

CURRENT

Meeting Professionals International

September 1995

Dallas-Fort Worth Chapter

President's Message

Professional Partnering—an Aid to Exceeding Expectations

By Phyllis Firebaugh, CMP
Krisam Group

"Great minds must be ready not only to take opportunities, but to make them." The philosopher Colton's insight is applicable in achieving career excellence through the practice of "professional partnering." That is, contributing and benefitting from not only networking with supplier/planner relationships but also planner/planner and supplier/supplier acquaintances in MPI.



Phyllis Firebaugh, CMP
D/FW Chapter President

At the recent joint chapter retreat, "Texas Team-Up," 84 participants—most from the three Texas chapters—discovered through fun, interactive exercises how to benefit from knowing more about working with our personality styles to get the job done faster and more effectively.

At the "Road Rally," we pooled our resources of talent to form a cohesive team in competition to "win."

Winning. Isn't that what we all want in our professions?

At the trade show and at the horse races, I visited with several suppliers about how we can share information in non-competitive ways to benefit mutually. Part of that process came about by asking questions

(continued on page 10)

MPI

MEETING PROFESSIONALS INTERNATIONAL®

D/FW Chapters of MPI & IAEM Joint Meeting

"Meeting Technology"

*featuring David Fox of Knowledge/Web, Inc.
& Pre-meeting Executive Workshop & Exhibits*

Thursday, September 21

INFOMART

*1950 Stemmons Freeway, 7th Floor
Dallas, Texas 75207
214-746-5678*

*Executive Workshops Registration 8:15 a.m. 7th Floor Foyer
Executive Workshops 8:45-10 a.m. & 10:15-11:30 a.m.
Orientation 11:00 a.m. Room 7005
Reception & Registration 11:00 a.m. Room 7001
Luncheon & Program 12:15 p.m. Room 7011*

R.S.V.P. to INFOMART
by noon, Tuesday, Sept. 19
214-746-5678
1-800-232-1022*

**Please do not call chapter office
for this joint meeting*

*Executive Workshop \$10
Luncheon
Advance Registration \$22
Late Registration \$30
Guest Registration \$25*

See page 3 for more details and meeting reservation policy.

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CURRENT

MPI

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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

NOTE DATE CHANGE!

September 21, Thursday

Chapter Meeting
INFOMART

"Meeting Technology"

Joint Meeting with IAEM

11:30 a.m./Lunch

Executive Workshops 8:45 & 10:15 a.m)

October 26, Thursday

Chapter Meeting

11:30 a.m./Lunch

Venue TBA

November 16, Thursday

Chapter Meeting

Embassy Suites Park Central

11:30 a.m./Lunch

"Music in Meetings"

December 21, Thursday

Chapter Meeting

Holiday Party

Venue TBA

EDUCATIONAL OPPORTUNITIES

Aug. 22-Oct. 10 (Tuesdays)

"Walk a While in My Shoes"
(interactive educational series)

September 21, Thursday

Executive Workshops

"Meeting Technology"

8:45-10:00 a.m.

10:15-11:30 a.m.

Oct. 10-Nov. 14 (Tuesdays)

CMP Study Course

6-8 p.m.

October 10, Tuesday

"How To" Breakfast

Omni Mandalay/Las Colinas

"Program Planning"

7:30-9:30 a.m.

November 3-4

CMP University

November 8, Wednesday

Brown Bag Luncheon

"Roundtable Discussions"

Venue TBA

December 2, Saturday

CMP Exam

Dallas

December 5, Tuesday

"How To" Breakfast

Venue TBA

"Budgeting"

7:30-9:30 a.m.

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

HSMAI

October 12

Annual Dine-Around

McKinney Avenue

IAEM

October 17

Reception/Meeting

Venue TBA

September Meeting Highlights

MPI and IAEM Focus on Technology at Joint Meeting, Executive Workshop September 21

By Linda Sergeant

Bill Reed Decorations, Inc.

On September 21 the Dallas/Fort Worth Chapters of Meeting Professionals International and the International Association of Exhibition Managers (IAEM) will host a joint program on meetings technology at INFOMART in Dallas.



David Fox
Knowledge/Web Inc.

Included in the day's events will be morning workshops, exhibits, and an educational luncheon program.

Guest speaker David Fox, founder and CEO, Knowledge/Web Inc., of San Rafael, CA, will discuss "How the Internet Will Affect Our Business." Fox's company uses the Internet as a platform for the development of interactive directories, guides, and catalogs.

Another feature will be a demonstration by new MPI members Darla Ogle and Darren Ward of HyperGraphics in Denton. A technology-based education and training organization since 1982, HyperGraphics has pioneered the use of real-time feedback systems and is now introducing an exciting, interactive, multimedia approach to the meetings market.

Preceding the meeting will be a morning Executive Workshop and exhibit area, "Meeting and Trade Show Technology"

The workshops will be held at 8:45-10:00 a.m. and 10:15-11:30 a.m. Regis-

tration will be held in the foyer of the 7th floor. The schedule includes demonstrations of MPINet, IAEMNet, Freeman Online, Phoenix Solutions (meetings software), DAnimation (multimedia technology), LiveWorks Inc. (liveboard conference tool), and On Ramp Technology (online service) among others.

Reception and registration begins at 11:00 a.m.—earlier than usual—in the Hollerith Room (7001). The reception time has been extended to allow the following

Workshop cost is \$10 inclusive of all workshops. Luncheon costs are noted on the front page of this newsletter.

Continuing Education Unit (CEU) credit forms will be available for the workshops and educational luncheon program.

Credit will apply to Certified Meeting Manager and Certified Exhibit Manager designations.

Be sure to indicate on the form if you are applying as an IAEM or MPI member.

IMPORTANT NOTE:

Registration for the Sept. 21 joint meeting of MPI and IAEM will be handled by INFOMART. Call 800-232-1022 or 214-746-5678 to make reservations for the workshop and/or luncheon. Please state whether you are registering as a member or guest of IAEM or MPI.

companies to exhibit: Freeman Online, MPINet & IAEMNet, Phoenix Solutions, HyperGraphics, D Animation, On Ramp Technology, Data Projection, Travel Technologies, and others.

Orientation for new members will take place at 11:00 a.m. in room 7005.

The luncheon program will begin at 12:15 pm in the Maxwell Room (7011). Exhibits will reopen at 1:45 p.m.

MPI and IAEM committee members for the September meeting are: Chair Sally Goldesberry, CMP (Meetings & Exhibit Specialists), Patti Beaulieu, CMP, CEM, DMC (Expo), Judy Owen (J&S Audio Visual), Cathy Mason (USTRavel Incentives), Debbie Meyers (Bravo! Entertainment), Linda Sergeant (Bill Reed Decorations, Inc.), and James Slaughter (INFOMART.)

September Host Facility

INFOMART

INFOMART is the world's original and largest permanent showcase for the latest in information systems and office automation. Products and services represented here include computer hardware, software, telecommunications, copiers, facsimiles, and network systems, system integrators, consulting firms and training companies.

In addition to more than 120,000 square feet of exhibit space and 30+ meeting rooms, INFOMART has three restaurants, INTERNET, satellite and cable TV capabilities, a post office, a 500-tiered seated auditorium, in-house audio visual services, and computer rental companies.

INFOMART is home to the international headquarters of Meeting Professionals International.

INFOMART has more than 2,500 free parking spaces.

Meeting Reservation & Attendance Policy

Registration fees will be collected at the door; advance payments are not accepted. If paying by check, please have check completed before approaching registration table. Reservations must be made by RSVP deadline for advance registration fee to apply. Late reservations and walk-ins will be accepted on a SPACE AVAILABLE basis. Cancellations must be made by the RSVP deadline. **No-shows will be billed.** Members are responsible for "no-show" charges for their guests. Guests are limited to attending three meetings per year (spouses are an exception).

Editor's Notes

CURRENTly . . .

Three months and counting until Dallas and the D/FW Chapter will host one of MPI's largest conferences! The '95 **Professional Education Conference (PEC)** — **Dec. 10-12** at the **Wyndham Anatole Hotel** — will be the first big MPI meeting in Dallas since 1979, and the Host Committee is counting on the D/FW Chapter to help make the PEC in Dallas the best yet.

At last month's meeting at **Dallas Convention Center** a panel of representatives from the Host Committee discussed what the PEC means to Dallas and the D/FW Chapter and reviewed opportunities for involvement and sponsorships.



Gracie H. Hilton
The Write Stuff
CURRENT Editor

Our duty, challenge and opportunity, says the Host Committee, is to do what we do best—operate incredible events!

And volunteer opportunities abound!

There's a need for airport greeters, hotel greeters, transportation coordinators, and tour booth assistants. Help is also needed in the areas of grab bag donations and amenities/stuffing/distribution.

Sponsorship opportunities (\$500 minimum) are available for food functions, breaks, transportation, signage, hospitality areas, VIP

amenities and gifts.

For more information about volunteer opportunities, FAX a request to **Colleen Rickenbacher** (Dallas Convention & Visitors Bureau), 214-746-6693.

The Host Committee encourages all D/FW attendees to wear the official host uniform. Its main component is a terrific-looking stone-washed denim vest with embossed Dallas skyline logo. completes the uniform. A host uniform package — including the vest, a Texas flag bandanna and a host's label button — is \$44 for most sizes; size XXL is \$49. For information about ordering, contact Apparel Committee Chair **Donna Daves** (The Freeman Companies), 214-638-6454.

At this month's meeting on "Meetings Technology" at INFO-MART, **Darla Ogle** and **Darren Ward** of HyperGraphics will demonstrate the company's "Technology Assisted Meetings" (TEAM) product, a computer-based interactive multimedia approach for surveying groups of people and getting immediate feedback.

"TEAM enables you to ask customized interactive questions, and track all responses from meeting participants through wireless response units," says the company literature.

Intrigued? So am I.

Alas and alack! **Kyle Keller's** name was inadvertently omitted from the "Thank You" list of contributors to the July meeting. Apologies and thanks to Kyle of J & S Audio Visual, Inc.!

Guest columnist **D'Etta Waldoch Koser, CMP**, associate director of international programs in the bone marrow transplant registry at Medical College of Wisconsin and a member of the MPI Chapter of Wisconsin (WMPI), is a "brand new" CMP.

Read her enthusiastic recommendation of the strategy review class in "A Member's Perspective" on page 21.

—ghh ☺

News Briefs

MPI Names Kirkham Editor/Director of Publications

Kari Metroka-Kirkham has been named editor/director of publications for Meeting Professionals International.

She will provide leadership and overall management for the Publications Department and serve as staff advisor to the Editorial Advisory Board.

A ten year veteran in the publishing/print media industry, Kirkham was previously associate publisher/director of marketing & public relations for *AURA of Dallas/Fort Worth Magazine* (1992-1995).

Kirkham's international experience includes her work as convention/international marketing manager for Holt, Rinehart & Winston College Publishing.

Kirkham holds a 1985 bachelor of science degree from Texas Christian University in Fort Worth, Texas.

She replaces Tina Filipski who left MPI in June to become editor-in-chief for Promotional Products Association International (PPAI).

Affiliate 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.

CURRENT Deadlines

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

ISSUE	DEADLINE
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.

What are the MPINet Associates?

Presently there are two **MPINet Associates: Freeman Online** and **IAEMNet** (The International Association of Exhibit Managers). Each is a separate forum but accessed free of charge through **MPINet**.

Freeman Online is a result of requests by both show managers and exhibitors who have become advocates of the benefits of the "information highway."

"We looked at a number of options in setting up our online ordering service, and the added benefits of MPINet, IAEMNet, and CompuServe seemed to be the most advantageous for our customers," says **Ellen Beckert**, director of corporate development for Freeman Companies, Inc.

Steve Hacker, president of IAEM, says, "The partnership between MPI and IAEM on the net demonstrates the kind of new thinking that will be necessary for associations to continue to thrive into the 21st century. Without fear of "organizational egos," both associations, much to their credit, saw the benefits that would accrue to their members as the most important factor. My observations of what's taking place on the net are heartening . . . there is a great deal of interaction between MPI and IAEM members. The value of the Net is growing daily as more and more members are getting wired. Our thanks to Ed Griffin and all of our colleagues at MPI for agreeing to this exciting new venture. I look forward to meeting more MPI members on line."

Why do messages on the Message Board disappear?

There are two reasons. First, a CompuServe forum is capable of holding approximately 1500 messages at any given time. The more messages posted, the faster they scroll away. However, you will always be notified of any messages sent to you personally.

Second, the software is written to make access quick. When you access MPINet and look at the public messages, the software thinks you have seen everything posted at that particular time. So, when you log on again, you will only see the messages posted since the last time you disconnected. However, you can "reset" the date under "Messages" on the overhead toolbar. This way, you can "back date" and see previous messages.

BTW, what does "ROFL" mean?

Hahahahaha! It's a cyberspeak emoticon and means "rolling on the floor laughing." New netters are encouraged to download the "new users" files located in the Library Section. There is a file on emoticons—a whole list of helpful symbols and abbreviations that live up your e-mail and convey the feeling behind your words. (BTW is "by the way.")

For example: I want each of you to register for the MPINet Workshop, now! <g> (grin) By adding the <g>, you know I am not seriously demanding you to attend, just that I would like you to!

What is the MPINet workshop?

On September 21 the **Dallas chapters of MPI and IAEM** will host a joint monthly meeting at INFOMART on "**How The Internet Will Effect Our Business.**" These chapters are also hosting a workshop that morning which will include sessions on MPINet, IAEMNet, and Freeman Online. Further information on this workshop can be found on the separate flyer accompanying this issue.

D/FW Chapter "Netters"

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

- Ellen Beckert** (The Freeman Companies) 74117,244
- Bill Boyd, CMP** (Sunbelt Motivation & Travel, Inc.) 73164,2013
- Inga Bowyer** (ROI Meetings and Events, Inc.) 74161,114
- Sherri Cook, CMP** (Sherri Cook and Associates) 74161,534
- Greg Elam** (Dallas CVB) 74117,706
- Phyllis Firebaugh, CMP** (Krisam Group) 74161,645
- Jim Follett, CHSE** (InterContinental and Forum Hotels) 74117,545
- Steve Foster** (Yellow Rose and Touring) 74161,523
- Betty Garrett** (Garrett Speakers International) 74117,157
- M.T. Gnad** (Independent Planner) 74161,732
- Sally Goldesberry, CMP** (Meetings & Exhibits Specialist):74117,121
- Gracie Hilton** (The Write Stuff) 75647,22
- Pat McCain** (Krisam Group) 74161,360
- Debbie Meyers** (Bravo! Entertainment) 74161,334
- Jim Monroe** (Gale Sliger Productions) 74117,745
- Darla Ogle** (HyperGraphics Corporation) 74642,1064
- Virginia Paxton** (Ginny's Gifts) 74161,410
- Lodi Palmer** (Meeting Professionals International) 74117,751
- Greg Pynes** (Town of Addison) 74117,702
- Amy Redfearn** (Meeting Professionals International) 72662,3505
- Sal Sessa** (Events Photography) 102163,2330
- Linda Sergeant** (Bill Reed Decorations, Inc.) 74117,705
- Tracey Smith** (Computer Language Research) 74161,540
- Marsha Veach** (Meeting Professionals International) 74117,314
- Bob Walker** (AVW:)74117,644
- Mollie Wallace, CMP** (Miller-Freeman) 73422,3300

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.

SUMMER MEETING SPECIALS!



You'll be suprised at the creative options Southfork offers in menus, activity and break suggestions - not to mention the newly renovated and furnished facilities for small groups! Packages available with area hotels for housing and transportation needs!

Southfork

**MPI Facility
of the Year
1994**

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Heard it through the Grapevine!

By M.T. Gnadt
'Grapevine' Columnist

Stephanie Davis, director of sales, ITT Sheraton Park Central, will marry Jamie Schroeder, ITT Sheraton Corporation, in November.

Sue Ferguson-Fry is director of marketing for *Confeti Gift Superstore*. Confeti was searching the MPI Job Bank when they found Sue.

Paige Braun is the sales manager at *Confeti Gift Superstore*.

Jill Heyerdahl, formerly with *XTS Travel*, has joined SEI Incentives as meeting planner for groups and incentives.

Mary Barnes Knox is the new promotions director for *Personalities International*. She was formerly with Kim Dawson Agency.

Ellen Larson has been promoted from national sales manager, Wyndham Anatole Hotel, to director of sales and marketing for the Loews Georgio in Denver, Colorado.

Mary Jo Malone left the metroplex to accept the position of director of sales, *Swissotel Chicago*.

Melanie Nussbaum, CMP, has moved to Los Angeles to become the sales manager for *Wyndham Hotel* at Los Angeles Airport. She was formerly with The Grand Kempinski Dallas.

Theresa Schwartz, manager meetings/conventions, *Budget Rent A Car*, and her husband, Robert (Tad) are expecting their second child in November.

Stephanie Staubach is taking a three year sabbatical from *Personalities International* to attend law school.

Diane Smith, CMP, sales promotion manager & planner, *Alcon Laboratories*, is a grandmother again. In July her daughter Lisa and son-in-law Jeff welcomed Makenna Christine, their second daughter and Diane's sixth granddaughter!

Alainna Webb has been promoted from sales manager to senior sales manager, *Meeting Management Association/Festivities*.

When **Cheryl Beasley, CMP, SABRE Travel Information Network**, and husband Jimmie, celebrated their 25th wedding anniversary in Italy, the highlight was seeing their son Jace and his band's opening night performance in Monte Carlo. Special guests attending the opening—and appearing on stage with Jace—were Prince Albert of Monaco, Julian Lennon, and Herman, the drummer for the rock group Scorpion.

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 Gnadt (214-539-6538 • FAX 214-724-0932 • CompuServe 74161,732) about items of interest for this column.

The "Inn" Way To Use Your Time Wisely.



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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



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 note specifying your interest (hospitality/sales, hospitality/operations, meeting planning, temporary/contract work or internships)
- a minimum of five (5) resumes per interest category
- a check or money order for \$20 (for MPI D/FW chapter members) or \$30 (for non-members) made payable to MPI D/FW Chapter

Send these items to:

Traci Bower
Chair, D/FW MPI Job Bank
P.O. Box 741208
Dallas, TX 75374-1208

Job Bank Phone Line:
214-868-2908

All inquiries are confidential.

D/FW MPI's
**JOB
BANK**

Opinion, Please!

Q: What are your thoughts about the MPI Professional Education Conference (PEC) coming to Dallas in December?



Shawn Buttelmann

J.C. Penney Company, Inc. • planner

A: "I am thrilled the PEC will be in Dallas this year because it gives us the opportunity to host, with Texas hospitality, an exciting event. I am looking forward to welcoming out of town guests to our MPI home!"



Jo Smith

Del Lago Golf Resort & Conference Center • supplier

A: "Hosting the PEC gives Dallas an excellent opportunity to showcase the city to potential meeting professionals. I am sure our Texas hospitality will be evident at this informative and enjoyable conference."



David Erkel

International Meeting Management Services • planner

A: "This event will give us a wonderful opportunity to promote our city and show our MPI pride once again."



Stephanie Davis

Sheraton Park Central Hotel • supplier

A: "The PEC is a great chance for the city of Dallas to meet and greet potential customers and showcase our city. It's an educational and social opportunity that I'm sure will be a great success. Go Dallas!"

"Opinion, Please" is a question and answer feature column prepared by Kristi Hollomon (J&S Audio Visual, Inc.), advertising director for the CURRENT.

EDUCATION NEWS

Einstein and The Professor Encourage You to Take Advantage of These Terrific Educational Opportunities!



Einstein (aka Marti Fox, *Independent Planner*) and The Professor (aka Greg Pynes, *Town of Addison*)

September 21
Executive Workshop
"Meeting Technology"
8:45-11:30 a.m.

October 10
"How To" Breakfast
Omni Mandalay/Las Colinas
"Program Planning"
7:30-9:30 a.m.

November 8
Brown Bag Luncheon
"Roundtable Discussions"
Venue TBA

December 5
"How To" Breakfast
Venue TBA
"Budgeting"
7:30-9:30 a.m.

**Talk Amongst
Yourselves—I'll
give you a topic.**
*(Tawk Amongst
Y'allselfes—I'll Give
Yew a Tawpic!)*



Venue TBA

November 8

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

- Register by fax for this thought-provoking Roundtable Discussion!
- Have a terrific idea for a fun and interesting topic? Let us hear from you!
- Want to volunteer for the 'Brown Bag' Committee? We need you to help plan just one of five luncheons within the next nine months! Let us hear from you!

*Please fax your registration and ideas to Melissa Parks (A.F.S.A.)—
214-343-8898.*

*Include your name, company name, phone and fax numbers.
Are you a planner or supplier?
Will you bring a guest?*

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.



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Getting that College Degree—a Plus in the Meetings Industry

By Colleen Albert Rickenbacher, *CM*P
Dallas Convention & Visitors Bureau

Maybe it's been five or ten years since high school graduation . . . or maybe 20 or 25 . . . but it is never too late to get your college degree.

When I realized, several years ago, that I needed to complete my degree in order to advance in my career, I vowed to graduate from college before my 25th high school reunion. With 2 1/2 months to spare, I did exactly that.



Colleen Albert
Rickenbacher, *CM*P
Dallas CVB

Today, higher education is more critical than ever in our workplace. Many in the meetings industry need that college degree to move up the ladder.

The D/FW Chapter of MPI knows the importance of continuing education. We want to provide programs that will promote your professional and educational development—programs that will help our members stay competitive in their careers.

Numerous colleges in the metroplex schedule adult education classes in locations that make it possible for those who work fulltime to continue study toward a degree program. Some universities offer credit through previous and present experience!

If you are interested in pursuing your college degree, please fax me at 214-746-6693. Let me know what specific degree or program you are interested in pursuing—and what credits you have already earned. I will contact you soon with information about possible programs. By the way, I have plans to pursue my masters degree, and have information on that too!

The time is now! No more excuses about why you just can't get that college degree. Stop putting it off! Go back to school!

'Walk a ~~Mile~~ While in My Shoes' Underway Once Again

The success of "Walk a Mile in My Shoes," last spring's popular and successful educational working partnership program ensured its repetition.

This fall it re-emerged—with a slightly different name. Students from the D/FW Chapter of MPI are now enrolled in "Walk a While in My Shoes."

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

The class will meet weekly for eight weeks, Aug. 22-Oct. 10. Continuing Education Units (CEUs) are available.

Each class will take place at a different venue to provide a wide variety of experiences. Meeting places scheduled include the Majestic Theatre; Dallas Museum of Art; Valley Ranch Training Center; Octoberfest at the City of Addison; Bill Reed Decorations; INFOMART; Sprint Corporation; and Dallas Arboretum.

Topics include "Starting Your Own Company," "Etiquette in a Business Setting," "Marketing Your Unique Service," "Behind the Scenes of a City Festival," "Utilizing a Special Events Decoration Company," "Using an Alternate Site," "The Many Faces of Meeting Planning," and "Working with a Public Facility."

Under the direction of V.P./Education and Greg Pynes (Town of Addison), Susie Carr, *CM*P (Annuity Board of the SBC) is chairperson. Committee members are Jim Belcher, *CM*P (Integrity Publishing Corp.), Jill Heyerdahl (SEI Incentives), Jennifer McClure (Theatre Operating Co., Inc.), Tamara Quilty (Sprint Corporation) and Jill Welke (Bill Reed Decorations).

Walk
a
While
in My Shoes

A new name for a
super
successful
series!

After rave reviews, this interactive educational program is underway once again. Twenty-two students from the D/FW Chapter of MPI are enrolled in the Aug. 22-Oct. 10 program. Look for a report in the November issue of *CURRENT!*

President's Message—Professional Partnering

continued from page 1

about our job scopes.

The mind starts ticking about how, through professional partnering, we can gain from each other, thus multiplying MPI membership benefits!

Will you accept my challenge to try new or different ways to learn from others in our industry, and specifically, the D/FW Chapter?

One of our important goals this year is to increase membership participation in educational programs by 5%. Consider the wealth of programs offered through the D/FW Chapter—described each month in the pages of the *CURRENT*. Consider ways to receive more “Return on Investment” for your organization by more active participation.

Where can you learn the most “up-to-date” and dynamic trends in our industry?! Talking with the folks who are doing it just yesterday, today and tomorrow?

If at all possible, participate this month in the PO⁴D meetings in your area! This is a result of your request for educational opportunities that require less time than a monthly chapter meeting. You can help structure what your group does, determine when and where you meet, and make new business relationships.

The PO⁴Ds will help you achieve personally. The PO⁴Ds will help us achieve corporately. The PO⁴Ds will help us *exceed expectations!*

Make professional partnering a part of your *Commitment to Excellence*.

*Commitment
to
Excellence*



Exceeding Expectations!

note date change!

**September 21
11:00 a.m. • lunch
MPI & IAEM joint meeting
“Meetings Technology”
INFOMART • 7th Floor**

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



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:

Resource Liaison	Resource Area	FAX
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 Thompson (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!

MPI

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D/FW Chapter

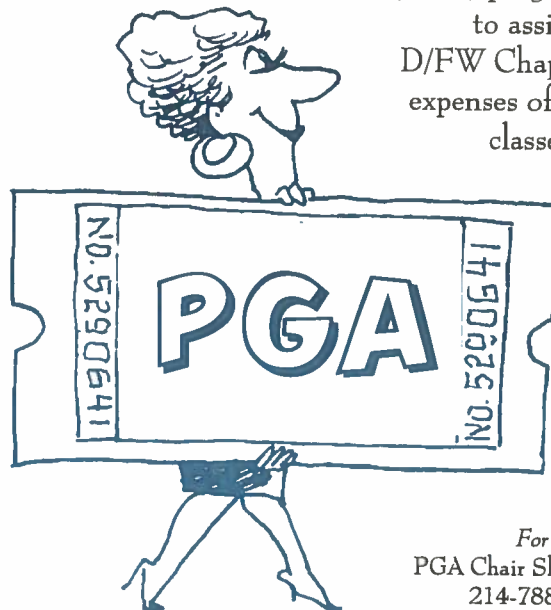
**Chapter
of the Year 1994**

**Chapter
Newsletter Award 1995**

**Chapter of the Year 1988
Chapter of the Year 1989**

Professional Growth Awards

The Professional Growth Awards (PGA) program is a scholarship fund to assist members of the D/FW Chapter of MPI in offsetting expenses of attending educational classes, seminars, etc.



Help support the PGA—and maybe win a fun prize!—by purchasing raffle tickets at each monthly meeting. Tickets are \$1 each, or 6 for \$5.

*For more information contact
PGA Chair Sheryl Kuhn (Harvey Home Office)
214-788-0001 · FAX 214-687-0357*

August Meeting Highlights

Host Committee Presents Professional Education Conference '95 Opportunities



LEFT: Members of the Host Committee for PEC '95 are **Dave Whitney** (Dallas Convention & Visitors Bureau); **Greg Elam** (Dallas CVB), **Ellen Beckert** (The Freeman Companies), **Alan Powdermaker** (Circle R Ranch), **Sally Gibbons** (Wyndham Anatole), **Lesley Meyer, CMP** (Sunbelt Motivation & Travel, Inc.), **Ron Trammell** (Mary Kay Cosmetics) and **Colleen Rickenbacher, CMP** (Dallas CVB). Also pictured is **Lodi Palmer, CMP**, Director of Conferences and Meetings for MPI, fourth from right.

*Photos by
Mark Lazarow Photography*

BELOW: **William M. Knoble** of Custom Video Services videotaped the August meeting. His services are a gift to the chapter from RonMark, Inc., a new partnership between Mark Lazarow, chapter photographer, and video specialist Ron Long.



Holiday Inn at NorthPark Plaza was well represented at the August chapter meeting. Seated are **Tara H. Moorhouse**, catering manager; **Karen Grace**, sales manager; and **Brenda Welborn, DOSM**. Standing is **Sandra Rutherford** (Rutherford & Associates).





The Upper Expansion Lobby of the Dallas Convention Center was the site for the August meeting. Attendees learned that the duty, challenge and opportunity of the D/FW Chapter is to surround the 1995 PEC with social events, hosting events, welcoming, coordination and special highlights—to do what we do best—operate incredible events!



Modeling the official host uniform for PEC 1995 is **Ginger Cameron** (Hunt Promotions Inc.). Ginger wears a stone-washed denim vest with embossed Dallas skyline logo and a Texas flag bandanna.

*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 August meeting.

Facility hosts at the Dallas Convention Center were **Frank Poe and Steven Lott**. **Charlene Dykes** represented the caterer, Culinaire.

Thanks to the **Freeman Companies** for signage and the backdrop and to **AVW** for AV and video screens. Thanks to panelists **Colleen Rickenbacher, CMP** (Dallas CVB), **Sally Gibbons** (Wyndham Anatole), **Lesley Meyer, CMP** (Sunbelt Motivation); and **Ellen Beckert** (The Freeman Companies).

Colleen Rickenbacher, CMP (Dallas CVB) and **Steven Foster** (Yellow Rose Touring Co.) were August program chairs.

Bombay Crickett Club provided the prize for the PGA Drawing.



Kate Harrison (Kaleidoscope), **Charles Carrington**, a guest, and **Leah Belasco** (The Cooper Aerobics Center Guest Lodge) visit at the pre-meeting reception.

MEMBERSHIP NEWS

'New Kids on the Block'

D/FW Chapter Welcomes 15 New MPI Members!

Todd B. Altic
Stouffer Renaissance Hotel
611 Commerce Street
Nashville, TN 37203-3707
615/255-8400
615/255-8163 (fax)
Supplier

Pati A. Beaulieu, CMP
DMC Expositions
3246 St. Croix
Dallas, TX 75229
214/744-3131
Planner

Jennifer L. Erickson
Mobile Grandstands & Stages
831 East Highway 121
Lewisville, TX 75057
214/221-7999
214/219-1311 (fax)
Supplier

Brenda Hamilton
The Trade Group
10255 Miller Road
Dallas, TX 75238
214/343-2000
214/343-3461 (fax)
Supplier

Pat A. Jones
Image Sciences, Inc.
5910 North Central Expressway,
Suite 800
Dallas, TX 75206-5140
214/891-6500
214/987-8187 (fax)
Planner

Nancy S. Lucas
Executive Travel Consultants
1130 Avenue H, East
Arlington, TX 76011
817/530-3317
Supplier

Gwen Moodley
Zimbabwe Convention Bureau
43 Lawson Avenue Hilton Park
Narare, Zimbabwe
263-4-724242
263-4-728598 (fax)
Planner

Janeen B. Smith
NORTEL
2221 Lakeside Blvd, MS C0201
Richardson, TX 75082-4399
214/684-2441
214/684-3676 (fax)
Planner

Shayna K. Smith
Young Presidents Organization
1281 Enclave Circle, Suite 2017
Arlington, TX 76011
214/650-4706
214/650-4747 (fax)
Planner

Dirk Thomas
Radisson Plaza Hotel
815 Main Street
Fort Worth, TX 76102
817/870-2100
817/335-3408 (fax)
Supplier

Marian Troup
The M Company
7758 Goforth Circle
Dallas, TX 75238
214/348-7506
Planner

Mollie S. Wallace, CMP
Miller Freeman, Inc.
13760 Noel Road, Suite 500
Dallas, TX 75240
214/419-7922
214/419-7855 (fax)
Planner

Kelley J. Westerbrook
On Site Insights
1309 River Birch
Carrollton, TX 75007
214/394-7230
Planner

Anna Woodall
Beauticontrol Cosmetics
2121 Midway
Carrollton, TX 75006
214/783-1378
214/458-0601 (fax)
Planner

**Welcome
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Affiliate
Member!**

Diana Bergdahl
Calgary Convention
& Visitors Bureau
237 - 8 Avenue S.E., 2nd Floor
Calgary, Alberta T2G 0K8
403/263-8510
Supplier

Directory Corrections & Updates

Keep your directory up-to-date! Check this column each month for corrections and updates to the Membership Directory of the D/FW Chapter of MPI. Changes in membership information—job changes, address, phone and/or FAX changes, as well as the inevitable typos and other inadvertent errors—will be reflected here.

Elaine Adams
Corporate Events
Central and South West
Corporation
1616 Woodall Rodgers Freeway
Dallas, TX 75202
214-777/2864
FAX 214/777-2939

Traci Bower
Reunion Ranch, Inc.
P.O. Box 741200
Dallas, TX 75374-1208
214/271-2666
214/278-9391 Fax

Paige Braun
Confeti
209 Preston Royal
Dallas, TX 75230
214/696-1400
Fax 214/696-4072

Brenda Crouch
Vice President Marketing
Dick's Last Resort Mgmt. Co.
2828 Routh Street. #400
Dallas, TX 75201
214/953-1516
Fax 214/953-1021

Sue Ferguson-Fry
Confeti
209 Preston Royal
Dallas, TX 75230
214/696-1400
Fax 214/696-4072

Kelley Nolan
Event Coordinator
Bronco Entertainment Center
2600 Fort Worth Avenue
Dallas, TX 75211
214/943-1777
214/943-2014 Fax
(Kelley Nolan is listed incorrectly as Nolan Kelly in the directory)

Steve Kemble
Principal
Steve Kemble Event Design
715 N. Oak Cliff Blvd.
Dallas, TX 75208
214-943-5949
Fax 214-943-2811

Al C. Nelson
Account Executive
Intelecon Service
1235 Profit Drive
Dallas, TX 75247
214/630-6164
Fax 214/630-2996

Dondra Richmond
American Airlines
4333 Amon Carter Blvd. MD 5302
Fort Worth, TX 76155
817/967-2817
817/967-2614 Fax
(Dondra is listed incorrectly as Sandra in the directory)

Melanie Nussbaum, CMP
Wyndham Hotel
6225 W. Century Blvd.
Los Angeles, CA 90045
310/337-6434

Anna Kirksey
Sales Manager
The Harvey Hotel Plano
1600 N. Central Expy
Plano, TX 75074
214/578-8555
Fax 214/578-9720

Membership Renewals



Thank you for recently renewing your membership in Meeting Professionals International!

Andy Anderson
Rosewood Hotels & Resorts, Inc.

Margaret M. Brown, CMP
BGE Communications

Faye Cantrell
Galderma Laboratories, Inc.

Maria E. Cormane
Claim Services Resources Group

Stacey E. D'Antoni
HD Vest Financial Services

Juliette Fullylove
Untied Way of Metro Dallas

Patricia M. Gallant
SABRE Decision Technologies

Cindi Ghormley, CMP
Frito-Lay, Inc.

Sally Gibbons
Wyndham Anatole Hotel

Marci Jawrower
Princess Hotels International

Susan L. Jones
Morton's of Chicago

Clairene Jorella
Kimberly - Clark Corporation

Peggy A. LaBounty
Hilton Hotel

Debra C. Lakin
WorldTravel Trade Shows & Conventions

Jon Lemke
Palm Springs Desert Resorts CVB

Marilyn V. Manby
Event Source Professionals, Inc.

Carol S. Marks
Carol Marks Music/Entertainment

Jennifer F. McClure
Theatre Operating Company

Kevin B. McMahon
Radisson Plaza

Jeffrey J. Means, CMP
S E I Incentives

Dana Nickerson, CMP
Square One Productions

Martha D. Richardson
Mary Kay Cosmetics, Inc.

Julie B. Sanders
Club Corp of America

Helen L. Schneider LeMay
The Schneider Group, Inc.

Alexandra L. Vurpillat
Destination Management by Carey

Alainna S. Webb
Meeting Mangement Association/Festivities

Discover MPI's Many 'Treasures'

By Pat McCain, CMP
Krisam Group

The Treasures of MPI are many—and as diverse as “gold” for member recruitment . . . to the rewards of involvement and networking.

Members who recruit new members are rewarded, at the chapter level, by \$10 in “Galleria Gold”—



Pat McCain, CMP
Director of Membership

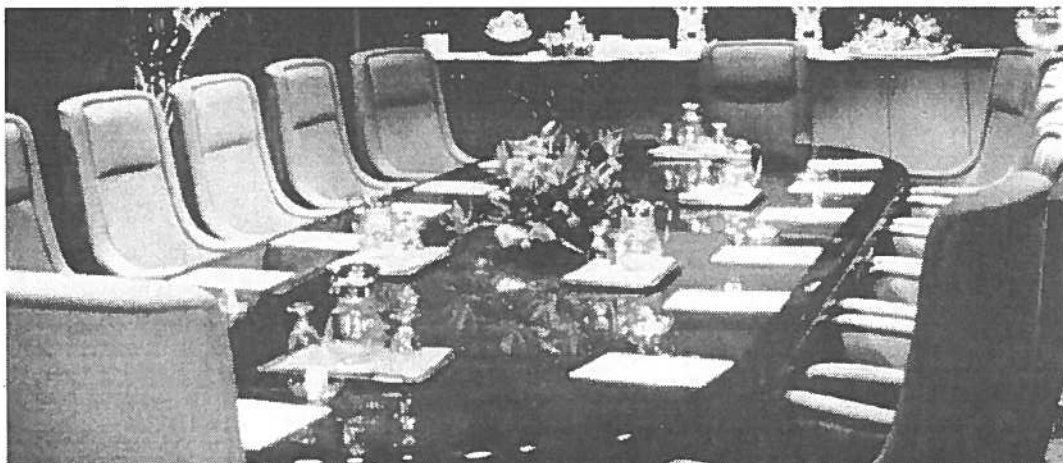
good for purchases at stores in the Galleria Shopping Mall—for every two members recruited. The person who recruits the most new members each year is rewarded with \$500 worth of Galleria Gold.

MPI International also has an incentive program for recruiting new members. See *The Meeting Manger* for more details on the “Hooray for MPI, Lights, Action, Recruitment” campaign.

The “real” treasures of MPI come from active involvement. It is through being involved that you will make lasting friendships and valuable contacts.

At a recent chapter meeting we heard about Sue Ferguson-Fry's new position at Confeti, the gift superstore—a position she got through the Job Bank. Kelly Nolan of Bronco Entertainment found her new assistant—Chicago transfer Wendy Johnson—through networking at a chapter meeting. Kelly hired Wendy within days of their meeting.

Please send interested persons a membership application—and include the D/FW Chapter Benefits sheet. These tools are available at the Resources Table adjacent to the registration area at our monthly meetings. Know a supplier who needs a planner “match”? Contact Sally Goldesberry, CMP (Meetings & Exhibit Specialists), V.P./Membership.



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Houston Southwest Hilton • Nassau Bay Hilton and Marina • San Antonio Airport Hilton and Conference Center
Westchase Hilton and Towers • Waco Hilton Inn

HILTON. SO NICE TO COME HOME TO.

.....

MPI

MEETING PROFESSIONALS INTERNATIONAL®

Membership Benefits

✓ 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)
- Discounts on Credit Cards, Car Rentals, Insurance, Hotel & Shipping (I)
- PGA—Professional Growth Awards (C)
- Committee Involvement (I&C)

✓ Research Information

- Governmental Affairs (I&C)
- Resource Center (I)
- MPINet (I)
- MPI Foundation (I)
- Government Liaison—Legislative Action (I&C)

Benefit Keys (I) MPI International (C) DFW MPI Chapter

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MPI's Resource Center— A Hidden Treasure

By Bill Boyd, CMP
Sunbelt Motivation & Travel, Inc.

All MPI members have at their disposal one of the most powerful tools for success in our industry—for little or no cost! The association's Resource Center is that tool.

Begun in a member's home in the late 70s and later salvaged by MPI's Foundation, the Resource Center in 1995 represents the largest collection of meetings and convention-related material in the world. If the topic is industry-related, your Resource Center has it.



Bill Boyd, CMP
Immediate Past
President, MPI

Unfortunately, this vast storehouse of information is largely under utilized. Most MPI members are either not familiar with the simple steps required to access the Resource Center or are under the mistaken impression that it is expensive to use.

Anyone can initiate an inquiry to the Resource Center. For example, if I am training a new employee on all the elements of budgeting and need to see the latest developments on the topic, I simply contact the Center, either by telephone, fax, E-mail (via the Internet, CompuServe, or MPINet) or regular "snail mail" and let the trained professionals at the Resource Center know what information I am seeking.

While the Center normally returns information within five days, more often than not I have had the information in my hands the same day.

The access fee is waived for MPI members and up to nine pages per inquiry are sent free of charge. After the nine page limit, the cost is only 50 cents per additional page. For non-MPI members, each inquiry carries a \$5 access fee and \$1.50 per page fee after the first three pages. MPI pays standard mail/fax charges; members pay for expedited delivery charges.

During my year as MPI president, the Resource Center was an invaluable asset. Often, I would contact the Center and request data or statistics to use to prepare a speech. The statistics we used for Legislative Action Day came from the research conducted by the Resource Center.

There are countless examples of MPI members using the Resource Center to provide information, such as Return on Investment for meetings or information to demonstrate the importance of the meetings industry.

Some of our members access the Resource Center to learn about protocol within a certain country to be visited. I have even contacted the Center to find copies of articles in magazines published up to 10 years ago, and had the request answered within six hours.

The MPI Resource Center is a hidden treasure. When you are listing value-added benefits for belonging to this Association, be sure to place the Resource Center high on the list and remember that it was another contribution of the MPI Foundation.

Videotaping MPI Programs is New Project

CURRENT Photographer Mark Lazarow 'Shoots' MPI Activities for Fourth Consecutive Year

By David Erkel

Internat'l Meeting Mgt. Services

LIGHTS! CAMERA! LAZAROW! You know him as the one who hurriedly approaches you, stops six or eight feet away, looks into his gadget . . . there goes the flash, and he's gone. Who was that man? Why, Mark Lazarow, of course!

Lazarow is the official photographer for the *CURRENT* and has held this assignment during the last four years. "I was very flattered when I was approached to take on this assignment," he said. He takes great pride in this responsibility and has been credited by *CURRENT* Editor Gracie H. Hilton (The Write Stuff) as "one of the major contributors to the newsletter's success and respect."

Although Lazarow has been taking pictures for almost 20 years, photography has not always been his profession. For a time, while living in South Africa—where he was born and raised—he took part in the family business as a jewelry distributor. He also applied his computer science degree in the computer field.

Lazarow and his wife have been in the states for 10 years and have made Dallas their home from the start. Lazarow continued working in the computer industry until 1989, when the firm he was worked for was sold.

Although he stayed on with the firm a while longer, he decided it was time to go into business for himself and opened Mark Lazarow Photography. Shooting pictures, which for so long was a hobby as well as a secondary income now, became Lazarow's livelihood.

Drawing from many years of experience, Lazarow feels comfortable with the gamut of photographic assignments. At his studio in north Dallas he can do everything from family portraits to commercial and product photography.

He does not confine himself to this location, however, doing much of his shooting at corporate events and other gather-

ings where professional photos are needed. His work does not stop within the borders of Dallas/Fort Worth, either. Approximately 25% of his business is done on a national scale.

His award-winning company names many Fortune 500 companies among its clientele. Through his liaison with friend and business partner, Ron Long of Custom Video Services, he produces corporate



Chapter Photographer **Mark Lazarow**, center, poses with other members of the MPI Chapter's Public Relations Committee. Pictured are V.P./Public Relations **Dana Nickerson**, CMP (Square One Productions), *CURRENT* Editor **Gracie Hilton** (The Write Stuff), **Mark Lazarow** (Mark Lazarow Photography), **Stephanie Davis** (Sheraton Park Central Hotel) and **Kristi Hollomon** (J&S Audio Visual, Inc.)

marketing training videos as well as broadcast commercials.

Lazarow and Long have worked together informally since Lazarow came to the U.S. Because of Long's expertise in the field, the two companies complemented each other well. According to Lazarow, "It's been a natural fit for many years. Many people have assumed we've been partners for a long time, but we actually made things official in May of this year."

Lazarow and Long—through Ron-Mark, Inc.—now make a formidable duo in the print/visual communication industry. They rely on eight additional employees to make their venture a success.

Through joint efforts, Lazarow and Long proudly display seven Telly Awards in their offices. For a video production company, a Telly Award is equivalent to an Oscar in the film industry, Long said.

Lazarow takes great pride in the

D/FW Chapter. "I have not been affiliated with another organization that gives so much," he said.

He attributes much of his present success to the "family-like support system" that MPI provides. He feels that MPI has something to offer everyone who wishes to take part in its diverse culture.

In addition to his contribution to MPI as *CURRENT* photographer, Lazarow is

working with Long on a project to record the D/FW Chapter's activities over the course of a year. Their aim is to capture monthly meetings, community services, and other activities and then consolidate them on a master tape.

The first meeting to be videotaped was the August program featuring opportunities for MPI's Professional Education Conference in Dallas in December. "This will be a real positive for our first PO⁴D meetings," said Chapter President Phyllis Firebaugh, CMP (Krisam Group.)

By taking the picture media a step further into the realm of video, Lazarow feels that a stronger statement can be made. Because this has never been done within the scope of MPI chapters, "I think it can be another way to distinguish us from the other chapters," Lazarow said.

The end result will be yet another vehicle to exhibit the award-winning D/FW Chapter's spirit and pride.

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 Dec. 2—the CMP Study Course 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, October 10-November 14. The group meets on Tuesday nights, from 6:00-8:00 p.m., at a venue TBA.

Cost for the CMP Study Course is \$25 for D/FW Chapter members and \$50 for others.

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 November 3-4, Friday (1:00 p.m.-5:00 p.m.) and Saturday (8:30 a.m.-5:00 p.m.)

The cost for CMP University is \$25 for D/FW Chapter members, \$50 for members of other MPI chapters, and \$75 for non-MPI members.

Candidates for the exam will study under the direction of 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.

September 11 is the deadline for CMP exam applications. Approved applicants must reconfirm their intention to sit for the December exam by October 23.

For more information about CMP study opportunities, call Pat McCain, CMP (Krisam Group), 214-458-8692.

Professional Growth Award (PGA) scholarship aid is available for chapter members seeking financial assistance to offset the expense of attending educational workshops and classes, including CMP study opportunities.

For information about the PGA program, contact Sheryl Kuhn (Harvey Hotels), 214-687-0216.

CMP Study Course

Oct. 10

Oct. 17

Oct. 24

Oct. 31

Nov. 7

Nov. 14

CMP University

Nov. 3-4



The Dallas/Fort Worth Chapter of Meeting Professionals International proudly salutes seven chapter members who recently earned the Certified Meeting Professional (CMP) credential. All of these new CMPs took advantage of the chapter's CMP study opportunities.

Jim Belcher, CMP
Integrity Publishing, Inc.

Michaele Craddock, CMP
American College of Emergency Physicians

Cindi Ghormley, CMP
Frito-Lay

George Maldonado, CMP
Hyatt Regency Dallas

Sara Slow, CMP
American Express Travel

Cyndi Weber, CMP
Stouffer Renaissance Dallas

Bruce Wolpert, CMP
Hilton & Conrad Hotels

Guest Editorial

CMP Strategy Review Highly Recommended

By D'Etta Waldoch Koser, CMP

Associate Director of International Programs • International Bone Marrow Transplant Registry and Autologous Blood & Marrow Transplant Registry • Medical College of Wisconsin in Milwaukee.

Editor, AGENDA (newsletter of the Wisconsin Chapter of Meeting Professionals International)

Friday, June 10, 1994, 8:30 a.m.: Twenty-four would-be Certified Meeting Professionals (CMPs) gathered apprehensively for an all-day strategy review class at the Minneapolis Hilton & Towers. The room was very quiet. Tension was high.

Twenty-three women and two men began to loosen up as MPI facilitators guided us through "unleashing anxieties," "blowing off steam" and delving into "Exam Psychology 101." Both facilitators, Lisé Puckorius, CMP, and Ellen Sandler, CMP—certified since 1991—had co-presented to aspiring CMPs before, and were eminently qualified for soothing jangled nerves the day before the exam. I was one of only five attendees not sitting for the exam the next day.



**D'Etta Waldoch
Koser, CMP**
Medical College
of Wisconsin
Wisconsin MPI

At first, a single well-prepared student kept the interaction between group and facilitators going strong. Soon, the group soon became a cohesive support system.

We learned that the CMP exam was in for some major changes in the near future. Apparently, complaints had been registered regarding inconsistencies between test materials and real-life meeting situations.

The exam has been criticized for being biased toward the work experience of a typical North-American association meeting planner, although it is administered to corporate and independent planners and various industry suppliers alike, including those in countries outside the U.S. Imagine the challenge this presented to 12 meeting professionals from Italy who took the exam in December 1993! This issue will require some timely action as the meeting industry takes notice of its own standards of excellence.

Of the approximately 1,500 test questions retained by the Convention Liaison Council (CLC) computer "pool," 150 are selected for each exam, representing 25 meeting management functions and 22 independent conditions affecting those functions. We were comforted that a passing score ranges from 62-65 percent to allow for inherent weaknesses or biases.

What might have been a long tedious day of repetitive drills was, instead, a fast-paced, entertaining, comprehensive review of the CLC-recommended study materials. Handouts included the myriad of dreaded formulas for determining meeting budgets, room setups and all the AV nightmares! Contract basics, potentially confusing meeting terminology and issues such as international shipping dilemmas were also addressed.

Practical "mom-type" test-taking advice—dressing warm and comfortably (to heck with business casual unless that is your idea of comfortable), getting a good night's rest and eating a healthy breakfast on test day—was appreciated.

The day ended with a mock exam of 100 questions over a 20-minute period. We were warned to watch for key words like "least likely," "most likely" and "not," which could change the meaning of the questions considerably.

Fast forward to August 1995—14 months later: It's over! I took the CMP exam in June in Chicago, in conjunction with the MPI 1995 Annual Convention. *I passed!*

Would I recommend MPI's CMP Strategy Review for everyone taking the CMP exam?

It was one of the best investments I've made in my career to date.

March 30,
1996



Great Hall
Internat'l
Apparel Mart

The Kids Charity Ball

D/FW MPI and the Great Hall of the International Apparel Mart to Present The Kids Charity Ball 1996!



Bob Eckelkamp
Dallas' premier auctioneer!

Mark your calendar! **March 30, 1996!**

For 30 years, the Great Hall of the International Apparel Mart has been host to numerous fundraising, charity and special events. Its unique atrium setting offers MPI's planners and suppliers the perfect venue to showcase their talents and products as they transform the Great Hall into The Kids Charity Ball 1996!

For the third consecutive year, Bob Eckelkamp, Dallas' premier auctioneer, has signed on for The Kids Charity Ball! Bob is well-known for his enthusiasm and exuberance as he works tirelessly to generate excitement and lots of \$\$\$ for the kids at our live auction!

The Kids Charity Ball committees are forming to make our 1996 event the best ever! If you haven't already signed up for The Kids Charity Ball—*do so now!*

Call O.D. O'Donnell at 214-691-4417 for details!

The Kids Charity Ball

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Be a part of the TKCB team!
Join us for fun, sharing
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POSITIONS STILL AVAILABLE!!

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Dallas/Fort Worth Chapter
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Dallas, Texas 75238



DALLAS/FORT WORTH CHAPTER

MPI

MEETING PROFESSIONALS INTERNATIONAL®

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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DALLAS/FORT WORTH CHAPTER MPI/PEC SIGN-UP

December 8-12, 1995
Wyndham Anatole Hotel



I would be interested in volunteering in the following area(s): Check any which interest you.

_____ **AIRPORT GREETER:**

Meet & greet at the airport and coordinate transfer as scheduled. Be first to welcome them to Dallas. Friday, Saturday and Sunday before the conference are the main days!

_____ **HOTEL GREETER:**

Welcome, provide directions, work the hospitality booth, etc.

_____ **AMENITIES/STUFFING/DISTRIBUTION:**

Help add to the specialness of their being in Dallas.

_____ **TRANSPORTATION COORDINATORS:**

Will be responsible for loading and dispatching limos and buses at the airport and hotel during arrivals, departures, and group movements. Will work closely with the Greeters who will be part of the Hospitality Committee.

_____ **TOUR BOOTH ASSISTANTS:**

Will staff a booth at PEC registration on Saturday, December 9th to sign-up MPI members who wish to take one of the sightseeing tours on Sunday morning.

_____ **SPONSORSHIP OPPORTUNITIES:**

Opportunities are available for food functions, breaks, transportation, signage, hospitality areas, VIP amenities/gifts, etc. \$500 minimum. You will receive recognition.

_____ **GRAB BAG DONATIONS:** **POSSIBLE ITEM:** _____

Help create a "fun bag" of items. What do you have that we could give to all guests. (Need 2,000 per item)
Donations are needed for the Sunday night amenities of Dallas/Fort Worth items. . .and it's a great promotion of Dallas and your company/association.

Will you be a registered attendee at PEC? _____ Yes _____ No _____ Maybe

Please print:

Name: _____

Affiliation: _____

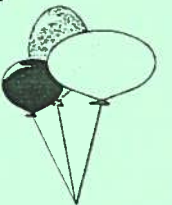
Address: _____

City: _____ State: _____ Zip: _____

Contact Phone: _____ Fax: _____



Fax back to: Dallas Convention & Visitors Bureau
(214) 746-6693
Attention: Colleen



**DALLAS PEC
HOST COMMITTEE
UNIFORM ORDER FORM**

ORDER DEADLINE - OCTOBER 27, 1995

(Please print all information)

NAME _____
 COMPANY _____
 ADDRESS _____
 PHONE _____

I. HOST UNIFORM PACKAGE

For all committee volunteers and D/FW chapter member attendees.

Includes stonewashed denim vest with embossed Dallas skyline logo; Texas flag bandanna and host committee label button.

TOTAL COST: \$44.00 Sizes XSM - XL (includes tax and shipping)
 49.00 Size XXL

VESTS ARE OVERSIZED - ORDER SMALLER THAN YOUR NORMAL SIZE!

Quantity	Vest Size	Unit Price	Extension
_____	X SMALL	\$44.00	\$ _____
_____	SMALL	\$44.00	\$ _____
_____	MEDIUM	\$44.00	\$ _____
_____	LARGE	\$44.00	\$ _____
_____	X LARGE	\$44.00	\$ _____
_____	XX LARGE	\$49.00	\$ _____
SUBTOTAL			\$ _____

II. "DALLAS WELCOMES MPI" SWEATSHIRT (optional)

White sweatshirt with stylized "MPI" and "Dallas" logos.

TOTAL COST - \$10.00 (includes tax and shipping)

Quantity	Size	Unit Price	Extension
_____	SMALL	\$10.00	\$ _____
_____	MEDIUM	\$10.00	\$ _____
_____	LARGE	\$10.00	\$ _____
_____	X LARGE	\$10.00	\$ _____
SUBTOTAL			\$ _____

TOTAL AMOUNT ENCLOSED \$ _____

RETURN ORDER FORM WITH PAYMENT TO:

**COLLEEN RICKENBACHER
 DALLAS CONVENTION & VISITORS BUREAU
 1201 ELM STREET, SUITE 2000
 DALLAS, TEXAS 75270**

- Make checks payable to: Dallas Convention & Visitors Bureau.
- Uniforms will be distributed the week prior to the conference.
- Questions? Contact Donna Daves, Apparel Committee Chair, at 638-6450.