

CURRENT

Meeting Professionals International

August 1994

Dallas-Fort Worth Chapter

President's Message

Chapter Board Meets First Challenge—Establishes Goals

By Diane Smith, CMP
Alcon Laboratories, Inc.

This year's **MPI Challenge** has begun. To address the first of many—establishing this year's goals—the D/FW Board of Directors spent a July weekend in Fort Worth.



Diane Smith, CMP

Hosted by The Worthington Hotel, we spent two intense days developing this year's goals and brainstorming on programs and educational opportunities to meet the needs of our membership.

Following are the results of that effort:

- To maintain a 73% membership retention rate and grow the chapter to 615 members.
- To offer educational programs addressing pertinent industry issues resulting in a 5% increase in member participation.
- To maintain fiscal stability.
- To further develop communication channels of chapter activities to promote member involvement.
- To increase public awareness of the meetings industry through D/FW Chapter activities.

These goals represent the major areas of importance for this chapter — education, programs, member recruitment, retention and involvement, promoting an increased awareness of our industry, and finally, the financial stability that will enable us to achieve these goals.

We currently average 200 attendees at our monthly meetings—that's less than 35% of our total membership. Increasing overall program attendance by 5% is a goal **Cathy Mason** (USMotivation) vice president/programs, and her committee will be working hard to achieve.

(continued on page 9)

MPI

MEETING PROFESSIONALS INTERNATIONAL®

August D/FW Chapter Meeting

"Site Selection"

featuring

Colleen Albert Rickenbacher, CMP,
Gail D. Lemaire
& Kathleen A. Olsen

August 25, Thursday

Plano Centre

2000 E. Spring Creek Parkway
Dallas, Texas 75086
214-422-0296

Orientation 11:00 a.m.

Reception & Registration 11:30 a.m.

Luncheon & Program 12 noon

R.S.V.P.
by noon, Tuesday, August 23
Sandi or Jennifer
214-343-0555

Advance Registration \$22
Late Registration \$30
Guest Registration \$25

See page 3 for more details and meeting reservation policy.

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CURRENT

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Dallas/Fort Worth Chapter

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CURRENT Deadlines

Upcoming deadlines for copy and ads for the D/FW MPI chapter newsletter, the *CURRENT*, are as follows:

ISSUE	DEADLINE
October '94	September 16, Friday
November '94	October 14, Friday
December '94	November 11, Friday

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

Whenever possible, please send information on 3.5 disk, Windows format, preferably in WordPerfect or Microsoft Word.

Copy is cheerfully accepted early. Because of production schedules, 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.

Upcoming MPI Events

August 8-16
MPI Institutes I & II
Dallas

August 18-19
MPI Association Meeting
Management Forum
Chicago

August 19-20
MPI Independent Meeting
Management Forum
Chicago

August 25, Thursday
Chapter Meeting
"Site Selection"
Plano Centre
11:00 a.m./Lunch

September 22, Thursday
Chapter Meeting
"MPI's Natural Resources"
INFOMART
11:00 a.m./Lunch

September 29-October 1
MPI Corporate Meeting
Planners Forum
Atlanta

October 27, Thursday
Chapter Meeting
Venue TBA
Time TBA

November 17, Thursday
Chapter Meeting
Circle R Ranch
"Power Networking"
6:30 p.m./Dinner

December 11-13
Professional Education Conference
Vancouver, BC

December 22, Thursday
Chapter Meeting
Holiday Gala
Tower Club
6:30 p.m./Dinner

NOTE: Chapter meeting plans are subject to change. Check the CURRENT each month to confirm details. For more information about association events, call MPI Headquarters, 214-712-7700

C H A R I T Y

O R N E R

By Mary Lynn Novelli / Sterling Hotel Group

D/FW Chapter Awarded Star on 'Give Kids the World' Wall of Honor



Mary Lynn Novelli
ACE '94 Chairperson

The overwhelming involvement of our chapter members in The Kids Charity Ball, the 1994 Annual Charity Event (ACE) is something to be proud of—and now it shows!

We've just been notified that we have been awarded the very first MPI individual star on the donors wall at Give Kids the World Village in Kissimmee, Florida. This star, representing the personal commitment to this effort demonstrated by our chapter members, is a priceless honor.

Volunteer Now for 1995 ACE

If you haven't already signed up, now is the time! "The Kids Charity Ball" will, once again, be the 1995 ACE.

Planning is already underway and we're looking for volunteers at all levels. It's all about helping the "Kids," so get involved! Let's aim for another star!

For more information about volunteer opportunities, contact Mary Lynn Novelli, 214-402-4875.

August Meeting Highlights

Distinguished Panel to Focus on Site Selection at August Chapter Meeting at Plano Centre

By Linda Sergeant
Bill Reed Decorations, Inc.

"Site Selection: The Foundation of a Successful Meeting" is the focus for the August 25 D/FW MPI Chapter luncheon meeting, hosted by Plano Centre and Plano Convention & Visitors Bureau.

A distinguished panel of experts—including two from the D/FW Chapter—will outline and discuss critical factors involved in site selection and ways to orchestrate and implement a timetable/checklist to keep all decision makers informed so they can make appropriate decisions throughout the site selection process.

Topics include: •preparing for the initial discussion and/or site visit, •communicating successfully with various vendors on site, and •doing the proper "follow-up, follow-up, follow-up."

Panelists are Colleen Albert Rickenbacher, CMP (Dallas Convention & Visitors Bureau), Gail D. Lemaire (Adolphus Hotel) and Kathleen A. Olsen (Rogal America, Inc.).

Rickenbacher, director of member services for Dallas CVB, is a frequent panelist and speaker for regional, national and international associations such as Meeting Professionals International, Texas Association of Convention & Visitors Bureaus, and Hospitality Sales & Marketing Association, as well as for Richland College and Eastfield Community College. A national

board member of Association for Convention Operations Management, Rickenbacher is a former board member of MPI.

Gail D. Lemaire, director of sales for the Adolphus Hotel since 1991, has been an active member of MPI since the mid-70s. She spent more than 15 years with Inter-Continental Hotels, serving as director of the conference and exhibition center in Houston, director of marketing in New York, and various positions with properties in San Juan, Puerto Rico and Montego Bay, Jamaica, W.I. She moved to Dallas in 1986 to open Inter-Continental's first regional sales office.

For the past seven years Kathleen A. Olsen has been managing director, national accounts, Rogal America, Inc., a Boston-based meeting planning firm specializing in computerized housing, nego-

tiation, and site selection. Olson, who has more than 21 years of experience in planning association and corporate conventions in the Texas, Washington, D.C., Chicago and New York areas, currently assists 14 national associations and corporations in planning conventions.

New member orientation is at 11:00 a.m. Registration and a reception will begin at 11:30 a.m. The luncheon and program will begin at 12 noon.

Co-chairs for the July meeting are Linda Sergeant (Bill Reed Decorations) and Pam Schmidt (McCaw Cellular Communications).

Facility hosts from Plano Centre and Plano Convention & Visitors Bureau include Lori Evans, special event coordinator; Jennifer Wetter, corporate sales manager; and Connie Kniery, food sales and service manager.

August Host Facility

Plano Centre

Nestled amid 40 acres of extensively landscaped grounds, the luxurious, state-of-the-art Plano Centre is a full service, multi-purposed facility with 86,000 square feet.

Designed as a first-rate facility for conventions, training seminars, retreats, board meetings, banquets or trade shows, Plano Centre also kept the future in mind, expecting continuing technology updates that will be vital to meeting professionals in years to come.

Features at Plano Centre include a fully-equipped kitchen, built-in stage and portable dance floor, state-of-the-art lighting and sound systems, fully carpeted meeting and exhibit space, and a lush garden terrace equipped with outdoor furnishing.

Within a six-mile radius of Plano Centre are more than 2000 hotel rooms, as well as numerous dining and entertainment venues. World-famous Southfork Ranch is just four minutes away.

Plano Center, 2000 E. Spring Creek Parkway, is situated just east of the Spring Creek Parkway Exit (Exit 31) off Central Expressway (Highway 75).

Self-parking is complimentary; Plano Centre has more than 750 public parking spaces.



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

News of Local Interest

D/FW Chapter Member Named MPI's 1994 Supplier of the Year

Andy Anderson of Rosewood Hotels & Resorts, Inc. was named 1994 International Supplier of the Year at MPI's Annual Conference in Minneapolis in June. The award recognizes an MPI supplier member for a career of commitment to enhancing the meetings industry.

Anderson, a member of the D/FW Chapter, has served on numerous chapter and international committees and has been president of MPI chapters in Northern California, Houston and Toronto. He is a former trustee of the MPI Foundation and actively participates in the foundation's annual auction. Most recently Anderson served as vice president of MPI in 1989-90.

Anderson began his career with Hyatt Hotels in 1974. Prior to his current position as vice president with Rosewood Hotels & Resorts, Inc., he served as sales manager, director of sales, national sales manager and regional sales director.

Five D/FW Chapter Managers Attend Educational Workshops

Five chapter managers from the D/FW Chapter attended Chapter Manager Workshop sessions in late July. The workshops, attended by managers from chapters across the country as well as several from outside the U.S., were held at the Doubletree Hotel Park West in Dallas.

The workshops were designed for education/program chairs, treasurers, membership chairs and newsletter editors.

Attendees from the D/FW Chapter were Sherri Cook, CMP (Sherri Cook & Associates), v.p./membership; Charlotte Merrill-Davis (Event Source Professionals), v.p./education; Catherine M. Mason (USMotivation), v.p./programs; Jeff Means, CMP (SEI Incentives), representing the v.p./finance and Gracie Hatfield Hilton (The Write Stuff), newsletter editor.

D/FW Chapter Membership is 592

Membership in the D/FW Chapter of MPI stands at 592, according to the chapter membership report as of June 30. That figure indicates a retention rate of 71.35%.

Chapter membership includes 280 planners), 308 suppliers and four students.

International News

New Logo Slicks Available

Logo slicks—reflecting the association name change to Meeting Professionals International—are available from the MPI Marketing Department. The new logo should be used for all printing and promotional materials.

Individual MPI Member logo reproduction sheets and logotype use policy guidelines can be requested by calling 1-214-712-7750.

MPI Establishes New Chapter Relations Committee

MPI's new Chapter Relations Committee as established to assist in providing services members by enhancing chapter growth, development and educational programming. This assistance includes training and development, management reports, networking opportunities and recognition.

The committee will also work toward increasing awareness of MPI chapters and assisting in the formation of potential new chapters. Committee members will be calling chapter managers to keep in contact with the "grassroots" membership.

MPINet Excellent, Cost-effective Way for Chapter Leaders to Stay in Touch

MPINet, an on-line PC and Macintosh communications system launched in June at the MPI Annual Convention, consists of bulletin boards, data libraries and electronic conference rooms.

A special private bulletin board has been

created for MPI chapter board members and chapter chairs of finance, education/program, membership and newsletter editors. The bulletin board will give chapter leaders the opportunity to communicate with one another anywhere in the world via existing local telephone lines.

More than 400 individuals have signed up for MPINet to date; more than 1,000 subscribers are expected by year-end.

The cost is reasonable. Software and the first month of service is free for MPI members; service each month thereafter is \$15.95 per month.

To learn more about MPINet, contact the MPI Resource Center, 1-214-712-7744, or one of the following chapter presidents who use MPINet: Ed Simeone, CMP, New England Chapter, MPINet address—74024,3634; Rod Marymor, CMP, Northern California Chapter, MPINet address—74117,43; or Ron Guitar, Toronto Chapter, MPINet address—74117,46.

MPI Foundation to Honor Ray Hall

Raymond J. Hall, a past president of Meeting Professionals International and executive vice president/CEO of the Electronics Representatives Association, will be honored at MPI's Third Annual Educational Research Foundation (ERF) Testimonial Dinner.

The dinner, which will be held during the Incentive Travel & Meeting Executives Exposition Show at the Chicago Hilton & Towers on September 28, will be hosted by MPI Hilton and the Conrad Hotels and Resorts.

Hall, a charter member of MPI, will be recognized on the occasion of his recent induction to the Convention Liaison Council's Hall of Leaders.

Tickets are \$75 per person or \$1,250 per table. For more information call Brenda Summers at 1-214-712-7706.

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

For the month ending June 30, 1994

Beginning of the Month	\$96,313.18
Income	13,190.32
Disbursements	(58,653.01)
EOM Balance	\$50,850.49*

*Includes \$10,000.00 PEC
Professional Education Conference

*Includes \$1,510.00 PGA
Professional Growth Award

*Includes \$2,121.77 ACE
Annual Charity Event

Report submitted by Carolyn Carey, CMP (Allianz Life Insurance Co.), vice president/finance.

MPI Announces New Award to Recognize Exceptional Meetings

The International Board of Directors of Meeting Professionals International unanimously approved an industry-wide awards program to recognize exceptional meetings.

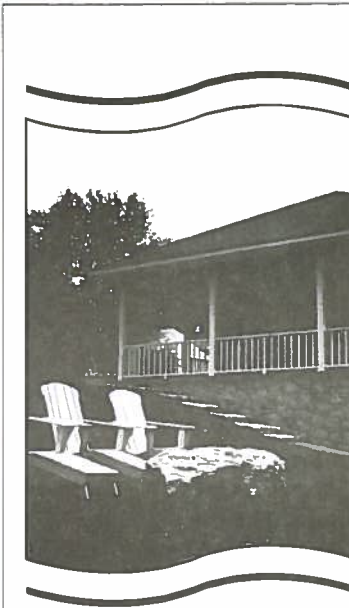
Two meeting excellence awards will be presented—one for meetings with expenditures up to \$1,000 per attendee, and the other for those incurring expenses of more than \$1,000 per attendee.

Meetings held between July 1, 1993 and June 30, 1994, are eligible for the awards. Entries for the awards are open to the entire meetings industry—MPI members and nonmembers alike. Entries will be judged on innovation and creativity regarding goals, content, logistics/execution and return on investment. A call of entries will be circulated throughout the industry in August.

Judges will include professionals in the marketing and public relations field, as well as marketing-oriented event planners and suppliers with name recognition throughout the industry.

MPI staged a contest among its membership to name this new award. The winner, will receive complimentary transportation, registration and housing to the 1994 PEC in Vancouver, British Columbia, December 11-13.

The initial awards will be presented at the PEC.



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The "Inn" Way To Use Your Time Wisely.

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- 22 Rooms
- Gourmet Meals
- Tranquil and Creative Haven

For meeting information and brochures, contact Kathi Thompson at 214-424-7119
205 S.W. Barnard St. • Glen Rose, Tx. 76043 • 817-897-2101 • Fax 817-897-7729



Out of a job?

Looking for a new challenge?

Seeking a qualified applicant to fill a position?

Your first stop should be D/FW MPI's Job Bank!

To list your resume with the Job Bank, send

- a minimum of five (5) resumes (more if you wish)
- a check or money order for \$15 (for MPI D/FW chapter members) or \$25 (for non-members) made payable to MPI D/FW Chapter
- a note regarding the type of positions that interest you

All inquiries are confidential.

Send these items to:

Gretchen Parr-Silver • Chair, D/FW MPI Job Bank • 2012 Van Buren Drive • Arlington, TX 76011

D/FW MPI's JOB BANK

July Meeting Highlights

Steven Rudner and DFW Hilton Executive Conference Center Are Big Hits at Midsummer Chapter Meeting



Hosts at the July meeting at the DFW Hilton Executive Conference Center included **Michael McGaughey**, director of catering, **Tamara Adkins**, sales manager, **Mark F. Hickey**, CHA, general manager, and **Gretchen England**, director of conference sales. Chapter members agreed that the Hilton staff went "above and beyond" in providing service—including setup for a number of unregistered attendees. Chapter member Linda Thornton (Fun Factory) provided the bookshelf backdrop.

BELOW: "I'm not making this up!" was a repeated preface to illustrations guest speaker **Steven Rudner** presented as he discussed issues relating to convention and meeting planning, contract negotiations, and convention cancellation. Rudner, a popular presenter among MPI chapters across the nation, was well received at the July meeting at the DFW Hilton Executive Conference Center. Recently recognized by *Successful Meetings* magazine as one of five prominent attorneys in the United States specializing in meetings and industry and hotel issues, Rudner is a partner in his Phoenix-based law firm, O'Connor Cavanagh. He is director of the firm's hospitality law section.



*Photos by
Mark Lazarow Photography*



Among the attendees at the July meeting at the DFW Hilton Executive Conference Center were **Diane Smith**, CMP (Alcon Labs), **Dr. Simonetta Canti** (Rodolfo Musco & Associates, Milan, Italy), and **Janet Martin** (USMotivation.) Smith is president of the D/FW Chapter for 1994-95. Canti and Martin are "pen pals" in the Gemelli Program. The Gemelli Program—or Twin Chapter Program—is the name for the liaison between the D/FW Chapter and the Italia Chapter.



Attendees at the July meeting at the DFW Hilton Executive Conference Center included Melrose Hotel staffers **Kimberley Petersen**, sales manager; and guest **Renee Cameron**, director of sales and marketing.



Co-chairs for the July meeting at the DFW Hilton Executive Conference Center were **Sally Goldesberry, CMP** (American Society of Mechanical Engineers), **Marilyn Manby** (Event Source Professionals), and **Lisa Shillings** (Southland Center Hotel). Not pictured is **Sandra Summers** (Jerrell, Inc.). In the Hilton's "Law Library," they stand before the statue of "Our Founder, the Honorable M.P. Eye."

The D/FW Chapter of MPI
 extends hearty
Congratulations!
 to the
D/FW Chapter of NACE
 (National Association of Catering Executives)
for being named
1994 Chapter of the Year
and for winning the
**1994 National
 Community Service Award**

*Photos by
 Mark Lazarow Photography*



Judging from circumstantial evidence, **M.T. Gnadt** (WorldTravel Partners), is getting a scoop for the "Grapevine" column, which will return in the September issue of the *CURRENT*. The judge's bench, courtesy of the DFW Hilton Executive Conference Center, was part of the creative decor for the July pre-meeting reception.



Hors d'oeuvres served in brief cases were a surprise and big hit at the pre-meeting reception at the DFW Hilton Executive Conference Center. **Kathi Thompson** (Inn on the River), chooses shrimp and assorted canapes served by Hilton waiters attired in business suits.



Attendees at the July meeting at the DFW Hilton Executive Conference Center included **Pat McCain, CMP** (Krisam Group) and **Karen Fogle** (Star Brand Ranch). Both were busily involved with responsibilities of subcommittees relating to the Membership Committee. McCain is director of membership and newsletter coordinator. Fogle is responsible for defining target markets for recruiting new members.

Membership Committee Offers a Golden Opportunity to Encourage Participation

By Pat McCain, CMP
Krisam Group

Recruiting new members for the D/FW Chapter of Meeting Professionals International is a golden opportunity!

The Membership Committee will, once again, use Galleria Gold as an enticement to get membership involved in recruiting new members. Ten dollars in Galleria Gold—coins that can be spent on merchandise in Galleria shops—will be awarded for every two new members recruited.



Pat McCain
Director of
Membership

Those who get involved in the membership drive early will have a greater chance of bagging that gold at the end of the year.

Start the new chapter year off right—maximize your membership by volunteering for a membership committee. By getting involved you help build and improve our chapter—which benefits the entire membership.

Participation on a membership committee means direct involvement with all members—new and old—providing a perfect opportunity to network.

Vice President of Membership Sherri Cook, CMP, has been hard at work determining ways to improve this vital area of our chapter.

“Opportunities abound for everyone. Even if you only have a limited amount of time, we can use your help,” Cook said.

The Membership Committee meets at the Doubletree Hotel at Lincoln Center the second Wednesday of every month at 5:30 p.m. Please stop by to learn how you can get involved in this vital committee.

On this page is a brief description of the responsibilities of the various membership committees. Please feel free to call the chairperson with any questions.

MEMBERSHIP COMMITTEE

September 14 (Wed.)
5:30 p.m.

Doubletree Hotel/Lincoln Center



VICE PRESIDENT—MEMBERSHIP

Sherri Cook, CMP

Sherri Cook & Associates

214/732-9396

Vice President of Membership Sherri Cook, CMP, oversees the eight subcommittees of the Membership Committee.

NEW MEMBER RECRUITMENT

Karen Fogle
Star Brand Ranch
214/932-2714

Responsible for defining target markets for recruiting new members, this committee follows up on leads, sends out membership information and keeps track of guest attendance at meetings.

MEMBER/GUEST ORIENTATION

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

Making new members and prospective members feel welcome and informed about the benefits of MPI is the goal of this committee, which conducts new member orientation monthly and keeps records on our newest members.

BUDDY PROGRAM/ NEW MEMBER INVOLVEMENT

Kathi Thompson
Inn on The River
214/424-7119

The Buddy Program ensures that new members meet new people and feel a part of our team. This committee organizes chapter members to link up with new members and guests, then follows up with guests encouraging further attendance and involvement in chapter activities.

MEMBER INVOLVEMENT

Traci Bower
Reunion Ranch
214/271-2666

Personal contact and an invitation to become more involved makes for more happy members. This committee contacts all members to discuss meeting attendance, a calendar of events, committee participation and overall membership contentment.

PHONE TREE

Debbie Small
Society of Petroleum Engineers
214/952-9319

The best way to keep members involved is to keep them informed. This committee's responsibility is a big one. Its task is to contact each member every month and make certain they know about the upcoming meeting, where it will be held, the educational topics, plus any special announcements. This is no small task but one that can easily be done in a very short period of time every month.

RETENTION/RENEWAL

Jennifer O'Loughlin
Infomart
214/746-3595

Keeping members is very important. Following up with those members whose membership is past due and making certain members' needs are being met will be the responsibility of this committee.

PRIZE COMMITTEE

Bettie Smith
Texas Instruments
214/917-3986

The Galleria Gold campaign has been a most successful tool for recruiting new members. This committee's responsibility is to monitor new member recruitment and then enjoy the fun of handing out the gold!

DIRECTOR OF MEMBERSHIP/ NEWSLETTER COORDINATOR

Pat McCain, CMP
Krisam Group
214/458-8692

Having an article in the newsletter each month keeps members abreast of the activities of the Membership Committee. This committee will work with all membership committee chairs for timely updates, and will also publish the list of new members.

Directory Update—D/FW Chapter Welcomes 7 New MPI Members!

Charles E. Corrales
Center for Community Coop.
2900 Live Oak Street
Dallas, TX 75204-6127
214/821-0911
Planner

Cathrine L. Cummings
Tandem Telecom Division
1255 N. 15th Street #7060
Plano, TX 75075
214/516-6218
Planner

Douglas Harman
Fort Worth CVB
415 Throckmorton Street
Ft. Worth, TX 76102
817/336-8791
Supplier

Lisa L. Kellum
DFW Hospital Council
250 Decker Court
Irving, TX 75062
214/719-4900
Planner

Sherry L. Richardson
Taco Bell Corp.
4101 Meadow Drive
Grapevine, TX 76051
214/258-2221
Planner

Katherine F. Scheib
Bill Bates Cowboy Ranch
Rt 4, Box 162
McKinney, TX 75070
214/390-7790
Supplier

James Watson
Vince Vance & the Valiants, Inc.
8347 Forest Hills Blvd.
Dallas, TX 75218
214/327-5477
Supplier

MPI
MEETING PROFESSIONALS INTERNATIONAL



INN ON THE RIVER

For meeting information and brochures, contact Kathi Thompson at 214-424-7119
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- Fax Machine, Conference Phone, Copier
- 22 Rooms
- Gourmet Meals
- Tranquil and Creative Haven

President's Message continued from page 1

They'll strive to provide monthly programs that are stimulating, educational and a lot of fun.

Vice President/Education **Charlotte Merrill-Davis** (Event Source Professionals), along with her able committee, will continue the outstanding tradition of excellence in education we've come to expect. It's a big challenge, but I know they're up to it! As they prepare this year's educational agenda, get ready to take advantage of some of the best offerings we've seen to date.

The vice president/membership has the challenge of recruiting, retaining, renewing and involving our membership. Member retention is probably one of the largest challenges we face. **Sherri Cook, CMP** (Sherri Cook & Associates), along with her motivated committee members, will work this year to maintain a retention rate of 73%.

Through effective recruitment campaigns, continuation of our successful "buddy" program, member orientation, phone tree, PGA and other new programs they'll work to build an even more dynamic, committed chapter.

Community relations, the newsletter, advertising and the Chapter of the Year project all come under the leadership of Vice President/Public Relations **Mary Lynn Novelli**

(Sterling Hotel Group) and her aggressive team. With emphasis at the international level for an annual meetings' industry "Legislation Day," the promise of another record-breaking *The Kids Charity Ball* event, production of a newsletter that "just keeps getting better," and promotion of Meeting Professionals International as our industry's premier association, this group certainly has their work cut out for them.

One easy way to keep up with what's current is by reading the *CURRENT*—cover to cover! It's a great read and our chapter's

best communication tool.

If you do read the *CURRENT*, you'll know that our chapter is indeed financially fit. That didn't just happen—it can be attributed to identifying priorities, adhering to a budget, and the watchful eye of Vice President/Finance **Carolyn Carey, CMP** (Allianz Life Insurance Company). Carolyn not only keeps tabs on our dollars and cents, but also oversees management of the MPI D/FW Job Bank.

The duties of the vice president/administration are many and **Michelle Carter** (Dal-

(continued on page 10)



Board members took time away from their hectic retreat schedule to enjoy some of the unique attractions Fort Worth has to offer, including an evening at Billy Bob's.

Editor's Notes

CURRENTly . . .

When the D/FW Chapter was recently awarded an individual star on the Wall of Honor at 'Give Kids the World,' it marked the first time this honor was bestowed on any MPI chapter.



Gracie H. Hilton
CURRENT Editor

The Wall of Honor recognizes donors who make a difference for this organization that provides cost-free vacations to central Florida attractions for thousands of children with life-threatening illnesses.

In 1986, the year Give Kids the World was initiated, 329 families were hosted. In 1994 the foundation expects to host more than 4,000 families.

Thanks to **Mary Lynn Novelli** (Sterling Hotel Group), 1994 ACE chair, co-chairs **Greg Pynes** (Town of Addison) and **Dana Nickerson, CMP** (Square One Productions), and the generosity of a host of chapter volunteers and corporate sponsors (the 1994 ACE raised \$51,000 for this worthy charity) many more terminally ill and medically

fragile children and their families will enjoy the benefits of a Florida adventure at this critical time in their lives.

In response to the end-of-the-year membership survey the Program Committee revised the format for the annual "Natural Resources" program. According to Vice President/Membership **Sherri Cook, CMP** (Sherri Cook & Associates), the **September 22** chapter meeting at the Infomart (11:30 a.m.) could easily be titled "The Members Speak."

In addition to the regular departmental focus, attendees, in round-table discussions, will be able to express opinions on issues of interest and concern, including chapter philanthropies, by-laws, policies and procedures; the nomination process—for board leadership as well as end-of-the-year awards—and changes at the international level.

Cook and **David Gisler** (Freeman Decorating) are co-chairs for the September meeting.

Attention! The **annual holiday celebration** will take place at the Tower Club Thursday evening, **December 22**. *This is one week later than our usual December meeting date.*

Mark your calendar now so you won't miss this always festive event. While you're at it, make a note to bring a big bag of non-perishable food and new or gently used clothing to the December gala—gifts that will be distributed through North Texas Food Bank and Trinity Ministry to the Poor.

Because **M.T. Gnad**'s popular column, "Heard it through the Grapevine," does not appear this month, here's a grapevine item about the columnist herself:

M.T. Gnad has accepted the position of marketing manager/Dallas for WorldTravel Partners. M.T. was formerly with National Business Association.

M.T. assures her loyal readers that "Grapevine" will return in September. Phone her with news about yourself or fellow chapter members—job changes, promotions, awards or special recognitions, weddings, or births. **M.T.'s new phone number is 214-702-1014, ext. 3031; her FAX is 214-702-1023.**

One of the best ways to keep up with news and views of other MPI chapters is to read their newsletters. The dozen or so I browsed through last month prove that new MPI President **J. William Boyd, CMP** (Sunbelt Motivation & Travel, Inc.)—long-time member of the D/FW Chapter—meant what he said about his goal to visit as many chapters as possible.

The newsletters chronicled his visits—now numbering more than 20—to chapters across the nation and in Canada.

For D/FW Chapter President **Diane Smith, CMP** (Alcon Labs) and her band of volunteers, the Second Annual MPI Texas Chapters Retreat is now history. Read more about this successful educational venture—the **Lone Star LINK UP**—in the September issue of *CURRENT*.

—ghh ☺

President's Message continued from page 9

las CVB) is ready to cover all the bases. Her duties include taking and reporting correct, complete and concise board meeting minutes, compilation of the chapter directory, registration at monthly meetings, and management of the chapter's executive secretary.

Michelle will work this year toward improving the meeting registration process, publishing a chapter directory that is as close to "error-free" as possible, and streamlining chapter mailings. You can assist Michelle by notifying both our chapter office and MPI Headquarters when you make a job, address, phone or fax change.

Lesley Meyer, CMP (Sunbelt Motivation & Travel, Inc.), immediate past president, will remain very busy this year as she serves as chair of the Nominating Committee, chapter liaison to Love for Kids, chair of the Council of Past Presidents and chair of the Protocol Committee.

Phyllis Firebaugh, CMP (A & C Enercom), president-elect, will spend this year familiarizing herself with the responsibilities of the presidency, the inner workings of the board and chapter policies and procedures. Phyllis will also serve on committees as determined by the president or board.

Our directors, including **Steve Kemble** (Steve Kemble Event Design), **Jan Pollard** (Omni Hotels National Sales), **Gregory Pynes** (Town of Addison), **M. T. Gnad** (WorldTravel Partners), **Jim Follett** (CHSE (InterContinental & Forum Hotels)), **Dorrit Turner** (Yellow Rose Touring & Special Events), **Jeff Means, CMP** (S E I Incentives) and **Linda Sergeant** (Bill Reed Decorations Inc.) will also be very busy this year. While all will either be working as committee members or chairs, they will also serve as backups to the various vice presidents.

It was a great retreat and we accomplished a lot. My thanks to the board for their enthusiastic participation. You performed as a team and laid the groundwork for another great year. For that, as well as your commitment and dedication to this chapter, I am grateful.

Finally, a sincere note of appreciation goes to The Worthington Hotel for graciously offering their wonderful hotel, excellent service and well-known "Fort Worth hospitality" to our board. It really set the stage for a results-oriented weekend. We also had the honor of sampling the new menus that will soon be offered in The Worthington's elegant restaurant, *Reflections*, and at Brassiere LaSalle.

The Worthington's \$20M+ renovation is almost complete and should bring the "Four Star" status this property deserves. My thanks to **Joe Bedsole**, sales manager (and Fort Worth MPI member) and **Dottie Duke**, senior conference manager, for helping make our retreat an outstanding success.

As we go forward, keep in mind that the overall goal this year is to surpass ourselves—and we've started in the right direction. The *MPI Challenge* is there, and we are prepared to accept it!

1994 Annual Convention

MPI 'Re-engineers' in Minneapolis

More than 1700—including 67 members of the D/FW Chapter—attended MPI's Annual Convention in Minneapolis in June.

"Re-engineering: The New Meeting Professional" was the theme of the three-day meeting that witnessed many changes for the world's largest association of meeting professionals.

J. William Boyd (Sunbelt Motivation & Travel, Inc.), long-time activist in the D/FW Chapter, was installed as president of the international association.

The name change—from Meeting Planners International to Meeting Professionals International—was announced with much fanfare. Pyrotechnics were ignited when an exploding balloon wall burst on stage to reveal a three-dimensional logo with the new name, accompanied by an original song, "The Power of MPI," performed live by singer-songwriter Paul Todd.

"The dramatic presentation of our new name will pale in comparison to the new successes that will unfold for our members and the industry alike under MPI's leadership in many areas," said President Boyd.

More than 3400 individuals (28% of the membership) cast ballots on the name change, with 97.7% voting in favor.

MPI's Marketing Committee proposed the name change to the International Board of Directors last December.

The MPI Board of Directors felt the change was necessary to properly recognize the development and maturation of the meetings industry as the association moves toward globalization, ever-increasing standards of professionalism, and an expanded mission.

Additionally, the change to *professionals* more accurately reflects MPI mem-

bership, which is comprised of 50% planners and 50% suppliers.

"The name change is indicative of an expanded mission for MPI as reflected in our new strategic plan," said Edwin L. Griffin, Jr., CAE, executive vice president and CEO of MPI. "We are positioning meetings as a major communications vehicle within our industry."

Other changes announced at the Annual Convention include the introduction of MPINet, the first global communications network for the meetings industry; the unveiling of MPI's Strategic Plan, developed by the Focus on the Future Task Force; and the announcement of an increase in MPI annual dues, largely in response to chapters seeking more funds to enhance education, as well as membership recruitment and retention efforts on the local level.



Sixty-seven members of the D/FW Chapter attended the 1994 Annual Convention in Minneapolis. In photos above and at left, they gather before evening social events.

MPI

MEETING PROFESSIONALS INTERNATIONAL®

Meeting Professionals International is the world's largest association of meetings professionals with more than 12,000 members in 42 countries and 49 chapters and clubs. MPI's mission is to provide educational opportunities and recognition for those in the meetings industry. The association is committed to excellence in meetings, continuous international growth, research, a strong chapter network and high ethical standards.

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