



**PRESIDENT'S MESSAGE**

by: Mary Jo Malone



The DFW-MPI Chapter was well represented at the 1989 Professional Education Conference in Long Beach, California.

The educational tracks were excellent and offered over 30 workshops for all levels of interest.

The Chapter Management Forum held Sunday was attended by all chapter leaders from across the country to exchange ideas to better serve membership with emphasis on education, networking and membership retention as well as recruiting.

The conference was attended by approximately 1,400 MPI members with over 30 attendees from our DFW Chapter.

The conference included a Holiday Gala Reception on the Queen Mary where we were treated to a spectacular fireworks presentation and dinner at The Spruce Goose with entertainment by Nell Carter. The warmth of the holiday season was felt throughout the room. Educational value from this conference is well worth membership.

*Best wishes for a healthy and prosperous New Year!  
Mary Jo*

**JANUARY MEETING**

**“The Cutting Edge of Audio-Visual Technology”**

by Connie Sandifer, CMP

MPI Dallas/Ft. Worth members attending the January Monthly Meeting at the Harvey Hotel DFW should be prepared for something out-of-the-ordinary. This guarantees to be different than any other chapter meeting you've ever attended!

Four industry-leading companies from around the country will present live demonstrations of the exciting audio-visual technologies of tomorrow. You will witness:

- “The Holograph Systems by AVW”, accompanied by “The AVW Image-Wall”, presented by AVW Audio Visual, Inc., Dallas, Texas
- “3-D: Meeting A New Dimension”, presented by Brad Young's Multi-Image, Dallas, Texas
- “Lasers and Fiber Optic Technologies”, presented by Laser Media Rentals, Houston, Texas
- “Bringing Your Communication To Life”, presented by Interactive Personalities, Inc., Minneapolis, Minnesota.

The sessions will run concurrently, in separate rooms, at 20-minute intervals

that begin at 11:45 am. Each of the technologies will be demonstrated five times and attendees are strongly encouraged to view all four technologies.

Registration for the meeting will open at 11:15 am and will stay open until 12:00 noon. However, announcements will be made in the reception area from 11:30-11:45 am and the technology demonstrations will begin promptly at 11:45 am.

The hotel has agreed to accommodate the special requirements of this unusual program by providing food and beverage conducive to attendees' mobility. Rather than the usual luncheon “banquet”, heavy hors d'oeuvres will be the fare of the day. Attendees may take their “meals” with them as they venture from one demonstration to the next.

Please make your plans now to attend this meeting. The nationally recognized companies participating in this program have spent literally months to bring an exciting and memorable event to the Dallas/Ft. Worth Chapter. You won't want to miss it!

**January Chapter Meeting**

- Date:** Thursday, January 25, 1990
- Place:** Harvey Hotel - DFW Airport
- Time:** 11:15 Registration 11:45 - 1:30 pm Lunch and Program
- Cost:** Advance Registration: \$22  
Late Registration: \$30  
Guest Registration: \$25
- Parking:** Complimentary Self Parking *SANDY*

When paying by check, please have it made out before you get to the registration desk. Advance Reservations must be made by noon on Tuesday, January 23, 1990. For phone reservations call (214)343-0555.

# MPI DFW Chapter 1990 Weekend Educational Conference

by Connie Sandifer, CMP

Following its tradition of offering the finest in educational programming to its members, the MPI DFW Chapter is conducting a Weekend Educational Conference (WEC) on April 6-8, 1990 at the DFW Hilton Executive Conference Center.

Topics and speakers have now been finalized for the WEC. And although complete conference and registration information will be available in the February *Current*, the following is a "sneak preview" of the Conference Agenda:

## Friday, April 6, 1990

Optional attendee check-in.

## Saturday, April 7, 1990

Optional attendee check-in  
AM. Registration/Continental Breakfast  
General Session  
Four Concurrent Educational Sessions, in two tracks:

### Professional Development

**Team Building**,  
presented by Hattie Hill-Storks  
**Power & Politics: Myths & Realities**,  
presented by Dr. Paula Ann Hughes

### Personal Development

**Thriving on Pressures**,  
presented by Pat Pearson  
**Customized Communications**,  
presented by Bill Cantrell

PM: Group Luncheon  
Repeat of Educational Sessions  
Reception Hosted by Grapevine  
Convention & Visitors Bureau and  
MPI Dallas/Ft. Worth Chapter

## Sunday, April 8, 1990

Attendee check-out

The registration fee of only \$60/person includes the general session, choice of two educational sessions (one morning, one afternoon) and all food and beverage functions.

A one-day CMP "crash course", conducted by Judith Mathews, CMP, will run concurrently with the WEC. More detailed information will be found in the February *Current* as well.

Don't forget that PGA funds are available for educational purposes! Should you wish to apply for funds to help with the cost of attending this event, please contact Lindsey Iacovino at 214/638-0024.

## Educational opportunities abound! PGA funds are available!

by: Lindsey Iacovino

The New Year has begun and brings with it numerous educational opportunities for meeting professionals.

— One of the great benefits of belonging to the DFW Chapter of MPI is the tremendous support its members give to Professional Growth Awards. The PGA fund currently has over \$1,000 available for "matching fund" scholarships. This means you can be reimbursed for up to 50% of the tuition or registration fee for an approved course or seminar.

Listed below are just a few of the educational opportunities for which scholarships are available:

Richland College/Meeting  
Planning I

February 20 - May 1

MPI Institutes I & II

March 30 - April 4

MPI/DFW Chapter Weekend  
Educational Conference  
April 6 - 8

Make one of your New Year's resolutions to further your professional development. If you have been an MPI member for a minimum of one year, apply now for a PGA scholarship, by picking up an application form at the January 25 Chapter Luncheon or by calling Lindsey Iacovino at 638-0024.

## HOST FACILITY- JANUARY

by Judy Love Bradley

FACILITY: Harvey Hotel - DFW Airport  
4545 W. John Carpenter Freeway  
Irving, TX. 75063

PHONE: 214/929-4500

The Harvey Hotel is in airport facility with over 35,000 square feet of meeting space.

RESTAURANTS: Two restaurants are available; Scoops Diner, 50's style diner, Benton's, and American grill.

SLEEPING ROOMS: .....506

SUITES: .....64

MEETING ROOMS: .....33

SIZE OF GROUP WE BEST CATER TO: .....6-1200

To book an upcoming meeting/convention please contact:

NAME: Pamela Roffino

TITLE: Director of Convention Sales

PHONE: 214/929-4500

FAX NUMBER: 214/929-0733

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# DECEMBER MEETING WRAP-UP

by Connie Sandifer, CMP

Winter "Wonderland" was certainly the appropriate name for this year's DFW Chapter holiday celebration! The combined elements of this special program created an event sure to be long remembered by its attendees.



Plaza of the Americas, host of the December program, did a superb job of helping us welcome the holiday season all the way around - from menu selection to room set-up to wait service. Special thanks to Chef Hans for the excellent meal!

Freeman Decorating and Magic provided the marvelous decorations, including the "photo-opportunity" sleighs and the bridge crossing over the wintery "pond".



The unique, themed centerpieces were courtesy of Dallas Blossoms and the pine trees came by way of Southern Greenery.

Revelers were treated not only to the "wonderland" atmosphere thus created, but also to a variety of entertainment provided by Nightlife Talent. The Collins Classic Carollers, bedecked in 19th Century attire, serenaded attendees a cappella during the reception. Once their audience was seated inside the ballroom, Linda Petty and The Main Event performed throughout the course of the evening, and even presented a gift (their album) to them. The surprise of the evening came in the form of the high-energy Rhythm Works dance troupe, whose act really got things moving!

Thanks, also, to Specialty Advertising, who procured the Christmas ornament, and Sloan Photography, who immortalized this event on film. These are special moments of a very special evening in our Winter Wonderland!



## SPOTLIGHT

by: Connie Sandifer, CMP



### Bob Walker

The fabulous room set-up and audio-visual presentation the MPI DFW Chapter experienced at its 1989 Gala Awards Night was, in large part, due to Bob Walker.

Bob is Vice President of Production Services at the AVW Audio Visual, Inc. As such, he is responsible for the coordination of sales and marketing of creative services, concept development for media and event production, media and event planning and execution, and maintaining the financial balance of the Production Division.

And, on top of that, he and his organization continue to contribute enormously (usually behind-the-scenes, where it's hardest to notice!) to the success of the DFW Chapter's programs.

Although Bob has been with AVW for over 13 years, he started his professional life in the broadcast industry. During college, he worked at a couple of radio stations doing voice-over work and producing commercials. After finishing undergraduate school and during graduate work, Bob worked in the sales department of a local station in Ft. Worth. Later, he moved to Dallas to work at Belo Broadcasting (Channel 8, WFAA, KZEW), where he stayed for three years.

AVW was still a relatively young company when Bob left Belo and was looking for something new. He didn't have to look far, jumping at the chance to market AVW's creative services to the corporate market. At the time, the company was primarily focused on multi-image for corporate productions. However, AVW's affiliation with The Freeman Companies would ultimately lead them into full event production (staging, sets, live talent, etc.) in both the corporate and association markets.

Bob has coordinated all sizes of meetings and special events, with just about every level of planner. He does have one story, however, that sticks out as being an especially big challenge: "It was a two hour awards show that involved everything (sound, lights, multi-image, live talent and a fully built hard set). We were working with a first-time planner that had booked the ballroom for a Saturday night. The event was at 7:30 pm. Unfortunately, he didn't book the room until 5:00 pm. To complicate matters, the ballroom was sunken about 6 feet (accessible only by steps), the freight elevator was only 8 feet tall and there was only one loading

dock in the hotel. I had hired the talent, but there was not time to rehearse on the actual stage. So we taped off another room and did a walk-through in our imagination. Well, the time grew near - I had 20 people waiting to attack the room the moment the prior group broke their theater-style meeting. As 5:00 arrived, nobody moved from their seat - I was going crazy! Finally, the room emptied and what seemed like a million housemen, technicians, decorators, waiters, stagehands, etc. moved like a swarm of killer bees into the room. The show started on time, the set looked great, the talent did a great job, and the client was so happy that they committed to having us produce their following year's awards show on the spot. I always say 'never again', but for some reason I just keep doing it". More on Bob Walker:

**HOMETOWN:** Waxahachie, Texas

**COLLEGE:** Texas Christian University, Ft.

Worth (BBA in Marketing and Management)

**FAMILY:** Married for almost 14 years, with three children-ages 4, 8 and 10.

**PROUDEST ACCOMPLISHMENT:**

"That's a tough question, but I married well. Only a saint could put up with my schedule."

**LIKE BEST ABOUT MPI:** The opportunity to get to know people with similar interests that can be learned from almost continually.

**LIKE BEST ABOUT HIS JOB:** "There is never a dull moment. I have the opportunity to daydream a lot and get paid for it - who could ask for more than that?"

**FAVORITE THING ABOUT THE**

**DALLAS AREA:** Ft. Worth

**TIP OF THE TRADE:** "Keep in mind that while this is a serious business and you have to take things seriously, you can still have fun doing it!"

## NEW KIDS ON THE BLOCK

by Lisa A. South, CMP

Meeting Planners International would like to welcome the following new members for the month of November.

Bobbie J. Allen  
Supervisor Membership Records  
Meeting Planners International  
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Dallas, TX 75207  
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Planner

E.Gail Barron  
Director Public Relations  
Meeting Planners International  
1950 Stemmons Frwy, Ste 5018  
Dallas, TX 75207  
214/746-5236  
Planner

Laura D. Campbell  
Secretary Executive Admin.  
Meetings Planners International  
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Dallas, TX 75207  
214/746-5247  
Planner

Phyllis R. Cox  
Sales Manager  
Grapevine CVB  
1280 S. Main St., Ste 103  
Grapevine, TX 76051  
800/457-6338  
Supplier

Kelly R. Eberhart  
Admin Asst  
Pepsi-Cola Co South  
12377 Merit Dr., Ste 1500  
Dallas, TX 75251  
214/404-7041  
Planner

Patricia T. Franklin  
Conference Coordinator  
Xplor International  
4312 Purdue Circle  
Plano, TX 75093  
214/867-4228  
Planner

Forrest Harkrader  
Vice President  
Dallas Market Center  
2100 Stemmons Frwy  
Dallas, TX 75207  
214/749-5455  
Supplier

Tina M. McKinney  
Meeting Planner  
Media Point  
2651 North Harwood, No 300  
Dallas, TX 75201  
214/871-4999  
Planner

Lynn A. Mergehenn  
Sales Manager  
Hyatt Regency Dallas  
300 Reunion Blvd.  
Dallas, TX 75206  
214/651-1234  
Supplier

Melissa A. Post  
Office Manager  
Burger King Corp.  
4965 Preston Park Blvd, No 400  
Plano, TX 75093  
214/964-3616  
Planner

Wayne B. Whitson  
Director Office Services  
Meeting Planners International  
1132 Highridge Drive  
Wylie, TX 75080  
214/746-5228  
Planner

Rhonda W. Zielinski  
Sales Manager  
Trvl Resources-Sterling Hotel Group  
2828 Routh St  
Dallas, TX 75201  
214/880-9040  
Supplier

## MEET A NEW MEMBER

by Becky Milkie



### Ms. Pati Beaulieu, CEM Event Manager, Society of Petroleum Engineers

Pati has been with SPE for 11 years and recently moved from exhibit marketing, sales and on-site management to her present position of overall Meetings Management responsibilities, which includes on-site management of conventions as well as some of the regional meetings that have exhibits. Pati began in Exhibits at SPE in 1977, moved to Phoenix, AZ and worked at the Hyatt Regency Phoenix in Convention Services. She transferred to the Hyatt Regency Dallas and then returned to SPE in the Exhibits Department in 1981. In February 1989, she transferred from Exhibits to the Meeting Planning Division.

Pati says that her biggest challenge or toughest assignment is keeping the pace and staying motivated and innovative when you're exhausted. "I finally learned to describe my job to my friends: "I love it, you run as fast and hard as you can, then you sprint to finish, then you run as fast and hard as you can, and then sprint to finish. Then, etc. etc!" They plan approximately 25 meetings and exhibitions each year.

Pati enjoys the challenge and variety of her job. She enjoys MPI because of the industry friendships.

The accomplishments of which Pati is most proud is receiving her CEM through the National Association of Exhibition Managers.

Her major "tip of the trade" and/or "working philosophy" is, Stay Flexible and ready to change course. Be responsive to your market as they are your life blood. Avoid the "we've always done it that way" syndrome, as it's certain death in today's world. Try new approaches and different solutions; and most importantly, listen to you're contractors, you're peers, you're subordinates, and last but not least, your clientele".

Pati is married and has a daughter, age 3. She is originally from New Mexico. She enjoys playing soccer, scuba diving, wilderness canoeing and snowskiing.

It's our pleasure to have you as a member of MPI, Pati.

## HEARD IT THROUGH THE GRAPEVINE

by Donna Magro

Charlie Bass, who has been in Austin recently with his own business, is moving to Colorado...he will be the Director of Sales and Marketing for the Village of Breckenridge Resort. We wish you the best of luck, Charlie, and watch those ski slopes!!!!

Mickey Devito has left the Clarion Hotel and is taking a little time off to enjoy the holidays! Stay in touch with us, Mickey, and have fun!

Mary Garner from the Irving Convention and Visitors Bureau has recently married and has moved to Chicago to be with her new husband! Congrats to you, Mary, and we will miss you!

Phyllis Tackitt from Young President's Organization has been quite ill lately and we all wish her a speedy recovery...our thoughts and prayers are with you! Hurry back!!!!

Mary Lynn Mignogna has been promoted to Director of Sales of the Plaza of the Americas Hotel! Yea, Mary Lynn....best of luck in your new position!!!

That's it for this month, hope everyone had a safe and wonderful holiday season...don't forget to keep those New Year's resolutions and don't forget to give me a call if you know any news. Thanks! 521-9304.

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**631-5251**

by Colleen Albert and Becky Milkie

### STEW POT

Friday, January 26, 1990, we will be serving food to the homeless. Please sign up at the January meeting if you are interested in serving any month on the Friday after our monthly meeting. See Colleen Albert for more details or to sign up.

### NORTH TEXAS FOOD BANK

We want to thank everyone for their donations of canned goods during the last two months. The response from our MPI members was great and very appreciated.

### SPINA BIFIDA CHRISTMAS PARTY

A big thanks goes out to the MPI members that took time out of their busy day on December 2nd to bring smiles to the children with spina bifida at the Scottish Rite Hospital. We especially want to thank Magic and Yellow Rose for their gifts and decorations.

# SOCKS and JOCKS

## Deadline: January 25, 1990

by Amy Dugan

Attention DFW Chapter of MPI! Don't miss out on this wonderful opportunity to help the Metroplex homeless stay warm this winter! Please bring new and used clothing (socks, underclothes, jackets, sweaters, etc.) to one of the following collection points or to the January 25th MPI meeting.

One of our chapter goals is to gain recognition of our industry. This is a fantastic opportunity for our organization to make a positive impact on those less fortunate, as well as, continue to gain community awareness. So let's make this clothing drive a success - no one should come to the January meeting empty handed!

Please drop off clothes at these collection points between 9-5 Monday through Friday.

Kaleidoscope, Inc. 3131 Turtle Creek Blvd. Suite 910 522-5930  
Judy Benaroché

Dallas Fan Fares, Inc. 5485 Beltline Suite 270 239-9969  
Michele

AVW Audio Visual, Inc. 2233 Irving Blvd. 634-9060  
Lindsey Iacovino

If you have any questions, please call: Amy Dugan (680-8679) or Cheryl Lilley (855-1414).

Thank you for all your support, especially those serving as collection points.

# You asked for it

by: The Program Committee of the DFW Chapter of MPI

As we begin the 1990's, we on the programming committee thought our members would be interested in a new quarterly column called "You Asked For It."

Many of you have taken the time to fill in your report cards "which we greatly appreciate" at our regular monthly meetings. Without your input, the programming committee doesn't know if we are meeting the needs of our members. Occasionally, the members who respond to our report cards asked a question. Until now, no one responded to their questions/comments.

In this quarterly column we plan to address some of the comments made by our members on the report cards. By addressing these questions/comments, it is hoped that each member of the DFW Chapter of MPI will have a better understanding of the effort involved in coordinating/planning our monthly chapter meetings.

1) "Why did we choose this hotel for our monthly chapter meeting?"

Our members may not be aware that the chapter "Policies and Procedures" state that our monthly chapter meetings can only be held in facilities that are presently members of the DFW Chapter of MPI.

Although attendance for each meeting is difficult to predict until two days prior to the meeting, we attempt to book our monthly meetings into member hotels that are large enough to accommodate our group.

2) "Why do we have rounds of 10 instead of rounds of 8 at our monthly chapter meetings?"

Often the number per table is decided upon, based on the number of people that RSVP for our function. If the meeting room is large enough, we try to use rounds of 8, as it is much more comfortable for our attendees. The hosting facility ultimately makes the decision as to how many people they wish per table, based on our attendance figures for that particular meeting.

3) "Its great to have decorations, centerpieces, audio visual and entertainment for our meetings. Does the chapter pay for these?"

No, everything you see from decorations to centerpieces, from audio visual to entertainment has been donated, usually by members of our association. To give them the credit they rightly deserve, we have signs

made recognizing their contributions placed in the front of the room. Mary Jo Malone, our president, always thanks them for their donations during the actual meeting and we also mention them in the wrap-up article in the newsletter. This gives them the exposure they deserve.

Our members give tirelessly to this organization to make each monthly meeting special for our members. We on the programming committee are forever in their debt.

More comments will be addressed in the March newsletter. Happy New Year to each and everyone from the programming committee!

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## AWARDS COMMITTEE

by Marilyn McGuire, CMP, TCUL

You may know a winner. Or you might even be a winner.

Due to the deadlines set by MPI International, work begins early in the year for the Awards Committee, and it is time to turn your attention to this process for 1989-90; specifically, the DFW Chapter nominees for International Planner and Supplier of the Year and the DFW Chapter's own Planner and Supplier of the Year.

At our January chapter meeting, the Awards Committee will be seeking your

## CMP CORNER

by Kim Warren

# Join Us on the Cutting Edge! Get Your CMP!

In the past, a moan might be heard from the CMP candidate preparing to study for the A/V portion of the test. No more! January's monthly meeting illustrates that A/V can be creative, effective and exciting! And these questions aren't nearly as tough as you might have thought:

1. The rapid succession of images to illustrate an association of ideas is called a MONTAGE.

2. MONOCHROME describes images reproduced on a black and white television system.

3. The adjustable support for positioning microphones or lighting fixtures is called the BOOM.

4. To obtain a copy of the final edited film, you would request a PRINT.

5. BACKLIGHT refers to stage lighting from the rear of an object or person.

assistance. A form will be distributed to allow our members the opportunity to submit the names of potential candidates. The awards are based on services to the chapter and/or International, as appropriate. More details will be provided at the chapter meeting, but for now, please reflect upon the members of our chapter who have contributed to its success and/or the success of the MPI International organization.

For further information, contact Marilyn McGuire, CMP, TCUL, 214/980-5111.

6. To neatly arrange cables lying on the floor DRESS.

7. An additional shot added to a scene at a later time INSERT.

8. Synchronization of two or more sound and/or picture sources INTERLOCK.

Print	Parabolic Screen	Mixer
Kelvin	Boom	Windscreen
Dress	Interlock	Monochrome
Montage	Insert	Backlight

### ANSWERS:

1. Montage
2. Monochrome
3. Boom
4. Print
5. Backlight
6. Dress
7. Insert
8. Interlock

# EXTRA! EXTRA! EXTRA!

by Marilyn Manby and  
Judith Mathews, CMP

Thursday, March 22, 1990

Mark your calendars now — for the GREATEST meeting west of the Trinity in 1990!

Did you know that Fort Worth is the closest foreign destination to Dallas? Cowboy and Culture are spoken there!

Watch for further announcements.



## DUCKY-BOB'S PARTY RENTALS

Dallas Ft. Worth  
702-8000 336-6800

## MAKING CHANGES

by Lisa A. South, CMP

If you have made a change in your name, company, business address, business phone number, job title, etc., remember to send the information IN WRITING to:

Meeting Planners International  
Attention: Membership Department  
INFOMART  
1950 Stemmons Freeway  
Suite 5018  
Dallas, Texas 75207

OR

You may call the changes into the Membership Department of MPI Headquarters at (214) 746-5222.

## DOLLARS & CENTS

by Susanne Ruffner

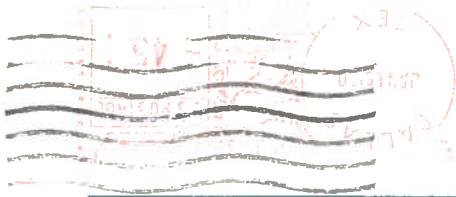
### November Financial Statement:

Previous Balance	\$ 16,611.20
Income	\$ 6,388.09
Disbursements	<\$ 7,591.51>
End of Month Balance	\$15,407.78

\*This balance includes the \$7,050.63 Certificate of Deposit.

Financial statements run two months behind.

# DALLAS-FT. WORTH CHAPTER



10935 Estate Lane  
Suite 400  
Dallas, Texas 75238



## CALENDAR UPDATE

January 25, 1990\*\*\*\*Thursday  
Harvey Hotel - Airport  
Luncheon  
"The Cutting Edge of Audio Visual Technology"

February 22, 1990\*\*\*\*Thursday  
Summit Hotel  
Luncheon  
"See you in Hawaii"  
Executive Workshop 9:30am-11:30am

March 20  
(How To) Breakfast Series  
Location TBA

March 22, 1990\*\*\*\*Thursday  
Worthington Hotel, Ft. Worth  
Dinner  
"A Night in Cowtown"

April 6-8, 1990  
DFW Hilton Conference Center  
Weekend Educational Conference  
"Educational/Personal Development"

April 26, 1990  
Cityplace  
Luncheon  
"Election of Officers/  
Experience Automated Response Programs  
for you Meetings"

## BOARD MEETINGS

January 16, 1990	April 17, 1990
February 13, 1990	May 8, 1990
March 13, 1990	

## 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

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Mary Jo Malone ..... (214)742-8200

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