

# MPI

MEETING PLANNERS INTERNATIONAL®

# CURRENT

Meeting Planners International

August 1993

Dallas-Fort Worth Chapter

## President's Message

# TEAM MPI—Bringing Life to Leadership

By Lesley Meyer, CMP  
*Sunbelt Motivation & Travel, Inc.*

Our Dallas/Fort Worth chapter was well represented at MPI's Annual Conference in Atlanta by 76 enthusiastic members. This conference was one of the best ever, with a cornucopia of educational opportunities to be digested by a record-breaking attendance of more than 2300.



Lesley Meyer, CMP

and "Rules of Order" before breaking into smaller study groups to network on topics of specific interest such as member retention, monthly programs, strategic planning, volunteerism/membership involvement and CMP study groups, to name a few.

Later in the day—The Annual Conference theme, "Bringing Life to Leadership" was

*(continued on page 8)*

Mary Cowart, O.D. O'Donnell, Diane Smith, CMP, Phyllis Tackett, CMP, Patricia Tripp, CMP, and I participated in the pre-conference MPI University Chapter Management Forum, a special educational opportunity directed toward chapter leaders.

We picked up excellent tips on "How to Run a Meeting," "How to Effectively Manage Meeting Behavior"

*This issue of Current is sponsored by*

**Holiday Inn  
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*see page 11*

## MPI

MEETING PLANNERS INTERNATIONAL®

*August D/FW Chapter Meeting*

# "MPI's Natural Resources"

*August 26, Thursday*

## *Southfork Ranch*

*3700 Hogge  
Parker, Texas 75002  
214-442-7800*

*Reception & Registration 6:00 p.m.  
Dinner & Program 7:00 p.m.*

*R.S.V.P.  
by noon, Tuesday, Aug. 24  
Sandi or Jennifer  
214-343-0555*

*Advance Registration \$26  
Late Registration \$35  
Guest Registration \$30*

*See page 3 for more details and meeting reservation policy.*

# INSIDE

President's Column

1

Last Month's Meeting

6

August Meeting Info

3

'Grapevine' News

8

News Briefs

4

'Better Writing' Workshop

9

Twin Chapter Program

5

Holiday Inn Crowne Plaza

11

# CURRENT

Meeting Planners International  
Dallas/Fort Worth Chapter

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# Upcoming MPI Events

## August 13-15

'The Texas Connection'  
1st Annual MPI Texas Retreat  
Hyatt Regency Hill Country Resort

## August 13, Tuesday

'Brown Bag' Luncheon  
MPI Education Resource Center  
11:30 a.m.-1 p.m.

## August 26, Thursday

Chapter Meeting  
Southfork Ranch  
6 p.m./Dinner

## September 23, Thursday

Chapter Meeting  
Addison Convention Center  
11 a.m./Lunch

## September 23, Thursday

Executive Workshop  
Addison Convention Center  
immediately after chapter meeting

## October 28, Thursday

Chapter Meeting  
Clarion Hotel  
11 a.m./Lunch

## November 18, Thursday

Chapter Meeting  
Southland Center  
11 a.m./Lunch

## December 5-7

Prof. Education Conference  
Anaheim, CA

## December 8-11

Golf, Tennis & Fitness Education Clinic  
ITT Sheraton Grande Torrey Pines  
LaJolla, CA

## December 16, Thursday

Chapter Holiday Party  
Venue TBA  
Time TBA

NOTE: Chapter meeting plans are subject to change.  
Check the CURRENT each month to confirm details.

## CURRENT Deadlines

Copy and ads for the September issue of the D/FW MPI chapter newsletter, the CURRENT, are due Friday, August 13.

Deadlines for the remainder of the calendar year are as follows:

ISSUE	DEADLINE
October	September 15, Wed.
November	October 15, Friday
December	November 12, Friday
January '94	December 10, Friday

Please mail or FAX copy to Gracie H. Hilton, CURRENT Editor, 3020 Glasgow Court, Arlington, TX 76015, phone & FAX: (metro) 817-467-7439.

Copy is cheerfully accepted early. Information received after 5 p.m. on the deadline day will not be included in the newsletter in progress. Late arriving copy will be included in the next month's issue, if information is still timely.

*C. W. Kendall has spent twenty-five years as an entertainment agent in the Dallas area. Offering the finest in live entertainment. Whatever your needs may be, C. W. and his staff of professionals will work with you to find just the right performers to fit your theme and budget. Ken Ran is dedicated to making your event a success through experience, dependability, and quality entertainment.*

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president

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## August Meeting Highlights

# Southfork Ranch Chapter Meeting Encourages Involvement, Features 'MPI's Natural Resources'

"MPI's Natural Resources" is the theme for the August 26 MPI chapter meeting, hosted by Southfork Ranch. The program is designed to educate membership on opportunities for involvement.

Southfork Ranch was made world-famous during the 12 years (1978-90) of original broadcasts of the dramatic television series, *Dallas*.

After dinner and announcements, committee service opportunities will be presented by volunteer actors in five-minute "Our Town" formats—skits that will illustrate duties and responsibilities associated with each committee, as well as information regarding time commitment.

Skits will be presented by the program, education, membership, public relations, administrative, and PGA committees.

At the conclusion of the program each committee will have a tabletop presentation area staffed with volunteers to answer questions. Sign-up sheets will be available at each area of service opportunity.

Past presidents, as well as headquarters and finance personnel, will also have tabletop presentations.

Co-chairs for the August meeting are Marsha Singer (The Executive Connection), Gail Koch-Lemaire (The Adolphus Hotel), Debra Williams (Big Spur Corral) and Marilyn Manby.

Among our hosts at Southfork Ranch are Joy Johnson, Lisa Allen and Sheryl Kuhn.

Suggested attire for the evening is "country & western."

### August Host Facility

## Southfork Ranch of TV's 'Dallas' Fame Draws Visitors to Plano

Everyone knows Southfork as the glitzy estate made famous by Lorimar Productions in the long-running CBS television series, *Dallas*. The 8000-square-foot, five-bedroom ranch house in Parker (near Plano, north of Dallas) was used for many of the dramatic scenes each season.

Today Southfork Ranch is open daily, year-round, for tours, private events and functions for groups of all sizes. Visitors take tram tours of the grounds made famous by the Ewing clan.

Southfork hosts a wide variety of events, from elegant five-course dinners for small groups to barbecue and Tex-Mex extravaganzas for several thousand people. The facilities, combined with a professional sales staff, full-service catering, a variety of creative event themes, decorating and entertainment planning, make Southfork a unique off-site option for meetings and events.

Last June Rex Maughan, chairman and president of Forever Living Products International, Inc., purchased Southfork at auction for \$2.6 million. During the past year Maughan has made a number of improvements and renovations of existing facilities, including:

- more than \$300,000 of interior improvements to the Ewing Mansion;
- a new entrance with extensive landscaping;
- upgraded parking lots for motorcoaches and automobiles;
- a renovated Visitor Center, featuring an expanded line of Southfork merchandise and Texas gifts and collectibles;
- the addition of Lincolns and Longhorns Western Store; and the addition of six Texas longhorn steers and six horses.

Improvements to the 63,000-square-foot Conference and Event Center include the 26,000-square-foot Oil Baron's Ballroom; 7,200-square-foot Ewing Ballroom; 4,200-square-foot Dallas Palace, 16,500-square-foot Lone Star Atrium; and a state-of-the-art kitchen facility.

Planned improvements include a museum and exhibit portraying "Dallas—the Show that Took the World by Storm," a Texas Ranching exhibit and the on-going expansion of the working ranch.

Southfork Ranch is situated just north of Dallas. Take Hwy. 75-N (Central Expressway) to Exit 30. Go east 6 1/2 miles; turn right on FM 2551 (Hogge Road). Southfork is immediately on the left. Take the first arched entrance on the left to enter the property.

### Meeting Reservation & Attendance Policy

Registration fees will be collected at the door; advance payments are not accepted. If paying by check, please have check completed before approaching registration table. Reservations must be made by RSVP deadline for advance registration fee to apply. Late reservations and walk-ins will be accepted on a SPACE AVAILABLE basis. Cancellations must be made by the RSVP deadline. **No-shows will be billed.** Members are responsible for "no-show" charges for their guests. Guests are limited to attending three meetings per year (spouses are an exception).



## News Briefs

### D/FW Chapter News

#### 'Brown Bag Series' Features MPI Education Resource Center

"The MPI Education Resource Center... What's in it for Me?" is the theme of a "Brown Bag" luncheon Tuesday, Aug. 31, in the Resource Center at MPI International Headquarters.

The MPI Education Resource Center contains the most comprehensive collection of material relating to meetings, hospitality and lodging in the industry—meeting "how-tos," organizing special events, industry trends, statistics, and valuable marketing information. The collection is comprised of material beneficial to both planners and suppliers.

This workshop will provide information on how to use these valuable resources, and how the Resource Center librarians can save hours of research on difficult-to-answer questions. Learn how to utilize the Center's on-line database via computer from your office or home.

The "Brown Bag" luncheon series provides cost-defrayed, quality educational programs to D/FW chapter members. Bring your lunch; MPI will supply soft drinks.

MPI International Headquarters is in the INFOMART, 1950 Stemmons Freeway, Dallas, TX 75207, Suite 5018.

Enrollment for the 11:30 a.m.-1:00 p.m. workshop is limited to 25 participants, so register NOW by contacting Tony Cummins (Culinaire International), 214-749-5424 or FAX 655-7640.

#### Sept. 23 Executive Workshop Focuses on Better Writing Skills

For tips about better writing, don't miss the afternoon executive workshop on Sept. 23, immediately after the chapter meeting at the Addison Convention Center.

The workshop will be led by Janis Simmons, professional writer, editor and trainer. (See page 9.)

The registration fee is \$10. For more information call Jan Pollard (Omni Hotels), 214-444-0044.

#### Four D/FW Members Participate In Chapter Manager Workshops

Four members of the D/FW chapter participated in Chapter Manager Workshops last month at the Doubletree Park West in Dallas.

Gracie H. Hilton (The Write Stuff) attended the workshop for newsletter editors. Cathy Mason (USMotivation) attended the workshop for program chairs. O.D. O'Donnell (Nightlife Talent & Management Agency) and Diane Smith, CMP (Alcon Labs) were both in the workshop for membership chairs; Smith was a presenter for that session.

The four were among several hundred chapter managers from all of the United States and Canada who attended the two-day educational seminars. Also in attendance were representatives from the MPI Italia chapter.

In addition to the workshops, attendees enjoyed several networking opportunities, enjoying the hospitality of the Doubletree Park West at a special closing dinner, plus an evening at Southfork Ranch and a tour of MPI Headquarters at the Infomart.

### National & International News

#### MPI and Omni Hotels Establish Membership/Education and Booking Promotion

Effective July 1, 1993, any meeting planner booking a meeting at one of the Omni Hotel northeastern properties will receive their choice of an MPI membership fee, full conference registration fee, or seminar fee, courtesy of Omni Hotels.

"Now MPI members will be encouraged to book their meetings with a quality group of hotels, while securing an opportunity to participate in the industry's best education opportunities. And nonmembers are afforded another avenue with which to join the world's largest association of meetings professionals," said Edwin L. Griffin, Jr., CAE, MPI executive vice president/CEO.

MPI educational programs include the Annual Conference in June, the Profes-

sional Education Conference in December, plus Institutes I and II, Executive Leadership Development Program, the European Conference and Special Interest Group Forums.

Omni Hotels in the Northeast include properties in Albany, NY; New York, NY; Providence, RI, Philadelphia, PA; and Lake George, NY.

Currently, 1,453 MPI planner members book meetings in the Northeast.

#### MPI Establishes European Club In Brussels

Meeting Planners International (MPI) has established a club in Brussels, Belgium, the third European Club formed this year.

Requirements to form a European Club are: 20 members, a steering committee, six annual meetings, and one-third of the membership must be planner-based.

Efforts are continuing to form MPI Clubs in Sweden, Denmark and the Netherlands. The MPI European Bureau expects the United Kingdom and Bavaria Clubs, established in 1992, to become chartered as chapters the next fiscal year.

The "Club" concept was designed to give non-North American meetings industry professionals the opportunity to understand the value of MPI membership and local networking.

European membership has increased 40 percent in two years.

#### MPI Welcomes New President

Coleman, CMP was named president of MPI at the Annual Conference in June.

Owner of The Conference Works in Chicago, he began his MPI career with the MPI Greater Chicago Area Chapter where he was president from 1988-89. Prior association leadership roles include chair of the Council of Chapter Presidents, five years as a member of the MPI Board of Directors and two years as an MPI representative of the Certified Meeting Professional (CMP) Board.

#### MPI Names Honorees In Atlanta

The 744-member MPI Greater New York Chapter was named 1993 Chapter of the Year at the 1993 MPI Annual Conference in Atlanta.

Joseph J. Martori (North American Die Casting Association) of the New England MPI chapter was named 1993 International Planner of the Year, Helen L. Moskovitz (Helen L. Moskovitz & Associates) of the Nashville Area MPI Chapter was named 1993 International Supplier of the Year.

These honors are bestowed upon a planner members for involvement in and commitment to the industry and MPI.

# Musco's Weekend Visit Kicks Off 'Twin Chapter' Program

By Tim Wade  
Lennox Industries

The "Sister Chapter" program became the "Twin Chapter" program during a June visit by Rodolpho Musco, 1992-93 president of MPI Italia. Musco was hosted by the D/FW MPI chapter and honored at a variety of activities during his weekend visit to kick off the "Sister Chapter" program.

At the June chapter meeting co-chairs Bobby Bulger (Travel Concepts, Inc.) and Tim Wade (Lennox Industries) introduced various aspects of the program. Musco spoke of his chapter's excitement about the program, which is dedicated to the goal of furthering global understanding by encouraging and assisting sister chapter relationships between the D/FW and Italia MPI chapters.

At a follow-up meeting at CityPlace Conference Center, Musco assisted in

setting up working relationships between the Italia and D/FW chapters for various sub-committee activities.

Reports by the chairs of the various subcommittees—pen pal, newsletter, technical assistance, educational exchange and seminars—resulted in two important resolutions—the proposal for a name change to "Twin Chapter" and a proposal by Musco to have delegates from the D/FW chapter visit Italy as guests of the Italia chapter as soon as possible in order to establish a closer working relationship and to consider joint seminars.

During his four-day visit Musco enjoyed sightseeing tours in the Dallas/Fort Worth area, including tours of INFOMART and the Dallas Convention & Visitors Bureau. Evening entertainment was provided at Pomodoro/Arcodoro Restaurants and the Big Spur Corral.

Special thanks to all D/FW chapter members who made this a memorable

weekend for our Italian guest, including Alex Vurpillat and Carey Transportation for limousine transfers; Lori Farris for hosting Friday evening dinner at Pomodoro/Arcodoro Restaurants, and for setting up weekend arrangements; Colleen Albert and the Dallas Convention & Visitors Bureau; Ed Griffin and Peter Turner of MPI International for an inspection tour of MPI headquarters and the Friday luncheon.

Thanks, too, to Dorritt Turner and Yellow Rose Touring/Special Events for transportation and sightseeing provided throughout Musco's visit; Debra Williams and the Big Spur Corral for Saturday evening dinner theater; and The Grand Kempinski Hotel and Plaza of the Americas Hotel for complimentary sleeping rooms for Musco.

The newly-christened "Twin Chapter" program will continue its efforts in both chapters during the next few months with "Connections," the pen pal program designed to foster communication between individuals of both chapters.

Watch the CURRENT for updates of the "Twin Chapter" Program.



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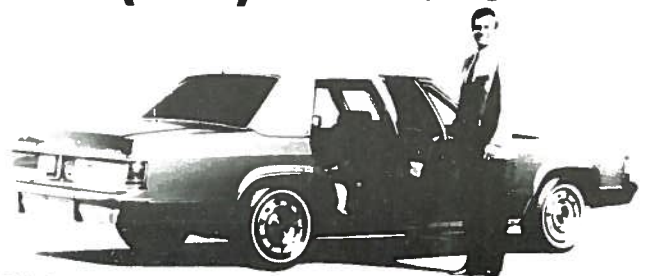
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## July Meeting Highlights

# MPI Takes Time Out for Sports at Four Seasons

By Traci Bower  
*Reunion Ranch*

At our July meeting, MPI "Took Time Out for Sports" in style at Four Seasons Resort & Club in Las Colinas.

The event included a golf tournament, outdoor reception, a gourmet dinner and an educational program featuring an informative panel discussion on the advantages of incorporating sports into corporate meetings and events.

Panel members were Kaye Burkhardt (Dallas Fan Fares); Laura Yarbrough, CMP (EDS); and John Blanton (Four Seasons Resort and Club).

Yarbrough, a corporate meeting planner, discussed how sports and recreation—tennis, golf, or organized

non-skill games—can contribute to building stronger bonds and team spirit." She stressed the importance of carefully considering a group's physical capabilities in designing a sports program, and pointed out the possibility of tax incentives.

Burkhardt discussed the pros and cons of sports programs in meeting settings. On the positive side, sporting events draw interest, she said, and can be a plus for planners competing for attendees. Possible drawbacks include some locations, availability of hotel and air space and the cost of tickets for some professional events.

Blanton pointed out the importance of making events fun for the participants. Planners should know the formats and rules of games and aware

of the skill level of participants. Utilize the professionals at the facility to assist in planning your event to ensure that everything runs smoothly, he said.

Congratulations to winners of the golf tournament held that afternoon: Jan Pollard (Omni Hotels), Kelly Flynn (American Ostrich Association), Lisa Neunaber (Dallas Fan Fares) and Stan Haddock (PGA). All won dinners for two at various Dallas/Fort Worth area restaurants.

Thank you to Jim FitzGibbon, Michael Harrison, Donna Petite and John Blanton of Four Seasons for their assistance in planning and participation in this event. Thanks, too, to panel member Kaye Burkhardt and Liz Martin (Dallas Fan Fares, Inc.), for inspired decorations.



Panel members **Laura Yarbrough, CMP (EDS)**, **John Blanton (Four Seasons Resort and Club)**, and **Kaye Burkhardt (Dallas Fan Fares)** discussed how sports and recreation can contribute to building stronger bonds and team spirit" in corporate events.



**Debra Williams (Big Spur Corral)** was assisted by performers from **Big Spur Corral** as she delivered a clever announcement about the D/FW chapter's new mentor program.



ABOVE: Co-chairs for the July meeting were **Phyllis Tackitt** (VHA), **Jan Pollard** (Omni National Sales), **Marsha Singer** (Executive Connection), **Carolyn Taylor** (Big Spur Corral), and **Debora Jerman** (Cityplace Conference Center). Not pictured is **Carol Sharapata** (Kerrville Bus Lines).



**Marsha Singer** (Executive Connection), plus **Sheryl Kuhn**, **Joy Johnson** and **Lisa Allen**—all of Southfork—encourage attendance at next month's meeting at Southfork Ranch.

RIGHT: **Kaye Burkhardt** and **Liz Martin** of Dallas Fan Fares, Inc. supplied colorful decorations for the "MPI takes Time out for Sports" evening. Martin is pictured at right with some of the soccer paraphernalia.



**Photos by  
Mark Lazarow  
Photography**

# Heard it through the Grapevine...

By M.T. Gnad  
National Business Association

**Diane Bower** has been named area manager for *First American Home Buyers Protection Company*. She was formerly with *Embassy Suites/Park Central Area*.

**Scott Cannon** returns to *Kaleidoscope, Inc.*, as director of marketing and development. Before a year-plus with *Medieval Times*, Scott was director of marketing at *Kaleidoscope* for five years.

**LaDonna Cook**, sales manager at *Four Seasons Hotel & Resort*, recently became a mom for the second time. Son Austin Walker Pettit was born April 6, weighing 8 lbs., 13 oz.

**Shelia Foley** has been promoted to director of sales and marketing for the *Harvey Plano*. This move comes after serving as director of group sales for the *Harvey Dallas*.

**Mabrie Griffith**, *EDS*, is back! After getting married in January, Mabrie moved to Houston where she continued her work with *EDS*. Mabrie and husband are both back in Dallas.

**Jennifer Hale**, educational coordinator at *AMS Users Group* was married June 5. Her new name is Jennifer Lackey.

**Bruce Jaster**, *The Jaster Companies*, has been named executive director of the National Association of Legal Vendors, an association whose members sell products and services for law firms and company counsels. Bruce has been planning meetings for this association for two years. Currently located in Nashville, Tenn., *NALV* will move to Dallas in August.

New Dallas resident **Rita McDonald** is a new sales manager for the *Four Seasons Hotel & Resort*. In Ft. Lauderdale, Fla., Rita was with the *Harbor Beach Resort*.

**Sandi Niermann**, *D/FW MPI* chapter secretary, announces that chapter offices have recently moved to 10875 Plano Road, Suite 115, Dallas, TX 75238. The phone number remains the same: 214-343-0555.

**Jennifer O'Loughlin** is sales manager for the *INFOMART*. She takes this position after working for the *Arlington CVB*.

**Brenda George Sayegh** was promoted to regional director of sales and marketing for the *Churchill Hotel Dallas*. Brenda's former position was sales director for the *Radisson Hotel & Suites Dallas*.

**Ann Shepherd**, meetings and conferences specialist for *GTE Directories*, has returned to work after a stroke. We welcome her back and wish her well.

Keep up with personal news about fellow MPI chapter members—job changes, promotions, awards or special recognitions, weddings, or births—through "Heard it through the Grapevine." Please contact Mary-Therese Gnad (214-991-5381 or FAX 214-960-9149) about items of interest for this column.

President's Message/Annual Conference, Atlanta  
continued from page 1

addressed in the opening session by former President James Earl (Jimmy) Carter and Andrew Young, executive director of the U.S. Olympic Committee. Both speakers motivated us to achieve even more through our MPI network.

An opening reception and dinner hosted by DeKalb CVB, Atlanta CVB and Stone Mountain Park found us enjoying a warm southern welcome as we toured antebellum mansions. The evening was capped off with a brilliant laser show and grand finale of fireworks with the famous Stone Mountain as the backdrop.

The following two days were filled with numerous workshops, the all-new MPI/NSA Speakers Forum, and Meeting Place '93—the annual trade show and luncheon.

Networking opportunities abounded at evening functions and throughout the conference our D/FW members were joined by five Italia Chapter members who sported D/FW Chapter ribbons attached to their badges.

The Ritz-Carlton Hotel Company and Presenting Atlanta Tours sponsored an incredible reception in the elegant Phipps Plaza shopping center, featuring regional food specialties and rousing entertainment. The evening was topped off with "Rendezvous at Ruperts," sponsored by Sonesta Hotels and Resorts and the crowd danced into the wee hours of the morning to a wide variety of music—from rock 'n' roll to the blues.

The closing general session, "Leaders of the 90s," featured Michael R. Quinlan, chairman and CEO of McDonald's Corporation; Horse H. Shulze, president and CEO, Ritz-Carlton Hotel Company; and Anne L. Bryant, Ed.D., executive director, American Association of University Women.

The meeting concluded with a facilitator-led discussion, allowing attendees to assess individual "areas of improvement," ways to improve performance, and development of action plans to begin the improvement process.

Finally, after a packed agenda, we shared the final evening as guests of the Atlanta Marriott Marquis. As we visited with friends old and new, we nibbled on caviar, sipped champagne and lived the "life of royalty" for a few hours. Marlene Ricci and The Spinners once more had us dancing on our tired but "very happy" feet.

We left Atlanta a happy and wiser group, realizing that, through teamwork, whether on the local or national level, Together Everyone Achieves More.

If you were not able to be in Atlanta for this very special time, do not despair! Join TEAM MPI Dec. 5-7 in Anaheim, California, for the 1993 Professional Education Conference. I had so much fun in Atlanta, I've already signed up. I hope you will be there, too. —LM



Seventy-six members of the D/FW chapter attended the MPI Annual Conference in Atlanta in late June.



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## Learn about Better Writing Skills in Executive Workshop

By Janis P. Simmons

When you have to write a letter, memo or paragraph, do you have trouble getting started? Most people do. They put off the writing task because it requires concentration and they're not sure what to focus on. It's not like writing a fax or making a phone call because it requires creating something new.

One way to get started is to ask yourself, "What is my

our job to get to the point quickly.

Also, ask yourself, "How much information does my reader need?" Part of your purpose is to communicate. If you overload your copy with too much detail, you may lose your reader and your purpose.

Read your copy aloud. You'll hear the rough places (where you need to edit) and the rhythm of the language (which may not need editing). Now you may finish,

### "Writing for Effective Results"

#### Executive Workshop

September 23

1:30-5:00 p.m.

Addison Convention Center

purpose?" Then, write your purpose in a complete sentence, as precisely as possible. Focus clearly on your purpose so you'll know what to include and what to omit.

For a long document such as a report, write a thesis statement clearly stating your central idea. Again, your thesis statement must be written in a complete statement.

Consider your audience. Visualize your audience and write to achieve your purpose with the particular reader or group of readers. Word choice is also important. You may use the professional jargon of a particular group if you're writing to someone in that profession. Otherwise stay away from jargon. Use the language that your audience is likely to understand.

Remember your reader doesn't have to read your letter. In most cases, (unless you are the IRS) your reader volunteers to read your copy and respond so it's

feeling comfortable that both your content and your style are acceptable.

For tips about better writing, don't miss the executive workshop on Sept. 23, 1:30-5 p.m. (immediately after the chapter meeting) at the Addison Convention Center. The workshop will be led by Janis Simmons, professional writer, editor and trainer. Registration fee is \$10. For more information call Jan Pollard (Omni Hotels), 214-444-0044.

Janis Simmons writes for national and local publications. She counsels business people who want to improve their writing skills. She also designed "Better Writing=Better Business," a practical writing program which she brings to individuals or groups in the work place. She leads writing/editing classes at Southern Methodist University, the University of North Texas, Dallas County and Collin County Community Colleges.

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Two-Thirds Vert.	\$400	\$200	5" x 9 1/4"
Half Page Hor.	\$300	\$150	7 1/2" x 4 1/2"
Half Page Vert.	\$300	\$150	3 3/4" x 9 1/4"
Quarter Page Hor.	\$150	\$ 75	7 1/2" x 2 1/4"
Quarter Page Vert.	\$150	\$ 75	3 3/4" x 4 1/2"
Business Card Hor.	\$100	\$ 50	3 1/2" x 2"
Business Card Vert.	\$100	\$ 50	2" x 3 1/2"

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