STRETCH YOUR BUDGET

Other suggestions when budgets are tight:

■ Dedicate your decorations. Create one or two focal points and make them fabulous. Don't try to decorate an entire ballroom. Maybe the stage, entrance or buffet tables should be highlighted. Remember, don't spread your dollars too thin anywhere.

■ Eliminate dessert from your luncheon menu, but offer a fantasy dessert break for the afternoon break.

■ In lieu of turn-down service, ask the hotel if it would consider delivering morning coffee service to assist your attendees' getting to the opening general session on time.

■ Call on your membership for light entertainment: a pianist for an hour, a soloist for a morning session. Spotlight these members, and use the talent at hand. You might be surprised by the response you receive.

■ Look for sponsors for registration tote bags, tee shirts, or caps, or forego the favors altogether. The dollars saved can be injected into a meaningful program, amenity, or more pizzazz for your grand finale.

Above all, evaluate your concept and spend your dollars as if you were investing them, because you are. You are investing in your future as well as the future of your association.

Patricia Watson is president of MAGIC by PTS, Inc., a destination management company in Dallas. She recently formed Conference Management Associates, a firm specializing in meeting, convention, and trade show management.

• SMASHING SUCCESS from page 3.

increasingly computerized industry. A special "thank you" to AVW for assisting Judith in her presentation.

In closing our meeting, President Bill

Boyd caused our spirits to soar as he predicted the DFW Chapter to be named "Chapter of the Year" in Orlando this summer. After experiencing the first Executive Workshop, the Fairmont, Judith Mathews, AVW, Hugh Hunt Productions, our outpouring of gifts for Love For Kids . . . I believe him!



Penny Parsons, Charlotte Merrill and Lou Hudson.



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COMMUNITY SERVICE

by LaTrelle Smart



North Texas Food Bank Drive

In the spirit of Thanksgiving the DFW Chapter of MPI is starting its annual food drive benefiting the North Texas Food Bank. If you would like to participate and get your name in the hopper for a door prize to be given at the Chapter Christmas party, bring your non-perishable food items to the joint meeting of MPI and HSMA November 17. Your support is greatly appreciated!

Make someone's Thanksgiving as special as your own.

LOVE FOR KIDS Benefit

On Sunday, November 6, the First Annual "Celebrity Celebration" benefiting LOVE FOR KIDS will be held at the West End Marketplace. Meet special guest, Mike Post, four-time Grammy Award winner, and other celebrity guests, including: Rolando Blackman, Drew Pearson, Preston Pearson, John Fitzgerald, Lee Roy Jordan, and dozens more. This event promises to be "the fun party of the season." If this information reaches you in time, plan to enjoy this special evening.

The festivity schedule is as follows:

6:00 - 6:30 pm

Reception
Tasting of Texas wines and
World Famous Beers

6:30 - 7:30 pm

Buffet Dinner with Celebrities

7:30 - 10:30 pm

Boiler Room Party in Dallas Alley
Dance to the Bill Tillman Band

Tickets: \$100.00 per person for dinner.
(a celebrity will be seated at each table)

\$17.00 per person in advance for the
Boiler Room Party.

\$20.00 per person at the door.

To purchase tickets contact Beverly Nalley at (214) 426-5636.

The Stew Pot... MPI "ladles" love in the community

by Tobi Conley

The Community Service Committee has identified an area of need directly related to our industry as our community project. We, in the industry, are continually given the opportunity to feed and be fed. There are, however, hundreds who go hungry in our city each day. Our committee has researched many ways in which we might serve our city to feed the hungry. Our first opportunity to do so will be through the Stew Pot, a meal facility for the homeless, operated by the First Presbyterian Church of Dallas. MPI Members will actually serve lunch to the hundreds fed daily by this program. Your first opportunity for this rewarding two hour donation of your time will be Friday, November 18. Please contact Colleen Haggard, 746-6628, if you are interested in participating. MPI will serve lunch at the Stew Pot on a quarterly basis.

MPI-PEC Conference

December 4-7, 1988

Nashville Opryland Hotel

by Bob Mitchell

For the first time, the DFW chapter of MPI is making an effort to coordinate our group's activities at MPI's national meeting to give those from our chapter a chance to become better acquainted. The Professional Education Conference (PEC) will be held December 4-7 in Nashville at the Opryland Hotel. Full details on plans for the upcoming PEC will be made available in November. However, if you are in the process of registering now you will want to note Monday evening's activities offer you a choice of several Nashville hotels. If you wish to be a part of the DFW chapter that evening mark:

1st choice	Maxwell House
2nd choice	Vanderbilt Plaza Hotel
3rd choice	Stouffer Nashville Hotel

MPI DALLAS/FT. WORTH CHAPTER BOARD MEETINGS

1988

Tuesday,
Nov. 15, 1988 Adolphus Hotel

Tuesday,
Dec. 13, 1988 Grand Kempinski Hotel

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NEW FACES

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

by Suzie Oliver

Mary K Havens
Marketing Services Manager
Convex Computer Corporation
701 North Plano Road
Richardson, TX 75081
(214) 952-0584

Kathleen A. Lynch
Meeting and Conference Assistant
GTE Directories Corporation
P.O. Box 619810
DFW Airport, TX 75261-9810
(214) 4353-7620

Dana G. McGoveran
Director of Sales Eastern Region
George Graves Group
1404 Walnut Hill Lane, Ste. 115
Irving, TX 75038
(214) 580-9010

Sharon K. Parker
Marketing Assistant
D/FW International Airport
P.O. Box DFW
DFW Airport, TX 75261
(214) 574-3197

Kathy A. Philips
Vice President
Don Strange of Texas
2708 Purdue
Dallas, TX 75225
(214) 363-1155

Gay C. Robson
Manager
Center for Community Cooperation
2980 Live Oak
Dallas, TX 75204
(214) 821-0911

Teri A. Stover
Sales Manager-Hotel Services
AW Audio Visual Incorporated
2241 Irving Boulevard
Dallas, TX 75207-1503
(214) 634-9060

Barbara F. Turley
Social Director
La Cina
5215 North O'Connor, Ste. 2600
Irving, TX 75039
(214) 869-2266

EDUCATION

November Educational Seminar

Prior to the joint MPI/HSMA November chapter meeting, HSMA is sponsoring a time management seminar. The speaker is Sharon Carr of the North Texas Speakers Association.

Sharon Carr is a self-management analyst who specializes in developing human potential and personal effectiveness. As President of "Time" of Your Life, she is totally committed to helping others through her speaking, singing, writing, and consulting. With over 15 years of experience in areas ranging from administration to sales and training, she has "hands-on" knowledge in managing people and systems. This seminar will take you through the steps to successful time management and help you to achieve a better professional and personal life.

When: Thursday, November 17, 1988

Where: Sheraton Park Central

Time: 8:30-11:00 am

Cost: \$25.00 for the seminar

The regularly scheduled luncheon will follow the seminar. To register call (214) 750-6060 and ask for Ramona.

Professional Growth Awards Wants to Help You

by Lesley Meyer

Our PGA Committee has been busy raising funds so that each of you may have every opportunity to grow as a meeting planner. Now in our second year as a committee, we are enthusiastic about the many possibilities for offering you financial assistance toward approved educational seminars and courses. And don't forget the fun of being "the big winner" of 50% of our ticket sales at upcoming MPI meetings. Look for the PGA Committee at future meetings and support your friends and co-planners through the purchase of PGA tickets.

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 resume's of qualified applicants, please contact:

LaTrelle Smart
(214) 960-1590

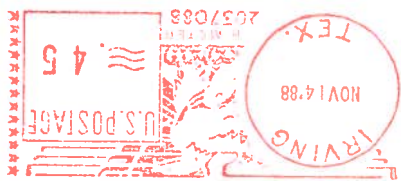
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DALLAS-FT. WORTH CHAPTER



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CALENDAR UPDATE

November 17, Thursday
Sheraton Park Central
Luncheon

December 15, Thursday
Grand Kempenski Hotel
Dinner

January 26, Thursday
The Summitt Hotel
Luncheon

February 23, 1989, Thursday
Marriott Quorum
Dinner

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

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- VICE-PRESIDENT FINANCE**
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