

# CURRENT

Meeting Professionals International

August 1995

Dallas-Fort Worth Chapter

## President's Message

### Board Establishes Goals for a Commitment to Excellence

By Phyllis Firebaugh, CMP  
Krisam Group

"Desire is the key to motivation, but it's the determination and commitment to an unrelenting pursuit of your goal—a commitment to excellence—that will enable you to attain the success you seek."

Mario Andretti "raced" his way to success with this motto. Your Board of Directors made a commitment to excellence at our recent weekend retreat of goal setting for the D/FW Chapter during 1995-96. Let the race begin!



Phyllis Firebaugh, CMP  
D/FW Chapter President

With contributions from committee members, the officers brought ideas and brainstormed with the entire Board about concerns regarding professional challenges in changing times.

We agreed on five main chapter goals that envelop our understanding of how to accomplish the most important issues:

- (1) Increase membership participation in all educational programs by 5%, 3% of whom are planners.
- (2) Maintain current membership level while increasing membership involvement 20% in all chapter activities.

*(continued on page 16)*

**MPI**  
MEETING PROFESSIONALS INTERNATIONAL®

August D/FW Chapter Meeting

## MPI PEC/Dallas Bound!

featuring a Distinguished Panel  
from the Dallas Host Committee

Thursday, August 24

Dallas Convention Center

Expansion Upper Lobby

650 S. Griffin

Dallas, Texas 75202

214-939-2700

Orientation 11:00 a.m.

Reception & Registration 11:30 a.m.

Luncheon & Program 12 noon-1:30 p.m.

Complimentary parking with CURRENT cover.

R.S.V.P. to Sandi  
by noon,  
Tuesday, August 22  
214-343-0555

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

See page 3 for more details and meeting reservation policy.

# INSIDE

August Meeting Info

3

"Texas Cookin'" for PEC

12

Surfin' the MPINet

5

Membership News

14

Education News

9

Cook, Wallace Honored

17

Last Month's Meeting

10

The Kids Charity Ball '96

18

# CURRENT

## MPI

MEETING PROFESSIONALS INTERNATIONAL®

### Dallas/Fort Worth Chapter

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#### MISSION STATEMENT

##### MEETING PROFESSIONALS INTERNATIONAL

Meeting Professionals International is the pivotal force in positioning meetings as a primary communication vehicle and a critical component of an organization's success. Meeting Professionals International leads the meetings industry by serving the diverse needs of all people with a direct interest in the outcome of meetings, educating and preparing members for both their changing roles and validating relevant knowledge and skills, as well as demonstrating a commitment to excellence in meetings.

The *CURRENT* is published 12 times yearly for the D/FW Chapter of Meeting Professionals 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

## CHAPTER MEETINGS

**August 24, Thursday**  
Chapter Meeting  
Dallas Convention Center  
"The ABCs of 1995 PEC"  
11:30 a.m./Lunch

**NOTE DATE CHANGE!**  
**September 21, Thursday**  
Chapter Meeting  
INFOMART  
"Meeting Technology"  
Joint Meeting with IAEM  
11:30 a.m./Lunch

**October 26, Thursday**  
Chapter Meeting

**November 16, Thursday**  
Chapter Meeting

**December 21, Thursday**  
Chapter Meeting  
Holiday Party

**1996**  
**January 25, Thursday**  
Chapter Meeting

**February 29, Thursday**  
Chapter Meeting

**March 28, Thursday**  
Chapter Meeting

**April 25, Thursday**  
Chapter Meeting

**May 23, Thursday**  
Chapter Meeting  
Annual Awards Banquet

**June 27, Thursday**  
Chapter Meeting

## EDUCATIONAL OPPORTUNITIES

**August 24**  
"Introduction to Meeting &  
Convention Management"  
"International Meeting Planning"  
Richland College

**December 10-12**  
'95 Professional Education  
Conference/North America  
Dallas

*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.*

## Upcoming Events • Related Organizations

**NACE**  
**September 6**  
Stoneleigh Hotel  
6 p.m.

**HSMAl**  
**September 14**  
Hyatt DFW  
Joint North Texas Chapter  
Speaker Chris Avery,  
HSMAl President

**IAEM**  
**September 21, Thursday**  
INFOMART  
"Meeting Technology"  
Joint Meeting with  
D/FW Chapter of MPI  
11:30 a.m./Lunch

## August Meeting Highlights

# Dallas PEC '95—Four Months and Counting! Hear all about it at Dallas Convention Center

By Michelle Carter

*Southfork Event & Conf. Center*

Four months and counting until Dallas and the D/FW Chapter will host one of MPI's largest conferences! The '95 PEC—December 10-12— will be the first large MPI meeting in Dallas since 1979, and the Host Committee is counting on the chapter to help make the PEC in Dallas the best yet.

At the August 24 dinner meeting at Dallas Convention Center (Expansion Upper Lobby), Dave Whitney (president and CEO of the Dallas Convention & Visitors Bureau), acting chair of the Host Committee, and a distinguished panel from that committee will be on hand to discuss what the PEC means to Dallas and the D/FW Chapter and to review opportunities for involvement and sponsorships.

Participants will include Whitney, Greg Elam (Dallas CVB); Colleen Rickenbacher, CMP (Dallas CVB); Sally Gibbons (Wyndham Anatole); Alan Powdermaker (Circle R Ranch); Lesley Meyer, CMP (Sunbelt Motivation); and Ellen Beckert (The Freeman Companies).

A highlight of the program will be a video review of the performance of D/FW Chapter members attending the '94 PEC in Vancouver, B.C., Canada. At the "Come to Dallas in 1995" luncheon—co-sponsored by the Dallas Convention and Visitors Bureau, the Wyndham Anatole and the D/FW Chapter—our members entertained, danced, stomped, whistled, whooped and holed and generally stirred up lots of enthusiasm for the December PEC.

Our mission is to surround the 1995 PEC with social events, hosting events, welcoming, coordination and special highlights. The duty, challenge and opportunity of the Host Committee and the

chapter is to do what we do best—operate incredible events! Come hear all about it August 27!

Orientation at the August meeting begins at 11:00 a.m. Reception and registration is at 11:30 am. Luncheon will be served at 12 noon with the program from 12:45-1:30 p.m.

Committee members for the August meeting include Colleen Albert Rickenbacher (Dallas CVB) and Stephen Foster (Yellow Rose Touring and Special Events).

Bring the front page of the *CURRENT* for complimentary parking in the center lot between Griffin and Lamar or the Parking Garage, Level I, off Griffin.

### D/FW Chapter

#### 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).

*meetings*  
**ELEVATING**   
*to achieve the bottom line.*

**1995 PROFESSIONAL EDUCATION**

**CONFERENCE—NORTH AMERICA**

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**DALLAS, TEXAS**

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registration materials,  
call 1-214-712-7730.

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*Committed to Educational Leadership*

## Editor's Notes

# CURRENTly . . .

Following is a copy of a message posted in the MPINet Forum:

**SUBJECT:** Harvesting Achievement  
**SECTION:** Chapter Managers  
**DATE:** Friday, July 28, 1995, 12:53:12 p.m.  
**TO:** Hattie Hill-Storks, 74117,700  
**FROM:** Gracie Hilton, 75647,22

Great presentation to the D/FW Chapter last night! As you discussed *Commitment*, **Mark Lazarow** (chapter photographer) started fidgeting. By the time you got to *Passion*—his eyes were getting big and round with excitement; his wheels were churning!

When you got to *Resourcefulness* he was whispering to me so animatedly, I couldn't focus on what you said next about *Partnering*. By the time you got to *Innovation*, Mark was about to jump out of his seat!



**Gracie H. Hilton**  
The Write Stuff  
CURRENT Editor

The lights were going off in his head—lightbulbs popping so brightly, I was nearly blinded by the light—as he thought of all the wonderful ways the D/FW Chapter could use videotapes of our chapter meetings . . . and, at the same time, volunteering the videotaping services (*not for profit*—purely for chapter educational use)—along with his partner, Ron

Long, who's been a professional videographer for years.

After the meeting, we beckoned to **President Phyllis Firebaugh, CMP** . . . Mark (I call him "HyperMan") kept on and on . . . "explaining" why videotaping the meetings would be a great idea. So excited was he . . . he didn't notice that Phyllis was grinning from ear to ear after the first sentence—already imagining the uses Mark's offer could have in the chapter's new "PO<sup>4</sup>Ds" education program. We quickly pulled two other active MPIers—a planner and a supplier—into the conversation . . .

Long story short: Phyllis will soon appoint a committee to study all angles of Mark's videotaping offer (clearing the way with outside speakers, etc.)—and we're on our way, I think, toward another exciting educational innovation!

All this is to say—dynamite presentation, **Hattie Hill-Storks!** That's what I call instantaneous affirmation of your presentation skills! :->

My own "lightbulb" response took place during the drive home from the chapter meeting. During the program, we heard about **Sue Ferguson-Fry's** new job at *Confeti*—a direct result of her listing in the D/FW Chapter's Job Bank.

During the reception we heard excited conversation from **Sherri Cook, CMP**, about her role as a meeting and event planner in the August "United We Stand America" megaconference in Dallas—a job snagged through her affiliation with MPI.

Lightbulb! Stories like that probably abound in our chapter! How about a regular feature in the *CURRENT* detailing job affiliations that are a direct result of MPI membership?!

Inquiring minds want to know!

—ghh ☺

## News Briefs

### Associate Memberships Now Available

The D/FW Chapter now offers members of other chapters an opportunity to join as an associate member for \$60.

An associate membership is \$60. Benefits include participation in all chapter activities.

Benefits include • all chapter monthly mailings, including the newsletter and other activities announcements; • a copy of the Chapter Membership Directory; • listing as an Associate Member in the Directory; • preferred advertising placement in our monthly newsletter and Annual Directory; • attendance at monthly meetings at the member rate for advance registration; and • participation in all chapter activities.

For more information, call Sally Goldesberry, CMP (Meetings & Exhibit Specialists), 214-407-0755.

### Entries Sought for Global Paragon Award

Entries for the Global Paragon Award, an industry-wide program recognizing exceptional and distinctive meetings, are now being accepted for the 1995 competition.

A brochure outlining entry procedures will be mailed to all members in July. The deadline for entries is October 20.

For more information, call MPI's Marketing Department, 214-712-7750.

### 1995-96 President's Honor Roll Debuts

"Lights, Action, Recruitment" is the theme of the 1995-96 membership campaign which debuts this month.

The President's Honor Roll rewards existing members for enrolling new association affiliates. The top prizes include a seven-day excursion for two to Barcelona, Spain; a four-day trip to Beverly Hills, CA; and a complimentary registration and flight to the 1997 Professional Education Conference-North America in San Francisco.

For more information, call MPI's Marketing Department, 214-712-7750.

## CURRENT Deadlines

Upcoming deadlines for copy and ads for the D/FW Chapter of MPI newsletter, the *CURRENT* —

ISSUE	DEADLINE
Sept. '95	Aug. 18, Friday
Oct. '95	Sept. 15, Friday
Nov. '95	Oct. 13, Friday
Dec. '95	Nov. 10, Friday
Jan. '96	Dec. 15, Friday

Copy is cheerfully accepted early. Because of production schedules, information received after 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.

Please mail 3.5 disk, Windows format—preferably in Microsoft Word or WordPerfect—to Gracie H. Hilton (The Write Stuff), *CURRENT* editor, 3020 Glasgow Court, Arlington, TX 76015 or send copy via Compuserve: 75647,22.



Linda Sergeant

# Surfin' the MPINet Highway

By Linda Sergeant (Bill Reed Decorations)

*This column explores MPINet, the first global online communications system designed specifically for the meetings industry.*

MPINet, now 1000+ members strong, officially celebrates its first birthday this summer.

MPINet was one of the hottest of the "hot" topics at the recent **"ALL ONE WORLD PARTNERSHIP FOR SUCCESS MPI" Annual Convention** in Chicago. Creating and maintaining partnerships requires effective communications, and the MPI and MPI Associate forums were recognized as premier vehicles for allowing planners and suppliers to develop partnerships for success worldwide.

CompuServe software was included in every registration packet, free of charge. MPINet celebrated its first birthday in June, and it is predicted that we will see a big addition to the 1000+ members now on board.

**"Introduction to MPINet"** was among several related educational sessions. It was presented by Doug Fox, (Doug Fox Communications, Charlottesville, VA), creator of the MPINet; Robin Craven, (Smart Meetings); and Silke C. Laetz (Mary Charles & Associates).

**"MPINet Means Business"** was presented by two of this year's award winners: Doug Fox, and Rod Marymor, CMP (Cardinal Productions, San Francisco, CA.) Fox was awarded the President's Award, and Marymor was named Chapter Manager of the Year.

Exhibit and demonstrations areas on MPINet included information on **"Freeman Online"** at the Freeman Decoration trade show booth. Freeman Online is an MPINet Associate which offers trade show managers and exhibitors an electronic method for completing exhibitor services forms. This service was offered to all exhibitors at MeetingPlace '95.

Marie Bloechle, the MPINet systems operator, along with numerous net volunteers, staffed a demo area throughout the conference. The six computers online in this area were constantly in use.

**"Technology: Everything Old Is New Again"** was presented by Coleman, CMP (The Conference Works, Chicago, IL) and the 1993-94 president of MPI. On the not too distant horizon, Coleman said, expect: • new printers with IrDA standard infrared transceivers that enable users to "beam" files to printers; • wrist telephones; • cellular digital modems, enabling users to access from anywhere in the world their e-mail and/or networks from their portable computers; and • Windows 95.

By December '95, Coleman predicts the following equipment will be offered at a price under \$2000: 90MHZ Pentium, 850MB hard drive, 1MB 64-bit PCI video, v.34 modem, 4X CD-Rom, 16-bit stereo sound, 15 inch SVGA monitor, and 20MG Ram. He *strongly* recommends this list of equipment to anyone considering purchasing new equipment. The software and applications being written today will require it.

BTW—Two of the best parties at the conference were hosted by

MPINetters! <g> It is a community growing with amazing speed.

Please note: Our September chapter meeting at the Infomart will be on "Meeting Technology" and will include MPINet! Be sure to attend this exciting meeting! Also, I will keep you informed about the MPINet sessions and activities at the PEC in Dallas in December.

## D/FW Chapter "Netters"

*As this issue of CURRENT goes to press, D/FW Chapter members among MPINet subscribers include:*

- Ellen Beckett** (Freeman Decorating)
- Judy Benaroch, CMP** (Sunbelt Motivation & Travel, Inc.)
- Bill Boyd, CMP** (Sunbelt Motivation & Travel, Inc.)
- Inga Bowyer** (ROI Meetings and Events Inc.)
- Sheri Cook, CMP (Sherri Cook & Associates)**
- Greg Elam** (Dallas CVB)
- Phyllis Firebaugh, CMP** (Krisam Group)
- Jim Follett, CHSE** (InterContinental and Forum Hotels)
- Steve Foster** (Yellow Rose Touring & Special Events)
- Betty Garrett** (Garrett Speakers International)
- Sally Goldesberry, CMP** (Meetings & Exhibits Specialists)
- Hattie Hill-Storks** (International Productivity Institute Inc.)
- Gracie Hilton** (The Write Stuff)
- Pat McCain, CMP** (Krisam Group)
- Charlotte Merrill-Davis** (Event Source Professionals, Inc.)
- Debbie Meyers** (Bravo! Entertainment)
- Jim Monroe** (Gale Sliger Productions)
- Darla Ogle** (HyperGraphics)
- Virginia Paxton** (Ginny's Gifts)
- Greg Pynes** (Town of Addison)
- Linda Sergeant** (Bill Reed Decorations)
- Sal Sessa** (Sal Sessa Events Photography)
- Tracey Smith** (Computer Language Research)
- Bob Walker** (AVW)

*Do you have questions you would like to see answered in this column? Please contact Linda Sergeant (Bill Reed Decorations, Inc.), 333 First Ave. Dallas, TX, 75226; FAX: 214-823-3191; CompuServe address: 74117,705.*

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Garlic Whipped Potatoes  
Black Bean Chili  
Assorted Rolls and Butter**

**Godiva Soufflé**

*Prices range from \$23.95 to \$56.95 (++)  
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## Heard it through the Grapevine!

By M.T. Gnad  
'Grapevine' Columnist

**Bill Boyd, CMP**, president of *Sunbelt Motivation & Travel, Inc.*, and **Don DeFeo**, director of regional sales, *Medallion Hotels, Inc.*, were named among the top 25 most influential people in the meeting industry by *Meeting News*.

**Pat McCain, CMP**, vice president, *Krisam Group*, and her husband David, announce the birth of their first child. Conner David McCain arrived June 23.

**Steve Kemble**, *Steve Kemble Event Design*, was named National Affiliate of the Year by the National Association of Catering Executives. An event Kemble planned for the dedication of Dallas' Pioneer Plaza was named "Best Event in the U.S."

**Carmen D. Murphey, CMP**, meeting & exhibits manager, *Associated Locksmith of America*, and her husband, Steven, announce the birth of their second child. Steven II arrived June 9. His six-year-old sister, Samantha, is excited to have a baby brother.

**Tamara Quilty** has joined the *Sprint Marketing Group* as a meeting planner. Her former position was sales manager for the Dallas CVB.

**Mollie Wallace, CMP**, will establish *Miller Freeman's Meetings, Incentives and Special Events Department* as the director of meetings and incentives. She formerly owned her own business, *Planning Professionals, Inc.*, in Orlando, FL. She was recently named one of two "Tomorrow's Leaders of MPI" at the Annual Convention in Chicago.

**Sherri Cook, CMP**, *Sherri Cook & Associates*, was named one of two "Tomorrow's Leaders of MPI" at the Annual Convention in Chicago. (See related story on page 17.)

**Bernadette M. Huser** recently moved to Miami to work as a meeting planner for *American Express*. She was formerly incentive coordinator for *Dr. Pepper/Seven Up*.

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 (214-539-6538 • or FAX 214-724-0932) about items of interest for this column.



*Out of a job?*

*Looking for a  
new challenge?*

*Seeking a qualified  
applicant to fill a  
position?*

*Check out  
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 specifying the type of  
position that interests you

*Send these items to:*

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

*All inquiries are confidential.*

D/FW MPI's

**JOB  
BANK**



**Program Committee for Meeting at Stadium Club, Texas Stadium**

Program Committee members for the June meeting included **Mary Barnes Knox** (Kim Dawson Agency), **Stephanie Staubach** (Personalities International), **Amanda Willbanks** (Adolphus Hotel), and **Marsha Singer** (The Executive Connection).



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### 1995 PROFESSIONAL EDUCATION

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## D/FW Chapter

**MPI**

MEETING PROFESSIONALS INTERNATIONAL

Chapter of the Year 1994  
Chapter Newsletter Award 1995

Chapter of the Year 1988 • Chapter of the Year 1989

Meeting & Trade Show Technology  
September 21

11:30 a.m. • lunch

MPI & IAEM joint meeting  
INFOMART • 7th Floor

Plan to attend morning workshops and afternoon exhibits showcasing the latest in relevant technology

*note date change!*





## Richland College Meeting Planning Courses Scheduled

By Greg Pynes  
*Town of Addison*

MPI, in partnership with Richland Community College—a member of the Dallas County Community College District—announces fall classes toward a two-year Associates Degree program in meetings management.

Fall semester classes through the Travel and Tourism program begin August 24 and conclude in December.

Classes offered this semester are “Introduction to Meeting & Convention Management” and “International Meeting Management.”

The courses are taught by Certified Meeting Professionals (CMPs) from the D/FW Chapter of MPI, plus other industry experts.

Last fall more than 200 students were enrolled in the program. Students included many who were just beginning their college careers as well as a number currently in the industry plus individuals training for a career change.

About five years ago chapter member Norb Detmann, PhD, CMP (Professional College Management), led the effort to create a partnership with Richland so that the D/FW Chapter could offer continuing education courses in meeting management.

About two years ago MPI along with other industry partners in the D/FW area identified a need to enhance the Chapter program with Richland because of the rapid growth and changing nature of the business. The result was the two-year associates program in meeting management.

To register for either course, call Richland College at 214-238-6144. For more information about the program contact Greg Pynes (Town of Addison), 214-450-6200; or Colleen Albert Rickenbacher, CMP (Dallas CVB), 214-746-6628.

## PO<sup>4</sup>D Corner

# Hey, PO<sup>4</sup>Dner! You Now Have Your Own Personal PO<sup>4</sup>D!

By Don DeFeo  
*Medallion Hotels, Inc.*

The Education 2000 Task Force has been surging forward on the PO<sup>4</sup>D (Professional Opportunity for Development) plan!

All D/FW Chapter members have been assigned to one of the 10 PO<sup>4</sup>Ds—geographically identified by business address zip codes. The goal: to develop and deliver our chapter’s educational mission to more than 600 members spread throughout the Dallas/Fort Worth metroplex.



*Don DeFeo*  
*Medallion Hotels*

In addition to the many educational topics each pod will determine for itself, other benefits include being able to:

- Network with a Neighbor!
- Meet New “PO<sup>4</sup>Dners”!
- Learn a New Language—“PO<sup>4</sup>Dspeake”!

The PO<sup>4</sup>Ds will meet a minimum of four times a year, at a convenient location within the zip code area of the PO<sup>4</sup>D members. Within each PO<sup>4</sup>D will be facilitators who will develop with the PO<sup>4</sup>D participants an educational program to meet their preferences regarding topics, time, distance, cost and variety.

Interim chairpersons assigned to each PO<sup>4</sup>D will meet late this month to finalize details before the first PO<sup>4</sup>D meetings in September.

Look for more information each month in the new “PO<sup>4</sup>D Corner” in the *CURRENT*. All members are free to attend other PO<sup>4</sup>D meetings should a topic or networking opportunity interest them.

The program has received enthusiastic response from Chapter Board members and we’re sure that all D/FW Chapter members will be excited as well about the many PO<sup>4</sup>D possibilities!

## Walk

## a While

## in My Shoes

A new name for a  
super successful series!

After rave reviews, this interactive educational program will be offered again this fall. Details TBA soon!

## July Meeting Highlights

# Hattie Hill-Storks Challenges Chapter to Harvest the "Seeds of Success"



Cookin' up interest in "Texas Cookin'" were **Mary Lynn Novelli** (Sterling Hotels & Resorts), **Lesley Meyer, CMP** (Sunbelt Motivation & Travel, Inc.), **Joe Diaz** (Delta Air Lines), **Carolyn Carey, CMP** (SEI Incentives), **Ellen Larson** (Wyndham Anatole Hotel), and **Kathy Senese** (Omni Hotels). (For more information about Texas Cookin' see page 12.)



**Hattie Hill-Storks** (International Productivity Institute, Inc) discussed "Seeds of Success" at the July 27 dinner meeting at Doubletree @ Lincoln Centre. "MPI's Natural Resources," an annual program for the D/FW Chapter of MPI, focuses on opportunities for involvement in chapter programs and activities.



Stirring up interest in Education were **Cherrie McBratney** (AMS Users Group), **Holly Saucedo** (AMS Users Group), **Colleen Albert-Rickenbacher, CMP** (Dallas Convention and Visitors Bureau), **Cathy Mason** (UStavel Incentives), **Marti Fox** (Independent Planner), V.P./Education **Greg Pynes** (Town of Addison) and **Susie Carr, CMP** (Annuity Board of the SBC).

Photos by Mark Lazarow Photography

BELOW: **David Erkel** (International Meeting Management Services) was recruited at the Public Relations booth to be a feature writer for the *CURRENT*.





Recruiting volunteers to assist with membership growth activities were **Bettie Smith** (Texas Instruments), V.P./Membership **Sally Goldesberry, CMP** (Meetings & Exhibit Specialists), **O.D. O'Donnell** (Nightlife Talent and Management Agency), **Esther Wigley, CAS** (Appointments Professional Advertising) and **Kelly Nolan** (Bronco Entertainment).



New moms **Pat McCain, CMP** (Krisam Group) and **Jyll Bishop** (Riverside Farms) get together to discuss their own seeds of success.

### *Photos by Mark Lazarow Photography*

#### **THANK YOU!**

Many thanks to the individuals and companies whose time, talents, and expertise contributed to the enjoyment of the July meeting.

Facility hosts at the Doubletree at Lincoln Center were **Kevin Gilbert** and **Michael Gongre**.

Guest speaker was **Hattie Hill-Storks** (International Productivity Institute.)

Thanks to **Linda Sergeant** (Bill Reed Decorations) and **Pam Rhone** at Dallas Parks Foundation for the centerpieces.

BELOW: Program Committee members for the July meeting were **Gail Lemaire** (Adolphus Hotel), **Marilyn Manby** (Event Source Professionals), **Cathy Mason** (USTRavel Incentives) and **Betty E. Garrett, CMP** (Garrett Speakers International.)



# Gift for PEC Attendees, Foundation Fundraiser Deadline is Aug. 31 for Recipes for Texas, Regional Specialties for MPI Cookbook

Last call for "Texas Cookin'!"

The D/FW Chapter of MPI is cooking up a cookbook, and we need your recipes—by August 31!

A cookbook featuring favorite Texas or regional specialties from among our membership—as well as from noted Dallas/Fort Worth area chefs and state and local celebrities—will be a special gift for all attendees at the PEC Conference/Dallas in December.



Mary Lynn Novelli  
President-Elect

Later, the cookbook will be sold to our chapter membership as the 1995-96 MPI Foundation Fundraiser. Terrific way to take care of some of the names on your holiday gift list!

Think about it! We're looking for the recipe in your collection that has that "something extra." It may be the dish your family always requests, or the one you pull out for special guests. It may be its ease of preparation or the beauty of its presentation that makes it special. We want the recipe that always gets rave reviews, whether it's "tried and true" or original and new.

As you consider your collection of regional favorites, consider "country cooking," "Southern cooking," barbecue, Mexican or "Tex-Mex;" or "ethnic with a regional twist."

If your recipe is chosen for the collection of 600, your name and company name will be included.

## Recipe Specifics

Recipes will be organized by these categories: •Soups/Salads/Sauces; •Appetizers/Relishes/Pickles; •Entrees (Meats, Fish, Chicken, Casseroles); and •Dessert/Beverages.

Each contributor may submit a maximum of two recipes. Please include ingredients (in order of use), and prepara-

tion instructions (including cooking time and temperature). Be clear about measurements! (How much is a "pinch"?) Please include serving size and number of servings. Don't forget to give the recipe a name!

Be aware of possible copyright violations. If the recipe is from a cookbook, be sure to include the name of the book.

Please mail your recipe (typed, please!), or diskette (saved in WordPerfect or Microsoft Word) to: Mary Lynn Novelli, Sterling Hotels & Resorts, 5201 North O'Connor Blvd., Suite 500, Ir-

ving, Texas 75039. Or, you can FAX it to 214-402-4889.

Remember! The deadline for submitting recipes is August 31.

## Volunteers Needed!

President-Elect Mary Lynn Novelli (Sterling Hotels & Resorts) is chair of the cookbook committee. Co-chair is Lesley Meyer, CMP (Sunbelt Motivation & Travel, Inc.).


Volunteers are needed to help coordinate the cookbook and secure bids from printers, Novelli said. Please call her at 214-402-4875 to volunteer.

The D/FW Chapter of MPI seeks your favorite recipes for

# Texas Cookin'



*Texas & Regional  
Specialties to  
Please Palates &  
Tempt Tastebuds of  
PEC Attendees and  
Many Others!*

- Soups/Salads/Sauces
- Appetizers/Relishes/Pickles
- Entrees
  - Meats 
  - Fish
  - Chicken
  - Casseroles
- Dessert/Beverages.

Please mail your recipe on disk to:  
Mary Lynn Novelli • Sterling Hotels & Resorts  
5201 North O'Connor Blvd. • Suite 500 • Irving, Texas 75039.  
See related article for more details.

# D/FW MPI Stars!

Chapter members who contribute services or products to chapter meetings and special events will be recognized as STARS of D/FW MPI. Member companies can achieve up to "FIVE STAR" status.

If you have a product or service you would like to showcase, call or fax your board resource liaison. And when your company donates a product or service, be sure to provide a tracking form to the appropriate board member.

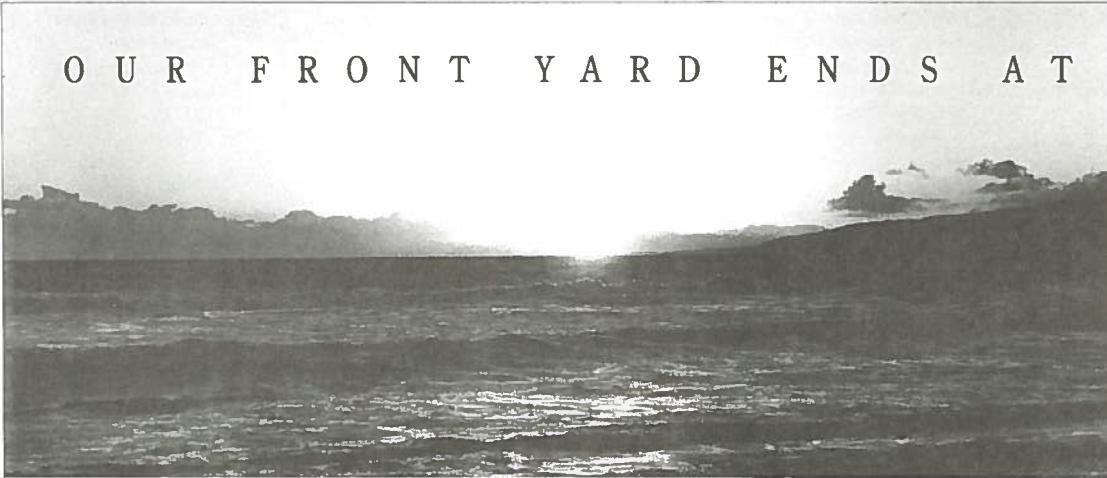
## Report 'Star Status' Offers & Records to these Board Members:

<b>Resource Liaison</b>	<b>Resource Area</b>	<b>FAX</b>
Jan Pollard (Omni Hotels)	Chair	214-444-8822
Deborah Wheeler (Society of Petroleum Engineers)	Transportation	214-952-9435
Susie Carr (Annuity Board of the SBC)	Hotels, Caterers, Meeting Sites	214-720-2105
Sherri Cook (Sherri Cook & Associates)	Audio Visual	214-732-9398
Gail LeMaire (Adolphus Hotel)	Speakers, Entertainment	214-651-3563
Tracey Smith (Computer Lang. Research, Inc.)	Decorators, Gift Baskets, Promo Items	214-250-7859
Kathi Thomnpson (The Inn on the River)	Printers, Graphic Artists, Signage	214-424-9766

Watch for the Stars!

Watch for regular listing of D/FW MPI Stars!

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# MEMBERSHIP NEWS

## 'New Kids on the Block'

## D/FW Chapter Welcomes 30 New MPI Members!

**Ronald L. Baron**  
Sports Fantasy  
12230 Wildglen Drive  
Dallas, TX 75230  
214/691-9476  
Supplier

**Leah Belasco**  
Cooper Aerobics Ctr. Guest Lodge  
12230 Preston Road  
Dallas, TX 75230  
214/386-0306  
Supplier

**Robin Bielitz**  
Aircar, Inc.  
2351 Northwest Hwy; Suite 1130  
Dallas, TX 75220  
214/351-6306  
Supplier

**Monette N. DeBaun**  
Doubletree Guest Suites Hotel  
4650 West Airport Freeway  
Irving, TX 75062  
214/790-0093  
Supplier

**Sandra Dingler**  
Party Service-Event Arrangements  
8333 Douglas; Suite C-50  
Dallas, TX 75225  
214/363-9366  
Planner

**Vincent S. Elorza**  
Fiesta Americana Hotels  
5950 Berkshire Lane; Suite 990-LB2  
Dallas, TX 75225-5846  
214/891-3150  
Supplier

**Nancy Forrest**  
Worthington Hotel  
200 Main Street  
Fort Worth, TX 76102  
817/882-1601  
Supplier

**Lou Ann Freeman**  
Chateau Magdalena Catering  
2156 Northwest Highway; Suite 301  
Dallas, TX 75220  
214/869-2167  
Supplier

**Samuel A. Guarisco**  
Hilton Hotels Corporation  
4835 LBJ Freeway; Suite 535  
Dallas, TX 75244  
214/701-3716  
Supplier

**Michael P. Hamilton**  
Mystery Dinner Playhouse  
2222 Flat Creek  
Richardson, TX 75080  
214/348-2710  
Supplier

**Joan Hunniford**  
D & B Software  
4100 Alpha Road; Suite 1100  
Dallas, TX 75244-4395  
214/934-3640  
Planner

**Wendy A. Johnson**  
6558 St. Mortiz Ave.  
Dallas, TX 75214  
214/821-0513  
Planner

**Janet Johnston, CMP**  
Loews Anatole Hotel  
2201 Stemmons Freeway  
Dallas, TX 75207  
214/761-7263  
Supplier

**Pete Karabats**  
Johnson & Johnson Medical  
2500 Arbrook Blvd  
Arlington, TX 76014  
817/784-5384  
Planner

**Stanley Koonce**  
Wyndham Hotels & Resorts  
2001 Bryan Street; Suite 2300  
Dallas, TX 75201  
214/978-4540  
Supplier

**Sarrie L. Krepps Souleret**  
Texas Lil's Diamond A Ranch  
Route 1 Box 80A  
Justin, TX 76247  
817/430-0192  
Supplier

**Jeffery Marker**  
Bauer Audio Visual  
1607 West Mockingbird Lane  
Dallas, TX 75235  
214/630-6700  
Supplier

**Kenny McKay**  
Radisson Hotel  
1893 West Mockingbird Lane  
Dallas, TX 75235  
214/634-8850  
Supplier

**Tricia L. Moore, CTC**  
Booz Allen & Hamilton, Inc.  
901 Main Street; Suite 6500  
Dallas, TX 75202  
214/746-6527  
Planner

**Frank Morogiello**  
American Airlines  
4333 Amon Carter Blvd; MS5-302  
Fort Worth, TX 76155  
817/967-2033  
Supplier

**Darla M. Ogle**  
HyperGraphics Corporation  
308 North Carroll  
Denton, TX 76201  
817/565-0004  
Supplier

**Judith F. Owen**  
J & S Audio Visual  
3373 Towerwood  
Dallas, TX 75234  
214/241-5444  
Supplier

**Jolene Panigot**  
Marriott Hotel  
1500 Convention Center Drive  
Arlington, TX 76011  
817/631-8200  
Supplier

**Lynn C. Peugh**  
North Texas Commission  
3851 Woodhollow Drive; Suite 108  
Euless, TX 76049  
817/545-7897  
Planner

**Jennifer L. Price**  
Student  
2600 Verandah Lane, #713  
Arlington, TX 76006  
214/556-9362  
Student

**Kendahl R. Rasnick**  
Hilton Hotel Parkway  
4801 LBJ Freeway  
Dallas, TX 75294  
214/661-3600  
Supplier

**Heddy Roth**  
The Perfect Solution  
6921 Meadow  
Dallas, TX 75230  
214/631-9732  
Supplier

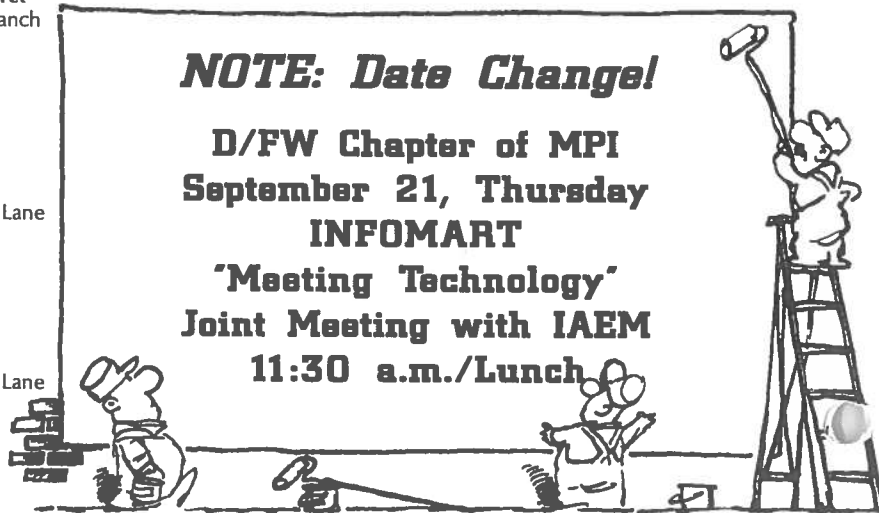
**Ann M. Stetson**  
Le Meridien Hotel  
650 North Pearl Street  
Dallas, TX 75201  
214/855-1788  
Supplier

**Deborah Walker-Itaiwi**  
Grand Hotel  
1914 Commerce Street  
Dallas, TX 75201  
214/747-7000  
Supplier

**Debbie White**  
Johnson & Johnson Medical  
2500 Arbrook Blvd  
Arlington, TX 76014  
817/784-5313  
Planner

**NOTE: Date Change!**

**D/FW Chapter of MPI  
September 21, Thursday  
INFOMART  
'Meeting Technology'  
Joint Meeting with IAEM  
11:30 a.m./Lunch**



## Membership Renewals



**Karen Carter**  
Hewlett Packard

**Dick G. Champ, CHSE**  
Hilton & Conrad Hotels

**Bryan Clark**  
Tiffany & Co

**Gary A. Clark**  
AVW Audio Visual, Inc.

**Susan E. Conley, CMP**  
Texas Credit Union League

**Judy C. Crow**  
AT&T

**Erin M. Donohue**  
Omni Hotels

**Angela Eger**  
Texas Society of CPA's

**Greg Elam**  
Dallas Convention & Visitors Bureau

**Vincent S. Elorza**  
Fiesta Americana Hotels

**Lori J. Farris**  
Pomodoro/Arcodoro

**Helen J. Gatewood**  
World Assn. Alcohol Beverage Industry

**Judith Gausnell**  
Harvey Hotel Management Corporation

**Jennifer L. Gerdel**  
Hadson Corporation

**Victoria Griffiths**  
Andersen Consulting

**Roselind A. Height**  
Exxon Corporation

**Linda Hughes**  
Mobil Oil Corporation

**Mona Kestler**  
Bauer Audio Visual

**Fred Knieberg, CMP**  
AFK & Associates, Inc.

**Mark S. Lazarow**  
Mark Lazarow Photography

**Cheryl Lilley**  
ADSC

**Janet Martin**  
US Motivation

**Jan McDonnieal-Wilson**  
Nat'l Ind. Automobile Dealers Assn

**Susann McElroy**  
Lady Love Skin Care

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

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## President's Message—Board Establishes Goals for a Commitment to Excellence

continued from page 1

(3) Provide learning opportunities that educate our members and/or benefit our community via the five following special projects: Education 2000 Task Force/PO'Ds; MPI Foundation Fundraiser; The Kid's Charity Ball, Mentor Program and the 1995 Professional Education Conference-North America.

(4) Establish a job bank tracking system and creative marketing strategies that will result in increased participation and job placement.

(5) Redevelop paid administrator's responsibilities, including database, to facilitate our chapter operations.

Discuss with your Board members any of the particulars about which you would like more information. We are committed to represent you and are eager to communicate effectively.

You will notice each Board member wearing a "Commitment to Excellence" lapel pin—your invitation to discuss your ideas regarding expectations and needs from your professional organization.

Thanks to the entire staff at the beautiful Star Brand Ranch Executive Conference Center in Kaufman, TX—their eagerness to accommodate our needs with every possible convenience was evident. Star Brand is represented by active chapter member Karen Fogle. We all recommend it highly and are eager to return!

Former Board member M.T. Gnadt and her associate, Sue Ellen Schlitzer, made interesting topics of active listening and effective meetings, using Robert's Rules of Order—with clever interactive exercises, driving home skills we expect to use personally and professionally.

Teambuilding and brainstorming through a process called "roadmapping" were among the valuable skills brought to us by the dynamic team of our member, Francie Schwartz and her partner, Jeff McDonald, from Spectra Communications.

From learning more about our personal workstyles and how to work together most effectively as a team—to how to keep MPI commitments "time-manageable," they equipped us with skills to achieve excellence in all our goals.

To all of these individuals and companies—our sincere appreciation and gratitude! We are all richer individuals for your contributions and believe you gave real ROI—return on investment to our employers and the chapter members who elected us.

You can help us exceed expectations this year by getting involved in some area of interest as introduced last month at the "Seeds of Success" tradeshow. This month's program about the PEC '95—in Dallas!—will provide more information about getting involved in one of MPI's all-time biggest meetings!

Why get involved? What's in it for you? Never has it been more important to continue professional education to meet today's workplace challenges and stay current in this industry. Won't you make that effort for yourself?

Be a part of our entire chapter's success through a *Commitment to Excellence!*

# Commitment to Excellence



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*Sherri Cook, CMP, and Mollie Wallace, CMP, Honored*

## Two D/FW Chapter Members Named 'Tomorrow's Leaders' at Annual Convention

Dallas/Fort Worth Chapter Members of Meeting Professionals International Sherri Cook, CMP (Sherri Cook & Associates) and Mollie Wallace, CMP (Miller Freeman) were named "Tomorrow's Leaders of MPI" at the industry's Annual Convention recently in Chicago.

Cook and Wallace were among four top award winners of the 1995 Meeting Professional Awards recognizing professionalism and commitment to the industry and the association. These awards are the highest honor bestowed upon members by MPI for a career of industry contributions, leadership, professionalism and commitment to the industry and association.

### Tomorrow's Leaders

"Tomorrow's Leaders of MPI," a new award, recognizes significant service to MPI at both the chapter and the international level.

**Sherri Cook, CMP**, president of Sherri Cook & Associates, was selected for her active role, strong commitment and hard work within the industry.

Cook, a D/FW Chapter board member, served as 1994-95 vice president/membership, the same year she served as an instructor at MPI Institutes II.

She has served on numerous committees, including Chapter of the Year, Program, Public Relations, Awards, Membership, Education, Richland College and CMP Informal Study Group.

**Mollie Wallace, CMP**, director of meeting planning and special events division, Miller Freeman, was also a recipient of the Tomorrow's Leaders of MPI Award. Wallace—who has just moved to Dallas—is a strong supporter of MPI educational programs and continues to exercise her enthusiasm and professionalism to lead the industry.

Recipients of this new "rookie" award must be MPI members in good standing since 1991 or later. Criteria for the "Tomorrow's Leaders" award includes MPI services, industry contributions and com-

munity service, and professional career and career advancement.

### Other Awards

The International Planner of the Year is Stephen W. Clark, assistant vice president of conference and travel services, CUNA Mutual Group. Clark has served the meeting industry and community through a wide variety of international activities. His MPI involvement includes committee service for member services, chapter relations, and as chair of the government affairs committee.

Named International Supplier of the Year was Nell Lockhart, manager of group sales and travel, St. Louis Zoo. Lockhart

has been an active member in MPI for more than 15 years and has served in nearly all chapter offices and committees including education, chapter relations and awards.

Chapter Manager of the Year is Rodman Marymor, CMP, an active member of the Northern California Chapter since 1987. From committees and fundraising to developing the chapter's policies, goals and objectives, he has been involved in all major aspects of chapter business.

### MPI Professional Awards Program

The Meeting Professional Awards illustrate MPI's commitment to educational leadership and professionalism.



**Leaders of Tomorrow**  
D/FW Chapter Members Sherri Cook, CMP, and Mollie Wallace, CMP, were named "Tomorrow's Leaders of MPI" at the industry's Annual Convention in Chicago. (MPI photo)



## The Kids Charity Ball

### TKCB Proceeds Benefit the KIDS of Four Worthy Organizations

The Kids Charity Ball—an annual black tie gala organized and orchestrated by the D/FW Chapter of MPI—benefits the KIDS of four worthy organizations—Give Kids the World, Love for Kids, Trinity Ministry to the Poor and North Texas Food Bank.

Plans are underway for the 1996 spring event—date and venue to be announced soon, according to Patti Wilke, CMP, 1996 chair.

The 1995 event raised more than \$55,000, which was distributed among these organizations:

**Give Kids the World** provides children with life-threatening illnesses, and their families, a memorable six-day, all-expenses paid trip to Central Florida. Families stay at the Give Kids the World Village, a 35-acre complex specially designed to accommodate the needs of its special guests and their families. Guests enjoy VIP treatment at Walt Disney World, Universal Studios, Sea World and other Florida attractions.

**Love for Kids**, a local charitable organization, touches the lives of thousands of underprivileged children and senior citizens through a number of special events. Throughout the year, Love for Kids sponsors outings to the Dallas Zoo, Mesquite Rodeo, Rangers Baseball and other area events. At an annual Christmas party at Circle R Ranch, 3,000 kids are treated to horseback riding, food, games, gifts and a visit from Santa.

**Trinity Ministry to the Poor (TMP)** is a multi-purpose human services provider for the economically disadvantaged of the D/FW community. TMP's

TRINITY  
MINISTRY  
TO THE POOR



NORTH  
TEXAS  
FOOD  
BANK



Kiddie Korner provides a place for children to enjoy therapeutic play while their parents are on job interviews or involved in the many TMP services. TMP provides children with news shoes, school supplies and after-school tutoring and special programs such as children's holiday parties.

**North Texas Food Bank** gathers food that otherwise would be discarded and distributes it to the community's hungry. The Food Bank collects food from donors who produce, process, distribute or sell food, then redistributes it to charitable organizations serving the poor through a network of organizations.

**GREAT OPPORTUNITY**—to meet top leaders in the meetings industry! Volunteer for The Kids Charity Ball - 1996. Requirements: fun-loving, hard-working, organized individuals who like to meet new people and learn new things! Volunteer opportunities available in every aspect of the event, from decorations to invitations to registration to auction merchandise solicitation and much more. Call Patti Wilke at 214-361-7789.



Two of the many children served by Trinity Ministry to the Poor enjoy the Easter holiday as they search for treasures left by the Easter bunny.



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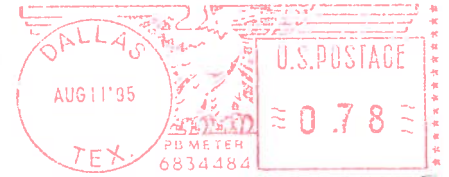
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# MPI

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Dallas/Fort Worth Chapter  
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## DALLAS/FORT WORTH CHAPTER

# MPI

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Meeting Professionals International is the world's largest association of meetings professionals with more than 13,200 members in 44 countries and 54 chapters and one club. 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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