

# CURRENT

Meeting Professionals International      March 1995      Dallas-Fort Worth Chapter

## President's Message Elections, Recognitions Important Chapter Focus

By Diane Smith, CMP  
Alcon Laboratories, Inc.

At this time of year we're involved in the process of nominating next year's Board of Directors. It's also time to make recommendations for the D/FW Chapter Planner, Supplier and Rising Star awards.



**Diane Smith, CMP**  
D/FW Chapter  
President

The process of naming new chapter leadership began in December when Nominating Committee Chair Lesley Meyer, CMP (Sunbelt Motivation & Travel, Inc.) rallied her committee to begin this task. They worked at length to provide us with an outstanding

slate of nominees. Our thanks go to Meyer and her team for their thoughtful attention to these important deliberations.

Qualifications of proposed new chapter leaders—our 1995-96 Board of Directors—are outlined in an insert in this issue of CURRENT.

Another insert in this issue is the "Request for Nominations," which outlines guidelines for nominating individuals for special awards.

This year, for the first time, we have the opportunity

*(continued on page 9)*

**MPI**  
MEETING PROFESSIONALS INTERNATIONAL®

*March D/FW Chapter Meeting*

**"Stress Arresters"**  
*featuring*  
**Maura Beatty**

*March 23, Thursday*

**The Worthington Hotel**  
200 Main Street • Fort Worth, TX 76102  
817-870-1000

*Motorcoach Transportation from Dallas (Chantilly Entrance/Loews Anatole Hotel) 5:15 p.m.*  
*Orientation 6:00 p.m.*  
*Reception & Registration 6:30 p.m.*  
*Dinner & Program 7:00 p.m.*  
*First Motorcoach Return to Dallas 8:45 p.m.*  
*Motorcoach Transportation to White Elephant Saloon/Stockyards Party 8:45 p.m.*  
*Final Motorcoach Return to Dallas 11:30 p.m.*

R.S.V.P. to Sandi by noon, Tuesday, March 21 214-343-0555

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

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

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# CURRENT

## MPI

MEETING PROFESSIONALS INTERNATIONAL®

### Dallas/Fort Worth Chapter

#### Newsletter Staff

##### Editor

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

#### Vice President/Public Relations

Mary Lynn Novelli  
*Sterling Hotel Group*  
214-402-4875  
FAX: 214-402-4889

#### Advertising Chair

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

#### Photographer

Mark Lazarow  
*Mark Lazarow Photography*  
214-380-0985  
FAX: 214-380-1431

#### 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

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

**April 27, Thursday**  
Chapter Meeting  
Harvey Hotel DFW  
'Destination Discover Game Show'  
11:30 a.m./Lunch

**July 27, Thursday**  
Chapter Meeting  
Venue TBA  
11:30 a.m./Lunch

**May 25, Thursday**  
Chapter Meeting  
Awards & Installation  
Grand Kempinski  
6:30 p.m./Dinner

**June 22, Thursday**  
Chapter Meeting  
Program TBA  
Stadium Club/Texas Stadium  
11:00 a.m./Lunch

### EDUCATIONAL OPPORTUNITIES

**D/FW Chapter  
Educational Workshops**  
'Walk a Mile in My Shoes'  
5:30-7:30 p.m.

**April 4, Tuesday**  
American Heart Association

**April 11, Tuesday**  
Dallas CVB

**April 18, Tuesday**  
Dallas Market Center

**April 25, Tuesday**  
Freeman Companies

**May 2, Tuesday**  
Yellow Rose Touring Company

**May 9, Tuesday**  
Southwest Airlines

**May 16, Tuesday**  
Loews Anatole Hotel

**May 20, Saturday**  
Taste Addison

(all-day event)

**May 23, Tuesday**  
Richland College  
(final presentation)

#### **Richland College/MPI International Professional Development Workshops**

Richland College  
6:00 p.m.-8:00 p.m.

**March 20, Monday**

**March 27, Monday**

**April 3, Monday**

**April 10, Monday**

**April 17, Monday**

#### **Brown Bag Educational Luncheon**

**April 12, Wednesday**  
Dallas Grand Hotel

'Site Inspections'  
11:30 a.m.-1:00 p.m.

**June 25-27**

Annual Convention  
Chicago

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

### SPECIAL EVENTS

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

**April 19, Wednesday**  
MPI Foundation Fundraiser  
'Drawing Party'  
Kempi's at the Grand Kempinski  
6:00 p.m.

*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**  
**April 5**  
Ducky Bob's Party Rentals  
6:30 p.m.

**HSMIAI**  
**April 13**  
Loew's Anatole  
11:30 a.m.

## March Meeting Highlights

# Arrest Stress with Maura Beatty at The Worthington in Downtown Fort Worth, Later at the White Elephant

Our annual journey to Fort Worth offers a special format with several attractions, including a presentation by award-winning communications specialist Maura Beatty at The Worthington Hotel, a post-meeting party at the White Elephant Saloon in the world-renowned Stockyards, and motorcoach transportation to and from Dallas.

A noted speaker, trainer and consultant, Beatty will address stress management at the March 23 dinner meeting with "Stress Arresters."

Beatty, who holds a B.A. in psychology and communications, is an active member of the National Speakers Association. She is president of the South Texas Professional Speakers Association, and was named "Member of the Year" by that organization in 1993. A member of the Hill Country Chapter of Meeting Professionals International, she received MPI's "Rising Star" award in 1993.

As president and founder of Alpha Beatty Communications, she creates and presents seminars and workshops on communications, organization, and stress management to corporations, businesses, associations, healthcare professionals and ed-

ucators. She is the author of *Bootstrap Words (Pull Yourself Up!)*.

### Leave the driving to Carey!

Meet at 5:15 p.m. for complimentary motorcoach transportation—provided by Carey Transportation—from the Chantilly entrance at the Loews Anatole Hotel.

New member orientation is at 6:00 p.m. Registration and reception begin at 6:30 p.m. and the dinner and program will begin at 7:00 p.m.

After the meeting, members of the D/FW Chapter of MPI are invited to attend a special celebration at the White Elephant Saloon in the historic Stockyard area. Dance to live music or relax on the most famous patio in the Stockyards.

Carey will provide complimentary motorcoach transportation to the White Elephant—featured in the television series, "Walker, Texas Ranger."

The bus from the White Elephant party returns to Dallas at 11:30 p.m. Carey will also provide transportation to those who wish to return to Dallas immediately after the meeting, approximately 8:45 p.m.

Program committee members for the March meeting include Joe Bedsole (The



**Maura Beatty**

Worthington Hotel), Melanie Arguello (Fort Worth Convention & Visitors Bureau), Donna Daves (The Freeman Companies), David Gisler (The Freeman Companies), and Sandy Summers (Jerell, Inc.).

Facility hosts at The Worthington include Robert Jameson, general manager; Debbie Dietrich, catering manager, and Joe Bedsole, sales manager.

### 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).

### March Host Facility

## The Worthington Hotel

The Worthington Hotel is Dallas/Fort Worth's newest member of Preferred Hotels and Resorts and the recent recipient of the Successful Meetings Pinnacle Award.

The Worthington features 504 renewed guest rooms, 16 meeting rooms, two ballrooms and an exhibit hall.

**DIRECTIONS:** *Traveling west on I-30:* Exit Commerce Street/Downtown. Turn right. Follow Commerce to Second Street and turn left. The Worthington is on the right, between Main and Throckmorton.

*Traveling south on I-35W:* Exit right at Belknap. Turn left on Houston (third traffic light). Proceed two blocks to Second Street and turn left. The Worthington is on the left.

*To all freeways from the Worthington:* Go south on Main Street to Fifth Street. Turn left and follow signs to I-30, 35-W, 121 and 287.

## Editor's Notes

### CURRENTly . . .

**MPINet.** The first global on-line communications system designed specifically for the meetings industry.

Since its debut last June, it's been regularly featured in *The Meeting Manager* and the *Chapter Managers Newsletter*. Hm m m m m.



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

In November, after learning that three D/FW Chapter members were online with this new electronic forum, I asked **Betty Garrett, CMP** (Garrett Speakers International) to write about her experience with MPINet for the December issue of *CURRENT*.

It seemed like the "editorially responsible" thing to do. It never occurred to me that computer networking would capture my attention. *Information highway, cyberspace and surfin' the net* belonged to the vocabulary of other people.

In January a client, playing "beat the clock" to get copy for a 24-page newsletter to me on disk in time to meet a critical deadline, said, "I sure wish you were online, Gracie."

"I have computer programs I haven't even looked at! I don't have time to fiddle around with yet another one," was my response.

That week a phrase in a magazine article hooked my attention: "Jump on the information highway or be roadkill."

Then a postal holiday caused a late-arriving disk from another client, creating another deadline crisis.

Hm m m m m. Maybe I didn't have time NOT to "fiddle around with another computer program."

**Linda Sergeant** (Bill Reed Decorations), an MPINetter since early January, "appeared" at just the right time in my thinking process.

Linda patiently answered about an hour's worth of questions, and encouraged me to join her in cyberspace.

Within a few days I had a CompuServe ID and password. Through Baylor OnLine, I'm able to have frequent "chats" with my daughters, wherever they and their computers may be—and have discovered the joys of e-mail.

Now I'm in conference—via e-mail, of course!—with **Marie Bloechle**, SysOp (systems operator) for MPI International, to add MPINet to my networking capability.

In the meantime, *CURRENT* copy is cheerfully accepted at this new CompuServe address: **Gracie Hilton, 75647,22!** Hope to see you online!

—ghh ☺

## What?! Another fundraiser?!

*But this one won't empty your pockets! — and could be most rewarding!*

*\$5 for a chance for terrific trips to Paris, London and Australia?! Incredible!*

And it benefits the MPI Foundation!

Because better-educated and informed meeting professionals is the Foundation's goal—you could be a double winner!

# MPI Foundation Drawing Party

Wed., April 19  
6:00 p.m.

Kempi's—at the  
Grand Kempinski



A \$5 contribution "buys" a chance for OUTSTANDING PRIZES—such as trips for two to  
•PARIS (American Airlines & ITT Sheraton)  
•LONDON (British Airways, Inter-Continental Hotels & Forte Hotels)  
•AUSTRALIA (Qantas Airways, Sunbelt Motivation & Travel, Inc. & Regent Hotels)

## C H A R I T Y

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

## O R N E R

### Volunteers Needed for 'Love for Kids' Party for Senior Citizens

Volunteers are needed for the annual "Love for Kids" Senior Citizens Party April 26, 10:00 a.m.-1:30 p.m. at the Loews Anatole Hotel.

Love for Kids, a philanthropic organization that benefits underprivileged children and the elderly, was co-founded by MPI chapter member Alan Powdermaker (Circle R Ranch).

Approximately 1500 are expected for the senior citizens party. Invitations have been sent to dozens of centers and agencies in the City of Dallas and the Dallas County Nutrition Program.

To volunteer for this worthy event, please call Lesley Meyer, CMP (Sunbelt Motivation & Travel, Inc.), LFK liaison, 214-401-0210.



**Linda Sergeant**  
Chair, Community  
Services

### The Kids Charity Ball

The Kids Charity Ball is upon us! In addition to great entertainment by Lindy and The Look, we'll have the opportunity to bid on exciting auction items, including trips to Cancun, Paris and Honolulu.

For a \$5 contribution, you'll have a chance to win the Hong Kong Extravaganza! *American Airlines* will fly our drawing winner and guest to Los Angeles or San Francisco, and *Singapore Airlines* will complete the trip to Hong Kong. This prize includes three nights on Hong Kong Island, and three nights on the Mainland—at member properties of the *Sterling Hotel Group*.

I look forward to seeing you at this terrific event in The Great Hall at the International Apparel Mart March 18!

## Loews Anatole Hosts Celebratory Event

# D/FW Chapter Celebrates 'Chapter of the Year' Honor at Special Party




Dallas/Fort Worth Chapter members gathered last month at Loews Anatole Hotel to celebrate the 'Chapter of the Year' Award. Hosts were Colleen Albert Rickenbacher, CMP (Dallas CVB), stands with facility hosts Michael Darst, director of conference management; Sally Gibbons, director of marketing; and Ellen Larson, national sales manager.



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. Celebrants included Greg Elam (Dallas CVB), Bill Boyd, CMP (Sunbelt Motivation & Travel, Inc.) and Mary Jo Malone.

## 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.



The Double Tree Ranch – you can capture it all within range of Dallas and your budget. **Call today for a brochure and to check open dates.**

**MEETING PLANNER SPECIAL**  
2 Meats BBQ Dinner  
Coffee, Tea, Soft Drinks  
Keg Beer & Wine  
Facility & Entertainment  
Transportation to and from Hotel  
**CALL FOR PRICING & DETAILS**

## DOUBLE TREE RANCH

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310 Highland Village Road Lewisville, Texas 75067

## Kudos to the COTY Team!

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

The D/FW Chapter set new records for excellence as a result of the dedication to the Chapter of the Year (COTY) project by a small team known as the COTY Committee.



**Lesley Meyer**  
Immediate  
Past President

D/FW is the first chapter to win Chapter of the Year three times, and we are the only chapter to receive an Award of Excellence and Chapter of the Year in the same year!

Without the tireless efforts of the COTY Team who worked long hours into the night and gave up weekends to complete the five books that were submitted as our COTY entry, we would not all be enjoying the distinction this special award brings.

Special thanks to the COTY Committee: Paige Braun (DalCity Associates, Inc.), Carolyn Carey, CMP (SEI Incentives), Michelle Carter (Southfork Ranch), Sherri A. Cook, CMP, (Sherri Cook & Associates), Steve Kemble (Steve Kemble Event Designs), Marilyn Manby (Event Source Professionals), Catherine Mason (USTRavel Incentives), Mary Lynn Novelli (Sterling Hotel Group), O.D. O'Donnell (Nightlife Talent & Mgmt. Agency) and Linda Sergeant (Bill Reed Decorations, Inc.).

## CMP Study Opportunities Help Candidates Prepare for Exam

By Pat McCain, CMP  
Krisam Group

If you're stalling in applying for the upcoming Certified Meeting Professional (CMP) exam — to be administered in Dallas June 24 — the CMP Study Group or CMP University— or both!—may be just for you!



Pat McCain, CMP  
CMP Chair

The CMP Study Course, which follows the Convention Liaison Manual, is a six-week program, April 20-May 25. The group will meet on Thursday nights, from 6:00-8:00 p.m., at a central location—to be announced by March 30, deadline date for enrolling for this study course.

CMP University is an intensive one-and-a-half day "crash" course—the perfect answer for those who cannot commit to an extended study course, or for those who want a comprehensive review to supplement their six-week course of study. CMP University, venue to be announced, is scheduled for June 2-3, Friday (1:00 p.m.-5:00 p.m.) and Saturday (8:30 a.m.-5:00 p.m.)

Candidates for the exam will study under the direction of other CMPs and regional experts in the fields of meeting objectives, trade shows, audiovisual, site selection, budgeting, food and beverage, transportation, promotion, negotiating, program planning, and other relevant topics.

There is strength in numbers and value in experience. These study opportunities provide both! For more information, call Pat McCain, CMP (Krisam Group), 214-458-8692

See New CMPs!  
—page 8—

CMP University  
Friday, 1-5 p.m.  
Saturday, 8:30 a.m.-5 p.m.  
June 2-3

## CMP Study Course

Thursdays, 6-8 p.m.

April 20  
April 27  
May 4  
May 11  
May 18  
May 25

## 'Walk a Mile in my Shoes'

## Unique Educational Working Partnership Premieres 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.



Colleen Albert  
Rickenbacher, CMP  
Dallas CVB

The class—a hands-on learning experience—will meet weekly, Tuesday evenings, 5:30-7:30 p.m., April 4-May 16. The only exception to this schedule is the all-day "Taste of Addison" event on Saturday, May 20.

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; and May 20, (Saturday) "Taste of Addison."

The final presentation will take place May 23 at 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 Convention & Visitors Bureau), 214-746-6688; or FAX 214-746-6688.

May 25  
MPI Awards Dinner  
& Officer Installation  
Grand Kempinski

## EDUCATION NEWS

You just completed a site inspection on six properties for an upcoming meeting.



**Dallas Grand Hotel  
April 12**

**11:30 a.m.-1:00 p.m.**

- Which one had the perfect suite for the company president?
- Which one had the right ballroom?
- Which property had creative personnel especially receptive to my needs?
- Which one had the great idea for the welcome reception?
- Which one had the best choice of all the criterion you need to meet?

MPI member Glenn Tomlinson (Hewlett-Packard), who faces these questions many times a year, has created a computerized rating sheet for site inspections.

*Come hear his ideas on how to unscramble the site puzzle!*

The Brown Bag Educational Luncheon Series is free. Bring your own lunch (drinks provided) and treat a friend, client or fellow employee to an informative luncheon.



### Ducky Events on Chicken-Feed Budgets

Paula Tillman (Rexene Corp.), Sherri Seidel (Dallas Alley) and Alainna Webb (Festivities) learned creative methods of adding 'pizzazz' to fun functions—without breaking the budget—at a recent 'Brown Bag' Educational Luncheon seminar at Ducky Bob's Party Rentals.

## Richland College, MPI International Offer Tuition-Free Seminars on Presentation Skills

Improve your presentation skills in a tuition-free Richland College/MPI Professional Workshop Series

The first session took place last week, but sessions continue through 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.

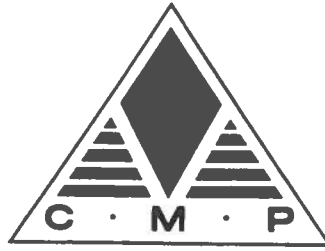
## Destination Discovery International Gameshow



**D/FW MPI  
Chapter Meeting**

**April 27  
11:30 a.m.**

**Harvey Hotel DFW**



The Dallas/Fort Worth Chapter of Meeting Professionals International proudly salutes the 20 D/FW area professionals who recently passed the Certified Meeting Planner (CMP) exam. A number of these individuals took the D/FW Chapter's CMP Study Course or enrolled in the chapter's CMP University to prepare for this important credential.

**Barbara Anderson, CMP**  
Anderson Event Management

**Cheryl L. Beasley, CMP**  
SABRE Travel Information Network

**Cynthia Breen, CMP**  
Westin Galleria Dallas

**Ken Brisbane, CMP**  
Loews Anatole Hotel

**Connie Burnett, CMP**  
Journey House Meetings & Incentives

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

**Beverly Dolan, CMP**  
Fort Worth CVB

**Angla Fails, CMP**  
Assn. of Oilwell Servicing Contractors

**Brian Findley, CMP**  
Hyatt Regency Dallas

**Douglas Hoagland, CMP**  
Westin Hotel Dallas

**Linda Kakos, CMP**  
Hyatt Regency, DFW

**Paula Katrosh, CMP**  
Hyatt Regency, DFW

**Sandra Lindstrom, CMP**  
VHA, Inc.

**Terri Patterson, CMP**  
Hyatt Regency, DFW

**Lane Salvaggio, CMP**  
Loews Anatole Hotel

**Irene Soleymani, CMP**  
Hyatt Regency, DFW

**Melanie Nussbaum, CMP**  
Grand Kempinski Hotel

**Andre Valk, CMP**  
Grand Kempinski Hotel

**Paul Wedesky, CMP**  
Bauer Audio Visual, Inc.

**Lucy Williams, CMP**  
Hyatt Regency Dallas

## New Members Eligible for Registration Discounts for Institutes, Annual Convention

All new MPI members who have joined the association since July 1, 1994, are entitled to registration discounts for the Spring Institutes and the Annual Convention.

A 15% registration discount is offered for Institutes I & II, April 2-7, in Lake Tahoe, Nevada. A 20% discount is offered to those attending the Annual Convention, June 25-27, in Chicago.

The discount program is an effort to entice new members to experience the outstanding educational opportunities offered to individuals attending these meetings.

MPI contends that attendance at these international conclaves in the initial year of member affiliation, engenders early en-

franchisement and contributes in substantial measure to second year renewals and beyond.

For more information and registration materials, call 1-214-712-7751.

## Managers Workshop, Presidents Orientation 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.

## D/FW Chapter Membership is 566

Membership in the D/FW Chapter of MPI stands at 566, according to the chapter membership report as of Jan. 31. That figure indicates a retention rate of 68.18%.

Chapter membership includes 259 planners (45.8%), 306 suppliers (54.1%) and one student.



**President's Message**  
**Elections, Recognitions**  
**Important Chapter Focus**

*continued from page 1*

ty to submit nominations for International Planner, Supplier—and a new category—Leaders of Tomorrow, directly to MPI International.

The criteria for International awards is somewhat different from the local chapter awards, so be sure to read carefully the guidelines provided to you by MPI International. If you have questions about those guidelines, contact Laura Salazar, manager of special projects at MPI International, 214-712-7703.

Questions about local award nominations can be answered by Awards Committee Chair Suzi Oliver, (Society of Diagnostic Medical Sonographers), 214-239-7367.

Please take the time to submit your nominations for Chapter Planner, Supplier and Rising Star—and return it before the deadline! At the same time, why not send that information on to International as well?!

If we are to continue enjoying our chapter's present standard of excellence, our leaders and award winners will be those who invest time and energy in keeping that tradition alive.

Vote for qualified leaders! Nominate outstanding individuals for honors and awards. Don't miss out on the **MPI Challenge!**

**CURRENT Deadlines**

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

ISSUE	DEADLINE
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.



**The "Inn" Way To A Successful Small Meeting.**

Nestled in the trees along the bank of the Paluxy River, the historic Inn On the River has perfected the art of the small meeting. With an atmosphere that promotes productivity, you will find your small meeting to be a big success.

- State-of-the-Art Conference Center
- Audio and Video Equipment
- Electronically-Controlled Screen
- Fax Machine, Conference Phone, Copier
- 22 Rooms
- Gourmet Meals
- Tranquil and Creative Haven

**INN ON THE RIVER**

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



**AN OUTSTANDING EDUCATIONAL OPPORTUNITY**

**ALL ONE WORLD**  
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**REGISTER TODAY!**

- TWO GENERAL SESSIONS AND 50 WORKSHOPS OFFERING CONTINUING EDUCATION UNITS (CEUs)
- MEETINGPLACE '95
- UNIQUE NETWORKING OPPORTUNITIES
- FOR MORE INFORMATION CALL 214 712 7751

**1995 ANNUAL CONVENTION**

**SHERATON CHICAGO HOTEL AND TOWERS**  
 NAVY PIER

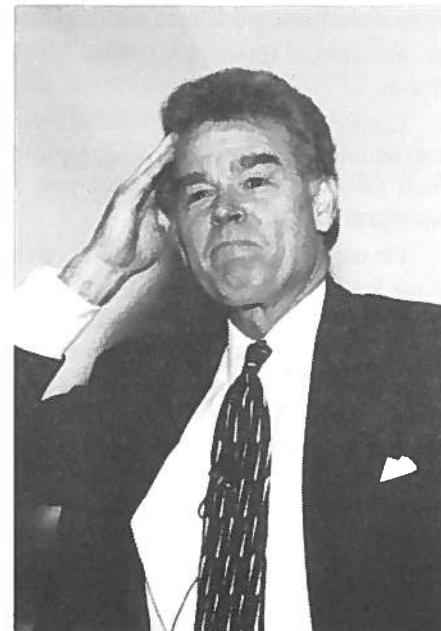
**MPI**  
 MEETING PROFESSIONALS INTERNATIONAL®  
 Committed to Educational Leadership

## February Meeting Highlights

# Guest Speaker James F. Hennig, PhD, Teaches 'Win/Win' Negotiating Skills



*Photos by  
Mark Lazarow  
Photography*



Guest speaker **Dr. James Hennig** left the February MPI audience wishing for more time to hear him discuss win/win negotiating skills. A frequent speaker and consultant to FORTUNE 500 companies and major associations worldwide, Hennig recently copyrighted the term "progotiate" in an effort to remove the NEGative from negotiation, he said.



Program committee members **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) line up to welcome MPI members and guests to the February meeting at Holiday Inn Brook Hollow.



Promoting terrific travel opportunities—through a benefit for the MPI Foundation—were **Ken Rowe** (Class Act Master Event Planners), **Julie Sampson** (Burlington Northern Railroad) and **Charles Wicker** (Bauer Audio Visual). For more information, see page 4.



**Barbara H. Hitt** (Mobil), **Sharon L. Paulsen** (Houghton Mifflin Company), **Joanne Nichols** (The Harvey Hotel • Addison), and **Donna Daves** (The Freeman Companies) visit at February chapter meeting.



Forking over a fistful of dollars for the PGA drawing was productive for **Mark Lazarow** (Mark Lazarow Photography) as well as for The Kids Charity Ball. After winning "A Day of Beauty at the Crescent Hotel," Lazarow turned around and donated the prize as an auction item for TKCB.



**LEFT: Welcome New Members!** Fourteen of the chapter's newest members got together after the new member orientation session.



#### Chapter of the Year Committee

The Chapter of the Year (COTY) Committee include (front row) **Lesley Meyer, CMP** (Sunbelt Motivation & Travel, Inc.), **Carolyn Carey, CMP** (SEI Incentives), **Linda Sergeant** (Bill Reed Decorations, Inc.), **Catherine Mason** (USTRavel Incentives); (second row) **Steve Kemble** (Steve Kemble Event Designs), **Mary Lynn Novelli** (Sterling Hotel Group), **Marilyn Manby** (Event Source Professionals), **Michelle Carter** (Southfork Ranch), and **O.D. O'Donnell** (Nightlife Talent & Mgmt. Agency). Not pictured: **Paige Braun** (DalCity Associates, Inc.) and **Sherri A. Cook, CMP**, (Sherri Cook & Associates). See more COTY news on page 5.

## 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 February meeting. They include facility host at the Holiday Inn Brook Hollow—soon to be the Harvey Hotel—**Joanne Nichols**, director of sales.

Special thanks to **Betty Garrett, CMP** (Garrett Speakers International) for providing the speaker, James F. Hennig, PhD. His speaking services are a \$4500 value. Thanks to **Dondra Richmond** (American Airlines) for providing Dr. Hennig's plane ticket, **Joanne Nichols** (Holiday Inn Brook Hollow) for providing his accommodations, and **Betty Presnall** (DFW Town Cars) for providing Dr. Hennig's transportation.

**AVW Audio Visual** provided audio visual equipment.

**Morton's** and **Marsha Singer** (Executive Connection) provided the report card drawing. Thanks to **Steven Foster** (Yellow Rose Touring Company) who won the drawing, then donated his prize to The Kids Charity Ball.

Thanks to **Mark Lazarow** (Mark Lazarow Photography) who, after winning the PGA Drawing—a "Day of Beauty at the Crescent Hotel"—donated the prize to be auctioned off at The Kids Charity Ball.

# Opinion, Please!

## Q: Do you find MPI's networking opportunities beneficial?



**Sandra Rutherford**  
Rutherford & Associates • planner

A: "Being in transition from IBM, MPI has helped me meet a lot of people who could be key to my business future."



**Melissa Logar**  
American Airlines Training & Conference Center • supplier

A: "I have met wonderful people who are always ready to help when needed."



**Joe Diaz**  
Delta Air Lines, Inc. • supplier

A: "MPI has significantly enhanced my networking ability by having a broad base of both corporate executives and meeting planners at monthly meetings."



**Bitsy Burns, CMP**  
H.D. Vest Financial Services • planner

A: "Never have I met so many like-minded people in one place exchanging information, ideas and services that meet the needs of both suppliers and planners. The information I receive has proven invaluable for planning and preparing conferences for H.D. Vest."

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

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# Perspective

## San Antonio Supplier Finds Flights to Dallas for MPI Meetings 'Worth Every Takeoff and Landing'

By Cindy M. Watters • St. Anthony Hotel, San Antonio, Texas

Although I live and work in San Antonio, I am a member of the Dallas/Ft. Worth MPI Chapter.

I attended my first luncheon more than a year ago. The memory of the feeling of panic I felt upon arriving at a function with 300 unfamiliar faces still burns in my mind. My panic evaporated when I was introduced to Kathi Thompson (Inn on the River) through the "buddy" program at new member orientation.



**Cindy M. Watters**  
Sales Manager  
St. Anthony Hotel  
San Antonio

As my member buddy, Kathi introduced me to many, many friendly people who made me feel really welcome. The chapter members really *cared* about my thoughts, plans and ideas. Hence, a love relationship between MPI Dallas/Ft. Worth and myself began.

Since that initial meeting, I have hopped on many Southwest flights into Love Field to attend MPI meetings, and found it worth every take off and landing.

Why? I could write a thesis on this subject—but the networking and education this organization offers are at the top of my list.

The friends and acquaintances I have made are unbelievable! Suppliers and planners are treated equally. I have met some of the top professionals in this field. As a supplier the networking has allowed me to better understand the needs and concerns of professional planners. They get to know me on a personal basis in a team oriented atmosphere.

Education is a primary focus at almost all events. I have learned more from this past year of MPI seminars than any printed material could teach! Just when I think I have all the rules of meeting planning down, those rules change—but MPI keeps me current! The confidence it has built is unmatched. When I look my clients in the eyes and tell them I am involved with MPI they know I am seriously dedicated to delivering their needs.

I have several planner clients in Dallas who do not belong to MPI. After hearing from me that MPI is not just a social association—and certainly not cliquish—several have agreed to attend a function with me.

I recommend to any supplier considering joining MPI: attend one of the events with a client; you'll get the perspective from both sides of the coin. You'll both be impressed!

My employer is solidly behind my 1995 resolution to devote more time to MPI. (Employers quickly see the benefits of MPI membership and involvement—the bottom line always gets their attention!)

Until my next flight into Love, I will stay in touch with my chapter through FAX, overnight mail and conference calls. I am eager to contribute more to an organization that has done so much for me.

# MEMBERSHIP NEWS

'New Kids on the Block'

## D/FW Chapter Welcomes 10 New MPI Members!

**Melanie Gilmore**  
Excel Telecommunications  
9101 LBJ Freeway; #800  
Dallas, TX 75243  
214/705-5500  
Planner

**Jeanine A. Trigg**  
Rexene Corporation  
5005 LBJ Fwy #500  
Dallas, TX 75244  
214/448-9243  
Planner

**Rhonda B. Jackson-Chase**  
Elegant Soiree'  
2810 Dairy Road #110  
Garland, TX 75041  
214/864-0393  
Planner

**Lester G. Lemay**  
The Schneider Group  
1950 Stemmons Frwy; #5001  
Dallas, TX 75207  
817/776-3550  
Planner

**Bill E. Matyastik**  
Business Interiors  
1111 Valley View Lane  
Irving, TX 75015  
817/858-2030  
Supplier

**Leigh E. Pender**  
Daryl's By Design  
1801 Griffin  
Dallas, TX 75202  
214/655-1444  
Supplier

**Leslie A. Russell**  
Harvey Hotel Company, Ltd.  
14400 Dallas Pkwy; #400  
Dallas, TX 75240  
214/980-4170  
Supplier

**Cindy M. Shelley**  
The Dallas Arboretum  
8617 Garland Road  
Dallas, TX 75218  
214/327-8263  
Supplier

**Darren L. Temple**  
AVW Audio Visual Inc.  
2241 Irving Blvd.  
Irving, TX 75207  
214/638-0024  
Supplier

**Martha P. Tilton**  
McKenna Fairchild  
P.O. Box 803501  
Dallas, TX 75380  
214/888-3454  
Planner



# MPI CARES

**MPI** is a

**C**ommunity of Professionals offering many

**A**ctivities which enable members to build

**R**elationships through

**E**ducation and networking opportunities that will result in

**S**aving time and money.

During the next few weeks, members of the Board of Directors of the D/FW Chapter of MPI will contact members who have not attended meetings this year. We want to reach out to them and find out why.

A "needs assessment" survey will be distributed to all members in May.

Please let us hear from you.

**We CARE about our members.**

# MEMBERSHIP NEWS

## Recent D/FW MPI Renewals—Valued Chapter Members Appreciated for Continued Involvement and Support

### DECEMBER RENEWALS

**Beverly Albrecht**  
*Northern Telecom, Inc*

**Lil Arnold**  
*TX Lil's Diamond A Ranch*

**Bitsy Burns, CMP**  
*HD Vest Financial Services*

**Ann Carolton**  
*McKenzie Institute Int'l*

**Michelle Carter**  
*Southfork Ranch & Conference Center*

**Ann Connolly Renneker**  
*Dallas Market Center Company, Ltd.*

**Lisa Conwell**  
*McKinsey & Company Inc.*

**Tony Cummins**  
*Dallas Park Central Hotel*

**Claudia Eckland**  
*American Airlines*

**Marie Escarfullery**  
*Fiesta Americana Hotels*

**Sue Ferguson-Fry**  
*The University Club*

**Nancy Fitzgerald**  
*Kaleidoscope*

**Forrest Harkrader**  
*J & S AV Communications*

**Tina Ho**  
*Texas Instruments*

**Sharon Horton**  
*ITT Sheraton Corporation*

**Kathy Louth**  
*Burlington Northern Railroad*

**Mike Miller**  
*Margaritas-R-Us*

**Susan Muha**  
*Richland College*

**Sandy Mukitarian**  
*Sunbelt Motivation & Travel*

**Ellen Noe**  
*Foxmeyer*

**Mary Lynn Novelli**  
*Sterling Hotel Group*

**Karen Noxon**  
*Center for Community Cooperation*

**R. Ted Olson**  
*Promotional Products Association*

**Todd Richter**  
*DFW Hilton Conference Center*

**Blake Robinson**  
*Hotel Crescent Court*

**Eugene E. Rondeau, Sr.**  
*Creative Partner Marketing*

**Jerry Samuels**  
*Jerry Samuels Pianist Bandleader*

**Michele Sanserverino**  
*Dallas Fan Fares*

**Lisa South, CMP**  
*Ducky Bob's Party Rentals*

**Charlotte St. Martin**  
*Loews Hotels*

**Bobbi Tierney**  
*AT&T Energy Systems*

**Dorrit Turner**  
*Yellow Rose Touring & Special Events*

**Cindy Watters**  
*St. Anthony Hotel, San Antonio*

### JANUARY RENEWALS

**Barbara S. Anderson, CMP**  
*Anderson Event Management*

**Laney Bratton**  
*Allman & Company*

**Paige Braun**  
*Dalcly Associates, Inc.*

**Thomas Calhoun**  
*Lifeguard Air Association*

**Carolyn Carey, CMP**  
*Allianz Life Insurance of North America*

**Mary Cowart**  
*Mary Cowart Meeting Consultants*

**Phillip C. Crouse**  
*Philip C. Crouse & Associates, Inc.*

**Georgianna M. Cumiskey**  
*Society of Petroleum Engineers*

**Chris P. Deschner**  
*Supershuttle*

**Francy Fellman**  
*Culinary Classic Catering Inc.*

**Marc Finley**  
*Advantage Sales Promotion Co.*

**Deuany A. Florence**  
*La Quinta Conference Center*

**Michael G. Gongre**  
*Doubletree Hotel Lincoln Centre*

**LeeAnn N. Harle**  
*Renaissance Mtgs. & Incentives, Inc.*

**Elizabeth Hartman**

**June Herold**

**Ron Hiett**  
*Burlington Northern Railroad*

**Barbara Kemerer**  
*TX School Adm. Legal Digest*

**Jo A. Lawrence**  
*NCR Corporation*

**Patricia K. McCain, CMP**  
*Krisam Group*

**Karen McCollough**  
*Medieval Times*

**Rebecca A. Milkie**  
*The Adolphus Hotel*

**Al Nelson**  
*Intelecom Services*

**Lucinda Nichols**  
*American Heart Association*

**Tanja Nichols**  
*Hilton Arlington*

**Cynthia Palmer**  
*Premiere Productions*

**Gretchen O. Parr-Silver**  
*The Plaza of the Americas*

**Lianne Pereira**  
*Hyatt*

**Kimberly Petersen**  
*Melrose Hotel*

**Ken E. Rowe**  
*Class Act*

**Piper Senzig**  
*Hard Rock Cafe*

**Nadine F. Shafer, CMP**  
*Dr Pepper/Seven Up Companies, Inc.*

**Mary Shirona**  
*Southwest Speakers Bureau, Inc.*

**Deborah Small**  
*Society of Petroleum Engineers*

**LaTrelle Smart, CMP**  
*Smart Outsource Solutions*

**Linda Thornton**  
*Fun Factory Decorations*

**Inez Wehrli**  
*Int'l Television Association*

**Deborah Wheeler**  
*Society of Petroleum Engineers*

**Patti Wilke, CMP**

**Jennifer Winget, CHSE**  
*Infomart*

**Peg Wolschon**  
*The Pegasus Group Int'l Inc.*



## Thank You!

Jyll Bishop • *Riverside Farms*  
Mary Guzman • *Omni Mandalay Hotel*  
Amy Martin • *The Beach Club*  
Melanie Arguello • *Fort Worth CVB*  
Cathy Lenard • *The Beach Club*  
Traci Bower • *Reunion Ranch*  
Kathy Senease • *Omni Hotels*  
Donna Daves • *The Freeman Companies*  
Karen Fogle • *Star Brand Ranch*  
Wendy Skalski • *Circle R Ranch*  
Kami Price • *Infomart*

... for being a "buddy" to a new member in January!



## Heard it through the Grapevine!

By M.T. Gnad  
'Grapevine' Columnist

**Jay Cooper**, marketing representative, Cannonball Party Rental, was named new member affiliate of the year for the National Association of Catering Executives (NACE).

**Phyllis Firebaugh**, CMP has accepted a position as regional sales manager for the *Krisam Group*. She was formerly with A & C Enercom.

**Pat McCain**, CMP, vice president, *Krisam Group*, is expecting her first child. The stork is scheduled to arrive in June.

**Diana L. Kolanowski** is the national sales manager for the new *Homestead Village* in Arlington. She was formerly with Holiday Inn DFW South.

**Ann Connolly Renneker**, catering sales manager, *Dallas Market Center*, was named Catering Manager of the Year for the National Association of Catering Executives (NACE).

**Todd Richter** is the new director of catering for the *DFW Hilton Executive Conference Center*. He was formerly with Designs behind the Scenes.

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.

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## Membership Benefits

*Why do MPI members—12,000 internationally, and more than 565 in the D/FW Chapter—renew every year?*

### ✓ Publications

- Meeting Manager (I)
- D/FW Chapter Newsletter—CURRENT (C)
- MPI Express (I)
- International Directory (I)
- Local Chapter Directory (C)

### ✓ Continuing Education

- Annual Meetings: PEC, Annual Conference, and Institutes I & II (I)
- CMP Courses: University and Informal Study Courses (C)
- "How To" Breakfasts (C)
- Brown Bag Lunches (C)
- Richland College Courses (C)
- "Walk A Mile In My Shoes" Hands-On-Training (C)
- Monthly Meetings
- Special Interest Groups (C)
- Executive Workshops (C)

### ✓ Networking

- Monthly Meetings (C)
- Committee Involvement (C)
- Gemelli Chapter (C)
- MPINet (I)
- Buddy Program (C)
- Information Exchange (I&C)
- Diverse Marketing (I&C)
- Industry Trends (I&C)
- Business Opportunities (I&C)
- Business Relationships (I&C)
- Peer Interaction (I&C)

### ✓ Career Assistance

- Job Bank (C)
- Scholarship Opportunities (C)
- Unemployed Meeting Assistance (C)

### ✓ Marketing Your Product/Service

- Mailing Labels for Purchase (I&C)
- Advertising in Publications (I&C)

### ✓ Professional Growth

- Local Chapter and International Level Awards (I&C)
- Community Activities (C)
- Monthly Meetings (C)
- State of the Art Meeting Industry Software and Tapes (I)
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- PGA—Professional Growth Awards (C)
- Committee Involvement (I&C)

### ✓ Research Information

- Governmental Affairs (I&C)
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- 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 JOB BANK

The Kids Charity Ball

**March 18**

The Great Hall  
International Apparel Mart

For More Information Call  
Mary Ellen Malsbury • 214-702-1014



George (George Primo Orchestras) and Dori Primo's trip to The Orient benefitted The Kids Charity Ball, whose '94 receipts topped \$51,000.

### Trip to The Orient Benefits 'The Kids'

MPI Member **George Primo** (George Primo Orchestras) and his wife, **Dori**, enjoyed a trip to The Orient—Hong Kong, China, and Bangkok, Thailand—after successfully outbidding the competition at the auction at The Kids Charity Ball 1994, the D/FW Chapter's Annual Charity Event (ACE).

The Primos traveled to Hong Kong via Cathay Pacific Airlines and stayed at the New World Harbour View for four nights. They then flew to Bangkok, where they stayed at the Sukhothai Bangkok Hotel, "which was first class luxury in every way," for three nights.

"While in Bangkok we dined with the general manager and his wife, and I was asked to entertain his guests," said pianist Primo. "He immediately offered me a two-month engagement at his beautiful hotel!"—an offer Primo hopes to take advantage of sometime in the future.

"I encourage everyone to take advantage of the terrific travel auction items at The Kids Charity Ball '95," Primo said!

Don't miss this opportunity to bid on fabulous trips to Hong Kong, Cancun, Paris and Honolulu.



## The Kids Charity Ball

### Sponsors

as of February 24, 1995

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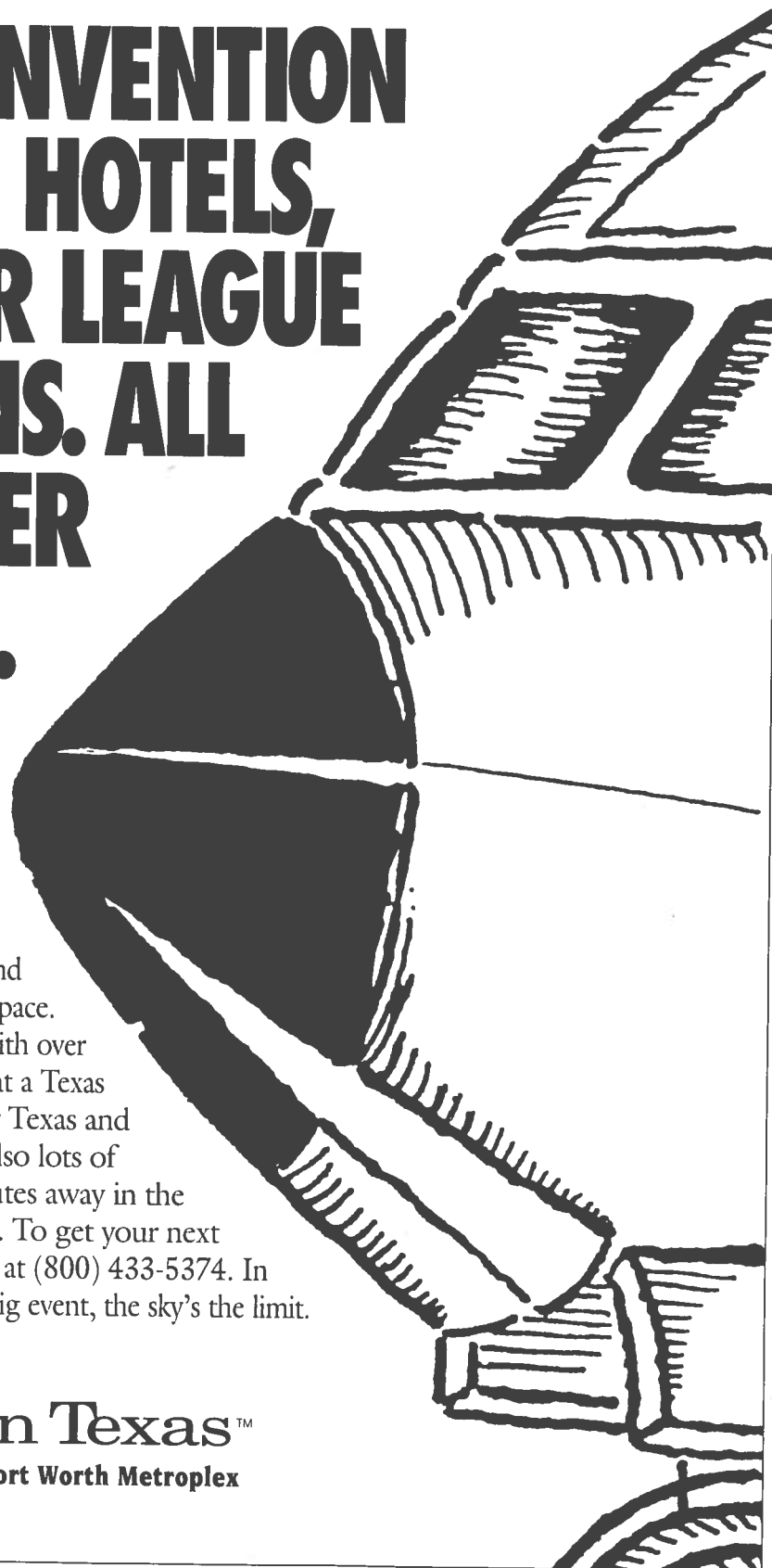
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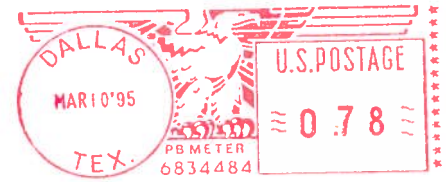
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## DALLAS/FORT WORTH CHAPTER

# MPI

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Meeting Professionals International is the world's largest association of meetings professionals with more than 12,000 members in 42 countries and 50 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.

**MPI International Headquarters**  
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214-712-7700

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**Dallas/Fort Worth Chapter**  
10875 Plano Road  
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**1994-95 D/FW MPI AWARDS NOMINATIONS**

**TO: The Membership of the Dallas/Fort Worth Chapter of MPI**

**FROM: The 1994-95 Awards Committee**

Your assistance is being solicited. Please (a) review the criteria listed below and (b) nominate outstanding members who you believe are deserving of the three honors awarded by the Chapter for local involvement.

**D/FW CHAPTER PLANNER OF THE YEAR**

Awarded to a planner member in good standing who has made significant contributions to the Chapter.

NOMINEE: \_\_\_\_\_

**D/FW CHAPTER SUPPLIER OF THE YEAR**

Awarded to a supplier member in good standing who has made significant contributions to the Chapter.

NOMINEE: \_\_\_\_\_

**"RISING STAR" AWARD**

A newly established award to honor a planner or supplier member who, although he/she has only been a member of the Chapter for a limited time (3 years maximum), has made significant contributions to the Chapter.

NOMINEE: \_\_\_\_\_

You may nominate individuals in one or more of the categories. Please return this form no later than April 1, 1995 to:

Suzann J. Oliver, Chair, Awards Committee  
Director of Meetings and Conventions  
Society of Diagnostic Medical Sonographers  
12770 Coit Road, Suite 508  
Dallas, TX 75251  
or FAX to: (214) 239-7378

To avoid duplications, the following members are past recipients of Planner of the Year: Greg Elam; Marilyn McGuire, CMP; Laura Yarbrough, CMP; Mary Cowart; Norb Dettmann, CMP; Lisa South, CMP; Connie Sandifer, CMP; Marilyn Manby; Diane Smith, CMP; and Suzann Oliver.

To avoid duplications, the following members are past recipients of Supplier of the Year: Sally Gibbons; Ellen Beckert; La Trelle Smart, CMP; Suzann Oliver; Bill Boyd; Judy Love Rondeau; David Gisler; Phyllis Firebaugh, CMP; O.D. O'Donnell; and Sue Ferguson-Fry.

**Return completed form no later than April 1, 1995.**

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MEETING YOU ARE PLANNING!**

**WHICH ONE HAD THE RIGHT BALLROOM?**

**WHICH ONE HAD THE GREAT IDEAS FOR THE  
WELCOME RECEPTION?**

**WHICH ONE RATED BEST OVERALL FOR THE  
CRITERION I NEED TO MEET?**

**WHICH PROPERTY HAD THE STAFF THAT WAS  
SO HELPFUL?**



**Do all these details seem to blur together once you are back  
in the office?**

**Glenn Tomlinson from Hewlett-Packard Company faced these questions  
many times a year and decided to create a computerized "rating" system  
for Site Inspections. Come hear his ideas on how you can unscramble the  
Site puzzle too! Hoteliers will want to join these planners to find out  
what's *really* important to planners and how your property might rate!**

**"BROWN BAG" LUNCHEON  
EDUCATIONAL SERIES**

**The Brown Bag series is FREE! Bring your own lunch and  
TREAT a friend, client, or fellow employee to an  
informative luncheon.**

**APRIL 12, 1995  
11:30 AM - 1:00 PM**

**DALLAS GRAND HOTEL  
1914 Commerce Street, Downtown Dallas**

**PLEASE FAX YOUR REGISTRATION by APRIL 4  
TO: MARTI FOX, CAMPBELL TRAVEL  
(214) 392-9256**

**NAME** \_\_\_\_\_ **PLANNER** \_\_\_\_\_  
**COMPANY** \_\_\_\_\_ **SUPPLIER** \_\_\_\_\_  
**GUEST(S)** \_\_\_\_\_  
**FAX:** ( ) \_\_\_\_\_ **PHONE:** ( ) \_\_\_\_\_

Dallas/Fort Worth Chapter, MPI  
"EXECUTIVE WORKSHOP"



**REVOLUTIONIZE YOUR WRITING**

**April 25, 1995    Melrose Hotel, Terrace Room    5:30PM - 7:00PM**  
**3015 Oaklawn Avenue**  
**Dallas, TX**

**Discover a new world of writing that doesn't have to be flat and boring. Discover how to toss out traditional salutations and complimentary closes and replace them with fresh language that lets you write the way you talk. Discover why this approach dramatically improves your business-letter results.**

**Our presenter, Jay Jones, is a professional speaker with a difference. He is the only writing authority in the world who takes on our Victorian writing habits. His revolutionary writing approaches have a proven track record for increasing results, saving valuable time and making letter writing fun.**

**REGISTRATION FEE:    \$10.00**

**To register, fax completed form to: Phyllis Tackitt, Events Unlimited, 214/750-0943 (Fax), 214/750-7226 (Phone). Payment will be collected at the workshop. NO SHOWS WILL BE BILLED!!**

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NAME: \_\_\_\_\_ PLANNER: \_\_\_\_\_  
COMPANY: \_\_\_\_\_ SUPPLIER: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
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