



# CURRENT

THIS ISSUE IS SPONSORED BY  
Worthington Hotel

## PRESIDENT'S MESSAGE

### ADVERTISING OPPORTUNITIES

by Mary Jo Malone



First, I would like to thank you for the tremendous response to our membership category poll. Based on our chapter response with over 80% opposing this motion, we submitted our final recommendation opposing this issue. I will report back to you on the outcome of this issue after the March International Board Meeting.

Now the exciting news: Our Vice President of Public Relations, Phyllis Firebaugh, Newsletter Editor, Mary Cowart, and their respective newsletter committees have worked so hard all year to produce an informative, timely, good looking, easy to read newsletter - Oh! don't let me forget "self sustaining." And so far they are right on target with their goals. You may have noticed starting in January, through the efforts of this committee, we now have a sponsor each month and special feature advertising available.

If your company or organization has a special message or announcement, this is your perfect opportunity to reach a targeted audience for a minimum cost. Since each issue is themed around the monthly program, planners may file that issue for future reference; and suppliers will want to be included, increasing the value of their advertising. Only \$500.00 puts your message on a full page ad as well as a banner line on the front page. Of course, sponsorship is not our only offering; you can be in each month's issue for only \$75.00 to \$300.00. For more details on advertising costs and availability, call Joanne Nichols, Chairman of Advertising, at 357-5601 or O.D.

## MARCH MEETING

# COWBOYS & CULTURE

The Best Meeting West of the Trinity!

by Marilyn Manby

If you are from Dallas, you don't know what you are missing in Fort Worth. Surprises abound west of the Trinity!

Registration begins at 5:00 PM at the Loew's Anatole Hotel. The Carey's "stage coach" will depart from the Chantilly entrance of the Anatole at 5:30 PM sharp.

Your "stage coach" will take you across the Trinity to the closest foreign destination west of Dallas. Music and beverages will be served.

There is much to learn about our neighbors west of the Trinity, and the terrific



See COWBOYS page 2.

## March Chapter Meeting

<b>Date:</b>	March 22, 1990
<b>Place:</b>	Worthington Hotel, 200 Main, Fort Worth, TX.
<b>Time:</b>	5:00 PM REGISTRATION AT LOEWS ANATOLE FOR "STAGE COACH" RIDERS 5:30 PM The Carey's "STAGE COACH" DEPARTS from the Chantilly Entrance of the Anatole
<b>Time:</b>	6:30-7:30 PM COCKTAILS & REGISTRATION 7:00-8:30 PM DINNER & PROGRAM
<b>Cost:</b>	Advance Registration: \$26.00 Late Registration & Walk-in: \$35.00 Guest Registration: \$30.00
<b>Parking:</b>	Transportation to Fort Worth will be provided free of charge by Carey Limousines. When you make your reservations for the meeting, please indicate whether you wish to take a "STAGE COACH" or not!

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, March 20, 1990, by calling 214/343-0555.

O'Donnell at 691-4417. Once again, big applause to Phyllis Firebaugh and Mary Cowart, and their Newsletter and Advertising Committees:

**Newsletter Committee**  
Kim Warren  
Tobi Hollingsworth  
Connie Sandifer, CMP  
Becky Milkie  
Mitzi Baird

Donna Magro  
Colleen Albert  
Alexandra Vurpillat  
Stan Heller

**Advertising Committee**  
Joanne Nichols  
O.D. O'Donnell  
Dorrit Turner  
Nancy Hick  
Good Job!

• **COWBOYS**  
from page 1.

services and information they can provide. Come and visit with the Arlington, Grapevine and Fort Worth Convention and Visitor's Bureau's. See what they have to teach us!

Suzie Humphreys is our guest speaker. Dallas radio listeners know Suzie as the unpredictable suburban career woman, wife and mother who lends humour and a slice of life to Ron Chapman's morning radio show on the top rated radio station in the nation, KVIL.

As driver of the KVIL yellow van each morning, Suzie travels the Dallas/Fort Worth metroplex. Her homespun wit and humorous chats with Chapman have helped her become part of one of the most successful radio shows in the country.

Suzie's career has spanned the boundaries from administrative secretary to TV talk show host. For five years, Suzie has been seen each morning on the Dallas ABC affiliate program "News 8 Etc."

She co-starred in "Crisis at Central High" with Joanne Woodward and debuted in her first movie role at the Corsicana "Drive In". She has made hundreds of commercials and industrial shows for Southwestern Bell Telephone, Honeywell, Oldsmobile and 7-11 Stores.

Suzie's talk entitled "Life is What Happens to You While You're Making Other Plans," drives home the message that change usually is followed by something positive. In short, her philosophy is "It's not what happens to you in life that matters...rather how you use it."

After hearing Suzie, you'll take with you a sense of excitement that comes from life's experiences and the new adventures they bring.

As you can see, you will get more useful meeting planning information than you ever dreamed possible. Join us for COWBOYS & CULTURE at the Worthington Hotel on Sundance Square.

## 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.

## HOST FACILITY - MARCH

by Judy Love Bradley

**FACILITY:** Worthington Hotel  
200 Main  
Fort Worth, Texas 76102  
**PHONE:** 817/870-1000

Downtown near Sundance Square, 4 Star, 4 Diamond property.

### RESTAURANTS:

Three restaurants are available -

- **Market Place** - Deli, Lunch
- **Reflections** - Elegant Dining European Cuisine, Evening
- **Brasserie La Salle** - Main Restaurant, 6am-11pm

**SLEEPING ROOMS:** ..... 508

**SUITES:**..... 70

**MEETING ROOMS:**..... 17

**SIZE OF GROUP WE BEST**

**CATER TO:**..... 20-1000

To book an upcoming meeting/convention please contact:

**Name:** Craig Evans  
**Title:** Director of Marketing & Sales

**Phone:** 817/870-1000

**FAX Number:** 817/332-5679

## FORT WORTH: Where The West Begins

by Phyllis Firebaugh

Fort Worth is like a well-heeled cowboy, true to its western heritage, but with a hearty appreciation for the finer things in life.

### DID YOU KNOW FORT WORTH IS THE HOME OF:

- The Southwestern Exposition Live stock Show & Rodeo
- The Van Cliburn International Piano Competition
- Companies as diverse as the manufactures of hand-crafted saddles to F-16 fighter aircrafts.
- The nation's third-largest cultural district including:

Kimball Art Museum  
Amon Carter Museum  
Modern Art Museum of Fort Worth  
Fort Worth Museum of Science & History  
Omni Theatre & Noble Planetarium  
Will Rogers Memorial Center & Equestrian Center  
Casa Manana Playhouse

### • Other area highlights

- Sid Richardson Museum of Western Art
- Cattlemen's Museum
- North Fort Worth Historical Society Museum
- Log Cabin Village
- Fort Worth Zoo
- Botanic Gardens
- Japanese Gardens
- Fort Worth Water Gardens
- 150 Years of Fort Worth Museum
- trompe l'oeil mural of Chisolm Trail Cattle Drive
- Caravan of Dreams in Sundance Square
- West Exchange Avenue Saloons
- Billy Bob's Texas

Just bring your pioneer spirit and dancing shoes, and you're set for a taste of cowboys and culture in Fort Worth, "Where the West Begins."

Advertising Space  
Available

## FEBRUARY MEETING WRAP-UP

by Alexandria Vurpillat

It was obvious when the Hawaiian drums began their pagan beat and the hula dancers were pulsating to the rhythm that it was not "Business As Usual!" In fact, from the moment we entered through the doors and lovely ladies in sarongs welcomed us with a fresh carnation lei, we were immediately transported out of Texas to our favorite island... HAWAIIAN.

Attendance not only surpassed expectation but also seating! It was what we call "A Packed House". The Summit staff discreetly and smoothly added tables and everyone enjoyed a wonderful view of what was to come.

The tables were set beautifully; the focal point at each table was the exquisite tropical flower centerpieces donated by A Courtney Castle Florists of Irving, all individually designed by the 1988 Designer of The Year, David White.

A very special thanks went to Jim Myers of Sunbelt Motivation & Travel, Inc. for sponsoring the beautiful lei's which were flown in from Hawaii. Always the perfectionist, as Chairperson for the February meeting, Jim did his usual outstanding job of organizing all details.

Greg Elam, our consummate speaker, enlightened us once again with his humor and expertise in planning the perfect meeting. The topic was: "THEMES", The Fabric of Your Meetings! Greg gave excellent examples of how to turn a 'Plain -Jane' meeting into a motivated, spectacular meeting. He stressed an interesting fact that we may not take into daily consideration: Themes and other professional touches not only reinforce our value, they also demonstrate our worth to our organizations.

The entertainment highlight was the performance by "Touch Of Polynesia" dancers.. (what movements!), sponsored by O.D. O' Donnell, president of Nightlife Talent and Management Agency. Thanks O.D.! Add to this festive moment the dramatic erupting volcano, provided by a favorite sponsor, "Magic", and the mood was complete. Patti and Charlotte always come through with magical winners for an event.



The audio visual equipment for Greg's presentation was provided by AVW and the final touch was a Hawaiian themed door prize, sponsored courtesy of Lynett Owens and Associates and provided, courtesy of Mauna Lani Bay Resort of Hawaii and Halekulani Hotel of Oahu, Hawaii.

Thanks to Charlotte Weintraub, Dir. of Catering, and her staff at the Summit Hotel, our host for February. A delicious buffet of chicken, fish, pork, vegetables, various salads and desserts were part of the Hawaiian enchantment we experienced.

Not only did we learn valuable pointers on how to theme that special meeting, we were fortunate to experience it first hand. IT WORKS!!

Photos compliments of  
Bill Sloan Photography



## FEBRUARY WORKSHOP SUMMARY

by Fred Knieberg, CMP

### "Themes, The Fabric of a Meeting"

How does a theme impact your meeting?

How can your budget be stretched to include a theme?

How can developing a theme for your meeting establish you as a professional - and set you apart from the average would-be planner?

These are some of the questions posed and answered by Greg Elam during our February Executive Workshop.

Greg presented ideas and simple ap-

proaches to developing effective hard hitting themes that focus on the objectives of your meeting. We learned how to coordinate every facet, including printed material, decorations, menu selection, venue selection, and session topics - and how to do it without busting your budget.

Undoubtedly, this was one of our most effective workshops. Just getting the booklet put together by Greg will return the workshop's cost hundreds of times in each of our careers.

## SPOTLIGHT

by Alexandria Vurpillat



**Kathy Louth**

Versatile talent would seem to be the optimum description of Kathy, who coordinates customer activities and departmental meetings for the Intermodal Department of Burlington Northern Railroad, not only for activities locally, but for 25 Hub Centers across the U.S.

Although Kathy has been with Burlington Northern for the past fifteen years, she originally came from Springfield, Missouri, and worked as office manager for seven years with a developer/investor involved primarily in building and operating hotels throughout the U.S.

Her innumerable responsibilities consist of planning trade shows, association conferences, golf outings, Traffic Club dinners, fishing trips, business car trips by rail, Hub

Center Open Houses and numerous other receptions and dinners which occur all over the U.S. and Canada, most of which she attends. In her "spare time," Kathy coordinates and helps design media advertising and brochures for use throughout their Intermodal System. She also selects and designs their promotional items (specialty advertising merchandise) for customer use throughout their system.

She loves her job (we can understand why), and is proud to be a part of Burlington Northern. As she mentioned, she feels a great sense of accomplishment after each event when they realize positive benefits and recognition from their customers for a job well done.

Kathy has been a member of MPI for the past three years and is on the Membership Committee. The opportunity to meet people from all groups in our meeting planning industry has been highly beneficial to her in her particular position.

More interesting facts about this enterprising young woman:

**TIP OF THE TRADE:** She believes in continual networking in an attempt to accomplish her requirements for each event. Kathy believes in maintaining contact with her suppliers and considers many suppliers to be friends as well. As the "true" planner, she never assumes details will be handled and always follows up personally.

**LIKES BEST ABOUT HER JOB:** The variety that's involved in her position. Variety of functions, various cities and the creativity of the advertising.

**COLLEGE:** Draughon's Business College, Springfield, Missouri

**BIGGEST CHALLENGE:** Burlington Northern Intermodal has so many functions, meetings and activities planned at the same times in various cities, it is very challenging to Kathy to keep everything flowing to meet all deadlines. It is understandable that such perfection in detail is time consuming as well as demanding.

**HOBBIES:** Travel and lots of it! Gourmet cuisine, spectator sports, especially basketball and baseball, water-skiing and biking.

**FAVORITE THINGS ABOUT METROPOLIS:** Kathy loves our weather and the variety of activities to enjoy in the metroplex. She said, "Dallas and Fort Worth have their own personalities, so my living in Arlington and depending on what I am in the mood for determines if I go east or west. It's nice to have so many choices, especially for out-of-state visitors."

**FAVORITE SPOT TO VISIT IF POSSIBLE:** "Australia. I have never been there and I am intrigued with the people, the size and distance away."

## CMP CORNER

# Can I Get There From Here?

by Kim Warren

All of us riding the "stage coach" over to Fort Worth for the Chapter's March meeting are benefiting from a meeting planner's knowledge of ground transportation. On the way to your CMP designation, check your transportation knowledge by answering these questions:

1. An airplane's buffer zone:
  - A. Seats at the front of the cabin
  - B. Block of seats located between smoking and non-smoking
  - C. Arrangement of seats within plane
  - D. Distance between rows of seats
2. An APEX fare is:
  - A. A fare for former airline employees
  - B. A ticket purchased prior to a fare change
  - C. A through-fare for travel on two or more airlines
  - D. A special fare at a lower rate

3. Airline information and schedules can be found in the:

- A. ATC
- B. OAG
- C. PTA
- D. ETA

4. ETA refers to:

- A. Estimated Travel Allowance
- B. Estimated Time Aloft
- C. Estimated Time of Arrival
- D. Equal Time Act

### ANSWERS

1. B
2. D
3. B
4. C

**DUCKY-BOB'S  
PARTY RENTALS**

<b>Dallas</b> 702-8000	<b>Ft. Worth</b> 336-6800
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## DOLLARS & CENTS

by Susanne Ruffner

### January Financial Statement:

Previous Balance	\$ 19,221.41
Income	\$ 6,465.04
Disbursements	<\$ 7,752.12>

End of Month Balance \$ 17,934.33

\*This balance includes the \$7,191.26 Certificate of Deposit.

Financial statements run two months behind.

## MEET A NEW MEMBER

by Becky Milkie



**Brian S. Bloom**  
Sales Manager  
Loews Anatole Hotel

Brian has been with the Loews Anatole Hotel almost two years and is Sales Manager for the National Corporate Market.

He received his B.S. degree in Hotel, Restaurant and Institutional Management from Pennsylvania State University. Brian began his hotel career as a management trainee for a Continental Companies hotel, the Sheraton Design Center in Ft. Lauderdale, and was promoted to Sales Manager/National Association Market at the Hollywood Beach Hilton prior to coming to the Loews Anatole Dallas.

Brian says that his biggest challenge or toughest assignment in the industry was booking the 1990 Buick New Car Announcement for August 1989. He enjoys being a part of the Loews Anatole sales staff because they truly understand the meaning of great meetings and is dedicated to providing the BEST in the industry.

Brian's working philosophy is to provide what he promises. Before he overextends himself, he always makes certain the hotel can follow through with these promises.

Brian is originally from Grand Rapids, Michigan, and is married. He enjoys reading, bicycling and spending time with his wife and dog.

Coming from a small town, he enjoys Dallas, which offers so much culture, theatre, museums, restaurants, etc.

Brian enjoys MPI because it gives him the ability to interact with meeting planners in a non-pressure atmosphere.

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## HEARD IT THROUGH THE GRAPEVINE

by Donna Magro

Gail Lemaire has left the Radisson Hotel on Stemmons to become the Director of Sales at the Harvey Hotel in Addison. Congrats to you, Gail, and we wish you the best of luck in your new home!

Dick Glockner, formerly the Director of Sales at the Omni Melrose Hotel, is the New GENERAL MANAGER at the Melrose! Yea Dick, we are proud of you and wish you success in your new position. Remember us little people.

To replace Dick's position at the Melrose, Erin Donohue has been promoted to Director of Sales. Way to go, Erin, and good luck!

Sherry Pizitz of Events Unlimited has won an award for BEST TABLETOP DISPLAY at the recent Special Events Conference. This award was given by her peers and it is quite an honor. Keep up the good work, Sherry.

Becky Milkie from the Adolphus has been promoted to Associate Director of Sales. Way to go, Becky, we know you will do a great job. Also at the Adolphus, Ann Patrick has been promoted to Associate Director of Marketing. Congrats, Ann.

And the last bit of news from the Adolphus is that Anita Siegers has moved from the Plaza of the Americas to the Adolphus as sales manager and will be in charge of corporate accounts in Texas and the Midwest. Congratulations to all of you at the Adolphus!

GOOD NEWS...BAD NEWS...the bad news is that Tobi Hollingsworth is leaving Dallas to join her husband at his new job in Chicago... BRRRRR. Tobi says she is not happy about the move but husbands do come first. We will all miss Tobi tremendously and wish her the very best. The good news is that she will be working

for Dallas Fan Fares in their Chicago office. Kaye, did you set that up on purpose?

Joining Dallas Fan Fares is Connie Sandifer from Southland. Connie will be joining Dallas Fan Fares in March in their meeting planning department. We know you will do great. Connie.

To replace Tobi's position on the board of MPI will be Diane Smith from Alcon Labs in Fort Worth. We are happy to have Diane on our DFW MPI Board of Directors!

The Westin has a new General Manager, Steve Shalit, who comes to Dallas from the Westin Mauna Kea, which is on the island of Hawaii. Aloha, Shalit, and welcome to Dallas.

Last, but not least, as some of you know, Southland Life is moving their headquarters from Dallas to Atlanta and V.L. Hooper will be retiring from Southland. V.L., we wish you the best; and I know you will turn up somewhere real soon, but do enjoy your new life of leisure! P.S. We wish Mona the best, too!

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

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**631-5251**

## MPI COMMUNITY SERVICES

by Colleen S. Albert

### BIRTHDAY PARTY FOR THE SENIOR CITIZENS

Plans are underway to honor our Senior Citizens, with a special Birthday Party, held at a designated Senior Citizen's Home. Special birthday gifts, entertainment and, of course, a birthday cake and song, will set the scene for this Saturday special event.

Help will be needed in finalizing these festivities. Assistance will be needed during the actual Birthday Party.

Please call Colleen Albert at 214/746-6628 to sign-up!

### MEAL SERVICE

Sign up, sign up, sign up for the March 23, April 27 and May 25 dates to help out

with the meal service (Stew Pot) and the Trinity Ministry to the poor. Forms can be found at your tables at each meeting or call Colleen Albert.

### DALLAS HUNGER LINK

The Dallas/Fort Worth Chapter of MPI will be participating with the Dallas Hunger Link providing surplus food from our hotels and facilities to assist our own citizens.

If your property or facility would like to start or investigate this very worthwhile service, please let Colleen Albert know. We plan to begin this program in March.

Call Colleen Albert at 214/746-6628 to sign-up for any of the above, or if you have any questions.

Thanks!

## COMMUNITY AWARENESS

by Amy Dugan

### SOCKS AND JOCKS UPDATE

The Community Services Committee clothing drive was a huge success, moving the DFW Chapter of MPI one step closer to our goal of increased community awareness.

TWENTY-ONE BAGS of clothing were donated to the South Oak Cliff Bethlehem Foundation. Everyone who donated should feel wonderful knowing that their clothing is already being put to good use.

A special thanks goes to AVW Audio Visual, Inc., Dallas Fan Fares, Inc., and Kaleidoscope, Inc., for serving as collections points. Without any knowledge of how much clothing that they might be bombarded with, they all happily volunteered.

## 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 January.

Norma D. Byers  
Meeting Coordinator  
Dr Pepper/Seven-Up Companies Inc.  
8144 Walnut Hill Ln.  
Dallas, TX 75231-4372  
214/360-7822  
Planner

Emily H. Falkenburg  
Zone Operations Assistant  
PMI Mortgage Insurance Company  
8144 Walnut Hill Ln, #698LB36  
Dallas, TX 75218  
214/739-5515  
Planner

Kimm E. Guerriero  
Regional Dir of Sales and Mktg.  
Entertainment I dba  
Studebakers/Poparama  
8788 N. Central Expwy, Suite D  
Dallas, TX 75231  
214/696-2475  
Supplier

Dana L. Haggerty  
National Seminar Supervisor  
Taylor Publishing Company  
1550 W. Mockingbird  
Dallas, TX 75235  
214/637-2800  
Planner

Rhonda E. Harris  
Environmental Engineer  
Camp Dresser & McKee Inc.  
1509 Livingston Dr.  
Plano, TX 75093  
214/987-1900  
Planner

Elaine Mathews  
Director of Sales & Mktg  
Arlington Hilton  
2401 E. Lamar Blvd.  
Arlington, TX 76001  
214/640-3322  
Supplier

Patricia K. McCain  
Vice President  
Krisam Group  
15201 Dallas Pkwy, Suite 353  
Dallas, TX 75248  
214/458-8692  
Supplier

Paula S. McIntire  
Executive Assistant  
Gainsco  
501 E. Loop 820 South  
Ft. Worth, TX 76119  
817/483-0007  
Planner

Linda L. Riggs  
Foodservice Mtgs Coordinator  
Pace Foods Inc.  
3750 N. Pan Am Expressway  
San Antonio, TX 78219  
512/224-2211  
Planner

Alice C. Roberts  
Sales Manager  
Hyatt Regency DFW  
International Parkway  
DFW Airport, TX 75261  
214/453-1234  
Supplier

Betty J. Robertson  
Meeting Planner  
Electronic Data Systems  
7171 Forest Lane, A524  
Dallas, TX 75230  
214/490-2153  
Planner

Marsha I. Singer  
President  
Executive Connection, The  
6102 E. Mockingbird, Suite 451  
Dallas, TX 75214  
214/823-4370  
Planner

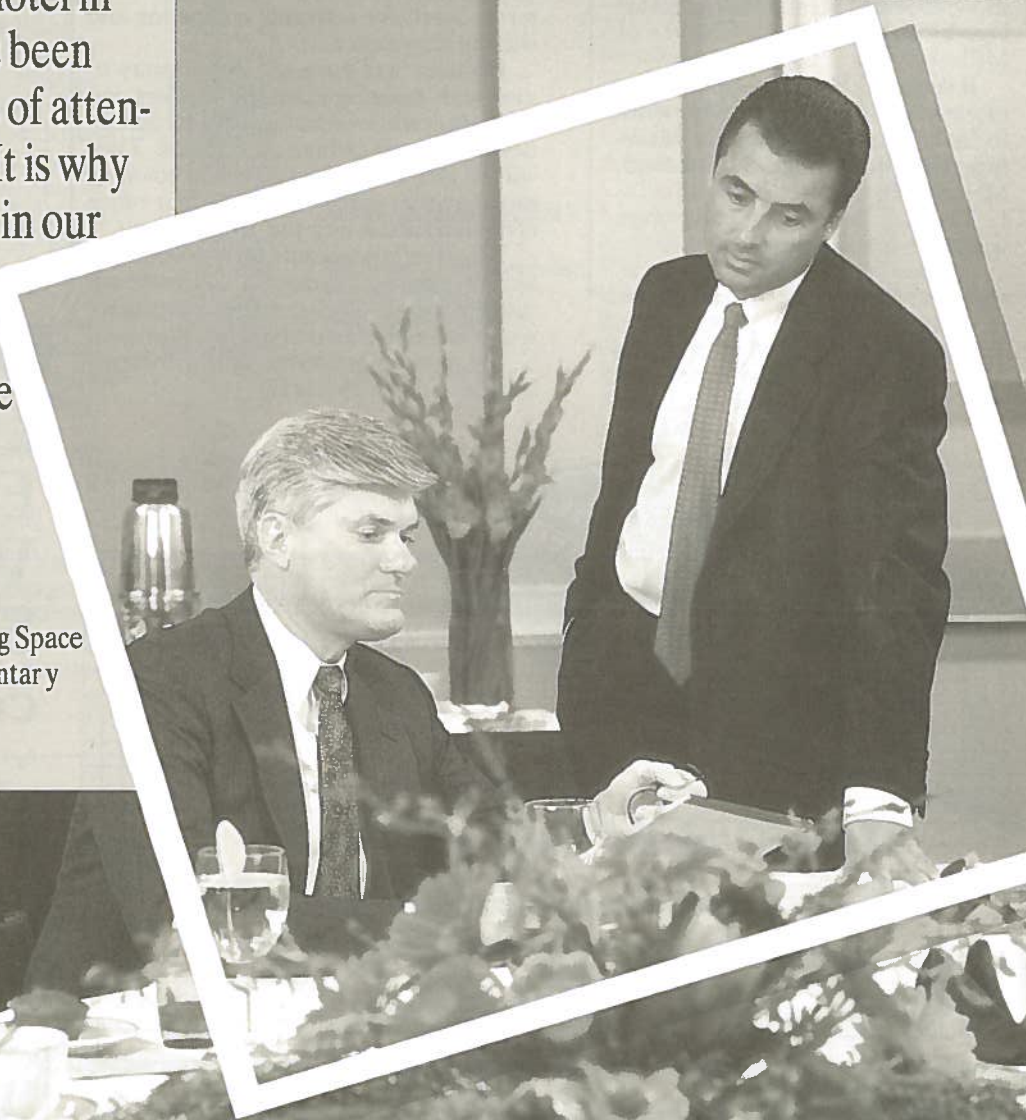
Robin M. Tabell  
Research Assistant  
M/A/R/C Inc.  
7850 N. Beltline Road  
Irving, TX 75063  
214/506-3844  
Planner

Diane T. Thrasher  
Travel/Meeting Coordinator  
Mobil Oil Corporation  
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Planner

## IN FORT WORTH — THERE IS ONLY ONE

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# WORTHINGTON



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## APRIL - Minnesota Education Conference

Another educational opportunity of industry specific workshops, networking, combined with a trade-show, is being extended to our members by the Minnesota Chapter of MPI.

If you would like to receive a promotion brochure, please call or write to Barbara L. Louis, Creative Meetings, 6300 4th Avenue S., Richfield, MN 55423, 612/869-1020.

Thanks, Minnesota, and best wishes for a terrific turnout.

## MPI Computer Institutes

by Katherine Coyle

By popular demand, the MPI Computer Special Interest Group is sponsoring the first of several Computer Institutes for meeting planners who want to know more now, about how to be more effective and proficient in using computers in the workplace. April 26-28, 1990, has been set aside at the INFOMART in Dallas, Texas, for an intensive learning, comparing and sharing experience.

Planners will have the opportunity to visit with meeting planning vendors and each other while enjoying a special agenda designed specifically to their needs. They will be able to ask questions and compare products that can help bring their office computerization into the 1990s.

Whether you are just getting your feet wet or needing to expand computerized systems you already have, this opportunity is a valuable one that should not be missed!

For more information, call MPI Headquarters at 214/746-5120.

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  
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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)

## 1989 - 90 Executive Workshop Series concludes

by Connie Sandifer, CMP

The 1989-90 Executive Workshop Series has now concluded and, judging by report card results, the series was highly successful with its attendees.

Timely and important topics and quality speakers were the cornerstone of the series' popularity. Not to be overlooked, however, is the hard work of a dedicated Executive Workshop Committee.

Sincere appreciation is extended to the following committee members that "made it happen" in 1989-90:

### September Workshop -

"Cardiopulmonary Resuscitation  
Training and Certification"  
Kim Warren, Sunbelt  
Motivation and Travel

### November Workshop -

"Personal Financial Strategies  
For Today's Professional"  
Bob Berry, International  
Communications Association

### February Workshop -

"Carrying Your Theme  
Throughout Your Meeting"  
Denise Sharpton, Sharp PR  
Fred Knieberg, CMP,  
The Meeting Place

Thank you all for a job well done!



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# CHAPTER BRICK BUILDERS

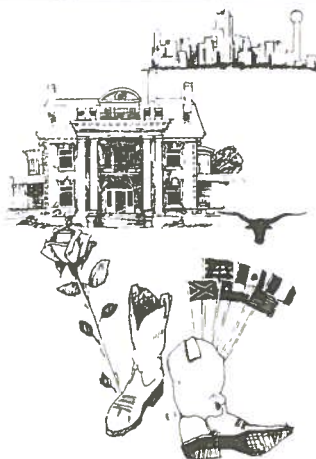
by Lisa A.South, CMP

MPI of Dallas/Ft. Worth Recruitment Report as of 12/31/89

<u>Recruiter</u>	<u>New Member</u>	<u>Type</u>	<u>Recruiter</u>	<u>New Member</u>	<u>Type</u>
Colleen S. Albert	Margo Callahan	Planner		Nell G. Frederick	Planner
	Jeff Swope	Supplier		Janet S.Gifford	Planner
William Boyd Jr, CMP	Charlottte A. Fitzpatrick	Planner		Brenda G.Gordon	Supplier
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	Paula S. McIntire	Planner	Nadine Shafer	Robin Tabell	Planner
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# CMP Certification

by Judy Love Bradley

The Convention Liaison Council (CLC) is comprised of 22 organizations representing the convention, meeting, trade show, exposition, travel and tourism industries. CLC has taken a major step towards encouraging and recognizing professionalism in the meetings industry by sponsoring the CERTIFIED MEETING PROFESSIONAL Program. This program is based upon professional experience and academic examination.

Meeting professionals interested in obtaining the CERTIFIED MEETING PROFESSIONAL designation must have a minimum of three (3) years of meeting planning experience and must complete and return an application form. The application form is based on a point system giving credit for years of experience in the meetings industry, continuing education, industry participation and involvement in industry-related associations. Applicants must score at least 75 points (out of a possible 125 points) on the application form to qualify to sit for the CMP examination.

The application form can be obtained by contacting Barbara Silversmith at CLC, Phone 202/626-2764 or FAX 202/371-8825. Deadline for applications for the June exam is March 26, 1990. An application fee of \$100.00 must accompany the application. Regardless of exam date, the application will remain active for three years from the date of submission.

The examination fee is \$240.00. Examination locations for the June 16, exam are Kansas City, MO; Chicago, IL; Denver, CO; and Washington, DC. The December 8 examination locations are New Orleans, LA; Chicago, IL; Los Angeles, CA; and Washington, DC.

Individuals who sit for the examination will be informed of the results by CLC Testing Agency, PAI Management, within 60 days of the examination.

If a passing grade is obtained, initial certification will be valid for five (5) years. Re-validation will be based upon evidence of "active participation in the field and continued development as a meeting professional."

Questions regarding the CMP designation can be directed to Judith Mathews, CMP at 214/783-4444.

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## Chapter Board of Directors creates Director of Education position

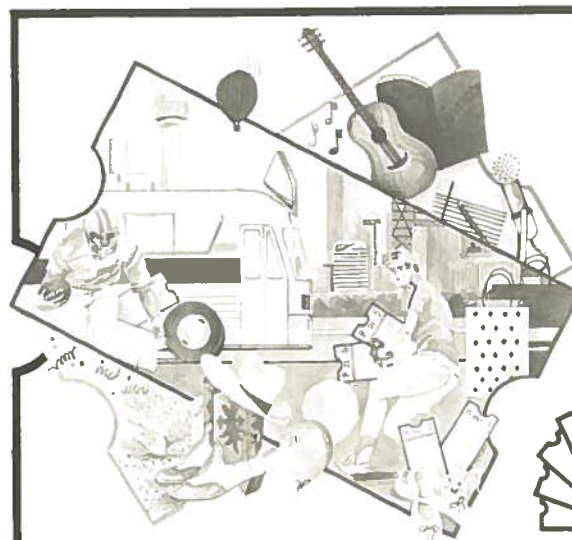
by Judy Love Bradley

Due to the large number of educational opportunities currently offered by the Dallas/Ft. Worth Chapter, the chapter's Board of Directors has unanimously approved the creation of a Director of Education position under the Vice President of Education and Programs.

The Director of Education will be appointed by (and responsible to) the Vice President of Education and Programs and will be directly responsible for the chapter's education programs. These currently include the Executive Workshop Series, Weekend Educational Conference (WEC) and CMP Study Courses.

The Vice President will continue to be directly responsible for all chapter programming and the sub-committees that fall under this area, including PGA and the "How To" Breakfast Series.

Judy Love Bradley, 1989-90 Vice President of Education and Programs, has announced the appointment of Connie Sandifer, CMP to this position. Connie has been actively involved in the chapter's programming and educational endeavors for the last two years. She welcomes the challenge of continuing the Dallas/Ft. Worth Chapter's tradition of educational excellence.



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# Board of Directors welcomes Diane Smith

by Phyllis Firebaugh



Diane Smith

Diane Smith with Alcon Laboratories, Inc. in Fort Worth will complete the term through May for the Board of Directors' position vacated by Tobi Hollingsworth of Dallas Fan Fares, who's moving to Chicago.

At Alcon, Diane is Assistant to Vice President/General Manager of the Vision Care Group and, in addition to her Administrative Assistant duties, plans all major meetings for their division. After four years there, she has most appreciated her opportunity to become involved in meeting planning. She's been a member of MPI for two years.

Diane's working philosophy is "Do it till it's right! If it's right the first time, you lucked out!" Her favorite thing about the Fort Worth area is "the friendliness of the people - I don't seem to find this everywhere." Doubtlessly, she will represent Fort Worth well and contribute significantly to the Board.

Welcome, Diane!



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# DALLAS-FT. WORTH CHAPTER



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## CALENDAR UPDATE

March 20, 1990\*\*\*Tuesday\*\*\*  
Stouffer Hotel  
(How To) Breakfast Series  
"The Bottom Line on AV"

March 22, 1990\*\*\*Thursday\*\*\*  
Worthington Hotel, Ft. Worth  
Dinner  
"Cowboys & Culture"

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

April 7, 1990\*\*\*Saturday\*\*\*  
DFW Hilton Executive Conference Center  
"CMP Crash Course"

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

May 18, 1990 \*\*\*Friday\*\*\*  
Grand Kempinski Hotel  
"Gala Awards Evening"

## BOARD MEETINGS

March 13, 1990  
April 17, 1990  
May 8, 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.

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