



# CURRENT

## PRESIDENT'S MESSAGE

### Increased depth within MPI



by  
Bill Boyd, CMP

The international fabric of Meeting Planners International is growing at a very fast pace. The national organization is large with over 9,003 members in 41 chapters. Because the leaders of our organization have a steadfast desire to genuinely serve the needs of the members, a great deal of attention in recent months has been focused on the diverse interests of our association of meeting professionals.

It is becoming increasingly more difficult to provide in depth education programs for an organization with so many paths of endeavor. In addressing this dilemma a task force was created to study the possible impact and contribution of separate special interest groups within the membership. These interest groups could be all of the travel agents, or incentive houses, or corporate meeting planners, or destination management companies, or — well, you get the picture. If we had such groups, imagine the effect they would have: specific education programs for your profession, small group discussions on germane, important topics limited to your branch of meeting planning, a forum of peers to discuss issues relevant to "hot" topics in your industry, a network of professionals with a common goal for interchange of ideas, and on and on.

Not only will special interest groups within MPI provide an additional level of service to members (while still providing a broad base organization of meeting plan-

## APRIL MEETING

# Ethics in the Meeting Industry

What's ethical; what's not? When and where do we draw the line? At what point does a freebie become a bribe? These issues are front page feature articles in just about every trade magazine in our offices. April's program will host a panel of industry veterans who will explore and share with us the "Ethical Dilemma."

Our panelists include:

Moderator: Jonathan Howe, Legal Council to Meeting Planners International, Chicago, Illinois.

Airline Representative: Bill Downs, Manager, Delta Meeting Network, Atlanta, Georgia

Hotelier: Stephen D. Powell, Director of Sales and Marketing, Loews Anatole Hotel, Dallas, Texas.

Planner: Rosemary Hall, Coordinator of Meeting Services, May Kay Cosmetics, Inc, Dallas, Texas.

Please plan to attend the April monthly meeting of the D/FW- MPI Chapter and explore this controversial topic.

ners), but these groups will provide the necessary "small peer group" forum which will hold the membership together and add to the overall appeal for joining.

I wholeheartedly support the vanguard forethought of these groups and hope that each of you will benefit from their existence. We currently have one for computer

users; others will depend on you for formation. If you have an interest, get some of your peers together and talk it up, then call me for your next step.

My apologies to Lisa South, CMP for omitting the Certified Meeting Professional designation in my article last month. Lisa South, CMP

## April Chapter Meeting

<b>Date:</b>	Thursday April 27, 1989
<b>Place:</b>	Four Seasons Hotel & Resort
<b>Time:</b>	11:30 AM - Noon Registration & Reception 12:00 Noon - 1:30 PM Lunch and Program
<b>Cost:</b>	Advance Registration - \$19.00 Late Registration and Walk-in - \$24.00

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

**Parking:** Self parking available.

**Advance Reservations must be made by noon on Tuesday, April 25, 1989.**  
For phone reservations call  
(214) 484-6676.

## EDUCATION

# Nomination committee

by Norb Dettman, CMP

How time flies! Your Nomination Committee is ready to submit the nomination list of officers and board members for 1989-90. The committee worked with the most serious of intent to bring a slate of leaders before the membership which will continue the fantastic accomplishments of Bill Boyd and his board.

The election will take place at the regular monthly meeting, April 27. It is important that all members make a special effort to attend the meeting. Patti Lytle, CMP

will head the election task force assisted by Susie Carr, CMP, Michele Green, Kristen Hanson and LaTrelle Smart, CMP.

As chair of the Nomination Committee I want to extend a big MPI thank you to the task force members as well as Bill Boyd, CMP, Gerry Cooper, Erin Donahue, Stan Heller, Judith Mathews, CMP, Sandra Moten, Pat Pearson, Alan Powdermaker, Lisa Renfro, Charlotte St. Martin, Dorrit Turner and Gary Zettle.

## 1989-90 Board of Directors Nominations

by Norb Dettman, CMP

The Nominating Committee herewith submits its slate of 1989-90 Board of Directors nominations to you for your consideration. The election will be held at the regular meeting on THURSDAY, APRIL 27.

### CHAPTER OFFICERS:

President ..... Mary Jo Simmons  
V.P. Administration ..... Bob Mitchell  
V.P. Education ..... Judy L. Bradley  
V.P. Finance ..... Susie Ruffner, CMP  
V.P. Membership ..... Lisa South, CMP  
V.P. Public Relations ..... Phyllis Firebaugh

### BOARD OF DIRECTORS-PLANNERS (4 of the 7 to be elected):

Tobi Conley                      Walter Nixon  
Connie Connel, CMP          Penny Parsons, CMP  
Mary Cowart                     Alice R. Riggins  
Judith Mathews, CMP

### BOARD OF DIRECTORS-SUPPLIERS (2 of the 5 to be elected):

Barbara Fett                     David Powdermaker  
David Gisler                      Dorrit Turner  
Stan Heller

# MPI goes top shelf

What do you get when you cross an MPI chapter meeting with a Friday night? Answer: A simply stunning, star-studded extravaganza and awards gala at the Loews Anatole Hotel. Don't miss this chance to deck out, dance, eat, drink and be recognized. Mark your social calendars for Friday, May 19th.

To-die-for volunteers are requested to contact any of the people listed below to offer their professional assistance.

Awards - Latrelle Smart, CMP,  
817-261-4721  
Entertainment and Presenters -  
Hugh Hunt 540-2222  
Decorations - Sheri Pizitz, CMP  
750-7226  
Publicity - Nancy Kirk, CMP,  
650-4658  
Staging and Production -  
David Gisler 634-1463

Act now! You'll want to be a part of the occasion.

## 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

RESUME HANDLING FEE:  
\$15 - Members  
\$25 - Non-Members

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

**LaTrelle Smart, CMP**  
(817) 261-4721

(ALL INQUIRIES  
ARE KEPT CONFIDENTIAL)

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691-4417



# March meeting

by Tobi Conley

Thank you, MPI, for the experience of our March Meeting!! Indeed, there was something for everyone. The setting provided a look into the past...mummies, ancient civilizations...as well as a glimpse of the future...man's innovative nature, hands-on experiences, visual proof of theories. We salute the Science Place for providing the enlightening atmosphere. And then, to stimulate the sense of taste, La Buena Vida Vineyard in Springtown, Texas provided an assortment of native Texas wines for our tasting. S & S Catering, and Putting on the Ritz joined forces in setting and serving an excellent dinner. The tables were adorned in what appeared to be authentic museum pieces as our membership dined to the sounds of Tea for Two, a delightful musical duo. History came to life in a very "lively" way as Dallas Fan Fares, grand prize winners in the "All Wrapped Up in Ramses" contest presented Rappin' Ramses and the Motown Mummies.

All of this and our program had not even begun...what a night! Michelle Greene presented the 1989-90 nominees for the Board of Directors as well as the



Pat Pearson

slate of officers. Elections are to be held at the April meeting.

The keynote speaker this evening was Pat Pearson of P.C. Presentations. Pat is a local psychotherapist with 15 years experience counseling and guiding individuals as well as groups. Or should we say "motivating" individuals and groups. Pat held our membership spellbound as she truly motivated and educated us on actually being our best and believing we can be our best. Her discussion of self-esteem and self-confidence, two attributes tested daily in our industry, was most beneficial. Why do these traits run high or low? How can we change them? What part does our past play? She provided very viable examples and answers to these questions. Pat offers training to major corporations and conventions; and most recently at the MPI December, 1988 PEC in Nashville. Thank you, Pat.

Thank you, too, to AVW and Freeman for the audio and staging for our exciting March meeting. Thanks also to those who contributed the prizes for the various drawings during the evening: Neiman-Marcus, La Buena Vida Vineyards, Sunbelt, Mary Kay Cosmetics, and EDS.

## Meeting Planners International Dallas/Ft. Worth Chapter

# "Keeping your meeting liabilities down" April 27, 1989

In view of today's litigious society, it is the pleasure of MPI's D/FW Chapter to present to its members "Keeping Your Meeting Liabilities Down" as part of its 1989 Executive Workshop Series. During this session, Mr. Jonathan Howe, Legal Counsel for MPI International, will address where potential liabilities lie in today's meeting planning environment and how to best protect both yourself and your company. Mr. Howe has proven to be a popular and informative speaker on this and related topics at several events hosted

by MPI International.

The workshop will follow the monthly chapter meeting on Thursday, April 27, 1989, at The Four Seasons Hotel and Resort and will help you identify liability issues of utmost importance in our industry. "Keeping Your Meeting Liabilities Down"

Date: Thursday, April 27, 1989

Time: 2:00 PM - 4:00 PM

Place: The Four Seasons Hotel  
and Resort  
Las Colinas, Texas

Registration for the workshop is \$10 per person and will be accepted on a first-come-first-served basis. Please complete the registration form below and return with payment no later than April 15, 1989.

Should you have any questions or need to register by telephone, please contact Connie Sandifer Connel, CMP at (214) 521-4172, Beverly Smith at (214) 234-8781 or Kim Warren at (214) 978-2625.

### REGISTRATION FORM MPI-D/FW Chapter

"Keeping Your Meeting Liabilities Down" Executive Workshop April 27, 1989

Name (please print): \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Check one:

Planner \_\_\_\_\_

Supplier \_\_\_\_\_

Please enclose check, made payable to MPI D/FW Chapter, for \$10/person and return with Registration Form to Connie Sandifer Connel, CMP; The Southland Corporation; 3737 Noble, Suite 391; Dallas, Texas 75204.

## MEMBERSHIP

### "NEW FACES"

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

1 Steven T. Clydesdale  
Dir of Meeting & Trade Shows  
Home & Apt. Builders Assn. of  
Metro Dallas  
2728 Reagan Street, #204  
Dallas, TX 75219  
214/559-3775

2 Lori J. Farris  
Sales Manager  
DFW Internat'l Executive  
Conf. Center  
1800 Highway 26E  
Grapevine, TX 76051  
817/481-8444

3 Kimberly S. Gilbert  
Director of Sales  
Dallas Park Inn Plaza  
1914 Commerce  
Dallas, TX 75201  
214/747-7000

4 Claudia H. Greenlee  
President  
Travel Travel  
582 Lincoln Square  
Arlington, TX 76011  
817/861-9101

5 Dauphinais M. Hoernberg  
Student  
Tarrant County Junior College  
7912 Morning Lane  
Ft. Worth, TX 76125  
817/294-3357

Susan Parker  
Exec. Vice President  
Corporate Education Resources Inc.  
4108 Amon Carter Blvd. #202  
Ft. Worth, TX 76155  
817/354-4717

Diane P. Patton  
Admin-Real Estate Group  
Jones Day Reavis & Pogue  
2001 Ross Avenue, Suite 2300  
Dallas, TX 75201  
214/969-5119

Judy A. Ray  
Vice President  
National Health Insurance Company  
1901 N. State Hwy 360, Ste. 600  
Grand Prairie, TX 75050  
817/640-3436

Phyllis I. Tackitt  
Conference & Travel Assistant  
Young Presidents' Organization  
451 S. Decker, #200  
Irving, TX 75062  
214/650-4631

Pat P. White  
Manager  
World Business Incentives  
3625 N. Hall Street, Suite 680  
Dallas, TX 75219  
214/526-2602

### NEW MEMBER RECRUITMENT

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

Norb Dettman, CMP .....	9
Suzann Oliver .....	2
Susan Romanzi .....	2
Laura Yarbrough, CMP .....	2
Anne Sims .....	2
Michele Green .....	2
Lou Hudson .....	2
William Boyd, Jr., CMP .....	1
Mary Cowart .....	1
Michael Arseneault .....	1
Lindsey Iacovino .....	1
Thomas McLaughlin .....	1
Judy L. Bradley .....	1

## D/FW Board approves new membership category

by Suzie Oliver

The category of Honorary Member has been established in the D/FW Chapter. This classification will recognize former members who have contributed to the chapter in the past, and are now retired but still wish to be informed of and participate in local chapter activities.

Qualifications include a five year consecutive membership in the chapter and the nominee must be retired from his or her regular line of work, or be inactive because of illness or disability. A potential candidate may be nominated by an active member (planner or supplier) or they may nominate themselves. Nominations must be submitted in writing to the Vice President of Membership for presentation to the Board of Directors. The term for Honorary Members is lifetime.

Honorary Members can attend all chapter meetings at the regular member fee and will receive all chapter mailings. Honorary Members may volunteer for committees, however, they cannot chair a committee, hold a chapter office or vote. All participation is on a local level only.

If you have questions or would like to nominate a potential candidate, please contact: Suzie Oliver, V.P. of Membership at (214) 235-7367.

### MPI DALLAS/FT. WORTH CHAPTER BOARD MEETINGS 1989

April 19  
May 17

Four Seasons Las Colinas  
Surprise

## MEET A NEW MEMBER

by Carolyn Hopper



### Phyllis Tackitt

Conference and Travel Assistant  
Young Presidents' Organization

How would you like the responsibility of negotiating for over 150 meetings per year, at international sites and attended by top level executives? Well, Phyllis Tackitt recently took on this task at the Young Presidents' Organization. She handles hotel, airline and ground service contracts for four large meetings of 1,000 attendees and 150 smaller seminars every year.

Phyllis is rejoining the DFW Chapter of MPI in her new capacity. She previously spent three years as a meeting planner at Curtis Mathis and was a chapter member at that time.

"The best thing about the meetings industry," says Phyllis, "is the contacts and friendships you make networking together." Her biggest challenge to date has been planning meetings on short notice. "I had a meeting for 500 to plan in six weeks," she says, "and while it came off fine, nobody really knows what goes on behind the scenes to do it!" I bet we have an idea!

Originally from Mississippi, Phyllis and her family moved to Dallas in 1980. She enjoys reading and plans to take up golf this summer. Good luck on that.

We hope to see you at the April meeting, Phyllis, and welcome back to our DFW Chapter!



# Mark Your Calendar

May 4, 1989, Thursday

## “SHOWCASE CANADA”

(for Meeting Planners)  
The Adolphus Hotel  
5:00 PM - 8:30 PM

### DOLLARS & CENTS

by Mary Cowart

#### February Financial Statement:

Previous Balance	\$3,024.31
PGA Income	\$1,190.09
Income	\$3,607.01
Disbursements	<\$3,432.71>
Certificate of Deposit	\$10,000.00

End of Month Balance \$14,388.70

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

### COMMUNITY SERVICES:

by Lisa A. South, CMP

MPI was well represented at the annual Love for Kids Senior Citizens celebration held March 16 at the Longhorn Ballroom. Thirteen MPI members volunteered the greater part of their day to serve the community in this capacity.

Volunteers assisted in loading and unloading the buses that brought the Senior Citizens from nursing homes to the Longhorn Ballroom. The group began arriving at 10:00 AM and were entertained (and given the opportunity to dance) by three bands. Susie Humphries, of KVIL radio station, served as master of ceremonies. The volunteers also assisted in serving lunch to the group and in cleaning up after the festivities.

Many thanks to the MPI members who generously gave of their time for this event:

Bill Boyd, CMP  
Pamela Braesicke  
Susie Carr, CMP  
Mary Cowart  
Norb Dettman, CMP  
Lou Hudson  
Charlotte Merrill  
O. D. O'Donnell  
John Oliver  
(for Suzie Oliver)  
Barbara Daniel Rice  
Jaynie Schultz  
Mary Jo Simmons  
LaTrelle Smart, CMP

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## MEETING PLANNERS INTERNATIONAL

D/FW Chapter

### COMMUNITY SERVICES COMMITTEE PROJECTS UPDATE

Have you signed up to serve at the Stew Pot with the Community Services Committee? Well here's your chance if you would like to participate in this very worthwhile community service. For more

information, please call Colleen Albert at 214/746-6628.

Please complete this form to indicate your participation with the MPI Community Service STEW POT.

Name \_\_\_\_\_

Company \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone ( \_\_\_\_\_ ) \_\_\_\_\_

I would like to participate in the Stew Pot on

- Friday, March 24, 1989
- Friday, April 28, 1989
- Friday, May 26, 1989

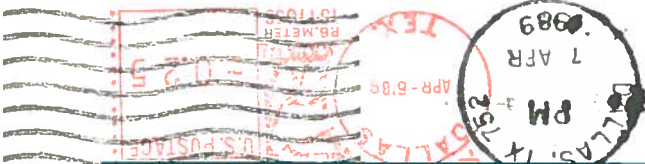
Please return this form to:

Colleen S. Albert  
Dallas Convention & Visitors Bureau  
120 Elm Street, Suite 2000  
Dallas, TX 75270

# DALLAS-FT. WORTH CHAPTER



P. O. Box 866428  
Plano, TX 75086-6428



## CALENDAR UPDATE

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 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.

## OFFICERS

### PRESIDENT

Bill Boyd, CMP ..... (214) 401-0210

### VICE-PRESIDENT MEMBERSHIP

Suzie Oliver ..... (214) 235-7367

### 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 ..... (214) 650-4658

### VICE-PRESIDENT ADMINISTRATION

Rosemary Hall ..... (214) 630-8787

### BOARD OF DIRECTORS

Judy Love-Bradley ..... (214) 922-9806

Laura Yarbrough, CMP ..... (214) 661-6000

Susie Ruffner, CMP ..... (214) 929-8608

Charlotte Ponder ..... (214) 591-2832

Barbara Fett ..... (214) 746-3500

Phyllis Firebaugh ..... (214) 386-6000

Bob Mitchell ..... (214) 720-5213

David Gisler ..... (214) 638-6450

Carolyn Hopper ..... (214) 699-6270

### IMMEDIATE PAST PRESIDENT

Norb Dettman, CMP ..... (214) 747-0555

### CHAPTER SECRETARY

Sue Kelly ..... (214) 484-6676