



CURRENT

PRESIDENT'S MESSAGE

by Judy Love Bradley



I recently had the pleasure of attending a seminar involving the future of the meetings industry and the changes industry analysts are predicting for the

'90s. I thought I would share this important information with you, since it affects all of us:

The need to bring people together for a common purpose, coupled with the increasing meetings infrastructure, makes this business one of the boom industries of the coming decade. Although technology continues to automate much of today's world, nothing will replace face-to-face meetings. Other options, such as video teleconferencing, produce less personal communications, resulting in less impact on participants.

Trends are toward more substantive, less lecture-formatted meetings, with purpose and objectives clearly outlined for attendees; and, as meetings become more intense, more "breakout" meetings to discuss individual problems and solutions are expected. Smaller meetings within the overall large conference are becoming the norm rather than the exception, and the focus of such meetings is frequently skill building, training and retraining.

I found it interesting to note that 57% of all planners are part-time planners, working for corporations with other job responsibilities. Fifteen percent of planners are full-time planners working for associa-

tions. The remainder are full-time planners, planning nothing but meetings for their company or association. However, 18% of the full-time meeting planners are corporate planners, and 11% of all full-time planners are association meeting planners.

(continued on page 2)

THIS ISSUE OF
CURRENT
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November Chapter Meeting

Selling the Metroplex

by Robin Tabell

Can you sell Dallas? What about Fort Worth? We aren't talking about real estate; we're talking about the Metroplex itself. "How to Sell the Dallas/Fort Worth Area Metroplex" is the topic for our November meeting, which will be a special joint meeting of the local chapters of MPI and the Hotel Sales and Marketing Association (HSMA).

(continued on page 2)

NOVEMBER CHAPTER MEETING

DATE:	Thursday, November 15, 1990
PLACE:	Hyatt Regency DFW - East Tower Enterprise Ballroom - Sections 7 and 8 International Parkway DFW Airport, Texas 75261
TIME:	11:00 - 11:30 a.m. New Member Orientation (follow signs to location for orientation) 11:30 a.m. - 12:00 p.m. Registration and Reception 12:00 - 1:30 p.m. Luncheon and Program
COST:	Advance Registration: \$26.00 Late Registration: \$35.00 Guest Registration: \$30.00
PARKING:	Complimentary Self Parking East Tower Parking Lot Airport toll tickets will be validated by hotel. Bring your tickets to the MPI registration desk.

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, November 13, 1990, by calling (214) 343-0555.

MPI FOCUS

(PRESIDENT'S from page 1)

Women, most between the ages of 35-55, comprise 52% of corporate planners and 65% of association planners. A fascinating note is that the majority of planners hold executive positions with titles not related to the meetings industry. Only recently has the title "Meeting Planner" been used.

We who have chosen the meeting planning profession, or those of us who have chosen to supply a service to the industry, are in the best possible position in the 1990s. Nevertheless, in the next ten years, planners and suppliers alike will face challenges that have never before been addressed. The 90s are predicted to be the decade when meetings become more important than ever before; the very success or failure of organizations may depend on how well meetings are constructed and executed, placing the majority of responsibility directly on the shoulders of planners and suppliers alike.

I look forward to sharing the challenges we face as we continue through the 90s, because TOGETHER, WE CAN MAKE IT HAPPEN!



Thanks!

Mary Jo Malone came prepared to the October meeting: she showed up wearing her "Together... We Can Make It Happen" button. So, she walked away with two free tickets to the Texas State Fair, thanks to the Dallas Convention & Visitors Bureau, generous supporters of MPI that they are!

Remember to wear your button to this month's meeting!

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(SELLING from page 1)

Some of you are saying to yourselves, "I already sell the DFW area pretty well," (the "if it ain't broke, don't fix it" philosophy). We all have something that works, and we use it. But how about improving it?

A panel representing various areas of the two organizations' joint interests will share points of view during this program. Kay Barnes of the Grapevine Convention & Visitors Bureau will represent area CVBs; Diane Smith, meeting planner for Alcon Laboratories will speak from the planner's perspective; illustrating the viewpoint of hotels/facilities will be John Cychol of the Hyatt Regency DFW; and Tina Berres Filipiski, editor of THE MEETING MANAGER magazine, will spotlight things from a publications angle. Kevin McMahon of The Adolphus Hotel will serve as moderator, and questions will be taken from the audience.

Let's discover what others are doing an exchange ideas to help ourselves better serve our community and our clients. Join us at the Hyatt Regency DFW for an afternoon of "Selling the Metroplex."



Love For Kids

D/FW MPI Receives Fundraising Support Award

by Mary Jo Malone

Celebrating their 15th anniversary, Love For Kids held a volunteer appreciation party on Wednesday, October 10, at The Longhorn Ballroom.

Founders Bill Barrett of Willow Distributors-Coors and Alan Powdermaker of the Circle R Ranch were honored for their devotion to the growth of Love For Kids.

The D/FW Chapter of MPI was also honored with "The Fundraising Support Award," recognizing our chapter's dedicated volunteer efforts and contribution to Love For Kids.



Spearheading the chapter's contribution to Love for Kids are Mary Jo Malone, Barbara Fett and Bill Boyd, CMP.

PUBLIC RELATIONS

PartyFest '90 a Success

by Connie Sandifer, CMP

Joining approximately 150 other exhibitors on October 2, the MPI Dallas/Fort Worth Chapter was featured at PartyFest '90 at the Infomart.

PartyFest, designed to inform party/special event planners on what Dallas has to offer them, boasted an attendance of approximately 1,500 people.

The chapter utilized (in its inaugural appearance) the brand-new tabletop display, available from MPI Headquarters, for local use. Chapter volunteers explained MPI, its purpose and goals to potential members throughout the day.

Special thanks to those who donated their time and expertise in representing the MPI Dallas/Fort Worth Chapter at PartyFest '90:

Holly Adams
Colleen Albert
Vicki Aronholz
Paige Garrett
Ed Jordan
Charlotte Merrill-Davis
O. D. O'Donnell
Lisa South, CMP
Dorrit Turner

MPI Needs YOU

by Mary Kay Havens

Would you like to show off your company to some outstanding high school seniors? The Management Intern Program (MIP) of the Richardson Independent School District needs sites for field trips at their weekly seminars. These future professionals want to see the workplace before they make college and career choices.

If you could provide a field trip site for the class on a Friday afternoon during this school year, please contact Kay Pinkham, Coordinator, MIP Program, (214) 301-4118 (office) or (214) 341-9642 (home); or contact Mary Kay Havens at CONVEX Computer Corporation (214) 497-4584.

"Meals on Wheels"

Thanksgiving Lunch Delivery

by LeeAnn Harle

Due to last year's overwhelming success, the Community Services Committee is once again participating in the Visiting Nurse's Association "Meals on Wheels" Thanksgiving Day delivery. Delivery is Thursday, November 22, from 9:00 a.m. to 12:00 p.m. Bob Berry has graciously offered lunch for all volunteers following the completion of their routes.

Interested volunteers should contact LeeAnn Harle at 239-9969. Also, look for the "Meals on Wheels" sign-up booth at the November meeting.

Come give us a hand with this worthwhile project. You'll be glad you did!

Community Services Fall Calendar

by LeeAnn Harle

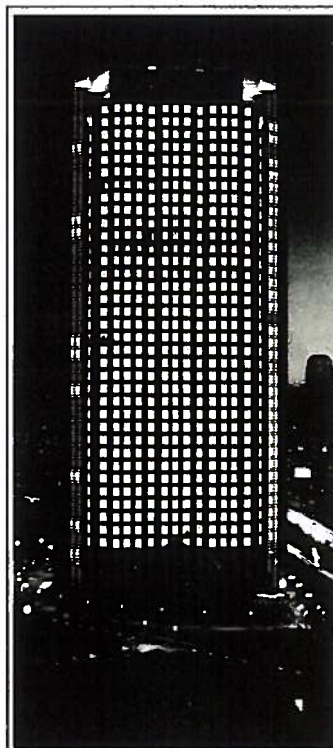
Many thanks to all the members who contributed to the Personal Hygiene Products Drive at the October meeting! MPI can be proud of the work we do to make Dallas/Fort Worth the best it can be! Don't forget—in fact, take a second now to make a note on your calendar—to remember your contribution to the following community service projects:

November:

Meals on Wheels
Thanksgiving Lunch Delivery

December:

North Texas Food Bank
Canned Food Drive



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PROGRAMS AND EDUCATION

Professional Growth Funding Available

by Debora Jerman

The Professional Growth Awards Committee would like to remind all MPI members that funds are available for exciting educational opportunities:

The Professional Educational Conference (PEC) - MPI's been working very hard on the conference in New Orleans. It should be one to remember—lots of great educational programming is lined up.

Certified Meeting Professional (CMP) Certification - Upon successful completion of the certification process, approved applicants will receive 50% reimbursement of the fee.

PGA also supports many other educational programs throughout the year. We are here for *you*, the meetings professional. Don't miss out on the educational programs available through MPI because of financial limitations; take advantage of the resources available to you through PGA.

Remember:

**TOGETHER. . .
WE CAN MAKE
IT HAPPEN!**

Richland College Update

by Patty Tinsley

There are only a few weeks left to go in the Meeting Planning I course taught at Richland College. Of the 31 registered attendees, 25 are still hanging in there, committed to enhancing their knowledge and understanding of the industry.

October's agenda laid out some very instructive programs for the class. Bill Boyd, CMP introduced the multiple aspects of transportation requirements. Audiovisual terms and questions were explained by Lindsey Iacovino. Both Sue Ferguson and Carolyn Taylor discussed the detailed arrangements involved with meeting set-ups. Cindy Martin's presentation covered the large variety of food and beverage options and guidelines planners must know. The special events session by Maurine Allen and David Gisler topped off the month with a field trip to Freeman Decorating Company's decor warehouse.

Watch for November's update as the Richland College Committee wraps up this successful season of continuing education.



Host Facility - November

by Robin Tabell

Hyatt Regency DFW

International Parkway
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Telephone: (214) 453-1234

Number of Meeting Rooms: 80

Number of Sleeping Rooms:

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including 49 suites

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Size of Group We Best Cater to:

100 to 1800

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and from Bear Creek Golf
and Racquet Club

One of the greatest costs of a meeting is the time of the attendees. The value of that time varies with the individual attendee. Some prefer to get into town, meet and fly home. Others prefer to combine the meeting with some recreation. How can a planner best meet both needs? The Hyatt Regency DFW offers a solution.

The Hyatt Regency DFW is not the typical airport hotel. No other airport can match the amount or variety of space (130,000 square feet for meetings and exhibits) available at the Hyatt DFW. In addition, the property offers four restaurants with menus varying from gourmet dining to a 50s theme 24-hour diner. For those who prefer the "meeting/recreation combo," there is Bear Creek Golf and Racquet Club, a 335-acre resort offering tennis, racquetball, picnic and reception facilities as well as two championship 18-hole golf courses.

To book an upcoming meeting or convention, please contact:

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PROGRAMS AND EDUCATION

October Meeting Wrap Up

by Sue Ferguson

October's chapter meeting was a success, plus, plus! As we move into the '90s, it's imperative that we look for answers, answers about the future of the environment, technology or our own development, personally and professionally. October's agenda answered some of the concerns we all have. From the moment we stepped into the reception area, it was evident that "healthy body, healthy mind" was the thought for the day.



Randall Winter of the Massage Professionals helped this member ease into the afternoon ahead.

A beautiful blue carpet provided by TESCO marked our entrance to a well-designed pre-con area, with settings in luxurious silver provided by Ducky Bob's. The tasty, guilt-free refreshment break of the '90s was skillfully presented, thanks to ARA Leisure Services. To help members relax before the presentation, the Massage Professionals offered a mini-massage forum,

immediately enjoyed by as many of us as possible. Candy Whitenton with the Dallas Hunger Link offered advice to those seeking an alternative to wasting the abundance of good leftovers from meetings. Our signage was created on the spot by Varitronics.

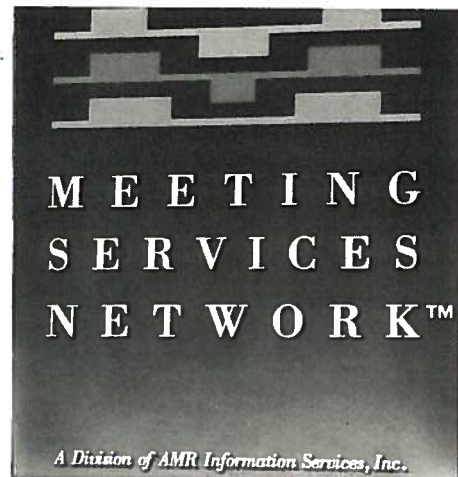


Sue Ferguson, director of education, thanks AMR's Francesca McGullum for an excellent and informative presentation.

The meal provided for the meeting was a heart-healthy selection which included protein, grain and rice - delicious!

The content of the meeting was structured around the use of an on-line computer service developed to alleviate the stresses of telephone tag, site selection and travel arrangements, AMR's new meeting planning tool, "Meeting Services Network."

Following through with the meeting's futuristic theme, the centerpieces were a thoughtful environmental arrangement of recycled goods. They were offered for sale at the meeting's conclusion, and half the



A tool for the '90s

proceeds were contributed to "Love for Kids" by the Secret Garden on Routh Street. Even the "church bulletin" was printed on recycled paper!

Many thanks to all those who worked so hard to make this meeting such a success!

MAKING CHANGES

by Colleen S. Albert

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

Meeting Planners International
Attention: Membership Department
INFOMART
1950 Stemmons Freeway, Ste. 5018
Dallas, Texas 75207
(241) 746-5222

THANKS

"O.D. O'Donnell"

"Bill Sloan"

"Nobody's Fool"

"Graphic Concepts - Scott Turner"

and everyone who made our "EVENING WITH BO DIDDLEY"
at the Circle R Ranch so memorable



MEMBERSHIP

Meet a New Member

by Becky Milkie

Linda Waters
Vice President

Hawkeye Hunting Club and Conference Center

Born here in Big D, Linda Waters has been with Hawkeye Hunting Club and Conference Center located in Center, Texas, for one year. Her responsibilities are marketing and re-tailing what she says is "the most wonderful conference and hunting center in the world!"

Linda's career background is diverse: it includes working as a marketing and banquet planner for Make Anderson's restaurant and a stint as part-owner in a boutique in Shreveport, Louisiana, called "Shapes." Providing still more variety, her masters degree in psychology from LSU-Baton Rouge involved her development of a business internship program for Caddo Parrish School System's gifted and talented high school students.



Discussing her biggest challenge, Linda is pleased to have learned that the word "No" doesn't have to have personal connotations. She has learned that disappointment can be channeled into opportunity, developing the working philosophy that "you can't get a hit if you don't take a swing."

Hobbies include tennis, bridge scuba diving, horse-back riding, just to name a few.

Linda has been a member of MPI for only three months, and she would like to get involved in the chapter. So, all you committee chairpeople, here's a hint: **CALL HER! SHE'S READY TO GET TO WORK!**

Heard It Through the Grapevine

by Donna Magro

Larry Schneider and his staff of Travel Stars and Motivation have merged with Lifeco Travel to form Lifeco Motivation Corp. as of July 29, 1990. They are all excited about the new venture and will be moving their offices to the Las Colinas area in the near future. We know that they will be better than ever now, and we wish them much success!

Lois Covillo from the Sheraton Dallas Hotel will be leaving Dallas to return to her hometown of Denver. She will be joining the sales staff of the Keystone Resort. Lois is an avid skier, and she is ready to hit the slopes! She hopes to get some of her Dallas clients to book a meeting or two with her. We will miss Lois, although we know she'll be welcomed back home! Have a great time, Lois, and stay in touch!

Sunbelt Motivation & Travel is making news as their newly created Meetings & Conventions Department moves full steam ahead. Tom Levine will manage this new division, and Kim Warren, CMP will leave behind incentive planning to spearhead their meeting planning efforts. Good luck and congrats on your exciting new venture!

That's it for this month! Please remember to give me a call if you hear of anything interesting going on: 521-9304!



ADVERTISING SPACE AVAILABLE

The *Current* effectively reaches Dallas/Ft. Worth's large, highly qualified Meeting Planning market each month - it's your best advertising value!

Contact Jennifer Anderson at

(214) 392-7072

or

Mary Cain at

(214) 453-1234

INDUSTRY NEWS

Irving CVB Promotes IRVING'S BEST at Trade Show

by Kim Warren, CMP

The Irving Convention and Visitors Bureau (ICVB) will showcase Irving's best for area meeting planners at "The Beverly Hills of Texas" Trade Show from 5:00 - 8:00 p.m. on Wednesday, November 28. The trade show will feature more than 20 exhibitors including local hotel properties, attractions and airlines. Attendees will also have the chance to tour the new performing arts theaters in the Irving Arts Center, where the trade show will be held (3333 N. MacArthur Blvd. in Irving).

Drawings will be held for prizes donated by exhibitors, including a trip for two to Hollywood. More than 300 meeting planners from around the Dallas/Fort Worth area are expected to attend the first trade show in the ICVB's 15-year history. See you there!

An Overlooked Resource:

The MEETING MANAGER Classified

by Kim Warren, CMP

If you are looking for a new position or for a new employee, a great resource option is available that you may not have considered. International exposure for job seekers and employers will be available for nominal cost through *THE MEETING MANAGER* (MPI's magazine) Classified. For only \$10, an ad with a 50-55 word maximum will appear for two consecutive months. A blind box number can be assigned to your ad.

To utilize this resource, send your ad along with payment to *THE MEETING MANAGER* Classified, Meeting Planners International, INFOMART, 1950 Stemmons Freeway, Suite 5018, Dallas, Texas, or call (214) 746-5249.

Industry Calendar

SCMP, Tucson, AZ	November 7-10
HSMA/MPI Joint Meeting Luncheon, Hyatt DFW	November 14
ASAE Management Conference, Washington, DC	December 7-12
MPI's Professional Education Conference, New Orleans, LA	December 9-12

MPI Names Executive Vice President/ CEO

by Kim Warren, CMP

Edwin L. Griffin, Jr., CAE, has been named executive vice president and chief executive officer of MPI, effective November 1.

Griffin's background includes immediate past service as president of the Kentucky League of Cities, prior to which he served with the North Carolina League of Municipalities.

Griffin sits on the board of directors of the American Society of Association Executives (ASAE) and is an ASAE Fellow. He earned his Certified Association Executive (CAE) designation in 1985.



Bus Tours are Taxable

Guided bus tours are amusement services and are taxable. Charging separately for the guide and the bus will not change the amount subject to sales tax. Tax is due on the cost of the tour.

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ET CETERA

Special Notice:

Having just returned from a wonderfully relaxing trip to Hawaii, part of the 1990 Supplier of the Year Award, I wanted to express my thanks to all concerned!

The first round of thanks goes to the entire D/FW Chapter membership. It is a distinct honor to be recognized by your peers, and this is something I'll always treasure.

Special thanks also go to those that supplied the Hawaiian package: Eugene Rondeau, National Manager of Company Meetings and Conventions for American Airlines, who graciously donated airfare for this trip; and Dana McGoveran, Director of Sales for the Dallas office of Lynette Owens and Associates, who arranged the accommodations on the islands of Maui and Kauai with their clients, Stouffer Hotels.

The Stouffer Wailea Beach Resort in Maui and the Stouffer Waiohai Beach Resort in Kauai (who hosted me during my stay in Hawaii) are, without a doubt, two of the loveliest resorts in the Hawaiian Islands.

*THANK YOU ALL
FOR A-ONCE-IN-A-LIFETIME
EXPERIENCE!*

Judy Love Bradley

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CALENDAR UPDATE

November 15, 1990
Hyatt Regency DFW - Luncheon
MPI/HSMA Joint Meeting

December 20, 1990
The Adolphus Hotel - Dinner
CHRISTMAS EVENT

January 17, 1991
INFOMART - Luncheon
MPI's Natural Resources

February 28, 1991
Medieval Inn - Dinner
Focus on Ale

March 28, 1991
Dallas Museum of Art - Breakfast
Topic TBA

April 18, 1991
Hyatt Regency Fort Worth - Dinner
Transportation Panel Discussion
Officer Elections

BOARD MEETINGS

Tuesday, December 18, 1990
Tuesday, January 15, 1991*
Tuesday, February 19, 1991
Tuesday, March 19, 1991
Tuesday, April 16, 1991
Tuesday, May 14, 1991
*Committee Chairs invited to attend the January meeting and report to Board of Directors.

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 not 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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