



CURRENT

PRESIDENT'S MESSAGE

by Judy Love Bradley



Each year, we challenge the membership to reach for goals and work to attain them, and this year will be no exception. We have set lofty goals for our chapter, but there is no doubt in

my mind that we will attain each and every one. I hope the same is true for each of you!

It is important that we keep the chapter goals firmly in our minds, but our chapter is also dedicated to meeting the personal and professional goals of each of our members. Your individual contributions to our chapter benefit the membership as a whole, and we appreciate your volunteered time and sharing your expertise with others. It is important, however, that you also keep in mind the many benefits you can PERSONALLY obtain by being an active member in this organization.

***NETWORKING:** Networking is the life blood of this organization and allows each member to encounter those companies and services that will benefit them in their professional career. Our report cards continue to indicate that networking is one of the primary reasons our members want to attend each monthly meeting.

***EDUCATIONAL PROGRAMS:** Our chapter has identified the educational needs of our members through the "Needs Assessment Survey" and has addressed those varied needs by offering several different educational opportunities. We offer monthly chapter meetings, "How To" Breakfasts, Executive Workshops, CMP

courses and continuing education courses at Richland College.

***COMMUNITY SERVICE:** Every member of our chapter has the opportunity to give something back to the community in which we live and work by contributing to various charities in the area. Some of these are "Love for Kids," North Texas Food Bank, GIVE KIDS THE WORLD and the Trinity Mission. All these charities appreciate the contributions of our chapter.

***VENUES:** By varying the location of our meetings, our members are able to experience
(continued on page 2)

THIS ISSUE OF
CURRENT
SPONSORED
BY


Sheraton
CentrePark Hotel
Arlington

September Chapter Meeting

Learning from Each Other Introducing D/FW's Exciting New MENTOR PROGRAM

by Fred Knieberg, CMP

Look at your own organization. Is there someone who appears to be on a "fast track," someone who is far ahead of his peers of the same age and level of experience? In most instances, that person has a mentor shortening the normal time frame needed to climb the ladder.

What is a mentor? According to the definition from our loyal Webster's dictionary, a mentor is: 1) A wise, loyal adviser; or 2) a teacher or coach. No disrespect to Mr. Webster, but today's true mentor is more
(continued on page 2)

September Chapter Meeting

DATE:	WEDNESDAY, September 26, 1990
PLACE:	Sheraton CentrePark Hotel 1500 Stadium Drive East Arlington, Texas
TIME:	5:00 - 5:45 p.m. Registration and Reception 5:45 - 7:15 p.m. Dinner and Program 7:15 p.m. Rangers Game
COST:	Advance Registration: \$26.00 Late Registration: \$35.00 Guest Registration: \$30.00
PARKING:	Complimentary Self-Parking

Rangers' reserved seating tickets can be purchased for \$4.00 each during registration. Please indicate whether you will be attending the game with the group when you call to RSVP.

Casual attire will be acceptable for this meeting.

When paying by check, please have it made out before you get to the registration desk. Advance Reservations must be made by noon on Monday, September 24, 1990, by calling (214) 343-0555.

MPI FOCUS

(PRESIDENT from page 1)

ence different meeting settings and expand their knowledge of venues in the Metroplex.

***SCHOLARSHIP OPPORTUNITIES:** Our chapter allows each member to qualify for scholarships to fund their professional advancement and education by attending college or university courses in their field.

***JOB BANK:** Should you wish to make a career move or should your company be in need of qualified professionals in the meetings industry, our chapter coordinates a job bank of qualified candidates and positions available in the area.

***MENTORING:** A new and exciting member benefit that will be introduced at our September meeting (see related article on the benefits of mentoring on page 3).

These and other benefits are available to our members. . . all you have to do is become involved in our chapter. The goals we set for ourselves are a very personal thing. However, if each member of our

organization completes this year having attained some personal and/or professional knowledge that can be applied to their everyday life and career, then this year's Board of Directors will consider the year to have been EXTREMELY successful.

TOGETHER. . . WE CAN MAKE IT HAPPEN!



(MENTOR from page 1)

than an instructor teaching a player during training camp. He or she is a wily veteran who spots a promising rookie (who probably hopes to take the veteran's position one day) with a special talent or spark. The mentor chooses to take that rookie "under his wing."

Mentoring is a one-on-one informal relationship between two mutually selected individuals, and the benefits of such a relationship are substantial for both participants. New members learn from "seasoned" veterans; and the more experienced

members become exposed to fresh, new ideas. Networking opportunities are increased for both. A mentor cannot substitute for experience or knowledge, but the sharing of ideas and experiences will enhance expertise and limit the number of "hard knocks" along the way.

The speaker at our meeting this month knows quite a lot about both sides of the mentoring fence: An assistant coach at Texas A & M under Paul "Bear" Bryant, Bum Phillips may be best known as the former head coach of the Houston Oilers, raising that team to a perennial playoff contender in the late 70's. His son, Wade Phillips, is currently the defensive coordinator for the Denver Broncos. Moving on to coach the New Orleans Saints in 1981, Bum has returned home to Texas and is widely known to be a very entertaining speaker.

Join us as we launch this truly exciting new program, and learn what mentoring might mean to you and your career.



LOVE FOR KIDS

EUROPE FOR TWO - FLY FOR FREE!

by Mary Jo Malone

Thanks to American Airlines



Picture this: you and a spouse or friend on your way to Europe via American Airlines. Yes, folks, that's right! The MPI member who sells the most Love For Kids Christmas cards will win two (2) round trip tickets to Europe, courtesy of American Airlines, who has generously donated to this cause.

If you haven't already started, get on the phone to Anita Siegers at The Adolphus (214/742-8200) or Kristi Rusnak at Infomart (214/746-3548) and order your cards to sell on consignment. Remember: to qualify to win the trip, all money due must be turned in by December 21 at 5:00 p.m. **THE RACE IS ON!**

Saturday, July 28, found over 19 D/FW MPI member volunteers at the zoo with over 800 kids from all over the metroplex for the Love For Kids Zoo Party. This is only one event for the kids throughout the year. The kids were personally guided through the zoo in groups of seven, and enjoyed puppet shows, a band and lunch complete with hot dogs and Twinkies. These kids had one big time!

For more information regarding volunteering for a "Kids" function, or if you're interested in becoming involved on this committee, please contact Barbara Fett, Chairman, at 214/746-3594.

PUBLIC RELATIONS

The 90s Plus Plus
More Details in October's
"CURRENT"

MIP Needs You

by Mary Kay Havens

Here is your chance to share your experiences with some outstanding high school seniors. It's a minimum commitment of your time with maximum results for your efforts. The Management Intern Program (MIP) of the Richardson Independent School District needs you to share your knowledge with the students at their weekly seminars.

Each Friday, after completing four afternoons of internship in the business community, the MIP class meets to discuss career topics. If you would like to discuss one of these topics with the class on a Friday afternoon during this school year, please

contact Kay Pinkham, Coordinator, MIP Program, at (214) 301-4118 (office) or (214) 341-9642 (home); or call Mary Kay Havens at CONVEX Computer Corporation, (214) 497-4584.

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Cheryl Lewis, Public Relations Manager of the Dallas Convention and Visitors Bureau, will share with us her success story with MIP interns at the September D/FW Chapter Meeting.

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Both Sides Win With Mentoring

by Connie Sandifer, CMP

Just what are the benefits of student mentoring? In addition to the "results oriented," tangible ones of which you're already aware, there are personal, less apparent ones for both the mentor and student. The following article appeared in the March 28, 1990, issue of USA Today:

Grades are up, drug use down and relationships improve for students who have an adult mentor, a survey shows. And some mentors find their own relationships improving.

The survey of 400 teen-agers in the nationwide Career Beginnings program finds:

- 50 percent say a mentor helped boost grades.
- 53 percent credit mentors with helping them avoid drugs.
- 57 percent get along better with teachers;
- 46 percent got along better at home.
- 45 percent say they have more respect for and are more comfortable with other races.

In a parallel survey of 400 mentors, 22 percent say they relate better with their kids, 15 percent report improved relationships with spouses.

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MEMBERSHIP

Meet a New Member

by Becky Milkie

KATHRYN M. KNIGHT
Communications Specialist
TRW Target Marketing Services

Kathryn has been with TRW for two and a half years and has been a member of MPI for eight months. Involved in all aspects of marketing, she says her favorite part of her job (the "fun stuff") is planning seminars, conferences and both internal and external special events.

Kathryn began in the industry as an intern for TRW during graduate school. After ten months, she was promoted to Communications Specialist and transferred to Orange, California. Returning to Texas after living in California for a year, Kathryn says, "I think the transfer helped me to develop many new ideas for special event planning in Texas, because California is so different.



"My working philosophy is to remember that all vendors, suppliers, etc., are there to help, even when most of your business is done over the phone. I try to develop a personal bond with them and show my appreciation by sending thank you letters and such. They remember me and most are willing to go out of their way since they know me as more than a non-personable order giver."

A fifth-generation Texan, Kathryn is originally from Fort Worth. She has a B.A. in communications from the University of Texas in Arlington and an M.A. in journalism from North Texas.

The accomplishment of which she is the most proud is the completion of her Masters degree, which was both a professional and a personal accomplishment. Her move to California occurred while she was writing her thesis, and she continued with "thesis by mail." She says, "It would have been easy to quit, but I am glad I kept

at it. I feel an M.A. differentiates me from the crowd, giving me an edge in both the professional and academic world."

Kathryn enjoys riding her horse and working in the yard with her husband.

Kathryn is already hard at work on several committees. In addition to her work on the Community Awareness Committee, she contributes to our chapter's newsletter as Page Editor for Public Relations; and she also covers the areas of Finance, Administration and Industry News for the "Current." Welcome to MPI, Kathryn Knight!



HOST FACILITY - SEPTEMBER

by Alex Vurpillat

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Sheraton Centrepark Hotel is located halfway between Dallas and Fort Worth on I-30, only 12 miles south of D/FW International Airport. It is adjacent to the Arlington Convention Center, Rangers Baseball Stadium and Six Flags Over Texas; Wet 'N Wild is directly across I-30. The hotel features 317 lovely guest rooms and two elegant VIP suites. Twelve meeting rooms and 14,000 square feet of functional meeting space are all situated in the midst of gardens, waterfalls, lagoons and walkways. The restaurant features Continental cuisine.

The sales and catering staff are always willing to assist with any requirements a guest may have, and always with a smile.

To ensure the success of your next meeting, plan it at the Sheraton Centrepark Hotel.

NEW KIDS ON THE BLOCK

By Becky Milkie

This month, we've got four new members to welcome into the fold:

Juanita Pettit
Corporate Accounts/Sales
Infomart
1950 Stemmons Freeway, #6038
Dallas, TX 75207
Supplier

Mary Ellen Sargent
Sales Assistant
American Medical Electronics, Inc.
4125 Keller Springs Road, #144
Dallas, TX 75244
Planner

Maureen C. Pittman
Regional Meeting Coordinator
Allstate
222 N. Las Colinas Blvd., #1500
Irving, TX 75039
Planner

Sally Torres
Special Events Coordinator
SER Jobs for Progress National, Inc.
1355 Riverbend, #240
Dallas, TX 75247
Planner

MEMBERSHIP

Heard it Through the Grapevine

by Donna Magro

The Sheraton Dallas Hotel, my old stomping grounds, was taken over by Pratt Hotel Corporation on September 1, 1990.

Dawn Weightman, Director of Sales at the Sheraton Dallas, has gone on to become Director of Sales and Promotions for the Sheraton Sales Center in Dallas. Congrats to you, Dawn! Lottie McFadden, formerly sales manager at the Sheraton Dallas, has turned up at the Sheraton Park Central. Best wishes, Lottie, and stay away from all the shopping!

MPI's newest bride, Charlotte Merrill-Davis, likes to do all her major life changes at one time. Just back from saying "I do" in Hawaii in June, she is joining forces with Vicki Arnholz to realize a dream they call "ESP," which stands for Event Source Professionals, a full service events marketing and sales company doing business in areas as far away as Austin and Florida. Best of luck, Charlotte and Vicki!

Michael Grossman has left the Hyatt in Fort Worth to join his counterparts at the Hyatt Regency at Reunion. Welcome back to Big D, Michael.

Kathryn Knight of TRW just received company recognition that included a cash award for her work with "Performance Notes," an TRW employee communication. Way to go, Kathryn, and be careful at the mall!

Marty Rizzo has left MCI Planners to join the American Heart Association in their meetings and conventions department. We wish you the best of luck, Marty!

No longer at the Dallas CVB, Michelle Governale has joined the sales staff at the Anatole Hotel.

Kim Gilbert has left the Park Plaza Hotel to become a Domestic Engineer. Have a great time, Kim, and keep in touch!

Carla Mitchell has a new professional home. Leaving behind the numbers of accounting firm Deloitte Touche, Carla will work with the athletes of the SMU Mustang Club. Good luck, Carla!

That's all I have for this month. Please remember to call me at (214) 521-9304 if you have any exciting news or just want to pass along the word about someone else's! I'm always in the mood for a scoop! Thanks a bunch.



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, Suite 5018
Dallas, Texas 75207
(214) 746-5222

"YOU ASKED FOR IT"

by Kim Warren, CMP

Ever wonder why we do things the way we do them? If you've got a question, chances are someone else was wondering, too.

Last year, Judy Love Bradley began a column entitled "You Asked For It," to provide a forum for your questions about MPI in general and/or the D/FW Chapter in particular. If you have a question, or if you have a comment or suggestion, please call Lisa South, CMP at (214) 490-2986 or Robin Tabell (214) 506-3844. They'll obtain a reply from the appropriate individual (or policy, as the case may be) and respond in print.

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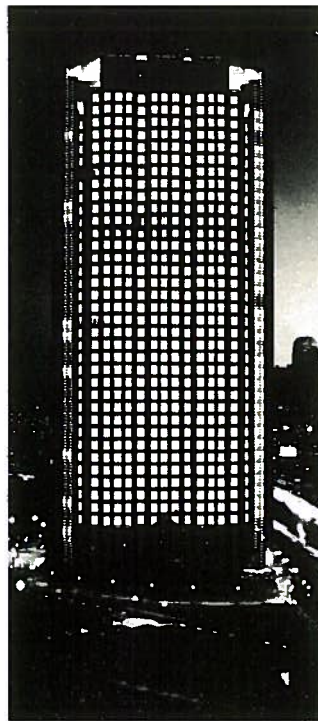
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PROGRAMS AND EDUCATION

A Star-Studded Lunch for D/FW Chapter Members

by Marilyn Manby and Alex Vurpillat

Hollywood and all that it implies: glamour, excitement and fun! That was the theme for September's luncheon meeting, and it was indeed a gala.



"Tom Selleck," Mary Jo Malome, "Indiana Jones," Jennifer Anderson, Fred Kneiberg and "Marilyn Monroe."

Thanks to Hetzer Theatrical Productions West, members and guests were greeted on arrival by (almost) Tom Selleck, (nearly) Indiana Jones and (how could it be?) Marilyn Monroe. J. Allen Hansley, Photo Journalist, was on hand to capture the moment as members posed with the star look-alikes for a souvenir photo.



Vanna White, look out for Judy Love Bradley.

The dining area was set up in true "Jeopardy" style with lots of glitz, emphasizing AVW's Image Wall presentation of the popular television game show, which featured typical meeting planning questions.

Twelve teams competed in the categories of Audio/Visual, Food and Beverage, Housing and Site Selection and Transportation. Bill Brooks, who was with us courtesy of Hugh Hunt Productions, was the master of ceremonies--Art Fleming would have been so proud. Those members not competing in the game itself were divided into the official cheering section and official booing section.

Everyone thoroughly enjoyed the contest, especially winning Team 11, who received the Doubletree's famous chocolate cookies as the coveted prize. In true game show tradition, we all received "lovely parting gifts:" Giorgio of Beverly Hills provided 200 samples of men's and women's fragrances; the Granada Cinema 'n' Drafthouse contributed 200 free movie passes; Kwik Kopy Printing of Lincoln Plaza came through with notepads, and members can thank Sunset Limousines, Inc. for discount coupons for a limousine ride.



A few members of the winning team: Joanne Nichols, Bob Walker, Pat Smith and Donna Magro.

The Doubletree Hotel went all out for MPI. We were greeted with glasses of champagne with a fresh strawberry, and lunch was sumptuous: a delicious salad followed by filet of salmon with dill. The meeting's theme was echoed in the dessert: a lemon star surrounded by raspberry sauce--YUM! The Doubletree's excellent service carried the day. Centerpieces provided by Liland Florist were absolutely inspired: vases were tuxedos filled with orchids sitting on a bed of silver stars, a touch of class consistent with all that went into this meeting.

Many thanks to AVW for sponsoring Jeopardy (never mind that Bob Walker was on the winning team!), showing us how much fun a meeting could be. As usual they did an exceptional job! Thanks, too, to "It's a Wrap," who provided props for the "Love for Kids" Christmas card table (of course, you have bought some by now, right?); and to Freeman Decorating, for contributing professional-looking signage.



Colleen Albert and Sue Ferguson are all smiles.

Once again, another terrific job by the Programming Committee--they just keep getting better and better. It's a fact: Together... we CAN make it happen!

Photographs courtesy of
Sloan Photography

Just a Reminder...

by Lisa South, CMP

Attention MPI members! Please remember to RSVP as indicated for all D/FW Chapter functions.

It is very exciting to have such great attendance at our monthly meetings, and we want to continue to be able to seat everyone. It is imperative that you let our administrative office know you plan to attend, even if you are involved in the meeting in some way. Please be sure to RSVP for any guests that will be attending with you.

Also, please be aware of deadlines indicated for registration for other educational programs. And keep up the good work, because TOGETHER, we can make it happen!

PROGRAMS AND EDUCATION

The D/FW Chapter Celebrates Win Number Two

by Lisa South, CMP

The 1989-90 year ended with a bang, celebrating our second consecutive Chapter of the Year award with a reception held at The Fairmont Hotel. The celebration was a time to congratulate each other for the many contributions of time and energy, and to see displays representing the accomplishment--quite an undertaking, but well worth the effort.



Mary Jo Malone addresses the revelers.

The Fairmont did a fabulous job with special food and decor to commemorate this award. Judy Love Bradley announced our receipt of this honor, and Immediate Past President Mary Jo Malone provided high-

lights of the year. Mary Jo also explained the new award she brought home to D/FW, that of Chapter Manager of the Year.



Lisa South, CMP presents certificate of appreciation to the Fairmount Hotel.

The Chapter of the Year book, trophy and a video of the awards evening held in Kansas City last June were displayed. AVW Audio Visual, Inc. created a slide show to help us commemorate the special (and funny) events the chapter has shared throughout the year.

Many thanks to The Fairmont and to AVW for their efforts in making this celebration special. And many thanks to you, the members of D/FW MPI, who won this award. Together, we can make it happen AGAIN!

Richland College Update

by Lisa South, CMP

HURRY!

Class begins Monday, September 10

Class size is limited

Call Richland College Continuing Education (214) 238-6144

Richland College is once again offering *Meeting Planning I* for the fall semester. The class is designed and taught by your fellow D/FW Chapter members. Class participants will share the various areas of expertise (such as site selection, transportation, audio/visual, budgeting and negotiation) with these speakers and will learn professional terminology and practices, in addition to visiting an actual meeting site.

The course is part of the Continuing Education division of Richard College. Course participants will earn 2.5 CEUs, enabling students to accrue points toward the first portion of the Certified Meeting Professional test.

Cost for the course is \$98.00 and includes all study materials. (You may be eligible for Professional Growth Award scholarship funds. Call Lindsey Iacovino at (214) 638-0024 for more information.)

CMP CORNER

by Lisa South, CMP

1. What kind of rate in a hotel is non-commissionable?
 - a. Gross
 - b. Net
 - c. Rack
 - d. Corporate
2. Factors considered in "overselling" airline flights include all of the following except:
 - a. Yield
 - b. No shows
 - c. Flight distance
 - d. Load
3. You put the slides in backward if you are projecting:
 - a. Front screen
 - b. Rear screen
 - c. Overhead
 - d. Polaroid
4. A gratuity is defined as:
 - a. A gift for services rendered
 - b. Charge for services of waiters and waitresses
 - c. Payment, benefit or privilege received over and above regular salary or income
5. The best first contact to make within a city is:
 - a. Convention and Visitors Bureau
 - b. A ground services agent
 - c. The convention center
 - d. The Chamber of Commerce

ANSWERS: 1. b; 2. a; 3. b; 4. a; 5. a.

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Children at Meetings: Should They be Included?

by Kathryn M. Knight

Inviting children to incentive meetings has become a hot topic in the meetings industry today. The idea is great for families where both parents work, and can be a real boost for conference attendance. But as a planner, you must consider several things:

Is it appropriate for children to attend? Maybe this question is easier to answer if the meeting is purely incentive. But if the meeting is primarily business oriented, children may be a distraction from the business at hand. On the other hand, if your top sales reps have worked hard all year, why not reward them and their family?

Another consideration is logistics. Many resorts and hotels offer a variety of children's programs designed to keep the kids entertained while their parents are in meetings. These facilities are equipped to handle the special needs of the smaller quests. Remember, for a program where kids are included to be successful, you as the planner must be sure that the kids are accommodated.

One hotel chain that has a highly-specialized kids program is Hyatt. At Camp Hyatt, kids are treated to special kids-only events while their parents are in meetings. And there are many activities designed for the whole family group. As Mary Cain of the Hyatt DFW states, "Many people take advantage of the time at the hotel and treat it as a vacation. For instance, they spend three days at a conference, then they take the rest of the week as family vacation. It helps the parents feel good about bringing the kids, and the kids have a blast at Camp Hyatt. The people with children are not penalized for having kids, and they have a great time at their meeting."

What about attendees without children? This can be a very sensitive subject. Although most childless attendees won't object, some would argue that the kids get in the way and cause problems. Sure, "kids will be kids," but if you are careful

when choosing the site, and plan specific events to entertain the kids, you will probably find that they are an enhancement to the program, not a liability.

PartyFest '90

Tuesday, October 2, from 11 a.m. - 9 p.m., Infomart in Dallas will be the site for "PartyFest '90," a one-day exhibition featuring over 200 exhibits by the top professionals in the meeting and hospitality industry.

Applause Publications, publishers of the Dallas Party and Event Planners Sourcebook, is producing this second year event, featuring entertainers, caterers, hotel representatives, party planners and suppliers, party facilities, meeting management companies, transportation companies, decoration suppliers, limousine companies, audio/visual suppliers, balloon and floral companies and many others.

"PartyFest '90" will also feature a full day of activities including lectures, music, dance performances and many more performing and visual artists.

According to Lisa McElya, publisher of the Dallas Party and Event Planners Sourcebook and chief organizer of "PartyFest '90," this event is an opportunity for corporate and convention meeting planners, association fund raisers

hotel marketing and catering executives, concierges, organization leaders and the general public to come together and taste what Dallas has to offer when throwing any type of party or event.

Co-sponsors for "PartyFest '90" include Yellow Rose Special Events, WARM Radio, Ducky Bob's Party Rentals, Park Cities People and Every Last Detail.

For more information, please contact Wendy Ezernack at (214) 746-3780.

Get Some "BANG" for your Buck

by Mary Cain

What better way to reach your target audience than through the CURRENT? Your advertising dollars will be hard at work reaching over 450 meeting professionals in the DFW area. Over 54% of the DFW MPI Chapter members are meeting planners who are key decision makers in the meeting industry.

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To discuss your advertising strategies, please call Mary Cain at (214) 453-1234 or Jennifer Anderson at (214) 392-7072. We would be happy to help you get started today!

INDUSTRY CALENDAR

HSMA "Affordable Meetings." Washington, D.C.	September 6-8
Partyfest 90, Infomart, Dallas	October 2
ITME, Chicago, IL	October 9-11
ASAE Midwest Conference, Springfield, IL	October 10-12
SITE Annual Conference, New York, NY	October 14-18
SCMP, Tucson, AZ	November 7-10
AHMA Fall Conference, New York, NY	November 10-13
HSMA/MPI Joint Meeting/Luncheon, Hyatt, Dallas	November 14
MPI's Professional Education Conference, New Orleans. LA	December 9-12
ASAE Management Conference, Washington, D.C.	December 9-12

ET CETERA

"How to" Breakfast Series Begins

by Fred Knieberg, CMP

Last year, the introduction of the "How to" Breakfast Series contributed greatly to our chapter's success. This year, we plan to expand this program with topics geared to the needs of a broader range of our membership, including both planners and suppliers.

The topic for our first "How to" Breakfast for 1990-91 will be "How to Get the Most for your Food and Beverage Dollar (or: There's More to Budgeting than Cutting Sweet Rolls in Half)."

This topic may appear lengthy in words, but it is also long on information, insights and tips that can enhance the value of your services as a planner or supplier. Each program in this series will be produced by recognized leaders in their profession.

Come join us for breakfast and a unique learning experience that will provide you with ample opportunities to ask questions and share ideas in a limited group environment.

Look for the registration form enclosed with this issue of the "Current" for more details concerning our inaugural Breakfast.

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DOLLARS & CENTS

by Susanne Ruffner, CMP

Year End Financials as of June 30, 1990

Beginning Balance:	\$18,316.14
Income:	\$2,312.00
Disbursements:	<\$8,474.73>
End of Month Balance:	\$12,153.41

This balance includes the \$10,000 Certificate of Deposit.

Financial Statements run two months behind.



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Volunteers Needed for PartyFest '90

Volunteers are needed from our membership to represent the MPI Dallas/Fort Worth Chapter at PartyFest '90 on October 2nd (see related article on page 8).

Two volunteers will man the chapter's booth, in two-hour shifts, beginning at 11 a.m. and ending at 9 p.m. This is a great way to meet your industry peers while participating in one of the most exciting up-and-coming local industry shows.

For more information on volunteering for this event, or to sign up to work a shift, please call Connie Sandifer, CMP at (214) 239-9969.

Looking for a new challenge?

Send three copies of your resume to:

MPI Career Opportunities
P. O. Box 655147
Dallas, Texas 75265

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:

Marilyn McGuire
(214) 980-5111

(ALL INQUIRIES ARE KEPT CONFIDENTIAL)

ET CETERA

Kim Warren Earns CMP Designation

by Connie Sandifer, CMP

It is with great pleasure that I announce that the editor of the "Current" newsletter, Kim Warren, has been awarded the prestigious CMP designation.

Kim was the sole D/FW Chapter member to sit for the June CMP exam, after attending the chapter's CMP Crash Course in April. This should provide plenty of motivation for those of you anticipating doing the same in December!

Please join me in congratulating Kim for this important personal and professional achievement. (And remember to address

your correspondence to her as Kim Warren, CMP!)

HSMA Holds Educational Conference

by Jennifer Anderson

The North Texas Chapter of the Hotel Sales and Marketing Association will hold their third Annual Education Conference on September 14 at the Arlington Convention Center. Registration and continental breakfast begins at 8 a.m. Dr. Jackie Watson of Associates in Communication and Training, specializing in management and career development, will begin at 8:30 a.m.

The Meyers Briggs Type Indicator Test, a widely used instrument for assessing personality and enhancing interpersonal effectiveness, will be featured.

Lunch will immediately follow with guest speaker Don Landry, president of MHM, Inc., who will speak on the direction of the hotel industry.

Tickets for HSMA members are \$40; tickets for non-members are \$50. For further information, please contact Cynthia Vannucci at (214) 392-7072.

Some People Travel Hundreds of Miles to Hold a Meeting at The Arlington Convention Center.

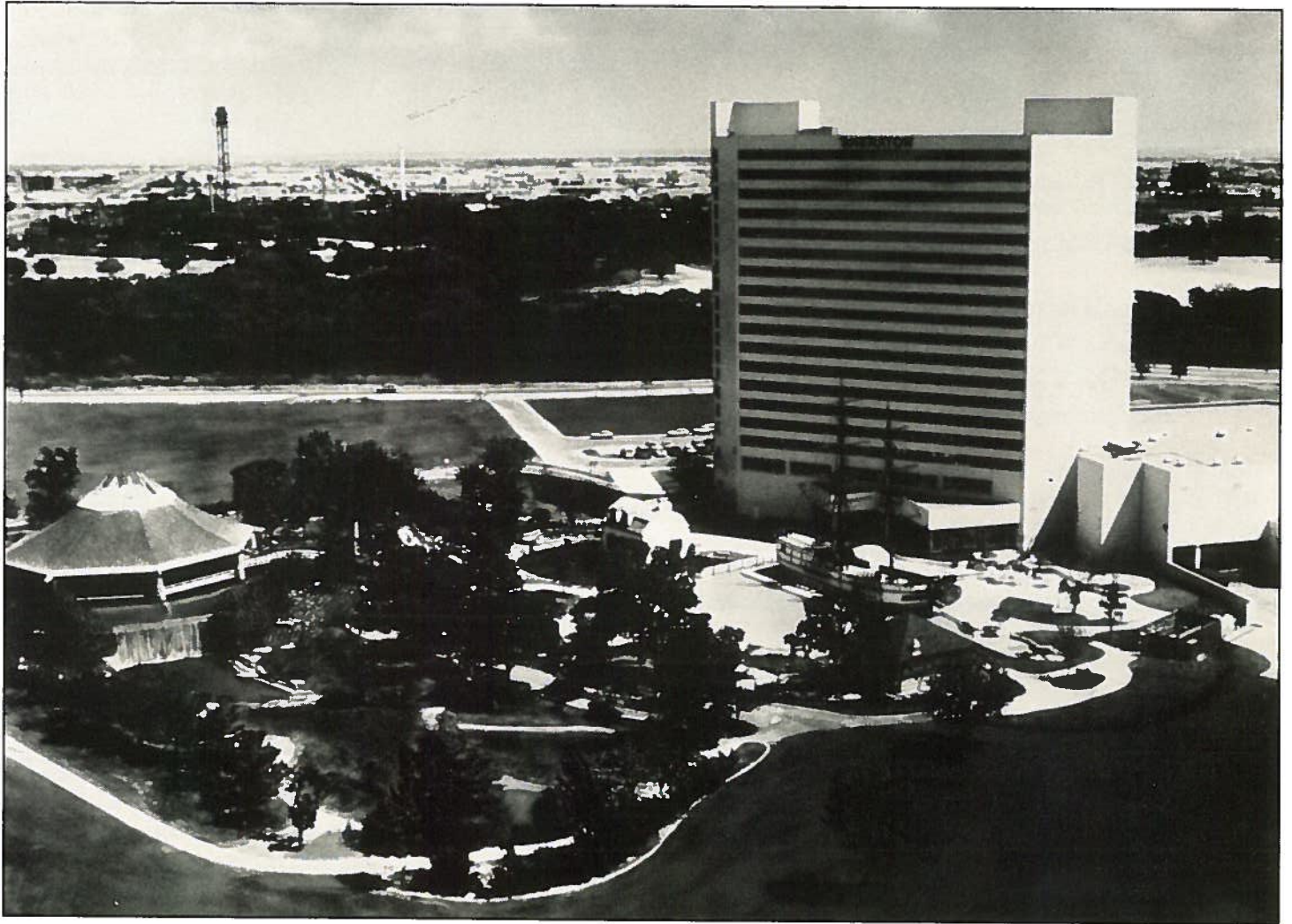
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City of Arlington Convention & Visitors Bureau
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817-265-7721

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CALENDAR UPDATE

September 26, 1990
Sheraton Centrepark Hotel
Dinner
"Mentoring"
Ranger Game

October 18, 1990
Dallas Convention Center
Luncheon
"The 90s Plus Plus"

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

December 20, 1990
Adolphus Hotel
Dinner
CHRISTMAS EVENT

BOARD MEETINGS

September 18, 1990
October 9, 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 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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Kim Warren, CMP (214) 401-0210
FAX (214) 556-0916



1990-91 ADVERTISING GUIDELINES / RATES

Advertising Guidelines

- Closing date is the 15th of the month prior to the issue in which the advertisement will appear.
- Rates apply only to finished camera-ready art supplied by the advertiser.
- Payment in full and camera-ready artwork are due with the advertising contract.
- Advertising will be accepted on a space-available basis.

Advertising Rates

Ad Size	Rate (per issue)			
	1X	3X	6X	12X
Full Page 7 1/2" x 10"	500	450	350	250
Two Thirds Page				
Vertical 4 3/4" x 10"	400	350	275	200
Horizontal 7 1/2" x 6 1/2"	400	350	275	200
One Half Page				
Vertical 4 3/4" x 7 1/2"	300	250	200	150
Horizontal 7 1/2" x 4 3/4"	300	250	200	150
One Third Page				
Vertical 2 1/4" x 10"	200	150	125	100
Horizontal 7 1/2" x 3 1/4"	200	150	125	100
Square 4 3/4" x 4 3/4"	200	150	125	100
One Quarter Page				
Vertical 2 1/4" x 7 1/2"	150	125	100	75
Horizontal 7 1/2" x 2 1/4"	150	125	100	75
Square 4 3/4" x 3 1/2"	150	125	100	75
"Business Card" Size				
Vertical 2 1/4" x 3 1/2"	100	85	70	50
Horizontal 4 3/4" x 2"	100	85	70	50

For more information, please contact:

Mary Cain
 c/o Hyatt DFW
 International Parkway
 DFW Airport, TX 75261

Metro Phone:
 (214) 453-1234

