

MPI

MEETING PROFESSIONALS INTERNATIONAL®

Committed to Educational Leadership

CURRENT

Meeting Professionals International

December 1996

Dallas-Fort Worth Chapter

President's Message Celebrating . . . and Anticipating!



Mary Lynn Novelli, CMP
Sterling Hotels & Resorts
D/FW Chapter President

I'm dreaming of a *White Christmas* and being *Home for the Holidays*—as symbols of the importance of being with family and friends.

While not everyone can be at home physically, celebrations with those important to us emphasize all we have to be thankful for—and to look forward to!

My MPI family are among those important to me, which is why I am delighted about our holiday party! Cindy Hamilton (CityPlace Conference Center) and members of the Program Committee have outdone themselves this year in orchestrating a sure-to-be flawless event!

It is my *vision* that we will have more D/FW members than ever attend our holiday feast—to share a special evening filled with fine dining, laughter, great entertainment and dancing. Once again, MPI D/FW rolls out the red carpet and welcomes industry peers to join the fun.

Along with the holidays comes 1997. Directly following our choruses of "Auld Lang Syne," we must jump right back into the routine.

Be prepared and register now for MPI's PEC in San Francisco, Jan. 12-14. What a terrific New Year's resolution—to educate ourselves for the future of the meetings industry!

The new year promises much to look

forward to! Read the monthly *CURRENT* to stay informed of all that is happening in the award-winning D/FW Chapter. Look for a super program in January, where the focus is on governmental affairs!

And just wait 'til you hear what the Program Committee has planned for the May meeting!

A special mid-year thank you to our dedicated Board of Directors. With half the year behind us, I know I am blessed to serve with a Board that is committed to being the best.

Thanks, too, to all chapter members who participate on committees and attend our MPI functions. With your support, the MPI D/FW Chapter continues to *Focus on the Vision*.

Happy Holidays! —MLN

Dallas Mayor Ron Kirk to Address MPI D/FW Jan. 23 on Industry Advocacy



Dallas Mayor Ron Kirk is the guest speaker for the January MPI D/FW Chapter meeting focusing on industry advocacy. He will address important issues facing the travel, tourism and meetings industry locally.

Ho! Ho! Ho!



On this night before Christmas come away to our house. Bring old friends, new friends, and even the spouse!

— to MPI D/FW's traditional holiday feast!—at the Westin Galleria Dallas, Dec. 19, 6:00 p.m.

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CURRENT MPI

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MISSION STATEMENT

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

December 10, Tuesday
Membership Committee Meeting
Grand Kempinski
5:30 p.m.

December 11, Wednesday
D/FW Chapter Board Meeting
5:00 p.m.

December 12, Thursday
Program Committee Meeting
Westin Galleria
5:30 p.m.



December 13, Friday
January *CURRENT* deadline
copy due by 5 p.m.

December 14, Saturday
Technology Institute # 2
SABRE
9:00 a.m.-5:00 p.m.

December 17, Tuesday
Education Committee Meeting
Annuity Board, 2401 Cedar Springs
11:30 a.m.

December 17, Tuesday
Kids Ball Committee Chairs
Addison Conference Center
6:00 p.m.



December 19, Thursday
D/FW Chapter Holiday Party
Westin Galleria
6:00 p.m.

December 23, Monday
Public Relations/Marketing Committee
IGNITION! 201 Regal Row
6:00 p.m.

January 2, Thursday
Mentor Committee Meeting
Sunbelt Motivation & Travel
12:00 p.m.

January 4, Saturday
Technology Institute # 2
SABRE
9:00 a.m.-5:00 p.m.

January 7, Tuesday
Membership Committee Meeting
Grand Kempinski Hotel
5:30 p.m.

January 8, Wednesday
D/FW Chapter Board Meeting
5:00 p.m.

January 11, Saturday
Technology Institute # 2
SABRE
9:00 a.m.-5:00 p.m.



January 12-14
MPI PEC
San Francisco, CA

January 14, Tuesday
Membership Committee Meeting
Grand Kempinski
5:30 p.m.

January 15, Wednesday
PO*Ds Chair Committee Meeting
6:00 p.m.

January 16, Thursday
Program Committee Meeting
Wyndham Anatole
5:30 p.m.



January 17, Friday
February *CURRENT* deadline
copy due by 5 p.m.

January 23, Thursday
D/FW Chapter Meeting
Wyndham Anatole
11:30 a.m.



January 27, Monday
Public Relations Committee Meeting
IGNITION! 201 Regal Row
6:00 p.m.

January 28, Tuesday
Education Committee Meeting
Annuity Board, 2401 Cedar Springs
11:30 a.m.



January 29, Wednesday
Good Morning MPI
Westin Galleria
7:30 a.m.-9:00 a.m.

February 6, Thursday
Mentor Committee Meeting
Sunbelt Motivation & Travel
12:00 p.m.

Calendar compiled by O.D. O'Donnell (Nightlife Talent & Management Agency), 214-691-4417.

MPI

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MPI D/FW Chapter



Holiday Gala

It's that time of year once again to celebrate good fortune and share holiday cheer with MPI D/FW members and industry guests!

Enjoy authentic Dickens-style strolling carolers . . .
a traditional turkey dinner . . .

and plenty of opportunities to give your holiday list to any number of our wonderful Santas! Capture your memories in a Kodak moment with yet another Santa and his sleigh!

This will be no silent night—but one filled with bells jingling, and elves dancing to the "Bottom Line."

Thursday

December 19

6:00 p.m.



See page 4 for information about The Westin Galleria.

The Westin Galleria

13340 Dallas Parkway • Dallas, Texas 75240 • 972-934-9494

MPI

MEETING PROFESSIONALS INTERNATIONAL®

Committed to Educational Leadership

Meeting Professionals International is the world's largest association of meetings professionals with more than 14,000 members in 44 countries and 56 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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December Host Facility

The Westin Hotel Galleria

The Westin Hotel Galleria will host the annual holiday gala for the MPI D/FW Chapter Dec. 19.

Located in the heart of North Dallas at Interstate 635 and Dallas Parkway at the prestigious Galleria Shopping Center—with access to 200 shops—The Westin Hotel, Galleria Dallas is one of the city's most spectacular hotels.

Home to 431 luxury rooms (including 13 lavish suites), imposing views and acclaimed restaurants. The Westin Hotel also houses an impressive art and antique collection within its graceful domain. A total renovation—including guest rooms, bathrooms, corridors and the Hotel Lobby Bar will be completed March 1, 1997.

The city's major airports are just minutes away (DFW: 20 minutes, Love Field: 10 minutes), as are some of Dallas' finest restaurants, comedy clubs and nightclubs.

Downtown Dallas is a mere 15 minutes away via the North Dallas Tollway.

One of the industry's most successful hotels, The Westin Hotel, Galleria Dallas boasts a venerable AAA Four Diamond Award and one of the highest occupancy rates in the Dallas-Fort Worth Metroplex. The property has 28,000 square feet of meeting space, and is one of more than 75 Westin Hotels and Resorts in 18 countries worldwide.

Thank You!

Special thanks to these contributors to the Second Annual Gemelli Chapter Seminar:



Gemelli Seminar

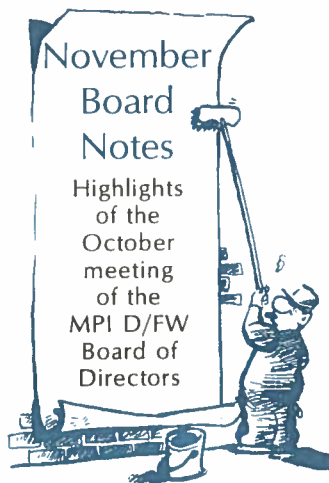
Events Source Professionals, Inc.

Garrett Speakers International

Texas Lil's Dude Ranch

Texas Peddler

... apologies to these valuable contributors whose names were inadvertently omitted from last month's listing



Next
Board Meeting
Dec. 11, 5 p.m.
Omni Mandalay

• Cheryl Beasley, CMP, noted that the nomination process has begun for selecting the recipient of the Bill & Angela Barrett Award for the TKCB.

• Beasley noted that Sherri Star will chair the marketing committee which oversees the marketing booth at chapter meetings.

• Dean Conwell noted that new "Star of the Month" nomination forms will be distributed at upcoming chapter meetings.

• Dana Nickerson, CMP, noted that The Kids Charity Ball has been selected as a finalist for Special Event recipient of "Best Fundraiser" in the U.S. The winner will be announced in January at the Awards Gala.

• Nickerson noted the Nov. 1 issue of *Dallas Business Journal* highlighted MPI and its many benefits.

• The board approved revised advertising prices for the *CURRENT*, reported Kristi Hollomon.

• Linda Sergeant presented a contract by Don Dillon & Associates for chapter secretarial services, which expires in January.

Remember: All members are invited to attend MPI board meetings.

Star of the Month

"Stars of the Month" is a recognition program honoring chapter members for involvement in committees and special programs. All Stars of the Month are eligible for a special drawing for two educational scholarship awards to attend the MPI International Conference or other MPI educational opportunities.



Cyndi Martinez, CMP
Stoneleigh Hotel

Cyndi Martinez, CMP, is director of sales for the Stoneleigh Hotel. She has done an outstanding job running the chapter's Certified Meeting Professionals program, setting up both the CMP Study Course and CMP University.

To nominate a Star of the Month, please call Paige Braun (Dallas Conventioneer), 214-691-8073.

MPI D/FW Stars Light the Way toward Achievement

By Marcy Roitman
Grapevine CVB

Are *stars* what help light the sky at night? Or, are *stars* the Dallas hockey team? Or, are *stars* those MPI D/FW Chapter members who put forth effort to help our chapter reach its goals and dreams?

If you said *yes* to all of the above, you are right on all three counts.

The Star of the Month program in MPI D/FW provides recognition to members who give time and provide unique services for the good of the chapter.

Being a Star of the Month is an honor because the recognition is generated by nominations from the chapter members-at-large.

"It is our version of the American Music Awards—selected by the public . . . the fans," says Star Program Chair Paige Braun (Dallas Conventioneer). "Likewise, MPI D/FW Stars are named by the general membership rather than the officers and board of directors."

Do you know a chapter member who has been lighting our way? Think about your fellow chapter members and their contributions. There may be someone you know who quietly goes about making a contribution and has yet to be recognized. Maybe you will be the person to bring this Star into the limelight.

To nominate a Star of the Month, contact Braun at 214-691-8073.

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EDUCATION NEWS

Goood Morning, MPI!



"Good Morning, MPI" participants raise their coffee and juice glasses in honor of speaker Gerry Reid and his presentation on creative thinking. GMMPI, formerly the "How-to" Breakfast, is one of the chapter's popular early morning educational programs. Participants are (back row): Tony Cummins, Brenda Miller (The Trade Group), Gerry Reid (Gerry Reid Speaking), GMMPI Chair Marti Fox (BTI Americas), John Gozis (Pavillion Conference Center), Nancy Lucas (ETC); and (front row): Stacy Koenig (Renaissance Meetings and Incentives), Carol Grabow (Grabow & Associates) and Lee Golbold (The Trade Group). Not pictured: Dana Nickerson, CMP (Square One Productions), photographer.

Technology Institute #2 Classes Underway

MPI DFW Chapter's Technology Institute #2 is underway. Class participants all agree the instruction is helpful, even for those at the intermediate level.

Thanks to Cheryl Beasley, CMP and our partner, SABRE Education and Training Solutions, MPI D/FW has the opportunity to train meeting professionals at SABRE's in-house training center.

The first class was lead by Dennis Veit, software trainer for The Associates, who instructed on Computer Basics including the demonstration of motherboards, video cards, etc.

"I learned more about computers than I ever wanted to know; however, we will all need to know how to replace computer parts in the near future, so I'm glad to have been exposed to this information," said Nancy Fitzgerald (Kaleidoscope) after that class.

Two other sessions included training in Excel and Microsoft Word.

The Dec. 14 class will feature Powerpoint. Access Database is the subject for the Jan. 4 and Jan. 11 classes.

Contact Sherri Cook, CMP (Sherri Cook & Associates), 972-732-9396, regarding availability.

New Classes Offered

The balance of Technology Institute #2 will include hands-on computer classes on Windows '95 Applications/Usage (utilizing Word, Excel, Powerpoint and Access for '95 users); MPI Net (led by Marie Bloeche of MPI HQ); and the Internet. These classes will be scheduled for late February, March and April (one class per month).

Look for the dates, locations and the registration form in next month's newsletter—or call Sherri Cook, CMP (Sherri Cook & Associates)

Classes are \$59 each for a full day of intensive study.

CMP O R N E R

By Cyndi Martinez, CMP
The Stoneleigh Hotel
CMP Liaison
214-871-711

CMP candidates are reminded to look for opportunities to study!

Courtesy of the Convention Liaison Council's glossary, here are a few terms to memorize:

Congress: European term for convention

Glass Beaded Screen: Type of screen surface used for front projection

Modified American Plan: Room rate includes breakfast and dinner

Proscenium: Arch that separates the stage from the auditorium

Symposium: Event at which experts discuss a particular subject and opinions are gathered

Velox: Photographic material used in preparing camera-ready art

A sample question:

Your convention is scheduled to open in two weeks in New York City. The final program will not be ready from the San Francisco printer until 4 days prior to the meeting. There will be 50 programs in every box, with a total of 20 boxes, each weighing 30 lbs. What is the most cost-effective method of shipping to ensure on-time arrival?

- a. Common carrier service b. Rail express service c. Overnight shipping service
d. Two day air service e. Greyhound package service

1997 PO⁴D Programs TBA in January Entertainment Panelists Draw Record Crowd at 'QuadPO⁴D' Program

Last month, PO⁴Ds #1, #2, #3, & #6 combined to produce another record attendance program at the Sheraton Park Central Hotel.

Approximately 40 people attended the "Making Entertainment Decisions" program moderated by Phares Corder (Phares Corder Entertainment). The program included a panel of entertainment booking professionals.

Panelists C.W. Kendall, Jr. (Ken-Ran Entertainment), Carol Marks (Carol Marks Music), Tim Looney (Show-Pro, Inc.) and Phares Corder discussed "hot topics" to consider when booking entertainers for meetings and special events.

"We are seeing a positive trend in the PO⁴D program," said PO⁴D Director Tony Cummins. "The convenience of the programs, combined with the knowledge that attendees are other professionals within a member's geographic area—is providing the incentive for people to attend. PO⁴D programs provide both the educational and networking opportunity our members want from MPI."

Program coordination was spearheaded by PO⁴D #2 Chair Phares Corder (Phares Corder Entertainment) with assistance from Robin Wallace (Helms/Briscoe Performance Group), PO⁴D #1 and Kimberly Williams (Sheraton Park Central Hotel), PO⁴D #6.

Carol Grabow (Carol Grabow & Associates) has agreed to chair PO⁴D #3.

1997 PO⁴D Programs Planned

"We are working to establish quality programs for some of the PO⁴Ds who have yet to see a program in their area," said Cummins.

Dates for PO⁴D programs in all the geographic areas will be announced in the January issue of the *CURRENT*.

"Anyone is welcome to attend any

PO⁴D function by simply notifying the appropriate chairperson," Cummins said. PO⁴D chair names will also appear in the January issue.

Call Tony Cummins, 214-827-1902, for PO⁴D information.

Hypnotherapist Discusses Goals and the Mind/Body Connection

Wake up your mind at the Jan. 29 "Good Morning, MPI!" breakfast at the Westin Galleria.

Guest speaker Earlene Fogle, C.C.H.T. (Certified Clinical Hypnotherapist) will discuss the power and relationship of mind-set and success.



Earlene Fogle
C.C.H.T.

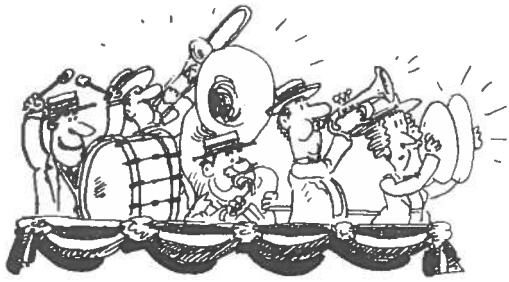
Fogle will explain how behavior patterns and success are influenced by beliefs, images and past experiences; how to control the conscious and subconscious mind to increase success rate; and how to increase sales performance, focus and concentration.

Fogle worked in the travel industry 12 years before making a career change to hypnotherapy. Board certified in clinical hypnotherapy by the American Council of Hypnotist Examiners, she is in private practice in Plano.

"Good Morning, MPI"—formerly the "How-to-Breakfast"—is the chapter's popular early morning educational series. GMMPI programs begin at 7:30 a.m. and conclude by 9:00 a.m.

Walk
Active
Lively
Know-how
a
Wealth
Humor
Ideas
Low-key
Education
(learn a lot!)

MPI D/FW's popular educational series will be back by popular demand in spring '97!



MPI D/FW Welcomes 24 'New Kids on the Block'

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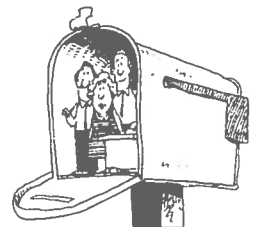
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Haily J. Summerford

Education Coordinator
Fossil Rim Wildlife Center
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Glen Rose, TX 76043
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817/897-3785 fax
Supplier

**New job? address?
phone number? e-mail address?**

Report those changes to the
MPI D/FW Chapter office
972-233-9107
and the
MPI International Headquarters
972-702-3000



Keep your records up to date!

Volunteers Needed!



Volunteer Coordinator
Tracey Smith
Computer Language Research, Inc.
214-250-7404 • FAX 214-250-7100

Would you like to . . .

- Have some fun?
- Learn something new?
- Network with fellow MPI members?
- Feel the pride of accomplishment?

Call Tracey Smith today!

Get involved in the D/FW Chapter of MPI! Volunteer opportunities abound!
Call Volunteer Coordinator Tracey Smith
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Have to miss a chapter meeting?!



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LET'S NETWORK!



**MPI D/FW
February 27 • Evening
Chapter Meeting**

**"Innovative Networking"
Caravan of Dreams
Fort Worth**

MPI D/FW Partners

November 1996



*MPI D/FW Partners
are members who contribute services
or products to chapter meetings
and educational programs.*

Gray Line of Dallas/Fort Worth

The Fairmont Hotel

The Dallas Medallion

SABRE Education &
Training Solutions

IGNITION! Creative Group

The Radisson Dallas

Park Central Hotel

The Doubletree Lincoln Centre

Garrett Speakers International

*For more information
about MPI Partnership, call Greg Pynes
972-248-4889*

November Meeting Highlights

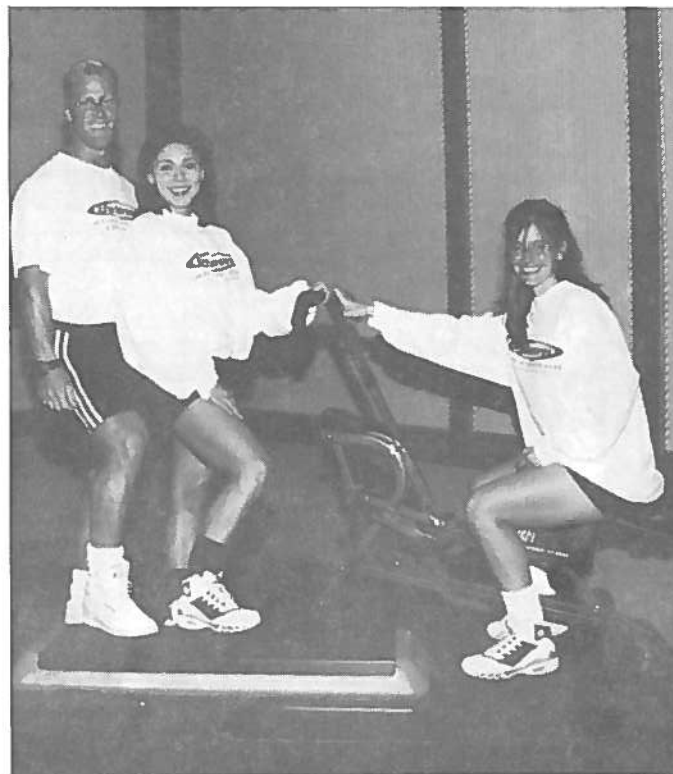
Nutrition and Exercise for the Busy Professional



LEFT: Guest speaker Kathy Hall, JD, A.C.E., practiced law for 16 years before becoming a certified personal trainer and nutrition and fitness expert. She discussed the mysteries of metabolism and shared practical nutrition and fitness tips for the busy professional.



Wendy Foster (Circle R Ranch), Meriann Skinner (Texas Instruments, Inc.), guest speaker Kathy Hall, JD, A.C.E. (Kathy Hall & Associates) and Betty Garrett, CMP (Garrett Speakers, International), take a break at the November chapter meeting. Foster, Skinner and Garrett were among six November Program Committee members.



Uptown Athletic Club aerobics instructors Eric Hochevar, Paulette Sanchez Smith and Michelle de la Valdene demonstrated exercise options at the November meeting.



LEFT: MPI D/FW Chapter members work up an appetite for a tasty low-fat, low-calorie lunch at the Renaissance Dallas Hotel.



Raquel Wolfe (Fun Factory Decorations) and Christina Ianacci (Yellow Rose Touring and Special Events) were among six members of the November Program Committee.



ABOVE: MPI D/FW's Mentor Program is the model program for MPI internationally. President-elect **Greg Pynes**, right, recognized **Fred Kneiberg** (AFK & Associates, Inc.) and **Jill Heyerdahl** (JH Travel Incentives, Inc.) as key to the success of the chapter program. Heyerdahl cites Kneiberg as her mentor.

RIGHT: **Cyndi Martinez, CMP** (The Stoneleigh Hotel) was named "Star of the Month." Presenting the award was **Delinda Dudley** (Six Flags over Texas).



Photos by
Mark Lazarow Photography

Hall of Fame

Please salute the following companies and individuals for their contributions to the November meeting at the Dallas Medallion Hotel:

Renaissance Dallas Hotel
Facility and Luncheon
Rick Smith
Patti Cipoletti
Sherri Fahnensteil
Cathy Nutt
214-631-2222

Kathy Hall & Associates
Speaker
Kathy Hall, JD, A.C.E.
972-396-1410

J & S Audio Visual
Audio Visual
Brian Thrasher
214-631-2222

Uptown Athletic Club
Aerobic Instructors & Membership & Gifts
Eric Hochevar
Michelle de la Valdene
Paulette Sanchez Smith
214-871-7137

Balloon City USA
Centerpieces
Eddie Heyland
214 821-6482

Circle R Ranch
Equipment
Wendy Skalski-Foster
817-430-1561

Gray Line Of Dallas-Fort Worth
Gifts
Steven G. Foster
214-630-1000

The Verandah Club
Membership & Gifts
Tami Schoonover
214-761-7878

George Primo
Piano music during reception
George Primo Orchestras
214-252-7997

November Program Committee
Sherri Cook, CMP
Sherri Cook & Associates
Wendy Foster
Circle R Ranch
Betty Garrett, CMP
Garrett Speakers International, Inc.
Christina Iannaci
Yellow Rose Touring & Special Events
Merriann Skinner
Texas Instruments Incorporated
Raquel Wolfe
Fun Factory Decorations



Gerry Reid

1997-2004

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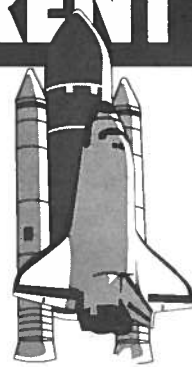
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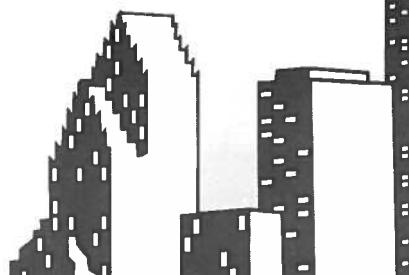
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Mayor Ron Kirk to Speak on Industry Advocacy in January

By Steven G. Foster (Gray Line of Dallas/Fort Worth)
MPI D/FW Chapter Government Affairs Committee Chair/Liaison

Industry advocacy will be the focus of the **January 23 chapter meeting** and **Dallas Mayor Ron Kirk** has accepted the Government Affairs Committee's invitation to **speak** at this important luncheon, which will address important issues facing the travel, tourism and meetings industry locally.

Mayor Kirk has been a great friend and supporter of MPI since he took office, and his contribution to the chapter meeting will be invaluable. Invitations also have been extended to other prominent officials.

Mark your calendar now for this important meeting, which will kick-off a two-month campaign of legislative events. Thanks to Vice President of Programs Cindy Hamilton for her support of this important meeting.

.....

Earlier this month, the steering committee for the inaugural "Texas Travel, Tourism and Meetings Industry Legislative Action Day" held its third meeting in Austin at the Renaissance Hotel.

Associations who have committed to "co-lobby" the Texas Legislature on behalf of our industry include the Dallas/Fort

Worth, Hill Country and Houston chapters of Meeting Professionals International (MPI), the Texas Travel Industry Association (TTIA), Texas Hotel/Motel Association (THMA) and Texas Association of Convention Operation Managers (TXACOM).

Invitations have been extended to all industry partners to join us, **Wednesday, Feb. 26, 1997**, for this **first-ever Legislative Action Day** focusing on issues of specific interest to meeting professionals in Texas.

As always, we struggle with how best to educate our state legislators on just who we are and the significant impact our industry has throughout the state. One suggestion was to take a mop or broom (made in Texas!) to each legislative office—a creative and fun way to open doors at the State Capitol and a clever way to illustrate a point. The point? The mop is used by the housekeeping staff at the hotel which books the rooms for the convention using transportation to the restaurant, etc.

Imagine our "Travel, Tourism and Meetings Mop March On Austin" attendees walking up the Capitol steps!

I hope you will join us for this exciting event. Stay involved and make your voice heard!



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Nominations Sought Looking toward '97-98 Leadership

By Phyllis Firebaugh, CMP
SEI Incentives

As 1997 approaches, the MPI D/FW Chapter once again seeks quality leadership—officers and directors for the 1997-98 chapter year.



Phyllis Firebaugh, CMP
Immediate Past
President & Chair,
Nominating

The Nominating Committee requests your help in developing a pool of outstanding candidates in order to develop a strong slate of officers and board recommendations for the March 1997 elections.

If you are willing to serve in the important role of an officer or board member, please complete the official 1997-98 Request for Nominations

form—inserted in this issue of the *CURRENT*.

Chapter leadership and direction should be of major concern and importance to every member. Additional nominees for board positions are encouraged from all members.

Please remember the following:

- Any member in good standing may be considered for office.

- No two members of the same organization can serve simultaneously on the Board of Directors.

- Supplier members cannot constitute a majority of the Board.

- The Board of Directors is made up of 17 chapter members (eight board members and nine officers).

The 1996-97 president, Mary Lynn Novelli, CMP, (Sterling Hotels & Resorts will become immediate past president, and

EFFECTIVE LEADERSHIP FOR MPI

The Dallas/Fort Worth Chapter of Meeting Professionals International seeks leaders who:

- can contribute time, energy and creativity to the chapter
- have a history of involvement, accomplishment and dependable service to the chapter
- have positive, professional recognition as active participants in many areas of the meetings industry

1996-97 president-elect, Greg Pynes, will be named 1997-98 president.

The Request for Nominations form must be returned to Phyllis Firebaugh, CMP, (SEI Incentives) no later than Jan. 15 (postmarked no later than Jan. 14).

1997 CURRENT Advertising Rates

Standard Rates (applicable to non-MPI members)

SIZE	1x	3x	6x	12x
Full Page	\$1000	\$900	\$700	\$500
Two-Thirds Pg.	\$800	\$700	\$550	\$400
Half Page	\$600	\$500	\$400	\$300
Third Page	\$400	\$300	\$250	\$200
Quarter Page	\$300	\$250	\$200	\$150

MPI D/FW Members Rates (50% off standard rates)

SIZE	1x	3x	6x	12x
Full Page	\$500	\$450	\$350	\$250
Two-Thirds Pg.	\$400	\$350	\$275	\$200
Half Page	\$300	\$250	\$200	\$150
Third Page	\$200	\$150	\$125	\$100
Quarter Page	\$150	\$125	\$100	\$75

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Rates for MPI D/FW members

-50%

50% off standard space rates
(no discounts on color)

SIZE	Measurements
Full Page	7 1/2" x 9 1/2"
Two-Thirds Pg. Hor.	7 1/2" x 6"
Two-Thirds Vert.	5" x 9 1/2"
Half Page Hor.	7 1/2" x 4 1/2"
Half Page Vert.	3 1/2" x 9 1/2"
Third Page Hor.	4 7/8" x 4 1/2"
Third Page Vert.	2 1/4" x 9 1/2"
Quarter Page Hor.	7 1/2" x 2 1/4"
Quarter Page Vert.	3 1/2" x 4 1/2"

**Rates for MPI
members from
other chapters:
25% off
standard rates**

The *CURRENT* is published monthly, 12 months annually, by the Dallas/Fort Worth chapter of Meeting Professionals International. *CURRENT*, the primary information source for members of the MPI D/FW Chapter, is circulated among more than 800 individuals and companies interested in the field of meeting planning. Rates are based on camera-ready copy. Payment due in advance of publication.

After negotiating contract with *CURRENT* Advertising Chair Stephanie Westbrook (Making Statements), 214-824-3550; fax 214-828-0106, mail or deliver camera-ready copy to *CURRENT* Editor Gracie Hatfield Hilton • 3020 Glasgow Court • Arlington, TX 76015.

Factoids about Hiring Speakers . . .

The majority of speakers hired today are industry rather than professional or celebrity speakers.

In the last 12 months:

- Industry 1,807
- Professional 575
- Celebrity 171

Industry speakers are the most commonly sought after with professional speakers in a close second.

For General Session or Key:

- 59% Professional
- 25% Industry
- 0% Celebrity

Educational workshops:

- 75% Industry
- 26% Professional
- 16% Celebrity

Breakout sessions:

- 83% Industry
- 18% Professional
- 0% Celebrity

Most speakers are confirmed at least 3-6 months in advance but many speakers are confirmed at different stages depending on the type of the meeting:

- 62% 3-6 months in advance
- 39% less than 3 months
- 37% 6-9 months in advance

Word of mouth is still the most commonly used speaker source although many respondents cited more than one source:

- 93% referrals
- 68% speakers bureau
- 26% other (personal experience, seen in person, mailings)
- 25% submitted proposal
- 15% NSA's directory/web site

The three most important speakers topics today are:

1. Keeping up with technology
2. Changing trends
3. Industry specific topics

Meeting professionals prefer to compensate with a flat fee to include travel followed closely by fee plus expenses:

- 49% prefer to pay flat fee w/travel
- 42% prefer fee plus expenses

Note: Fees for speakers hired in comparison with an overall budget was 10% or less.

Slides are the most widely preferred by speakers for presentation:

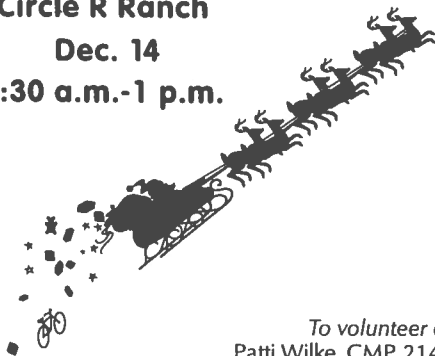
- 50% slides
- 40% multi-media
- 33% overheads
- 15% Powerpoint

This information—the results of a 1995-1996 survey—was provided by Meeting Professionals International and National Speakers Association.

Santa needs your help!

Love for Kids Christmas Party Circle R Ranch

Dec. 14
8:30 a.m.-1 p.m.



More than 3,000 disadvantaged children, ages 6-12, will attend the annual Love for Kids Christmas party.

500 adult volunteers are needed to supervise outdoor games and activities.

Stick around after the party for a volunteer appreciation lunch featuring Circle R's famous barbecue, cold drinks and beer.

To volunteer call
Patti Wilke, CMP, 214-361-7789

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Opinion, Please!

Q: As a PO⁴D chair, what would you like other members to know about your experiences in the program?



Robin Wallace
Helms-Briscoe Performance Group • National Sales Manager

A: The PO⁴D is a great venue to network and establish relationships with MPI members in your own backyard. It is also a professional opportunity to discuss in an open forum hot topics in the meeting industry today at little cost.



Tony Cummins
PO⁴D Director

A: Because of the PO⁴D Program, I have been more involved in MPI than ever before. The smaller meetings have allowed me to get to know people better and I have developed some very meaningful relationships with other members. I have also had a chance to improve my leadership, communication and interpersonal skills. The PO⁴D Program has made my MPI membership more personally rewarding.



Phares Corder
Phares Corder Entertainment • Owner

A: PO⁴D topics are interesting and pertinent to our businesses. It is always a plus to learn about other members, what they do and how they do it. The networking seems to be more intimate; there is a greater opportunity to develop business relationships and understandings of these businesses. The PO⁴D Program is a terrific supplement to the MPI format.



Kimberly Williams
Sales Manager • Sheraton Park Central

A: If you have not been to a PO⁴D meeting, you are missing out! It is the best way to get to know your MPI neighbors and learn from one another. PO⁴Ds provide an intimate setting, ideal for discussion, learning, and getting better acquainted. I have been professionally edified through the PO⁴D program and know that you will be too!

"Opinion, Please!" is a question and answer feature column prepared by Denise Howieson (IGNITION! Creative Group). She can be reached at 214-819-3150.



Heard it through the Grapevine!

By M.T. Gnad
'Grapevine' Columnist

Michelle M. Carter, CMP, has accepted the position of national sales representative, *Wyndham Anatole Hotel*; she was formerly with *Southfork Ranch & Conference Center*.

After a brief stint with *Excel Telecommunications, Inc.*, **Bill Carter** has returned to *Super Shuttle* as director of *ExecuCar* sedan service. Carter was director of convention services for *Super Shuttle* for eight years.

Don DeFeo has moved to *The Aristocrat Hotel* as director of sales. He was formerly with *Medallion Hotels Inc.*

Kristi Holloman has been promoted from director of business centers to national sales manager, *J & S Audio Visual*.

Dana Nickerson, CMP, *Square One Productions*, received a *Special Events Magazine* nomination for the "Best Fundraiser for 1996" for her work as coordinator of the 1996 *Fur Ball*. Other *MPI*-related nominations included *The Kids Charity Ball*. The winner will be announced in January.

Melissa Parks, CMP, educational specialist, *H.D. Vest Financial Services*, recently passed the *Series 7* Licensing Exam; she is now a Registered Representative for *H.D. Vest*.

Greg Pynes has left the *Town of Addison* to pursue new interests.

Debora Jerman Shaw and her husband *Jason* are the parents of *Jacob Edward Shaw*, born Oct. 8, 1996.

M.T. Gnad joined *A Bunch of Grapes* as marketing and special events coordinator. *A Bunch of Grapes* is a vintage gift and accessory mail-order company specializing in wine-themed gifts and wine tasting parties.

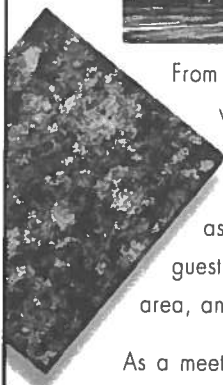
Keep up with personal news about fellow *MPI* chapter members—job changes, promotions, awards or special recognitions, weddings, or births—through "Heard it through the Grapevine." Please contact *Mary-Therese Gnad* (214-539-6538 • FAX 214-724-0932 • [gnadt@airmail.net](mailto:gнадt@airmail.net)) about items of interest for this column.

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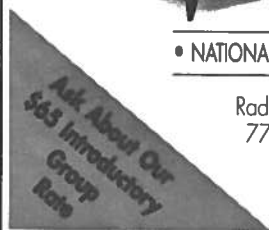


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Corporate Sponsors Line Up for TKCB 1997

By Paige Braun
Dallas Conventioneer

The Kids Charity Ball 1997 continues to take shape as volunteers diligently work to finalize details for the March 22 event in the Great Hall of the Apparel Mart.

The Corporate Sponsorship committee has already begun to see their efforts come to fruition.

As of Nov. 15, TKCB has two Silver Sponsors and five Bronze Sponsors.

Circle R Ranch and Richland College have signed on as Silver Sponsors.

Bronze Sponsors to date are: BeautiControl Cosmetics, Canadian Consulate General, The Freeman Companies, J&S Audio Visual and Sunbelt Motivation & Travel, Inc.

There are many incentives for a company to become a sponsor.

"It's an excellent opportunity to spend time with key accounts, plus the networking opportunity makes our sponsorship of The Kids Charity Ball a good investment," says Sandi Galloway of the Canadian Consulate General. "The added value is that it's for good causes."

"Many of our members are wrapping up 1997 budgets, and the TKCB committee wants everyone to budget for a sponsorship, or at the very least, a table," said 1997 TKCB Chair Greg Pynes.

There are several sponsorship levels, Pynes said.

"Guardian Angel" sponsorship is \$15,000; "Platinum" sponsorship, \$5,000; "Gold" sponsorship, \$2,500; "Silver," \$1,500; and "Bronze," \$1,000.

Depending upon the level of sponsorship, a company can receive such benefits as premium or preferred seating, recognition in media promotions, an ad in the TKCB program, monthly recognition in the *CURRENT*, preferred signage at the event, VIP checkout at the auction and a plaque or certificate of sponsorship.

For more information about TKCB sponsorship, contact Phyllis Firebaugh, CMP (SEI Incentives), 972-717-1400 for details.

The more Corporate Sponsors secured, the more proceeds to bestow on the MPI D/FW Chapter beneficiaries: Bryan's House, Genesis Women's Shelter, The Richland College Scholarship Fund, Love for Kids and A Weekend to Wipe Out Cancer!

Looking for a gift to give a client, co-worker, friend or family member for the holidays? Be on the lookout for a special celebrity guest at the holiday party Dec. 19—selling "opportunities" for an incredible trip for two to France. Great holiday stocking stuffers!

The trip includes air and luxurious hotel accommodations.

Tickets are \$5 each; the drawing will be held March 22 at The Kids Charity Ball. (You need not be present to win.)



The Kids Charity Ball

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Sponsors

as of Nov. 15, 1996

Silver Sponsors • \$1,500

Circle R Ranch

Richland College

Bronze Sponsors • \$1,000

BeautiControl Cosmetics

Canadian Consulate General

The Freeman Companies

J&S Audio Visual

Sunbelt Motivation & Travel, Inc.

Sponsorships Available

Guardian Angel Sponsors • \$15,000

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Gold Sponsors • \$2,500

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Silver Sponsors • \$1,500

More Sponsorships Available!

Bronze Sponsors • \$1,000

More Sponsorships Available!

To learn more about
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(SEI Incentives), 214-717-1400

The Kids Charity Ball

March 22

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- √ Have you been wanting to become a part of the MPI leadership?
- √ Have you been wanting to put your ideas into action?
- √ Have you been wanting to effect change?
- √ Have you been wanting to learn new skills not afforded in your job?
- √ Have you been wanting more or better professional networking opportunities?
- √ Have you wondered how to become more involved?

THIS MAY BE JUST THE OPPORTUNITY FOR YOU!

The Nominating Committee is very interested to know if you want the opportunity to serve as an Officer or on the Board of Directors from June 1997-May '98. If so, please complete this form and return it by January 15, 1997 to:

Phyllis Firebaugh, CMP, Nominations Chair
SEI Incentives, 122 West Carpenter Fwy, Suite 400, Irving, TX 75039
or by fax: 972/717-1624

NAME & TITLE: _____

ORGANIZATION: _____

ADDRESS: _____

PHONE: _____ FAX: _____

POSITION OF INTEREST: _____

WOULD YOU BE WILLING TO SERVE IN ANOTHER CAPACITY IF ASKED?

YES _____ PERHAPS _____ NO _____

Please describe what skills or abilities would make you a good Officer or Board Member. _____

List any previous committees or involvement in MPI. _____

Please describe why you would like to serve and what you would expect to be able to contribute. _____

I understand that I must have written authorization from the person to whom I report. _____

If you would like to nominate someone else, please ask them to complete & return this form.

—FAX Registration—

Complete the form below and FAX to the chapter office to make your reservation for the monthly chapter meeting. Clip the top half of this form and insert in your daily planner—for a quick reference about meeting details and directions.



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Committed to Educational Leadership

December Chapter Meeting Annual Holiday Party

December 19, Thursday

*The Westin Galleria Dallas
13340 Dallas Parkway @ LBJ
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*5:30 p.m. Member Orientation—Collin Room, Second Floor
6:00 p.m. Registration & Reception—Preston Foyer, Third Floor
7:00 p.m. Dinner and Dance—Preston Ballroom
(check the hotel reader board for any room changes)*

*R.S.V.P. to Joe
by noon, Tuesday, Dec. 17
•phone 972-233-9107 x203
•FAX 972-490-4219
(see FAX insert)
•74742.1725@compuserve.com*

*Advance Registration \$30
Late Registration \$40
Guest Registration \$35*

On this night before Christmas
come away to our house.
Bring old friends, new friends,
and even the spouse . . .
to MPI's traditional holiday feast!
—at The Westin Galleria

Upcoming Chapter Meetings

January 23 (noon)
Wyndham Anatole
Government Affairs
February 27 (evening)
Caravan of Dreams • Fort Worth
Innovative Networking

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).

**To RSVP for the monthly chapter meeting,
FAX this form to chapter headquarters: 972-490-4219—by noon, Tuesday, Dec. 17.**

Member Name _____

Company _____

Phone _____ FAX _____

Member Number _____ I am a Planner _____ Supplier _____ Number of Guests _____

Guest's Name _____

Guest's Company _____ My guest is a: Planner _____ Supplier _____

Guest's Address _____ Guest's Phone _____

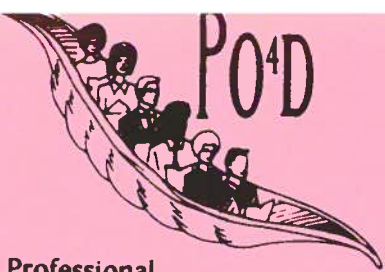
Guest's Name _____

Guest's Company _____ My guest is a: Planner _____ Supplier _____

Guest's Address _____ Guest's Phone _____

Handicap Requirements? _____

Special Dietary Requirements? _____



Professional
Opportunity for
Development

1997 IS HERE!

New Year, New Opportunities, New Goals & Resolutions

MARK YOUR CALENDAR TODAY! On January 9, 1997, PO⁴D's 4, 9 & 10 (Irving, Arlington & Ft. Worth) will present a "triPO⁴D" program focused on renewing and setting goals for 1997. This will be a breakfast meeting in Arlington (location to be announced through your PO⁴D network). Registration & continental breakfast will begin at 7:30 a.m. The program will begin at 8:00 a.m. See below for registration information.

Also, on January 9, 1997, PO⁴D's 5, 7 & 8 (Downtown Dallas/Stemmons Corridor, South & East Dallas areas) will present this same goal-setting program in the Downtown Dallas area at a noon luncheon meeting (location & lunch arrangements will be announced through your PO⁴D network). Registration & lunch will begin at 11:30 a.m. The program will begin at Noon.

At this program YOU WILL:

- be reminded of the goals that are truly important to you and
- be motivated to follow through on the goals you set.

IMPOSSIBLE? Impossible is something you cannot do.....until you do it.

During the workshop, each person will successfully complete a task that you previously thought impossible.

Each attendee will receive a GIFT:

- G - Get motivated
- I - Interactive workshop (Highly)
- F - Fun
- T - Teriffic Attitude

MPI's own Bill Matyastik will be presenting both of these workshops. In addition to his responsibility as Director of Rental at Business Interiors, Bill is a professional speaker. He combines his experience as a former professional tennis player/coach with over 20 years in sales and management to deliver an insightful, motivating presentation. Bill was so well received at two PO⁴D meetings last year that we've invited him to help us start 1997 with a BANG!

HERE'S HOW TO REGISTER:

If you are in PO⁴D's 4,9,10 or 5,7,8, you will receive specific registration information for your PO⁴D via broadcast fax, OR you can fax this form to 972-235-5880. If you are in PO⁴D's 1,2,3 or 6 (N.Dallas), you are welcome to attend either program by faxing this form to Phares Corder Entertainment @ 972-235-5880 (We'll contact you with location information). Any additional comments/questions, Call Tony Cummins @ 214-827-1902.

NAME _____ COMPANY _____ PHONE _____
PROGRAM YOU WILL ATTEND? Arlington _____ Dallas _____
NO SHOWS WILL BE BILLED \$10

MPI

MEETING PROFESSIONALS INTERNATIONAL®
Committed to Educational Leadership