

# CURRENT

Meeting Planners International

March 1993

Dallas-Fort Worth Chapter

## President's Message Growing Chapter Excels in Charity Events Involvement

By Mary W. Cowart  
Mary Cowart Meeting Consultants

March is known as the windy month and that certainly applies to the D/FW chapter of MPI. We are "goin' and blowin'!"

Thanks to all of you who participated in the recent acceptance of the new board positions, president-elect and vice president of programs. These new positions are a welcome addition as we continue to grow and strive to meet the needs of our members and communities.

Our chapter continues its enthusiastic involvement in a variety of charitable projects. The annual "Love for Kids" Christmas cards sale was again a winner. At last month's chapter meeting many of you displayed your generosity by donating an abundance of coats and blankets to Trinity

Ministry to the Poor in our Winter Warmth drive.

The work many of you have dedicated to the success of this month's Celebrity Sports Classic is to be applauded. This fundraiser will

assist children with life-threatening illnesses to enjoy a joyful, cost-free, six-day vacation with their families in Central Florida through Give Kids the World, a foundation that is a major beneficiary of our chapter's charity.

Our chapter will support yet another fundraiser this month. An evening at Medieval Times on March 18 will benefit the MPI Educational Research Foundation. Invite your friends and family to attend.

Many thanks to all of you who continue to actively and enthusiastically *Get into the ACT*.



Mary W. Cowart

## MPI

MEETING PLANNERS INTERNATIONAL®

March D/FW Chapter Meeting

### MPI Day in Fort Worth!

#### "Speaker's Forum"

featuring Ed Robinson,  
Howard Putnam & Suzie Humphreys  
plus 'pre' & 'post' tours!

### March 25, Thursday

Century II Club/Fort Worth

500 Throckmorton  
TEAM Bank Building, 35th Floor  
Fort Worth, Texas  
817-335-4851

Coaches Depart Dallas 5:00 p.m.  
Orientation 6:00 p.m.

Ft. Worth Tour via Coach 6:00 p.m.  
Registration & Reception 6:30 p.m.  
Dinner & Program 7:00 p.m.

Coach Returns to Dallas 9:00 p.m.  
"An Evening of Western Stars" 9:00 p.m.

R.S.V.P.  
by noon, Tuesday, March 23  
Sandy or Kim  
214-343-0555

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

See page 4 for more details. See page 5 for reservation policy.

## INSIDE

News Briefs

3

March Meeting Info

4

Education Comm. Study

7

Personality Profiles

8

New Board Positions

9

Membership Report

10

'New Kids on the Block'

12

Last Month's Meeting

13

## Current

### Meeting Planners International Dallas/Fort Worth Chapter

#### Newsletter Staff

##### Editor

Gracie Hatfield Hilton  
*The Write Stuff*  
Phone & FAX  
metro 817-467-7439

#### Director of Communications

Patricia Tripp, CMP  
*Princess Cruises & Tours*  
Phone: 214-230-6994  
FAX: 214-230-6993

#### Vice President/Public Relations

Lesley Meyer, CMP  
*Sunbelt Motivation & Travel, Inc.*  
Phone: 214-401-0210  
FAX: 214-556-0916

#### Advertising Chair

Stephanie Davis  
*Sheraton Park Central Hotel*  
Phone: 214-851-2016  
FAX: 214-991-4557

#### Photographer

Mark Lazarow  
*Mark Lazarow Photography*  
214-380-0985

#### Department Editors

##### Membership

Bruce Jaster  
*The Jaster Companies, Inc.*  
214-891-8891

##### Education

Kim Kelley, CMP  
*The Tower Club*  
214-220-0403

##### Public Relations

Holly Adams  
*The Southland Corporation*  
214-828-7770

##### Staff Writers

Becky Milkie  
*Adolphus Hotel*  
214-742-8200

Ken Cohen

*Cohen's Casino Parties*  
214-276-2998

Anita Seigers  
*Adolphus Hotel*  
214-742-8200

**Current** is published 12 times yearly for the D/FW Chapter of Meeting Planners International, the industry's leading educational and networking resource in meetings management. Statements of fact and opinion are the responsibility of individual writers and do not imply collective opinion of the officers or members of MPI.

## Upcoming MPI Events

March 22

March 29

April 5

April 12

April 19

(Mondays)

'The Meeting Professional' Course  
Richland College  
7:00 p.m.

March 21-26

Institutes I & II

Chicago, IL

March 25, Thursday

Chapter Meeting

Speaker's Forum

Century II Club, Ft. Worth  
6 p.m./Dinner

April 15, Thursday

CMP Exam Application Deadline

April 22, Thursday

Chapter Meeting

'Americans with Disabilities' Act

Fairmont Hotel

11 a.m./Luncheon

May 27, Thursday

Chapter Meeting

Chapter Awards & Officer Installation

Loews Anatole

6 p.m./Dinner

June 17, Thursday

Chapter Meeting

Hackberry Creek Country Club

11 a.m./Luncheon

June 26, Saturday

CMP Exam

Dallas

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



## CHAPTER MANAGEMENT FORUM

- ◆ **Who:** Chapter Officers, Directors, Committee Chairs and Future Chapter Leaders Attending the 1993 MPI Annual Conference.
- ◆ **What:** A forum themed "CMF University" providing intensive training for current and future chapter leaders.
- ◆ **When:** *Reception:* Saturday, June 26, 1993, 7 to 9 p.m.  
*Forum:* Sunday, June 27, 1993, 8 a.m. to 1 p.m.
- ◆ **Where:** Atlanta, Georgia  
*Reception:* Hyatt Regency Atlanta  
*Forum:* Georgia World Congress Center
- ◆ **Why:**
  - Exchange Ideas
  - Build Effective Teams
  - Develop Leadership Skills
  - Learn How To Problem Solve

# MPI

MEETING PLANNERS INTERNATIONAL®

**YES! Sign me up today for CMF University!**

*R.S.V.P. by June 1, 1993 by phone, fax or mail.*

1950 Stemmons Freeway, Suite 5018, Dallas, Texas 75207-3109  
1-214-712-7706 · FAX 1-214-712-7770



# News Briefs

## D/FW Chapter News

### MPI Education and Research Foundation Benefit Set March 18

Medieval Times Dinner and Tournament of Dallas is the site for a gala fund raising benefit for the MPI Education and Research Foundation on Thursday, March 18. Guests will gather at 6:30 p.m. for an evening of feasting and quality, family entertainment based on the glory of the Middle Ages.

Tickets, which must be purchased in advance, are specially priced for this D/FW/MPI benefit evening. MPI members and guests may attend for \$25 (regular price is \$34). Children 12 and under may attend for \$15 (regular price is \$18.95). For tickets contact Mary Jo Malone (Plaza of the Americas Hotel), 214-239-7367.

### Meeting Leadership Focus of 'Brown Bag' Luncheon

Thirteen chapter members gathered at a "Brown Bag" educational luncheon recently to hear Greg Elam (Dallas Convention & Visitors Bureau) discuss meeting leadership.

Elam led the group with a well-constructed outline designed to assist anyone asked to lead a meeting. He emphasized that taking control of the meeting is the primary responsibility of the chair, and explained basic procedural steps to run a meeting in an organized manner.

Elam's tips from many years of experience provoked lively discussion. Attendees rated the short noon-hour discussion outstanding.

Lesley Meyer and Sunbelt Travel & Motivation, Inc. hosted the free seminar sponsored by the education committee. Tim Wade coordinated the session.

Watch for the new "Brown Bag" offering in your neighborhood.

### Local SIGs Instigated

A recent action by MPI's international board of directors now permits local chapters to form their own Special Interest Groups (SIGs). Such groups allow members to focus on specific areas of common interest in the meetings industry,

such as computers, corporate meeting planning and independent meeting planning.

Interested in heading up or joining a SIG formed in and supported by the D/FW chapter? Contact Kim Kelley, CMP (The Tower Club), 214-220-0403, for more information.

### Plan Now to Advertise in Chapter Membership Directory

O.D. O'Donnell (Nightlife Talent and Management Agency), vice president/administration for the D/FW chapter of MPI, announces preliminary work on the 1993-94 chapter membership directory. He seeks assistance in two areas — verification of information and advertising.

Members are requested to check listings in the 1992-93 directory to confirm that company affiliation, address, phone and fax numbers are up-to-date and accurate.

He also urges chapter members to advertise in "the most referred to" source book for special event, meeting and party planners in the metroplex. Ad prices range from \$125 for a section divider quarter page to \$750 for the back cover full page.

Other ad sizes and placement possibilities are: inside front cover full page or inside back cover full page, \$550; section divider full page, \$450; and section divider half page, \$250.

For more information on placing ads, or to update member listings, contact O'Donnell, 214-691-4417; Linda Sergeant (Bill Reed Decoration), 214-823-3154; or Steve Kemble (Event Design), 214-943-2811.

### CMP Study Group Update

MPI members studying for the upcoming Certified Meeting Professional exam—which will be administered in Dallas June 26—will profit by participating in the CMP Informal Study Group. The group, which will be directed by chapter CMPs, will meet 13 consecutive Tuesdays, March 16-June 8, from 5:30-7 p.m.

The study groups will take place at The Summit Hotel, situated on the

northeast corner of 635 and I-35. Check the hotel reader board for the room each night.

To enroll in the study group, contact Sherri Cook (Sherri Cook & Associates), 214-394-8688.

### Chapter Award Winners to be Recognized in May

D/FW chapter members with exceptional service records will be honored at the May meeting when Planner and Supplier of the Year are named at the annual awards gala May 27.

A Program Committee of the Year, a new honor/recognition for our chapter, will also be named. Another program highlight is the installation of officers for '93-'94.

### Chapter Membership Growing

As of January 31, D/FW chapter membership stood at 533. Of that number 50.6% are planners; 49.3% are suppliers. The membership total reflects an overall gain of 13.

## National & International News

### MPI Logo Update

Many chapters are updating chapter materials to reflect the new MPI logo, which is expected to be in use for all purposes by June 30, 1993. If you are working on a project that utilizes the logo, keep these guidelines in mind: The logo should be used in its entirety; the acronym should not be separated. It should be printed only in PMS 540, PMS Cool Grey 11, black or reversed out as white. Camera-ready logo sheets are available.

Questions? Call Michele Sanseverino, MPI marketing director, 214-712-7718.

### National Recruitment Contest Has Great Start

The national Chapter Recruitment Contest had a great start with 593 new members during the month of January.

The contest will recognize two chapters for membership recruitment efforts from Jan. 1-May 31. Awards will be presented to the chapter with the largest number of new members, as well as to the chapter with the largest percentage of new members compared to its total membership number on 1/1/93.

With a total of 41 new members, the Northern California chapter leads the "Largest Number" category. The Indiana chapter leads the "Largest Percent" category with new members to date representing 21.7% of their January total membership.

## March Meeting Highlights

# Fort Worth Mayor Proclaims March 25 'MPI Day' to Coincide with Annual Cowtown Event

## 'Pre' and 'Post' Events Round Out MPI Program

By Kathi Thompson  
*Inn on the River*

Fort Worth Mayor Kay Granger has proclaimed March 25 as MPI Day in Fort Worth to coincide with the D/FW MPI chapter's annual meeting in Fort Worth.

The dinner meeting will take place at the scenic Century II Club overlooking downtown Fort Worth. Program personalities Ed Robinson, Howard Putnam and Suzie Humphreys will present an educational and entertaining Speakers Forum.

Our once-a-year journey to Fort Worth offers a special format with several added attractions, including round-trip motorcoach transportation from Dallas to Fort Worth, plus "pre" and "post" events to provide a taste of Fort Worth hospitality.

### Leave the Driving to Us!

Meet at 5:00 p.m. for complimentary motorcoach transportation—provided by Kerrville Bus Company—from the Anatole Hotel in Dallas. (Reserve your seat on the coach when you make your meeting reservation.)

Enjoy beverages—margaritas and beer—and plenty of networking time while on board, plus an opportunity to win a complimentary night at Fort Worth's Worthington Hotel.

Coaches will arrive at the Century II Club by 6:00 p.m. to drop off members scheduled to attend the orientation session. Those remaining on board will then be treated to a driving tour of the Stockyards and downtown area of Fort Worth, with commentary by tour guides courtesy of the city's Convention & Visitors Bureau.

### Program Notes

Coaches will return to the Century II Club by 6:30 p.m. for a cocktail reception prior to the dinner meeting

### March Host Facility

## Century II Club Hosts D/FW Chapter on Fort Worth's 'MPI Day'

The Century II Club, situated high atop the TEAM Bank Building in downtown Fort Worth, welcomes D/FW MPI chapter members to Fort Worth.

The traditional decor and furnishings in 1900 square feet of meeting and banquet space promotes an atmosphere of elegance and comfort with one of the best panoramic views of downtown Fort Worth.

The club has recently undergone a quarter-million-dollar renovation, according to Claude M. Judd, club manager, who points out that Century II Club can accommodate anything from a small business meeting of ten to a social wedding reception for 500 guests.

Chef Raymond Plasek, a Culinary Institute of America graduate, is another addition to the Club's new image. Chef Raymond, formerly of the prestigious Heritage Club of Houston, has worked for Club Corporation of America since 1988 and specializes in Southwestern and classical French cuisines.

The Century II Club is situated at 500 Throckmorton, on the 35th floor of the TEAM Bank Building.

Westbound travelers on 183/121, exit 280 and continue on 4th Street. Cross Taylor Street and the parking garage is on the right.

Westbound travelers on I-30, take the downtown/4th Street exit. Cross Taylor Street and the parking garage is on the right.

Parking for the MPI meeting is complimentary in the parking garage at 4th & Taylor. Entrance to the TEAM Bank Building is from the bridge level.

beginning at 7:00 p.m. After a personal welcome from Fort Worth Mayor Kay Granger, a Speaker's Forum featuring Robinson, Putnam and Humphreys is the program highlight.

Ed Robinson from San Antonio is an energetic and entertaining professional who enhances material with real life practical experiences. Ed's background has taken him through the ranks of corporate America with such giants as Union 76 Oil and NCR, to the successful development of his own businesses. Through Robinson's presentation on "Diversity," we will learn new ways to communicate and capitalize on different cultures to enhance business and personal relationships.

Howard Putnam is a speaker, author, commentator and advisor to business. He is the former CEO of Southwest Airlines and, later, the CEO of the failing Braniff. He is the first CEO to successfully restructure a major airline into and out of Chapter 11.

An entrepreneur who learned "Crisis Management" by living it, Putnam will discuss "Leadership through Turbulent Times," emphasizing that "leadership by example" means going beyond traditional goal achievement.

Dallas radio listeners know her as the unpredictable suburban career woman, wife and mother who lends humor and a slice of life to Ron

*continued on page 5*

continued from page 4

## MPI Meeting in Fort Worth

Chapman's morning show on KVIL Radio. In "Please Pick Up After Yourself; Your Mother Doesn't Work Here," 15-year KVIL veteran Susie Humphreys will present a warm and humorous look at the people in our lives.

All MPI members escorting a guest or potential member from Fort Worth will receive a memento from the Fort Worth Convention and Visitors Bureau. All attendees may enter a drawing for a complimentary overnight stay at Fort Worth's Radisson Plaza Hotel.

## There's More! Stick Around for "An Evening of Western Stars"

Immediately after the meeting, members are invited to participate in a fun "post-event" featuring Fort Worth hospitality.

"An Evening of Western Stars" begins with transportation to Stockyards Station for complimentary cocktails and a brief orientation in the Visitor's Center.

Then we're off on a walking tour that will include Stockyard Corral, a 1200-seat party barn, and Stockyards Station Market, home of the Tarantula Steam Train and 23 shops and restaurants.

Then, click your heels and enjoy an hour at Billy Bob's Texas, the "world's largest honky tonk"—complimentary admission! Enjoy the fun and attractions of the massive 100,000-square-foot facility that was named "Club of the Year" by the Country Music Association in 1992. Tap your toes or scoot your boots to the great western sounds of "Sons of the Desert."

The post-event will last approximately 1 1/2 hours and will depart Fort Worth at 10:30 p.m. We should be back to the Anatole by 11:30 p.m. at the latest.

## Meeting Planners

Co-chairs for the March meeting are Sherri Cook (Sherri Cook & Associates), Steve Parker (Affairs Extraordinaire), David Gisler (Freeman Decorating), Peg Wolschon (Kerrville Bus Co.), and Kathi Thompson (Inn on the River).

Among the facility hosts are MPI member Robin Wharton, event coordinator at Century II Club, and Claude M. Judd, the club's general manager.

Because attendance for the March meeting is limited to 200, early reservations are encouraged.

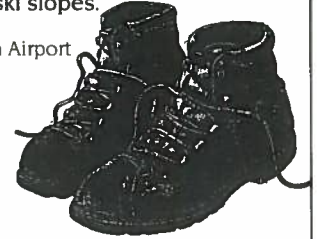
### Meeting Reservation & Attendance Policy

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).

# We Cater To The Upwardly Mobile

Rocky Mountain Peaks and the Pinnacle of Service. The Hilton is located in the Victorian mining town of Breckenridge just steps from the ski slopes.

- 85 miles west of Denver's Stapleton Airport
- Relaxed and elegant fine dining
- 208 deluxe hotel rooms with refrigerators, wet bars and coffee makers
- 13,500 sq. ft. of combined meeting space for groups of 10 to 200



 Breckenridge  
*Hilton*  
Resort

Receive Hilton HHonors Meeting Planner Points and be eligible for a free weekend

Post Office Box 8059 • 550 Village Road • Breckenridge, CO 80424  
303-453-4500 • 1-800-321-8444 • 303-825-3800 Denver Direct

## MPI Creates Partnership with Lerner International, Inc., Offers Career Resource Service as New Benefit

As a result of member survey responses, requests from chapter leaders and an industry need, Meeting Planners International has developed a new Career Resource Service in partnership with Lerner International, Inc.

MPI's Career Resource Service will focus solely on job placement in the meeting planning and the hotel sales and marketing industries world-wide. It will also provide career management education and professional career counseling at the MPI Professional Education Conference and the Annual Conference, as well as client hiring consultations.

"The Career Resource Service has been developed as a response to the growing interest and needs by MPI's members and industry employers for assistance with career management and employment placement," said Edwin L. Griffin, Jr., CAE, MPI executive vice president/CEO. "It has been designed for members as a win-win partnership between MPI, its chapters and Lerner International, Inc., working together to achieve the mutual goal of increased career opportunities and assistance."

Ellen Lerner, CPA, president of Lerner International, Inc., said, "Our partnership with MPI, coupled with the existing industry network we've established, empowers everyone who participates in the service and successfully satisfies the mission of Lerner International, Inc., to enhance the possibilities that people see in their future careers."

## Heard it through the Grapevine...

By Ken Cohen  
*Cohen's Casino Parties*

**Colleen Albert**, *Dallas CVB*, was mentioned in the Dallas Morning News and on several TV stations for her work in coordinating volunteers for the Cowboys' Super Bowl victory celebration parade. One of her responsibilities was picking up all the confetti. Amazingly, she got 300 volunteers to follow the parade, pick up the confetti, and bag it. The highlight for Colleen was getting to touch all the Cowboys. She was responsible for staging, which necessitated some physical contact. "What hard bodies!" she commented.

**Kaye Burkhardt**, *Dallas Fan Fares*, was featured twice in the Dallas Morning News the week before the Super Bowl. Her company takes corporate executives to major sporting events all over the world.

**Mona Ingram** is leaving the Fairmont to become director of marketing at the *Four Seasons Hotel* in Singapore, the corporation's newest property in Asia. Mona, who is from Singapore, will be returning home.

**Kim Kelley** has been promoted to event coordinator at the *Tower Club*.

**Tracy Smith** is now a marketing specialist with *Fast-Tax*. She formerly was with Electronic Forms Systems.

**William McElroy** has been transferred from the Irving office of *Boys Scouts of America* to the organization's office in Naperville, Illinois.

**Amy Barker** is now national sales manager at the *Anatole Hotel*. She was formerly with the Dallas CVB.

**Karen Young** has joined *Dallas Fan Fares* as operations manager, bringing with her 21 years of experience in operations for meetings and incentives. Karen was formerly with MCI Planners.

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 Ken Cohen (214-276-2998 or FAX 214-276-9725) about items of interest for this column.

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.

**Ken·Ran**  
**Entertainment**  
**Agency**

**C.W.Kendall**  
president

**349-3025**

*Looking for a new challenge?  
Seeking a qualified applicant to fill a position?*

Your first stop should be  
D/FW MPI's  
**JOB BANK**

If you are out of a job, or looking for a new challenge....  
or if you have a position to fill and would like to receive  
resumes of qualified applicants...

*Contact*  
Marilyn McGuire, CMP  
c/o D/FW MPI Job Bank  
2952 Stemmons Freeway  
Dallas, Texas 75247  
214-637-6282

*Handling Fee*  
\$15 Members  
\$25 Non-Members

*All inquiries are confidential.*

## Education Committee Study Low Planner Turnout For Chapter Events Prompts Study and Alternative Formats

By Norb Dettmann  
Professional College Mgt. Int'l  
Chair, Education Committee

At a recent program of the education committee 26 D/FW MPI chapter members turned out... a respectable number. How many of those do you think were meeting planners?

One! Only one out of 26!

About half of our chapter's more than 525 members attend more than one monthly meeting in the course of a year. Fewer than 20% of those attending a monthly meeting are meeting planners!

In an effort to find the priorities of our chapter meeting planners' educational needs, ten members of the education committee called 43 planners to individually assess our educational program and determine the reason for the low turnout.

Is it the cost of an educational session? The location? The topic? The length of the meeting? The publicity?

The top response—without exception—was *time*.


Companies are downsizing. Meeting planning is less a priority in the company. Other responsibilities have been loaded on the planners. Time is a most precious commodity.

Almost everyone surveyed agreed that the topics, the cost, the length of the meetings and the publicity are all good and not a major factor in their lack of attendance. It's time... time... time!

With this information in hand the education committee is reexamining its delivery of educational offerings to chapter members.

One ambitious effort under discussion is a series of free "brown bag" lunch sessions to be offered in five regional areas of the metroplex. Meetings would be short, quick, and free. A participant could leave the office at 11:45 a.m. and be back by 1 p.m.

*How does this sound to you?*



MPI is leading the way to new horizons in education...announcing the **ALL NEW ANNUAL CONFERENCE**

**JUNE 27-29, 1993  
ATLANTA, GEORGIA**

For registration materials:

**MPI**  
MEETING PLANNERS INTERNATIONAL

1950 Stemmons Freeway • Suite 5018  
Dallas, TX 75207-3109  
TEL 1 (214) 712-7751 • FAX 1 (214) 712-7795

### Current Deadlines

Copy and ads for *Current*, the D/FW MPI chapter newsletter, are due as follows:

| ISSUE | DEADLINE     |
|-------|--------------|
| April | March 15 (M) |
| May   | April 14 (W) |
| June  | May 14 (F)   |

*Because of production schedules, information received after deadlines cannot be guaranteed placement. Please mail or FAX copy to Gracie H. Hilton, Current Editor, 3020 Glasgow Court, Arlington, TX 76015, phone & FAX: (metro) 817-467-7439.*

*Member Profile/Carolyn Carey***Board Member Carey Logs 19 Years as Meeting Planner**

By Anita Siegers  
The Adolphus Hotel

Carolyn Carey has been with Fidelity Union Life Insurance Company for 32 years, 19 of which have been involved with meeting planning. Serving as conference coordinator, Carolyn assists in all phases of planning and operation of two incentive meetings each year for 50-400 attendees.

An MPI board member for the 1992-93 administrative year, Carolyn earned her CMP designation last August. Other MPI experiences include service on the Love for Kids and education committees, attending Richland College MPI classes, and arranging "Take the Guesswork out of Gratuities" program.

Travel is a favorite pastime for Carolyn. She has visited every state in the United States and every province in Canada except one. As a child she was able to see many destinations when her father took the family on vacation for half of each summer.

This doting grandmother also enjoys spending time with granddaughter Lindsey! Because Lindsey's mom and dad are both graduates of Texas A&M, Lindsey's birth was heralded as the arrival of a new Aggie-to-be!

Carolyn and her husband, Dan, are actively planning for retirement in about 10 years. They have just started their program by purchasing a house and a boat at Lake Texoma.

It won't be tough to figure out where Carolyn is spending her weekends!



*Board member Carolyn Carey enjoys a warm winter day with husband Dan and granddaughter Lindsey.*

*Member Profile/Paige Braun Garrett***Board Member Blends Meeting Planning and Marketing**

By Anita Siegers  
The Adolphus Hotel



*Board member Paige Braun Garrett enjoys a vacation stop with her parents.*

Paige Braun Garrett is a marketing coordinator for DalCity Associates, Inc., a field marketing organization. DalCity Associates represents several insurance companies, one of which is her previous employer, Great American Reserve.

A 1986 graduate of Stephen F. Austin State University, she earned a BBA in marketing. She puts her marketing skills to work in many marketing responsibilities for DalCity where she is responsible for trade show exhibits and participates in educational training seminars and incentive programs.

Travel and meeting planning are among her favorite endeavors. She grew up living in many different cities because of her father's career in corporate aviation. She continues to spend time visiting new places. Tops on her list is any beach location; she's sure to visit a beach at least two or three times each year.

Paige's MPI involvements are numerous. She chaired the PGA Committee for two years, and has worked with both the Richland College education program and Give Kids the World silent auction committees. She is currently serving her second consecutive year on D/FW chapter's board of directors.

When not on the road for business or pleasure, Paige enjoys working out, playing racquetball and reading.



## Two New Board Positions Added to '93-'94 Leadership

The Dallas/Fort Worth chapter of Meeting Planners International recently voted to add two new board positions to its leadership roster. Effective at the beginning of the new administrative year, the chapter will name a president-elect and vice president/programs.

"As our chapter continues to grow and flourish, it becomes necessary to make adjustments in the governing structure to continue to meet the needs of our membership," said Mary Cowart (Meeting Consultants), president of the D/FW chapter.

The president-elect will serve on the board of directors for one year before being named chapter president. With full voting rights on all Board matters, the president-elect will also serve as a member of the executive committee. In

the absence of the president, the president-elect will preside.

"This will be an observation period to ensure a smooth transition to the presidency," Cowart said.

The addition of a vice president/programs is the result of ever-increasing numbers of education programs. The vice president/education is currently responsible for both the program committee, which handles the 12 regularly scheduled monthly meetings, and the education committee, which handles all other educational programs such as the CMP study course, "How To" breakfasts, Executive Workshops, and others.

To divide these tasks, the individual named to the new vice president/programs position will assume

responsibility for the program committee while the existing vice president/education position will maintain responsibility for the education committee.

With the addition of these two new board positions, the chapter bylaws will be amended to reflect the changes.

### DOLLAR\$ & CENT\$ D/FW Chapter/MPI

For the month ending Jan. 31, 1993:

Beginning of the Month \$30,914.15

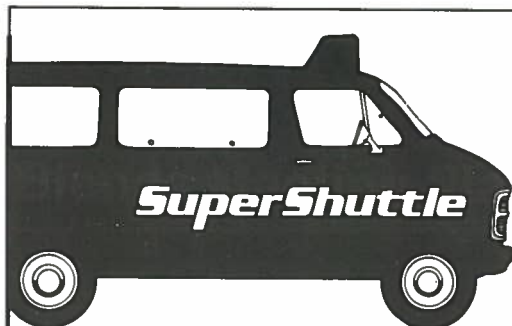
Receipts 9,846.00

Disbursements (6,708.88)

EOM Balance \$34,051.27\*

\*EOM Balance includes Gives Kids the World Reserve Account and PGA.

Report submitted by Alan Powdermaker (Circle R Ranch), vice president/finance.



## The little van that can.

It can take you to the airport. It can bring you home. Any time day or night. 7 days a week. It's reliable. Comfortable. And doesn't cost much. It departs promptly and makes no more than 3 stops. So catch SuperShuttle-the little van that can and - *Take the Easy Way Out.*

Dallas/Fort Worth  
(817) 329-2000

Los Angeles  
(310) 338-1111

Phoenix  
(602) 244-9000

San Francisco  
(415) 558-8500

## ExecuCar™

EXECUTIVE SEDAN SERVICE

*A more businesslike way to be chauffeur-driven*

- 24-HOUR SERVICE, 7 DAYS A WEEK
- Affordable Rates
- Professional, courteous drivers
- Major credit cards accepted
- Personalized comfort of a luxury sedan
- Airport transfers
- Local transportation
- Statewide charters

FOR RESERVATIONS OR INFORMATION

**(800) 327-4020**



**Recruitment News****DFW MPI Chapter Reaches 86% of '92-'93 Goal for New Members**

By Cathy Mason, *USMotivation & Diane Smith, CMP, Alcon Labs*

Since July 1992 the membership recruitment committee has initiated some exciting recruitment strategies that have proven quite successful so far! Along with those members who have really *gotten into the act* and recruited on their own, we have brought in 129 new members since July and have now reached 86% of our '92-'93 goal for new members.

Recruitment committee members follow *Leads from MPI International*, provided on a monthly basis. Each individual is contacted by mail and phone, and apprised of the benefits of MPI membership. They are also alerted as to upcoming chapter events.

Guests at chapter monthly meetings receive letters and membership information, followed by a phone call encouraging them to consider joining.

The Supplier/Planner Waiting List was utilized through December 1992 and proved beneficial for those suppliers who needed a planner match to join. This facilitated a speedier means of getting suppliers on board and insured keeping the planner/supplier ratio intact.

Other local associations are currently being contacted about MPI membership benefits. Both the Fort Worth chapter and North Dallas chapter of Professional Secretaries International (PSI) have been addressed at their monthly meetings about meeting planning and the benefits of membership in MPI. Many of these PSI members will join us in Fort Worth for our March meeting.

An MPI membership information mailing is being sent to local members of DFWAE, RCME, and SGMP. A courtesy phone call will follow each letter, giving recipients the opportunity to inquire further about membership.

In the continuing effort to increase membership from the Fort Worth/Mid-Cities areas, potential members will receive special invitations to MPI Day in Fort Worth March 25.

Just a reminder: In addition to the thanks you'll receive from someone when you introduce them to the benefits of membership in MPI, you also have a chance to be the lucky winner of one of three wonderful grand prizes offered for Planner, Supplier and Recruiter of the

Year. You could be the winner of the exciting "Canadian Experience" package previewed on this page.

Our recruitment efforts are off to a great start and you can help keep the momentum going. Tell a friend about MPI; you could be a winner!

**MPI's Recruiter of the Year**

*will enjoy one of three great getaways... perhaps...*

# The Canadian Experience

Enjoy a getaway  
for two

in the Canadian cities of  
*Toronto and Montreal.*

Begin with three days/two nights at  
the **Hotel Inter•Continental**  
in Toronto. then travel by  
**VIA Rail Canada**

to Montreal for a three-night stay  
at the **Hotel Inter•Continental.**

Round-trip air transportation  
provided by  
**Northwest Airlines.**

HÔTEL  
INTER•CONTINENTAL  
MONTRÉAL



**NORTHWEST  
AIRLINES**

*Some People Just Know  
How To Fly.™*

Discover CANADA!  
*Get into the ACT!*  
Go for the GOLD!  
Recruit for MPI!  
Your reward just  
might be...

The   
Canadian  
Experience



## Two MPI Members Attend the 'Ultimate Event'—the Presidential Inauguration in Washington, D.C.

By Steven G. Foster

*Yellow Rose Touring & Special Events*

The political pomp and circumstance surrounding a presidential election can be pretty exciting stuff. Imagine the thrill of receiving an official invitation to attend the inauguration in Washington, D.C.!

Two Dallas/Fort Worth MPI chapter members know the feeling well, having returned from the inauguration of President Bill Clinton with high hopes and tales to tell of adventure, hope and promise in the nation's capital.

Lisa South (Ducky Bob's Party Rentals) and Sue Ferguson-Fry (Cityplace Conference Center) were among those lucky enough to have "the honor of their presence" officially requested at the inauguration in January. Both accepted for reasons of their own—one to see a fellow Arkansan assume the presidency, the other to highlight a year of hard work for the local Democratic party.

Sharing the experience created similar thoughts and remembrances of an event most Americans never see firsthand.

"Watching that awesome transfer of power was the highlight of the trip for me," said Ferguson-Fry. "I've seen it before on television and now I've seen it in person, and it really moved me."

Sue's volunteer work this past year in Dallas for the Democratic Party included producing the victory celebration on election night for 6000 guests at the Plaza of the Americas Hotel. However, participating in her first inaugural event ever was a spectacle unto itself and rekindled fond memories of another era in Democratic presidential politics, she said.

"That was really something phenomenal for me," she said. "The

whole thing really captured the spirit of the Kennedy era and being a big Kennedy fan, it was something special."

For South, her interest in the inauguration of President Bill Clinton was more than historical. It was personal.



*Lisa South boards a chartered plane at Dallas/Fort Worth airport, en route to the inauguration of President Bill Clinton in Washington, D.C. Sue Ferguson-Fry was also on this historic journey.*

Born in Dallas, South grew up in Arkansas and while in high school served as a congressional page in the Arkansas Legislature. It was there that she met former governor-now President Bill Clinton.

"Since election day I've heard him called 'Mr. President' and I catch myself saying, 'I know that man,'" she laughed. "It's been a really unique perception to have met someone at another time in your life and then know, hey, he's the president."

The inaugural trip began aboard a private flight chartered by the local Democratic Party, giving South and Ferguson-Fry a unique opportunity to rub elbows with Dallas politicians. Later they attended several events, including a Texas delegation party at The Monocle, hosted by representatives Martin Frost and John Bryant.

Ferguson-Fry said dropping in on the "friends of Bill and Hill parties" was fun, and she teased meeting planner South, who passed up several photo opportunities with political VIPs to take pictures of table draping and bunting.

There was also time for sightseeing.

They visited the Washington Monument and the Aerospace Museum at the Smithsonian, particularly enjoying the new "Star Trek" exhibit.

Inauguration Day began with a Congressional breakfast and then a brisk walk to the Capitol. The excitement, South said, was in the air.

"Washington is the heartbeat of the nation. When you're there you can feel it. The atmosphere was so positive and people were so happy to be there."

Both enjoyed poet Maya Angelou's reading and evangelist Billy

Graham's participation that morning, but it was President Clinton's inaugural message about sacrifice that highlighted the event for the Dallas meeting planners.

"When Clinton talked about sacrifice, I thought about that long and hard," said Ferguson-Fry. "That really hit home."

"Clinton stressed that all of us must work together as a team. The message that it's up to each individual means something special to me," South said.

Despite some problems with their return charter flight—it had to return to Dulles Airport after takeoff and they stayed on an extra night—both recall the event fondly and said they would go again.

"It was a fun thing to do," said Ferguson-Fry. "Yes, I'd go back again."

"I wouldn't have missed this opportunity for anything," South said.

## Directory Update/"New Kids on the Block" MPI Welcomes New Members!

### Monica Lord

Student  
6008 Ridgecrest Road #233  
Dallas, TX 75231  
214-691-6054

### Alma Aniebue

Independent Planner  
818 Royal Lane, #165  
Irving, TX 75039  
214-444-8351

### Cheryl Beasley

Sabre Tvl Info Network  
4200 American Blvd. MD3109  
Ft. Worth, TX 75261  
817-963-2025

### Lisa Conwell

McKinsey & Company, Inc.  
2200 Ross Ave., #5200  
Dallas, TX 75201  
214-220-3221

### Susi Felch-Foliakl

Wyndam Meetings & Conventions  
1909 Hi Line #152  
Dallas, TX 75027  
214-742-5900

### Mary J. Henderson

Boots Pharmaceuticals, Inc.  
8800 Ellerbe Rd.  
Shreveport, LA 71106  
318-861-8342

### Keith W. Hickman

Sabre Tvl Information Network  
4200 American Blvd. MD 3109  
Fort Worth, TX 75261  
817-963-2027

### Barbara Hitt

Mobil E & P Technical Center  
3000 Pegasus Pk. Dr.  
Dallas, TX 75265-0232  
214-951-2226

### Kristine Jaeckle

YPO  
451 S. Decker Dr., #200  
Irving, TX 75062  
214-650-4677

### Kate Mayer

YPO  
451 S. Decker Dr., #200  
Irving, TX 75062  
214-650-4677

### Edwin McAuliffe

Independent Planner  
5913 Hillcrest Ave.  
Dallas, TX 75205  
214-526-8680

### Lynnda J. McCoy BS

Alcon Laboratories  
6201 S. Freeway  
Ft. Worth, TX 76134-2099  
817-551-8583

### Susan Muha

Richland College  
12800 Abrams Rd.  
Dallas, TX 75234  
214-350-5966

### Ellen Noe

Foxmeyer  
1220 Senlac Dr.  
Carrollton, TX 75006  
214-446-4916

### Stefan Strickland

JCPenney Co., Inc.  
6501 Legacy Dr.  
Plano, TX 75024-3612  
214-431-1326

### LII Arnold

Texas Lil's Diamond A Ranch  
Rt. 1, Box 80-A  
Justin, TX 76247  
817-430-0192

### Nancy Calico

J&S Audio Visual Comm.  
4308 Beltwood Parkway S.  
Dallas, TX 75220  
214-239-9133

### Patricia Clancy

Embassy Suites Hotel  
3880 N. Northwest Highway  
Dallas, TX 75220  
214-357-4500

### Harley Cohen

America West Airlines  
Terminal 2W  
SFW Airport, TX 75261-2585  
800-548-8969

### Ann Connolly

Culinaire Int'l  
2100 Stemmons Fwy. MS #160  
Dallas, TX 75207  
214-655-6173

### Dean Conwell

McKinsey & Company, Inc.  
2200 Ross Ave., #5200  
Dallas, TX 75201  
214-220-3221

### Elizabeth Cox

Delta Queen Steamboat Co.  
5926 E. University Blvd.  
Dallas, TX 75206  
214-739-0338

### Patricia Davison

AVW Audio Visual Inc.  
2241 Irving Blvd.  
Dallas, TX 75244-6002  
214-634-9060

### Margaraet Dodson

Dallas Parkway Hilton  
4801 LBJ Freeway  
Dallas, TX 75244-6002  
214-661-3600

### Kristal Eckley

La Costa Resort & Spa  
Costa Del Mar Rd.  
Carlsbad, CA 92009  
619-438-9111

### Patricia Elliott

Wyndham Travel Mgt. Co.  
1909-F Hi Line  
Dallas, TX 75207  
214-742-5500

### Marcus Ellis

Ellis Castle at Canyon Creek  
2700 Custer Rd.  
Richardson, TX 75080  
214-247-4747

### Kayla Emmons

Crown Sterling Suites  
4650 W. Airport Freeway  
Irving, TX 75062  
214-790-0093

### Maria Escarfullery

Fiesta Americana Hotels  
2040 Spring Creek #141-299  
Plano, TX 75023  
214-618-4945

### Karen Fogle

Star Brand Ranch Exec. Retreat  
Hwy. 175, 1 Mile W. Kaufman  
Kaufman, TX 75142  
214-932-2714

### Lisa Furlow

Doubletree Hotel Lincoln Centre  
5410 LBJ Freeway  
Dallas, TX 75240  
214-701-5127

### Sandi Galloway

Canadian Consulate General  
750 N. St. Paul, #1700  
Dallas, TX 75201  
214-922-9806

### Jennifer Giesler

DFW Hilton Executive Conf. Center  
1800 Hwy. 26E  
Grapevine, TX 76051  
817-481-8444

### Chris Hamilton

Sheraton Park Central Hotel  
12720 Merit Dr.  
Dallas, TX 75251-1290  
214-851-2012

### Sally Harbeson

Southwest Airlines  
2702 Love Field Dr.  
Dallas, TX 75235  
214-904-4382

### Sheryl Hatfield

DFW Hilton Executive Conf. Center  
1800 Hwy. 26E  
Grapevine, TX 76051  
817-481-8444

### Donna Haynes

Fairmont Hotel  
1717 N. Akard  
Dallas, TX 75201  
214-720-5278

### Cheryl Hopkins

Irving Convention Bureau  
3333 N. MacArthur Blvd., #200  
Irving, TX 75062  
214-720-5278

### Amy Hulbert-Suggs

The Krisam Group  
15201 Dallas Parkway  
Dallas, TX 75248  
214-458-8692

### Gary Kelleher

Colter's World-Class Catering  
5910 N. Central Expy. #1780  
Dallas, TX 75206-9856  
214-987-5910

### Ingrid Kovacs

La Musica String Ensembles  
5933 Burgundy Rd.  
Dallas, TX 75207  
214-761-7252

### Mark Kovacs

La Musica String Ensembles  
5933 Burgundy Rd.  
Dallas, TX 75207  
214-761-7252

### Ellen Larson

Loews Anatole Hotel  
2201 Stemmons Freeway  
Dallas, TX 75207  
214-761-7252

### David Matthews

Intelecon Services Inc.  
3141 Irving Blvd., #205  
Dallas, TX 75247  
214-630-6164

### Keili McGonagill

Dallas Cowboys Cheerleaders  
One Cowboys Parkway  
Irving, TX 75063  
214-556-9932

### Mike Miller

Margaritas-R-Us  
1400 S. Sherman, #208  
Richardson, TX 75081  
214-235-1498

### George Myers

Brownsville CVB  
650 FM 802  
Brownsville, TX 78520  
512-546-3721

### Nicholas Pappas

The Pappas Company  
4011 Woodcrest  
Bryan, TX 77802  
409-776-3590

### Daryl Richardson

The Dallas World Aquarium  
1801 N. Griffin  
Dallas, TX 75202  
214-720-2224

### Jerry Samuels

Jerry Samuels Pianist/Bandleader  
16615 Dundrennan Lane  
Dallas, TX 75248  
214-248-6750

### Kathy Senese

Omni National Sales Office  
220 Las Colinas Blvd., #276  
Irving, TX 75039  
214-444-0044

### Gale Sliger

Gale Sliger Productions  
1261 Profit Drive  
Dallas, TX 75247  
214-637-5566

### Linda Thomas

My Calligrapher  
736 Thompson Rd.  
Lake Dallas, TX 75065  
214-373-1407

### Linda Thornton

Fun Factory Decorations  
12784 Perimeter B-100  
Dallas, TX 75228  
214-686-7444

## February Meeting Highlights

# Music Licensing in Meeting Planning Highlighted at Bristol Suites/Dallas Meeting

By Kim Kelley, CMP  
The Tower Club

The purpose of the February chapter meeting, held at the Bristol Suites Hotel at 7800 Alpha Road in Dallas, was to educate meeting planners regarding their roles and obligations relating to use of copyrighted music at meetings, trade shows and conventions.

Under current copyright laws, a public performance of a copyrighted piece of music requires the planner to pay a licensing fee to the organization with which the piece is registered: the American Society of Composers, Authors and Publishers (ASCAP), and Broadcast Music Incorporated (BMI), and American Federation of Musicians (AF of M).

Although laws requiring music licensing for the meetings industry have been valid for many years, it has only been in approximately the last two years that our industry has been specifically held accountable for compliance. Questions regarding fee calculation and other "whys and how tos" abound. This meeting addressed concerns for those members in attendance via an instructive and informative video and brief



**Phyllis Firebaugh** (EPRI) accepts nominations for upcoming honors—Planner of the Year and Supplier of the Year.

presentations by management personnel from the appropriate agencies.

Members first enjoyed a wonderful hour of networking during an open bar hosted by the Bristol Suites Hotel. The dinner was equally impressive. Those of us previously unfamiliar with this property will long remember the terrific food served with quiet efficiency—many thanks to Ted Arps, Sheila Foley, Shaun Kirby, and their staff. Kudos for the decor and ambience go to Linda Hill of Meeting Management Associates/Festivities and to David Gisler at Freeman Decorating.

Charles Winslow provided beautiful piano music. Linda Tibbetts of AVW

provided the needed audio-visual support. Thank you. Thanks also to the professionals who sat on the panel and fielded members' questions: Robert Kautz and Craig Moore of ASCAP; Ray Hair of the American Federation of Musicians; and Jack Dedloff and Bill Milliken, both from BMI.

Thanks, too, to the committee chairs who put together this terrific and very informative meeting: Rebecca Whitehead (Meeting Management Associates/Festivities); Sherri Cook (Sherri Cook & Associates); and David Gisler (Freeman Decorating Company). You did a great job with a complicated topic, and managed to give us networking time, too!



**O.D. O'Donnell** (Nightlife Talent & Management Agency), moderated a panel of professionals who discussed the role and obligations of meeting planners relating to use of copyrighted music at meetings, trade shows and conventions. Pictured, left to right, are O'Donnell, **Robert Kautz** (ASCAP), **Bill Milliken** (BMI) and **Ray Hair** (A F of M). Also participating were Craig Moore of ASCAP and Jack Dedloff of BMI.

## February Meeting Highlighted Responsibilities and Celebrated Achievements



**Barbara Fett (INFOMART)** presents a check for \$3850 to **Mr. and Mrs. Bill Barrett** of Love for Kids. Barrett is a co-founder of the well-known local charity, an annual recipient of the proceeds from the D/FW chapter's Christmas cards sale. Love for Kids is one of several charitable organizations benefiting from our chapter's commitment to community support and involvement.



**Sue Ferguson-Fry** (Cityplace Conference Center) and **O.D. O'Donnell** (Nightlife Talent & Management Agency), front row, sixth and seventh from left, gather members of the program and education committee leadership. **Ferguson-Fry** is vice president/education. **O'Donnell** is chair of the program committee. This committee is a good example of the high percentage (54%) of chapter membership actively involved in committee work.



**Mary Jo Malone** (Plaza of the Americas Hotel) encourages attendance at the benefit for the MPI Education and Research Foundation. Medieval Times Dinner and Tournament of Dallas is the site for the gala fundraiser on Thursday, March 18. Guests will gather at 6:30 p.m. for an evening of feasting and quality, family entertainment based on the glory of the Middle Ages. Tickets are specially priced for this D/FW MPI benefit evening. MPI members and guests may attend for \$25. Children 12 and under may attend for \$15. For tickets contact Malone at 214-239-7367.



**ABOVE: Jerry Samuels** (Jerry Samuels Pianist/Bandleader) and **Deidre L. Gordon** (The Kerry Company), sit down to a lovely dinner at the Bristol Suites/Dallas meeting in February.

**RIGHT: Members of the Awards Committee** gather after a meeting about nominations for Chapter of the Year and Supplier of the Year. **Phyllis Firebaugh** (EPRI), second row, third from left, is committee chair.



**Chapter President Mary Cowart** (Meeting Consultants), front row, sixth from left, is surrounded by representatives of various special presidential committees. These specially appointed committees include Awards, Sister City International, Special Interest Groups, Mentor, Conference, Research Foundation and Marketing Liaison.

#### Correction

in the February issue of *Current*, the host facility for the January meeting was incorrectly identified. January's chapter luncheon was hosted by **Radisson Hotel Central** (not Radisson Hotel & Suites). The *Current* regrets the error.

**Photos  
by  
Mark  
Lazarow  
Photography**

# MPI

MEETING PLANNERS INTERNATIONAL®

Dallas/Fort Worth Chapter  
10935 Estate Lane  
Suite 400  
Dallas, Texas 75238  
214-343-0555

Meeting Planners International is the industry's leading educational and networking resource in meetings management. MPI promotes professional growth through its educational programs and provides an excellent forum for networking to keep members abreast of industry trends and expanding career opportunities.

**Current Editor**  
Gracie Hatfield Hilton  
*The Write Stuff*  
Phone & FAX  
metro 817-467-7439

## President

Mary W. Cowart  
*Mary Cowart Meeting Consultants*  
214-248-4429

## Vice President/Membership

Diane Smith, CMP  
*Alcon Laboratories, Inc.*  
817-551-8077

## Vice President/Education

Sue Ferguson-Fry  
*Cityplace Conference Center*  
214-841-6830

## Vice President/Administration

O.D. O'Donnell  
*Nightlife Talent & Mgt. Agency*  
214-691-4417

## Vice President/Finance

Alan L. Powdermaker  
*Circle R Ranch*  
214-430-1561

## Vice President/Public Relations

Lesley Meyer, CMP  
*Sunbelt Motivation & Travel, Inc.*  
214-401-0210

## Immediate Past President

Lisa A. South, CMP  
*Ducky-Bob's Party Rentals*  
214-702-8000

## Board of Directors

Carolyn Carey  
*Fidelity Union*  
*Life Insurance Co.*  
214-978-7119

Paige Garrett  
*DalCity Associates, Inc.*  
214-233-9070

Kim Kelley, CMP  
*The Tower Club*  
214-220-0403

Tim Wade  
*Lennox Industries*  
214-497-5000

Alice R. Riggins  
*All-In-One Tour Services*  
214-721-0332

Alexandra Vurpillat  
*Carey Limousines, Inc.*  
214-683-4828

## MPI Nat'l Headquarters

INFOMART  
1950 Stemmons  
Suite 5018  
Dallas, Texas 75207-3109  
214-712-7700

# MPI

MEETING PLANNERS INTERNATIONAL®

Dallas/Fort Worth Chapter  
10935 Estate Lane · Suite 400  
Dallas, Texas 75238




# DALLAS/FORT WORTH CHAPTER