

MPI

MEETING PROFESSIONALS INTERNATIONAL®

CURRENT

Meeting Professionals International

February 1995

Dallas-Fort Worth Chapter

President's Message

D/FW Board Takes a Mid-Year 'Look'

By Diane Smith, CMP
Alcon Laboratories, Inc.

It's always a good idea to look back and see where you've been, before you look ahead to see where you're going. At the January mid-year retreat, the D/FW MPI Board of Directors did just that.



Diane Smith,
CMP
D/FW Chapter
President

We spent almost two days reviewing chapter goals, status of educational programs, participation at monthly meetings, community involvement and the direction of this chapter.

We basically liked what we saw but also realized that it might be time for a change. Change isn't always well received, but in many cases it can be very beneficial. Over the next few months, we hope to set in motion some changes that will benefit this chapter.

During the retreat we reviewed some surprising statistics. Most surprising is the fact that of the 565 members in this chapter, 313 of them have not attended a single monthly meeting in the last six months. Realizing that everyone has busy sched-

(continued on page 11)

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MEETING PROFESSIONALS INTERNATIONAL®

February D/FW Chapter Meeting
"The Art of Negotiating"
featuring
James F. Hennig, PhD

February 23, Thursday

Holiday Inn Brook Hollow

7050 Stemmons Freeway
Dallas, Texas 75247
214-630-8500

Orientation 11:00 a.m.
Reception & Registration 11:30 a.m.
Luncheon & Program 12 noon

R.S.V.P. to Sandi
by noon,
Tuesday, Feb. 21
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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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

February 21, Tuesday
'Brown Bag' Educational Lunch
Holiday Inn North Dallas
"Focus on the CMP"
11:30 a.m./Lunch

February 23, Thursday
Chapter Meeting
Holiday Inn Brook Hollow
"Art of Negotiating"
11:30 a.m./Lunch

March 7, Tuesday
'How To' Breakfast
Guest Quarters by Doubletree
"Working with Volunteers"

March 18, Saturday
The Kids Charity Ball
The Great Hall
International Apparel Mart

March 23, Thursday
Chapter Meeting
Worthington Hotel
Fort Worth
Speaker: Maura Beatty
6:30 p.m./Dinner

April 4, Tuesday
Premier Meeting
'Walk a Mile in my Shoes'
Participative Educational Workshop
American Heart Association
4:30-7:30 p.m.
(sessions continue on
successive Tuesday evenings
through April & May)

April 27, Thursday
Chapter Meeting
Venue TBA
'Destination Discover Game Show'
11:30 a.m./Lunch

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

By Linda Sergeant • Bill Reed Decorations • 214-823-3154

O R N E R

Dallas Kindness Week

The Dallas Acts Kind committee, chaired by James McCormick with co-founders Dee Silverstein and Jackie Waldman, is a grassroots movement to shift our society back toward being "good guys." Look for announcements in the local newspapers about many organized activities in which MPI members can participate.



Linda Sergeant
Chair, Community
Services

The Dallas Acts Kind committee chairs have a list of "kind acts" suggestions, and we at Bill Reed Decorations followed up on one of them. We drew names to bring a "sack" lunch on Valentine's Day for that person. In addition to being an eagerly anticipated "warm fuzzy" event, we think it's a great way to show kindness and caring to our work team.

Let me encourage you to devise your own "kindness" activity. Stumped? Smiles, hugs and a sympathetic ear are all most appropriate!

The Kids Charity Ball

The Kids Charity Ball 1995 takes place *next month!* Make your plans now to attend this terrific event at The Great Hall at the International Apparel Mart March 18. "Lindy and The Look" will entertain.

February Highlights

J.F. Hennig, PhD, Teaches 'Win/Win' Negotiating Skills at Holiday Inn Brook Hollow Feb. 23

The February luncheon meeting at Holiday Inn Brook Hollow features James F. Hennig, Ph.D., president J.F. Hennig Associates, Inc.

Dr. Hennig is a frequent speaker and consultant to FORTUNE 500 companies and major associations worldwide. His areas of expertise include Win/Win Negotiations, Increased Productivity, and Managing Organizational and Personal Change.

In this power-packed program, we'll learn proven techniques to immediately improve negotiating effectiveness while creating good planner/supplier partnerships.

We will learn:

- The 10 major factors affecting "power" in negotiating
- When perceived power and "relationship power" are so important
- How to negotiate from a weak position
- Characteristics of a good negotiator and how to develop them in yourself
- How to recognize non-verbal signals and body language
- How the "slight edge" principle prepares you to be a better negotiator

Dr. Hennig is the president-elect of the

National Speakers Association (NSA) and holds the two highest speaking designations awarded by NSA: Certified Speaking Professional (CSP) and Council of Peers Award for Excellence (CPAE).

He received his bachelor's degree from the University of Wisconsin and his master's and doctorate from Purdue University, where he also taught for several years. Dr. Hennig is the author of numerous articles and the book *The Familiar Stranger*, which focuses on professional and personal development.

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

Program committee members for the February meeting include Sally Goldesberry, CMP (Meetings & Exhibits Specialists), Jan Pollard (Omni Hotels National Sales Office), Mike Snider (Baker's Ribs), and Betty Garrett, CMP (Garrett Speakers International).



James F. Hennig, Ph D

Facility hosts at the Holiday Inn Brook Hollow include Joanne Nichols, director of sales.

February Host Facility

Holiday Inn Brook Hollow

Holiday Inn Brook Hollow is a 356-room, 22-story hotel with more than 10,000 square feet of meeting space.

Centrally located on I-35 and Mockingbird Lane, Holiday Inn Brook Hollow is just minutes from downtown, Love Field, Las Colinas and North Dallas.

The Brook Hollow Conference Center is completely equipped and staffed to handle conventions, sales meetings, expositions, seminars and other group functions. Eight meeting rooms—more than 10,000 square feet of meeting space—are situated on the second floor, with space for groups from 10 to 700.

Guests can unwind after a busy day at the Lobby Bar or experience dining pleasure in the facility restaurant. Amenities include an indoor heated pool, an exercise room, jacuzzi, saunas, and jogging routes.

Joanne Nichols, director of sales, says, "Watch us! We've got exciting news coming in the future!"

Holiday Inn Brook Hollow is situated at 7050 Stemmons Freeway, near the Mockingbird exit.

Southbound travelers on Hwy. 183: exit at Commonwealth, loop under the highway, and head north on the service road. *Southbound travelers on I-35:* exit at Mockingbird, turn left under I-35, turn right on Brook River and right on River Bend. *Northbound travelers on I-35:* exit at Mockingbird.

Complimentary self-parking is available.

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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).

Editor's Notes

CURRENTly...

MPI's Gemelli (Twin) Chapter Seminar will take place in Tuscany, Italy, March 29-April 1, 1995. Contact **Bobby Bulger** (Bobby Bulger Travel Concepts, Inc.), chair of the Gemelli Committee, for travel details.



Gracie H. Hilton
The Write Stuff
CURRENT Editor

The Kids Charity Ball is just around the corner—March 18—and volunteers are still needed in the areas of publicity, sponsorships and auction items. Chairman **Steve Kemble** (Steve Kemble Event Design), 214-943-5949 can get you started.

If you have space in your corporate newsletter to promote this important fundraiser, please contact **Stephanie Staubach** (Personalities International) at 214-934-8764.

D/FW Chapter President **Diane Smith, CMP** (Alcon Labs) was one of seven MPI members worldwide cited as "MPI's Rising Stars" in a feature article in the January 1995 issue of *The Meeting Manager*.

Look for Smith—"one of seven members worth watching"—on page 32.

Improve your presentation skills in a tuition-free **Richland College/MPI Professional Workshop Series, March 6-April 17**.

Space is limited to 20 participants per session for this series of six workshops meeting on Monday evenings at Richland College from 6-8 p.m.

Learn • how to write a course outline, • a variety of instructional methods, • various presentation strategies • all about presentation tools, • evaluation techniques, and • how to assess skill levels.

To register for this complimentary educational opportunity, act quickly! Contact **Sherri Cook, CMP** (Sherri Cook & Associates) at 214-732-9396 by Tuesday, Feb. 28.

—ghh ☺

'Walk a Mile in my Shoes'

Educational Working Partnership Premiers April 4

"Walk a Mile in My Shoes"—the first-ever MPI educational working partnership opportunity—premieres April 4.

During this limited enrollment (20) evening course—a joint project with Richland College—registrants will "walk in the shoes" of other meeting professionals in the Dallas/Fort Worth area.

The class—a hands-on learning experience—will meet weekly, Tuesday evenings, 5:30-7:30 p.m., April 4-May 16.

The first meeting, April 4, will take place at the headquarters of the American Heart Association. Other April meeting dates and locations are April 11, Dallas Convention & Visitors Bureau; April 18, Dallas Market Center; and April 25, Freeman Companies.

May meeting dates and locations are May 2, Yellow Rose Touring Company; May 9, Southwest Airlines; May 16, Loews Anatole Hotel; May 20, Taste Addison; and May 23, Richland College.

Cost for this unique educational opportunity—including a binder, materials and special completion certificate—will be \$65.

For more information contact Colleen Albert Rickenbacher, CMP (Dallas Con-

vention & Visitors Bureau), 214-746-6688; or FAX 214-746-6688.

Upcoming Meeting Dates— Related Industry Organizations

NACE
March 1

HSMIAI
March 9
April 13
(Texas Lil's, 6 p.m.)

IAEM
Feb. 21
April 18

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

For the month ending December 31, 1994

Beginning of the Month	\$53,563.09
Income	9,303.95
Disbursements	(8,642.51)
EOM Balance	\$54,224.53*

*Includes \$20,287.95 PEC
Professional Education Conference

*Includes \$2,395.00 PGA
Professional Growth Award

*Includes \$90.06 ACE
Annual Charity Event

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



**MPI Goes
to Fort Worth!**
March 23

**Maury Beatty discusses
'Stress Arresters'**

**Worthington Hotel
200 Main Street • Fort Worth**

more details in next month's *CURRENT*



News Briefs

News of Local Interest

D/FW Chapter Celebrates 'Chapter of the Year' Honor at Special Party Feb. 7

Dallas/Fort Worth Chapter members gathered in Dallas Feb. 7, in the Peacock Terrace of Loews Anatole Hotel to celebrate the 'Chapter of the Year' Award.

The D/FW Chapter made history at the 1994 Professional Education Conference (PEC) when it received the coveted Chapter of the Year award for the third time. The Chapter won the award back-to-back in 1989 and 1990.

Also celebrated was the Award of Excellence the Chapter won for excellence in Special Projects.

Attendees enjoyed a video of the special luncheon presentation promoting the 1995 PEC in Dallas.

Maura Beatty to Discuss 'Stress Arresters' at March 23 Chapter Meeting in Fort Worth

The Worthington Hotel in Fort Worth will host our March 23 chapter meeting.

Featured speaker Maura Beatty will discuss "Stress Arresters." This is a presentation she is currently preparing for public television.

She will discuss reasons for stress and present a four-week plan for reducing the effects of stress.

Her presentation will also include a simple method of deep relaxation breathing and four mental and emotional strategies for dealing with stress.

Beatty is a speaker, trainer and consultant who specializes in changing the lives of her audiences. Using lessons learned in her journey from 17-year-old runaway to Navy Petty Officer to successful speaker, Beatty teaches people how to communicate more positively with themselves and others.

She is president of the South Texas Professional Speakers Association and was recognized as Member of the Year by that organization in 1993. In the same month, she received the Rising Star Award from the Hill Country Chapter of Meeting Professionals International.

March 7 'How To' Breakfast Focuses on Volunteers

As companies "tighten their budgetary belts," volunteers can be an untapped resource. When planning an event, large or small, where do we find volunteers and how can we best utilize them?

At the March 7 "How To" educational breakfast, Robert B. Crotty, tournament chairman for the 1995 GTE Byron Nelson Classic, will discuss "The Three Es of Volunteers." Citing personal experience, Crotty will provide timely tips for enlisting, enlightening and entrusting volunteers.

The breakfast begins at 7:30 a.m.???? at the Guest Quarters Suites by Doubletree at Hwy. 183 and Valley View. Cost is \$??.

The "How To" Breakfast Series is designed as an educational tool for meeting planners and suppliers interested in expanding their knowledge regarding various meeting planning functions.

D/FW Chapter Membership is 565

Membership in the D/FW Chapter of MPI stands at 565, according to the chapter membership report as of Dec. 31. That figure indicates a retention rate of 67.39%.

Chapter membership includes 258 planners (45.7%), 306 suppliers (54.2%) and one student.

International News

Dallas/Fort Worth, Potomac, New England and Sacramento Chapters Cited for Excellence at 1994 PEC

At the 1994 Annual Awards presentation at the 1994 MPI Professional Education Conference in Vancouver, the Dallas/Fort Worth Chapter was named Chapter of the Year—an honor that was much heralded in last month's issue of the *CURRENT*.

The D/FW Chapter was also cited for excellence in special projects.

Other chapters receiving recognition for excellence were the MPI Potomac Chapter,

for Communications/Marketing/Public Relations; the MPI New England Chapter, for Education; the MPI Potomac Chapter, for Membership Growth and Retention; and the MPI Sacramento Chapter, also for Membership Growth and Retention.

Board Approves 50th Chapter, New Names and New Programs

In a history-making meeting during the 1994 MPI Professional Education Conference in Vancouver, the MPI Board of Directors approved three new MPI chapters and one club.

The new chapters approved for charter are MPI Utah, MPI North Florida and MPI Netherlands, bringing the total number of MPI chapters to 50.

An MPI Club in Sweden was also approved.

To emphasize the value and benefits of MPI conferences and conventions, the Board voted unanimously to change the name of the MPI Annual Convention to the MPI World Education Congress effective July 1996.

The Board also agreed to change the name of the Professional Education Conference—North America, effective December 1995. This change will apply to the PEC in Dallas.

Likewise, the MPI European Conference will now be called the MPI Professional Education Conference—Europe.

First Crystal Paragon Award Winners Named

Earlene J. Hill, CMP was one of the first winners of the new Crystal Paragon Award, an award citing meeting excellence. Hill shares the award for Category I—meetings that cost up to \$1,000US per attendee—with Illinois Retina Associates, for whom she planned the meeting as an independent consultant.

Sharon Grote was the winner in Category II—meetings that cost more than \$1,000US per attendee. Grote is manager of corporate events for Household International in Prospect Heights, IL.

Presidents Orientation and Managers Workshop Scheduled May 5-7

The first-ever combination of the Chapter Presidents Orientation and the Chapter Managers Workshops will take place May 5-7 at the Hyatt Regency Reunion in Dallas.

The orientation for chapter presidents is traditionally held in May and workshops for chapter managers—newsletter editors, treasurers, plus membership and program chairs—usually take place in July.

The change will provide an opportunity for chapter presidents and their "team" of managers to begin working more closely together.

Opinion, Please!

Q: What has MPI done for you lately?



**Holly Adams • JCPenney
(planner)**

A: "MPI has allowed me the opportunities to network for job possibilities, and to network with needed suppliers."



**Mark Kovacs • BRAVO! Entertainment
(supplier)**

A: "I've grown to really understand the needs and vocabulary of planners."



**Philip Crouse • Philip C. Crouse &
Associates, Inc.
(planner)**

A: "In the chapter directory I was able to quickly locate and target suppliers needed for an upcoming conference."



**Laurie Sprouse • Wild West Adventures
(supplier)**

A: "Made me some wonderful contacts, especially in the way of mentors."

"Opinion, Please" is a question and answer feature column prepared by Mary Lynn Novelli (Sterling Hotel Group), vice president of public relations.

INSTITUTES I & II 1995

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APRIL 3-8, 1995

**Hyatt Regency
Lake Tahoe, Nevada**

FALL INSTITUTES



AUGUST 14-19, 1995

**Pointe Hilton Resort
at Tapatio Cliffs
Phoenix, Arizona**

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Perspective

Substance Abuse: The Equal Opportunity Destroyer

By Don DeFeo, M. Ed. • Hospitality Recovery Resources Group

In June of 1988, through the loving but tough intervention of my wife and then employer, I finally realized that alcohol had established virtual control over my life. It was a rude wake-up call, but one that caused significant positive change in my life.

Although dependence was producing significant negative consequences in my life, I was more fortunate than most. Most of my personal and professional life was still intact. My reaction to this wake-up was like that of many others who learn they have a disease—I was determined to learn as much about it as possible.



Don DeFeo
Founder
Hospitality Recovery
Resources Group

Through personal experience, professional training, research—including conversations with many of you—and working full-time for a substance abuse outreach organization, I have learned that substance abuse is a disease of incredible power.

Nearly one in six of us in the workplace is chemically impaired by alcohol as well as other drugs, including prescriptions. The effects on business—measured in lost work time (higher absenteeism), accidents, theft, liability risks, poor decision-making abilities, lost productivity and increased health care costs—are staggering.

The equal opportunity destroyer, substance abuse can literally take lives. It can destroy an individual's emotional, financial and spiritual existence.

Because of inappropriate and/or destructive behavior, impairment extends to at least one other—a family member, friend and/or employer. Chances are high that at some time in our lives we will interact one way or another with a chemically impaired person.

Substance abuse is a disease requiring self-diagnosis. Denial of the problem can be incredible even in the face of a wide path of destruction. It may take years to move through its phases or it may take hold quickly. The problem will *not* just "go away."

But there are ways out of the insanity! There is hope as well as incredible joy to be realized in recovery from using or being involved with someone who does. Literally millions have found their own way out and continue to do so.

Many of you agree that we need to do something about this complicated and difficult issue—one that seems to affect our industry more than others.

In 1992 I founded an all-volunteer group of peers in recovery from our industry. This organization has been a help to many thus far with information, education and outreach to those who seek help. Some of us are open about our recovery in the hopes that increased understanding of the problem will lead to new insights among our peers in the meetings industry.

Last year, a series of articles in *Meeting News* magazine focused on the problems of chemical dependency and discussed the results of this outreach program.

My goal and vision is for the volunteer outreach organization founded in 1992 to evolve into a full-time, non-profit National Outreach Program for substance abuse within our industry. Other professions have similar programs. The momentum has been growing within our industry to do just that.

MPI International has assumed a primary leadership role towards this end. Initial and partial funding was approved recently by **McDonald's Corporation**. We hope others will follow.

Your comments, questions and suggestions are most welcomed. Please call me at 214-747-9551 (Holiday Inn Market Center) or 214-539-0773 (home).

Guest Speaker Odette Pollar Teaches Time Management Skills at Westin Galleria



Guest speaker **Odette Pollar**



*Photos by
Mark Lazarow
Photography*





*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 January meeting. They include facility hosts at the Westin Galleria: •**Steve Bullock**, general manager, •**D/FW MPI member Nita Susul**, director of marketing and •**Cindy Breen, CMP**, director of catering. (The lunch at the Westin is valued at \$35.76.)

Special thanks to •**Betty Garrett, CMP (Garrett Speakers International)** for providing the speaker, Odette Pollar, a \$3500 value. Thanks to •**Betty Presnall (DFW Towncars)** for providing transportation for Ms. Pollar and to the •**Grand Kempinski** and •**Pat McCain, CMP (Krisam Group)** for providing her accommodations. Thanks to •**Joe Diaz (Delta Air Lines)** for providing Ms. Pollar's plane ticket.

•**AVW Audio Visual** provided audio visual equipment and recorded Ms. Pollar's presentation—services valued at \$1,254.

Program committee members were •**Debora Jerman (CityPlace Conference Center)**, •**Betty Presnall (DFW Towncars)**, •**Peg Wolschon (Kerrville Bus Company)** and •**Luis Sanchez (Arlington Marriott)**.

•**Baby Doe's** and **Marsha Singer (Executive Connection)** provided the report card drawing.

Congratulations to MPI President •**Bill Boyd, CMP (Sunbelt Motivation & Travel, Inc.)** for winning the PGA drawing—two tickets from •**Delta Air Lines** to any destination in the continental U.S.

Next month's PGA drawing prize will be a "Day of Beauty" at the •**Crescent Hotel**.



The Kids Charity Ball

Linda Thornton (Fun Factory), **Stephanie Davie (Sheraton Park Central)** and **Steve Kemble (Steve Kemble Event Design)** encourage attendance at The Kids Charity Ball March 18. (See notice on page 14.)

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Heard it through the Grapevine!

By M.T. Gnad
'Grapevine' Columnist

Holly Adams is the new meetings coordinator for J.C. Penney. She was formerly with *WorldTravel Partners*.

Erin Donahue-Mayad, national sales manager, *Omni Hotel National Sales Office*, is a mom for the first time. On December 23 Erin and her husband Mark became the parents of John Mark.

Wendy Skaliski has been promoted from sales manager to director of sales and marketing, *Circle R. Ranch*. Wendy also announces her engagement to **Steven Foster**, general manager, *Yellow Rose Tour Company*. The wedding will be in September.

J & S Audio Visual has moved to a new location in Addison: 3373 Towerwood, 214-241-5444, Fax 214-247-2590.

Joanna Moody recently moved to Dallas to accept a sales manager position for *Dallas Park Central Hotel*. She was formerly with Sheraton Tyler.

Ann Rennecker was elected second vice president of the *National Association of Catering Executives*.

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.

CURRENT Deadlines

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

ISSUE	DEADLINE
March '95	Feb. 17, Friday
April '95	March 17, Friday
May '95	April 14, Friday
June '95	May 12, Friday

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.

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.

Destination Discovery International Gameshow

D/FW MPI Chapter Meeting
April 27



Bone up on your geography and be prepared to have fun while learning!

JOIN THE PROFESSIONALS!

**CMP - CERTIFIED MEETING PLANNERS
EDUCATIONAL DEGREE.**

Bring your questions and hear answers to....

WHY would I want to become a CMP?

WHEN are we holding the CMP Study Course and CMP University?

WHERE do I get the extensive registration form and **HOW** do I begin to fill it out?

WHO are the professionals in DFW Chapter MPI who already have their CMP certification and **HOW** has it helped them professionally?

This Brown Bag luncheon is hosted by Pat McCain CMP, Marti Fox, CTC and the North Dallas Holiday Inn (previously the Summit Hotel)

"BROWN BAG" LUNCHEON EDUCATIONAL SERIES

February 28, 1995
11:30 AM - 1:00 PM

THE NORTH DALLAS HOLIDAY INN

is providing a

COURTESY LIGHT DELI LUNCH and BEVERAGES!

I-35 and I-635 at the Josey exit

MPI members only, please!



The Kids Charity Ball

Celebrity Teddy Bears to be Auctioned at The Kids Charity Ball

Give Kids the World and Disney World have donated 50 limited edition teddy bears to be auctioned off at The Kids Charity Ball March 18.

The auction was inspired by the teddy bear logo for The Kids Charity Ball, the Dallas/Fort Worth Chapter's premier fundraiser.

Created by the Annette Funicello Collectible Bear Company, the retail value of each bear is \$80.

Many of the bears will be dressed in red bow ties and red cummerbunds. Many will be sent to local Dallas designers for exclusive decorative touches.

Most of the bears will be autographed by Hollywood, musical, sports and political celebrities.

Proceeds from The Kids Charity Ball will benefit the "Kids" of four worthy organizations: Give Kids the World, Love for Kids, Trinity Ministry to the Poor and North Texas Food Bank.

President's Message D/FW MPI Board Takes Mid-Year 'Look' at Retreat *continued from page 1*

ules, we know 100% attendance is not possible, but that number is very high.

It made us wonder if our programs are on target. Have we offered our membership the educational opportunities they want and need? Are we offering too many? Our board members feel that our Brown Bag Lunches, How To Breakfasts and Executive Workshops have been excellent educational tools and attendance at these sessions has proved that.

Our monthly programs, too, have been outstanding. We've showcased na-

tionally known speakers who've discussed some of our industry's hottest topics—information you'd pay top dollar for at any other seminar. So what's the answer?

That's what we'd like to ask you. Over the next month, board members will be making phone calls to the membership—a mini-needs assessment if you will. We'll be targeting those 313 members who haven't attended a meeting, but we'll also try to reach as many of the membership as we reasonably can.

We won't take up much of your time, maybe five minutes or so. But what we really want from you is *honesty*. Tell us what you like, what you don't like, what we can do better, what we're already doing well and should continue to do. If

we couldn't take it, we wouldn't ask, so be honest.

If you saw the movie "Field of Dreams," you'll recall one of the more poignant lines in the story—"Build it and they will come!" Well, that's what we're trying to do. Build a chapter that has exactly what its membership needs—good quality educational programs—presented in creative, thought provoking ways. If we do that, we believe you'll come!

When you receive that call from a board member, please take time to give your honest opinion and share any ideas you might have. We need your help and ideas to continue building this chapter. In doing so, we'll accept the *MPI Challenge*—we will surpass ourselves!

TAKE ON A LITTLE COUNTRY

Score a coup by taking over the Double Tree Ranch for your next event, whether your group numbers several hundred or a couple thousand. Set up by the lake, the pool, under the Pines, in the ranch house or the pavilion.



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D/FW Chapter

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Chapter of the Year 1994

'Buddy' Program Eases the Way for New Members

The "buddy program," which pairs an experienced, actively involved MPI member with a newcomer, is now in its third year of matching current MPI members with new members.

"New members agree that the buddy program makes them feel welcome and encourages them to become more involved at a quicker pace," said Kathi Thompson (Inn On The River), chair of the buddy program. "We also believe it's a valuable aid in improving our retention rate."



Kathi Thompson
Inn on the River
Buddy Program
Chair

Because of the flurry of activity in a prescribed amount of time, developing relationships at the monthly meetings is difficult, Thompson said.

"We all try hard to make everyone feel welcome, but there is never enough time to talk and catch up with everyone we know and see only once a month as well as conduct MPI business relating to various committees. To avoid the uncomfortable situation of a newcomer standing alone, the buddy program was developed.

The buddy program calls for a current member to escort new members and guests at the meeting and introduce them to others. That person then stays in contact with the newcomer buddy for several months to keep him or her up-to-date on all chapter events and activities.

Thompson hopes to see more members involved in the buddy program. "It does not take a long-term commitment and you do not have to be a long time MPI member to be a buddy," Thompson said. "We want anyone who is willing to take a little bit of time to get to know a new member and help them get off to a good start in MPI."

Interested persons should call Thompson at 214-424-7119.

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For meeting information and brochures, contact Kathi Thompson at 214-424-7119
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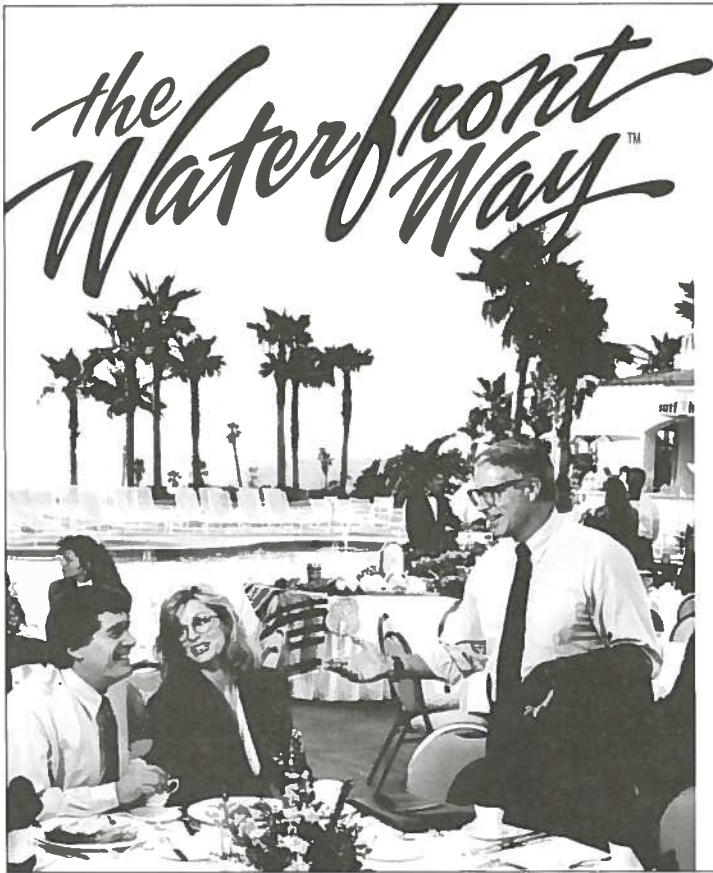
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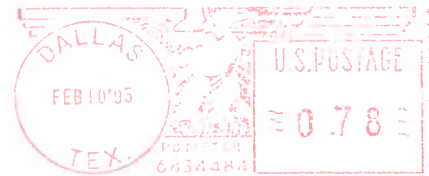
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