



# CURRENT

## PRESIDENT'S MESSAGE

by Lisa A. South, CMP



Our ancient ancestors did not communicate with the clarity that today's well-developed language systems enjoy. For instance, a knock on the head or a loud expression served as a communication tool. But today, communication, both verbal and non-verbal, is a key factor in learning. Without proper communication, you can miss important ideas and concepts, misinterpret another's message, and make assumptions that are not necessarily true. For these reasons, it is apparent why communication is important to our MPI chapter.

Going "Back to the Basics" communication truly is key element of success. To achieve desired goals, both on a personal and organizational level, you must be able to communicate effectively and to the proper people. To do this, three words must be addressed: transmit, transfer and transact. Communication involves the sending, receiving and the sending back of that information to be complete.

If this process is not fulfilled, you can often times assume that the person with whom you are communicating understands the meaning of your message,

when, in fact, that person is experiencing misinterpretation. That is why all types of communication must be addressed, including the spoken and written word, body language and the noise that can interfere with communication.

Communication is crucial to all areas of our chapter. Key communication areas include the monthly newsletter, personal

*(continued on page 2)*

### THIS ISSUE OF CURRENT SPONSORED BY:

**Charles Greene III**  
Corporate Magician

## MPI/ HSMA Joint Meeting to Focus on Communication

by Tim Wade

Communication is vital to today's business; and in meeting planning, it is no different. We all have probably learned early in our careers—the hard way—how perceptions and misunderstandings can lead to disaster. . . or at least unsuccessful results.

How to overcome these communication problems will be the focus of November's monthly meeting between the local chapters of MPI and the Hotel Sales and Marketing Association (HSMA) at the Harvey Hotel in Addison.

*(continued on page 2)*

## NOVEMBER CHAPTER MEETING

DATE:	Thursday, November 21, 1991	
PLACE:	Harvey Hotel - Addison 14315 Midway Road Dallas, Texas 75244	
TIME:	11:00	Member Orientation
	11:30 - 12:00	Registration
	12:00 - 1:35	Luncheon & Program
PARKING:	Complimentary self-parking is available.	
COST:	Advance Registration:	\$22.00
	Late Registration:	\$30.00
	Guest Registration:	\$25.00

PLEASE RSVP: Before NOON, Tuesday, November 19, by calling Sandi or Marsha at (214) 343-0555.

### 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. Advance reservations must be received by cut-off date; last 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 three 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 reserve seats sold.

Members are responsible for paying "no show" charges for their guests.

# MPI FOCUS

## MPI Holiday Food Drive

The MPI Dallas/Fort Worth Chapter will once again collect canned food for the North Texas Food Bank this year. The food drive will be held during the November monthly meeting, enabling HSMA to participate in this effort.

You can share in the spirit of this special event by bringing your donations to the November MPI luncheon. Your contribution will help someone less fortunate have a special holiday this year.

*(MPI's HSMA Joint Meet. continued from page 1)*

There is no doubt that you have at one time or another failed to communicate with someone else. And, often it can result in lost business, hurt feelings or just plain confusion. You know, it's the "I know you think you understand what I meant" syndrome.

In fact, "I Know You Think You Understand What I Meant" is the name of the program which will be presented by Ed Scannell, CMP, Director of the University Conference Bureau at Arizona State University. As past president of Meeting Planners International, Mr. Scannell is a well-known and popular speaker. He has written or co-authored seven books and more than fifty articles in the fields of human resource development, communication, creativity, meeting planning and management.

So, before you pick up that telephone, visit another individual, or converse with anyone, be sure to make plans to attend this informative and entertaining look at the problems we face in interpersonal communication and how to overcome them. See you at the November meeting at the Harvey Hotel in Addison—and ensure that you never have to face lost business or hurt feelings due to misunderstandings between you and others.

*(President's message continued from page 1)*

networking, the Richland College education series, the MPI monthly meetings, executive workshops, the "How To" breakfast series and the chapter administrative staff. From attending or holding a committee meeting, concise and clear communication is a key step to success and must be clear from the onset to inevitably save time.

Because every area of our chapter is dependent (to some degree) on clear communication, remember that an important part of human communication revolves around how much information you divulge to others and how much you withhold. Participating in self-disclosure, listening and giving feedback can truly open the door that will support this chapter and make it number one worldwide.



Participating in self-disclosure, listening and giving feedback can truly open the door that will support this chapter and make it number one worldwide.



**Advertising Available**

**for information, contact**

**Anne Carr**

**(214) 401-0210**

## November Host Facility

### The Harvey Hotel - Addison

For business or pleasure, in a group or by yourself, the Harvey Hotel is the ideal site while visiting the Galleria area of North Dallas. The Harvey is known for their friendly and genuinely helpful staff, normally found only in small hotels. However, they serve as the headquarters hotel for many large corporate meetings and conventions.

Twenty-two multi-use suites are included among the 429 comfortable guest rooms at the Harvey Hotel. The suites accommodate everything from business meetings to the traveling VIP and convention delegate. All rooms provide a generous sitting area with custom made, overstuffed chairs, sofas and oak furniture.

With more than 23,000 square feet of function space in 19 rooms, the Harvey is equipped to handle banquets, receptions and meetings for groups from 12 to 1,000.

The Harvey Hotel also has a full complement of restaurants. McArthur's, an American grill, is open for breakfast, lunch and dinner, and features beef, veal, seafood and chicken entrees in a club atmosphere. Scoops Diner, a casual alternative for guests and area residents, serves burgers, sandwiches, salads and innovative ice cream creations in a setting reminiscent of a '50s corner drug store.

Quiet conversation prevails in the Lobby Bar. The piano music background and living room atmosphere make the Lobby Bar a comfortable setting for unwinding after a busy day or meeting friends for a drink.

Experience the Harvey Hotel and enjoy their hospitality!

# PUBLIC RELATIONS

## Unravelling a Great Mystery

by Don DeFeo

Most people enjoy a really good mystery. The ancient Greeks integrated mystery and the aura of the "who dunnit" into several of their plays. This theme and concept has continued into our very modern-day world as evidenced by the classic detective stories, the UFO phenomenon, television programs such as the very popular "Unsolved Mysteries," and so on.

Probably one of the greatest mysteries of all time surrounds the meeting planning and related hospitality industry of which we are so intimately involved. The actual mystery, the unknown, is not really existent among ourselves as it is among those outside our industry: from the general public to even those companies and organizations that plan and hold meetings.

A living example of this came home to me on a personal level when I was attempting to explain the nature of my job to my normally very bright children, ages 11, 5 and 3.

"What do you do, Daddy?" they asked. "What kind of work or job do you have?"

"I am a Director of Sales and Marketing for my hotel, the Sheraton Grand," I proudly replied.

Blank stares met my words.

"What's that?" they continued. I tried to explain. My oldest daughter, 11, thought at one point I sold hotels, as in real estate. No easy responses of doctor, teacher, lawyer, ballplayer or fireman did I have at my disposal.

All of us have most likely met with the same or similar blank stares when trying to explain our various functions to children and adults unfamiliar with what we do in no matter what side of the industry we are involved.

Many of those unfamiliar are surprised at the scope and economic impact of our endeavors. Many are surprised, also, at how truly demanding a profession it is. Most are unaware of the tremendous opportunities that can exist in the many different facets of our business.

For many reasons, we need to do as much as we can to remove the "mystery," that "unknown," from the public's mind.

One primary avenue through which to accomplish that task is a well-designed and consistent public relations effort. Through MPI's involvement in our community (speaking engagements, charitable work), press coverage of our events, focus on career opportunities for those at high school and college levels (to name just a few areas), we can educate the public as to the true nature of our profession and its importance to the business and economic world. The benefits to us? A better acceptance and respect for what we do that will hopefully produce better economic and job satisfaction rewards for all of us.

The continuing goal, then, of the Public Relations Committee is to utilize as many of those exposure opportunities as possible to educate and inform the community in which we live of the true nature of our livelihood. Your help and suggestions are welcomed and encouraged.

## MPI Keeps Pulse on Local Government

by Mark Burnworth

The newly formed Government Affairs Committee brings unique benefits to the overall public relations function.

The main goals of this group will be to monitor local governmental activities as they pertain to our industry. This could include city council meetings, DART board meetings, D/FW Airport meetings and meetings of other organizations.

The financial impact of our industry on the local economy is the driving force behind the need to monitor this type of activity.

The committee will notify the chapter of developing issues or specific meetings which we feel warrant participation by the chapter president or other chapter members. We can help influence critical decisions and increase the overall exposure of our group's importance to local issues.

We all look forward to keeping you informed as future issues and activities develop.

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The CURRENT is published 12 times yearly for the D/FW Chapter of Meeting Planners International. Statements of fact and opinion within this newsletter are made on the responsibility of the author only and do not imply an opinion of the officers or members of MPI. News contributions and suggestions for making this publication more useful are welcomed.

# MEMBERSHIP

## The CURRENT Issue

### Our Membership Speaks Out

by Sue Ferguson

The news regarding Anita Hill's accusations against Clarence Thomas raised to national prominence serious questions regarding sexual harassment in the workplace. Is it a concern in our industry?

At one time or another, we have all felt discriminated against, whether on the basis of sex, race, religion or unpopular opinion. Lawyers explain that sexual harassment is not about civility, an unwelcome pass or a dirty joke. It is an abuse of power by a superior who may make a worker feel vulnerable, a worker whose livelihood and professional survival may depend on this individual.

The CURRENT Issue is: "What changes in the workplace, if any, do you foresee resulting from the Anita Hill/Clarence Thomas confrontation?"

*Bob Mitchell*  
*Four Seasons Hotel:*

"This is going to become an even more topical subject in the future. . . you can't just push this kind of thing under the rug. In light of my own company which has six national offices, I am not aware of any problems of this nature. When I joined the company, I was the only male director! I cannot claim any sexual harassment yet, but I have become more sensitive and have warned [the women I work with] to watch their steps! After all, it works both ways! . . . Many of our sales and marketing directors are women, and we have many women in highly responsible positions that they have earned. The majority of our hotel sales force is women."

*Judith Mathews, CMP*  
*Meeting Tech:*

"Men have to wake up. There is very little 'female' sexual harassment going on. At some point in time, women will not have to prove with tapes that they have been harassed. You don't make up stuff like that! Many men are unconscious about their reactions and it is the primary reason women are not making progress in the workplace. It has been going on since women seriously entered the workplace. It's not just a glass ceiling, and it's not about sex: it's about ill behavior and dominance. It is interesting that if the Thomas confirmation had been centered around another issue such as income tax evasion or theft, the committee might have taken a different approach. Sexual harassment did not seem to be taken as seriously, and those who sat in judgment were ill qualified to judge!"

*Holly Adams*  
*The Southland Corporation:*

"During the confirmation hearings, I didn't know who to believe: Anita Hill or Clarence Thomas. One of them is lying. Even the suspicion of Judge Thomas sexually harassing someone in the past would be enough for me not to confirm him because he will have an impact on laws that will affect women in the future. As a Meeting Planner, I don't believe that the confirmation hearings and this issue will create changes in my workplace. I report to a female, and our clients are top-level executives in the corporation who focus on strictly business while working with us. Even though this won't create changes for me, I hope both men and women will think twice before speaking."



## Ken • Ran

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✓ Judith M. Brown  
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# PROGRAMS AND EDUCATION

## *Chapter Management Forum*

### Interested in...

- Enhancing your chapter activities?
- Strengthening your leadership skills?
- Learning more about MPI services?



If so, the Chapter Management Forum is designed for you. Arrive a day early for the Professional Education Conference and meet over 125 chapter members before the conference begins!

**December 7, 1991  
7:00-9:00 p.m.**

**CMF Reception  
Hosted by Wyndham  
San Antonio**

**December 8, 1991  
12:30-4:30 p.m.**

**CMF Educational Sessions  
Hyatt Regency  
San Antonio**



All chapter members interested in chapter leadership are encouraged to attend. For more information, please call the MPI chapter relations department, +1 (214) 746-5223.



Meeting Planners International

### Do What It Takes

by Paige Garrett

Changing economic times are forcing companies to streamline and make other cutbacks. If you budget or allowance for continuing education is an area which has taken a hit, take advantage of the PGA scholarship funds available from the Dallas/Fort Worth Chapter. Continuing education is vital to the new ideas and knowledge that you bring to your job.



**Continuing education is vital to the new ideas and knowledge that you bring to your job.**



The PGA scholarship fund is supported by you, the membership; and we encourage you to reap the benefits of your support. It is an honor to be the recipient of PGA funds, and it shows your company that you are willing to go the extra mile to get the continuing education necessary for your professional growth.

If you are interested in receiving an application or have any questions, please contact Paige Garrett at (214) 380-6903.

### Y'ALL COME!

by Kim Kelley, CMP

Did you know that you're invited to the Chapter Management Forum (CMF)? Well, you are!

All CMF activities--the Reception as well as the Educational Sessions (see ad this page)--are open to MPI chapter leadership as well as to those interested in contributing to our chapter! We'll see you there!

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December 8-11



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Meeting Planners International



# PROGRAMS AND EDUCATION

## October Meeting Wrap-Up

by Geana Stieber

What is 45 minutes east of Dallas, has lots of fresh air and promises a great time for all? REUNION RANCH! As hosts for the October MPI meeting, Bob Jaeckle and Reunion Ranch really did things first class Texas Style. As guests arrived via car or bus (provided



by Alex Vurpillat and Carey of Dallas), Bob gave a colorful guided tour of the ranch on a haywagon.

Our program began before dinner with a teambuilding game conducted by Becky Novak and Mark Cunningham of EDS. Members divided into small



groups and learned how to work together as a team—we certainly learned a few tidbits about each other, too.

We then were treated to a fabulous Texas Barbecue dinner featuring four different meats, all smoked on the property at Reunion Ranch. As dinner wound down, Mark Cunningham returned to discuss "Forming, Storming, Norming and Performing," which explained the different phases of teambuilding and how to get the most



out of your team. Mark certainly excited members to participate as "team builders" of MPI.

We were then entertained by Kenny Moore, a delightful comedian who kept everyone laughing. To top off a won-



derful evening, members learned C&W dancing to the music of DJ Monte Slaver and dance instruction by Donna Hebert (both provided by O.D. O'Donnell and Nightlife Entertainment).

As MPI members then began to fade into the sunset, they left with more than



fond memories, as our generous host, Bob Jaeckle, gave each member a Famous Reunion Ranch Smoked Brisket as a parting gift.



A great time was had by all, and a Texas size THANK YOU to everyone who helped to make this event unforgettable.



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1991

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are now on sale.



For more information call: Pat McCain (214) 458-8692

# INDUSTRY NEWS

## MPI and ASAE Present Survey Findings

The June 24 media conference held by Meeting Planners International and the American Society of Association Executives (ASAE) marks the first news conference which the two have conducted jointly.

The landmark event is being used to introduce the results of the 1991 Meetings Outlook Survey conducted in May. The survey will become an annual cooperative endeavor for the two industry-leading membership organizations.

Media conferences to announce the results in subsequent years will alternate between each association's respective annual conferences. ASAE will present the findings of the 1992 Meetings Outlook Survey during its 1992 Annual Meetings in Atlanta, August 29 - September 2.

A few statistics which emerged from the 1991 Survey include:

Planning "green" meetings—an approach to conducting meetings which respects environmental concerns—is considered a priority by 56% of those surveyed.

According to 58%, a high occupancy tax would exclude a city from consideration as a meeting site.

Paying music licensing fees would not impact their future use of music in meetings, says 64% of respondents.

Planners indicated that they expect the impact from the recession to last from six to twelve months.







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## International Symposium Set for Monte Carlo

The MPI Board of Directors approved Monte Carlo, Monaco, as the site for the International Symposium to be held April 8-11, 1992.

The symposium is designed to bring together 300 meeting professionals to study issues affecting the international meetings industry. With three days of pro-

gramming combining case studies and lectures, the symposium will offer a forum for sharing worldwide industry practices and experiences.

The prestigious Hotel de Paris, Hotel Hermitage and Loews Monte Carlo Hotel will host the group and meetings will be held in the Monte Carlo Convention Centre and Auditorium. For further details, please contact MPI Senior Vice President Peter Turner at (214) 746-5217.





# GREENE INK

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## WINTER 1991

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*The Official Newsletter  
of Magician Charles Greene III*

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(713) 977-0026 • FAX (713) 977-7505 • (214) 520-0069 • FAX (214) 520-0068

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### Meeting Magic

Which would you prefer? An ordinary lifeless event or one filled with the excitement of one of the nation's best magicians. Charles Greene III can bring that excitement to your next meeting.

Adding Greene's magic to your next meeting will ensure its success. An alumnus of the stage, television and radio (he has performed magic on radio talk shows), Greene has performed for corporate audiences of all sizes and for all occasions. From the trade show to the open house, Greene's magic has offered even the skeptic something to think about.

His magic will never fail to entertain and will always captivate those who witness it. Your company's needs and requests are met in each custom-designed presentation. You are guaranteed success by having Charles produce your magical presentation. Call today before all available dates disappear.

### Speaking of Magic

Dozens of newspapers, including the *Wall Street Journal*, and magazines have written articles about



Charles and his companies. The Corporate Shuffle has been responsible for spreading the word and now Charles is showing others how to get media attention for their causes. During his presentation, "The Magic of Public Relations," Charles tells associations and business groups how to get the media exposure they need for promotion.

### Black Box<sup>3</sup>

Charles was a special speaker for the Black Box Corporation's conference on connectivity. Charles followed each computer-industry speaker with a five-minute presentation on a comput-

er topic. Some of the topics that Charles magically illustrated were computer connectivity, Black Box's customer support and computer network maintenance.

Charles ended his appearance demonstrating Black Box's total package of market research, customer support and product availability. He used a special illusion designed specifically for the conference. And the prop? A black box, of course. Black Box was so pleased that it has requested Charles to repeat his presentations for another conference in Washington, D.C.

### Help Wanted in Big D

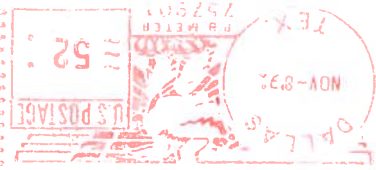
The Corporate Shuffle is growing faster than Charles can pull rabbits from a hat. A new office in Dallas, the second for the magical production company, will open later this year. Charles, the amazing force behind the company, is looking for a creative and enthusiastic person to fill the sales representative position for the Dallas area. Responsibilities include introducing the magical marketing services of The Corporate Shuffle to trade shows and meeting executives in the Dallas area.

.....  
Look for an article about Charles' work at trade shows in the November issue  
of *Sales & Marketing Management Magazine*.  
.....

# DALLAS/FORT WORTH CHAPTER



10935 Estate Lane  
Suite 400  
Dallas, Texas 75238



CALENDAR UPDATE	OFFICERS	BOARD OF DIRECTORS
<p>Thursday, November 21 Joint MPI/HSMA Meeting Harvey Hotel/Addison Luncheon</p> <p>Thursday, December 19 Westin Hotel - Galleria Christmas Event</p> <p>Thursday, January 30 Hyatt Reunion Luncheon</p> <p>Thursday, February 20 D/FW Airport Reception</p> <p><b>BOARD MEETINGS</b></p> <p>Tuesday, December 3 MPI's Resource Center</p> <p>Tuesday, January 14 Location TBA</p> <p>Tuesday, February 11 MPI's Resource Center</p> <p>Tuesday, March 10 MPI's Resource Center</p>	<p><b>PRESIDENT</b> Lisa South, CMP (214) 661-6611 EDS</p> <p><b>VICE PRESIDENT, MEMBERSHIP</b> Stanley Heller (214) 466-0322</p> <p><b>VICE PRESIDENT, FINANCE</b> Robert L. Berry (214) 386-6863 CC&amp;O</p> <p><b>VICE PRESIDENT, EDUCATION</b> Lesley Meyer, CMP (214) 401-0210 Sunbelt Motivation &amp; Travel, Inc.</p> <p><b>VICE PRESIDENT, PUBLIC RELATIONS</b> Connie Sandifer, CMP (214) 239-9969 Dallas Fan Fares, Inc.</p> <p><b>VICE PRESIDENT, ADMINISTRATION</b> Alan L. Powdermaker (214) 539-9121 Circle R Ranch, Inc.</p>	<p>Colleen Albert (214) 746-6628 Dallas Conv. &amp; Visitors Bureau</p> <p>Jimmy Eanes, CMP (214) 991-1444 Interstate Battery Systems</p> <p>Paige Garrett (214) 380-6903 Great Am. Reserve Ins.</p> <p>Lindsey Iacovino (214) 638-0024 AVW Audio Visual, Inc.</p> <p>Marilyn Manby (214) 484-9531 Maritz Meeting Planners</p> <p>Diane Smith (817) 551-8857 Alcon Labs, Inc.</p> <p><b>IMMEDIATE PAST PRESIDENT</b></p> <p>Judy Love Rondeau (214) 922-9806 Canadian Consulate General</p> <p><b>CHAPTER SECRETARY</b></p> <p>Marsha Adams (214) 343-0555</p> <p><b>CURRENT EDITOR</b></p> <p>Kim Kelley, CMP (214) 401-0210 Sunbelt Motivation &amp; Travel, Inc. FAX (214) 556-0916</p>