

MPI

MEETING PROFESSIONALS INTERNATIONAL\*

KEEP

# CURRENT

Meeting Professionals International

July 1996

Dallas-Fort Worth Chapter

## 'Attitude is Everything'

### MPI's Annual 'Natural Resources' Event Features Keith Harrell

Ask internationally known writer and speaker Keith Harrell about success and he's likely to answer, "Attitude is Everything!"

Widely known for innovative presentations, Harrell will discuss the theme of his recently published book, "Attitude is Everything" at the chapter's July 18 luncheon meeting at Hyatt Regency DFW West.

For more information about the meeting featuring D/FW MPI's annual focus on "Natural Resources," see page 3.



Keith Harrell  
Author of "Attitude is Everything"

## D/FW to Host MPI Italia

Approximately 20 members of the MPI Italia Chapter are expected when the D/FW Chapter hosts the Second Gemelli Chapter Seminar at Garrett Creek Ranch Oct. 19-21.



Increase future business possibilities and your IIQ—International IQ—by involvement in the Gemelli Seminar and functions.

Stop by the Gemelli booth at the July chapter meeting for information about each Gemelli function open to the D/FW membership.

Plan now to attend the "Italian Happy Hour" fundraiser at Pomodoro/Arcodoro Restaurants Aug. 7, benefiting the Gemelli Seminar.

Details on page 5.

## President's Message

### Novelli Stresses 'Focus on the Vision'

By Mary Lynn Novelli, CMP  
Sterling  
Hotels & Resorts



Mary Lynn Novelli, CMP  
D/FW Chapter President

Becoming president of the D/FW Chapter of MPI is a dream come true! I cannot tell you that I always believed I would achieve this goal, but I always had the *vision* deep inside.

Thank you for the honor of choosing me to lead this record-setting group—three-time winner of the prestigious Chapter of the Year Award!

The D/FW Chapter is viewed worldwide as a "model" chapter, thanks to the leadership, dedication and vision of past presidents, directors and members. Congratulations to Immediate Past President Phyllis Firebaugh, CMP, for an outstanding year where *Commitment to Excellence* accelerated our chapter high above the rest.

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# CURRENT MPI

MEETING PROFESSIONALS INTERNATIONAL®

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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.

# This Space FOR SALE

## Get Your Message Before Key Meeting Professionals

Want to reach more than 800 meeting professionals—monthly!—and increase your company's recognition among professionals throughout the meetings industry?

Then you should advertise in the *CURRENT*, the newsletter that chronicles the activities of the award-winning D/FW Chapter of Meeting Professionals International!

People remember what they see and read. Don't miss this opportunity to showcase your business or service through the *CURRENT*!

### *CURRENT* Advertising Rates

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*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 D/FW Chapter of MPI, is circulated among more than 800 individuals and companies interested in the field of meeting planning.

Rates are based on camera-ready copy. Special rates are available for advertisers who contract space three and six times per year.

Mail or deliver camera-ready copy to *CURRENT* editor, Gracie H. Hilton • 3020 Glasgow Court • Arlington, TX 76015.

To place ads: Contact Interim *CURRENT* advertising chair  
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## July Meeting Highlights

# Keith Harrell Encourages Involvement with 'Attitude is Everything' at Natural Resources Focus

By Wendy Foster  
Circle R Ranch

The July 18 luncheon meeting of the D/FW Chapter of MPI will feature Keith Harrell, author of motivational and inspirational books and articles, and one of the meeting industry's most acclaimed speakers.

Many D/FW Chapter members first met Harrell at the MPI PEC in Vancouver in 1994. Others heard him at the PEC in Dallas in December 1995.

Widely known for his innovative and enlightening presentations, Harrell will discuss the theme of his recently published book, "Attitude is Everything," at the chapter's luncheon meeting at Hyatt Regency DFW (West Tower).

A former executive with IBM for 14 years, Harrell is a member of the National Speakers Bureau and the American Society of Training and Development. His clients include Kodak, U.S. Sprint, Dean Witter, Texaco and the Central Intelligence Agency.

"Attitude is Everything" will develop the theme of MPI's annual "Natural Resources" tradeshow dedicated to its members—"How and Why To Get Involved in MPI—The Difference Between Joining and Involvement."

Leadership for 1996-97 will be on hand with information on the many ways to get the most out of MPI membership—by becoming more personally involved in the D/FW award-winning chapter.

The "Natural Resources" tradeshow will guide members through the many avenues of interest and involvement available to each member.

Co-chairs for the July meeting are Wendy Foster (Circle R Ranch) and Debora Jerman Shaw (CityPlace Conference Center.)

Hosts from the Hyatt Regency DFW Airport are Steve Trent, general manager, Maureen Storto, CMP, catering, and Alison Brody, sales.

## MPI

MEETING PROFESSIONALS INTERNATIONAL  
Committed to Educational Leadership

July D/FW Chapter Meeting

"Getting Involved in MPI—The Difference  
Between Joining and Being Involved"  
—featuring Keith Harrell—

Thursday, July 18

Hyatt Regency DFW Airport

West Tower • 12th Floor Penthouse Level • 214-615-6712

11:00 a.m. Orientation—Skyline B

11:30 a.m. Registration and Natural Resources Tradeshow—Skyline A

12:00 noon Lunch & Program—Skyline B

(check the hotel reader board for any room changes)

Complimentary Valet Parking—Tickets Validated at Registration

R.S.V.P. to Joe

by noon, Tuesday, July 16

•phone 214-233-9107 x203

•FAX 214-490-4219

(see FAX insert)

•74742.1725@compuserve.com

Advance Registration \$22

Late Registration \$30

Guest Registration \$25

## July Host Facility

# Hyatt Regency DFW Airport

Hyatt Regency DFW, a 1,667-room, two-tower hotel located within the perimeter of the Dallas/Fort Worth International Airport, offers a magnificent combination of business and resort facilities.

The hotel features 180,000 square feet of meeting, banquet and fully-carpeted exhibit space, including two ballrooms and 80 separate meeting rooms.

Guests can enjoy a variety of dining choices in the hotel's four restaurants, or settle down for a drink in one of the three lounge/bar areas. Other on-site amenities include a heated outdoor pool and fully-equipped health clubs in both towers.

Just five minutes away is Hyatt Bear Creek Golf and Racquet Club, featuring two 18-hole championship golf courses, two outdoor pavilions, racquetball courts, indoor and outdoor tennis courts and The Experience Center, an outdoor team-building facility.

Situated just 15 minutes from either downtown Dallas or Fort Worth, the Hyatt Regency DFW is convenient to a number of metroplex area attractions.

Arriving from either the north or south entrance of DFW Airport, pass through the toll booths and proceed to exit 3E in the American Airlines terminal. Follow the signs to the Hyatt West Tower.

# 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 55 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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# Upcoming MPI Events

**July 11, Thursday**  
Program Committee  
DFW Hyatt West  
7:30 pm

**July 12-14**  
D/FW Chapter Board Retreat  
South Shore Harbour Resort  
League City, TX

**July 13, Saturday**  
Technology Institute  
Richland College  
9 a.m.-12 noon

**July 16, Tuesday**  
Executive Workshop  
Dallas Medallion Hotel  
"Travel Safety"  
5:30 p.m.-8 p.m.

**July 18, Thursday**  
D/FW Chapter Meeting  
"Natural Resources  
featuring Keith Harrell"  
DFW Hyatt West  
11:30 a.m.

**July 20, Saturday**  
Technology Institute  
Richland College  
9a.m.-12 noon

**July 22, Monday**  
Chapter of the Year Book Committee  
Venue TBA  
6 p.m.

**July 23, Tuesday**  
Education Committee  
Annuity Board of SBC Offices  
11:30 a.m.- 12:30 p.m.

**July 27, Saturday**  
CMP Exam  
Nashville, Tennessee

**July 28-30**  
Meeting Professionals International  
World Education Congress  
Opryland Hotel Convention Center  
Nashville, Tennessee

**August 3, Saturday**  
Technology Institute  
Richland College  
9 a.m.-12 noon

**August 7, Wednesday**  
Gemelli Fundraiser & Happy Hour  
Pomodoro/Arcodoro Restaurants  
5-7 p.m.

**August 10, Saturday**  
Technology Institute  
Richland College  
9 a.m.-12 noon

**August 14, Wednesday**  
MPI DFW Board Meeting

**August 15, Thursday**  
Chapter of the Year Book Committee

**August 16, Friday**  
September CURRENT copy due  
copy due by 5 p.m.

**August 22, Thursday**  
D/FW Chapter Meeting  
"Bringing International  
Exhibits to the U.S."  
Grand Kempinski Hotel  
11:30 a.m.

**August 26, Tuesday**  
Public Relations/Marketing Committee  
Venue TBA  
6 p.m.

**August 27, Monday**  
Education Committee  
Annuity Board of SBC Offices  
11:30 a.m.-12:30 p.m.

Thanks to D/FW Chapter member **O.D. O'Donnell** (Nightlife Talent & Management Agency), **214-691-4417** for compiling this list of chapter meetings, committee meetings, educational opportunities, CURRENT deadlines and MPI International event dates.

Details are up-to-date at CURRENT publication deadline.  
Call O'Donnell, the official "keeper of the calendar," for updates.

Chapter meeting plans are subject to change. Check CURRENT each month to confirm details.  
For more information about association events, call MPI Headquarters, 214-702-3000.

# MPI

MEETING PROFESSIONALS INTERNATIONAL®

Committed to Educational Leadership

## MPI International Headquarters

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FAX: 214-702-3070

# Gemelli Seminar MPI Partners with Italia Chapter



By Tim Wade  
Lennox Industries

The D/FW Chapter will host the Second Gemelli Chapter Seminar at Garrett Creek Ranch Oct, 19-21. At least 13—and possibly 20—members of the MPI Italia Chapter are expected to be in Texas for the “Dallas and Fort Worth” experience.



**Tim Wade**  
Gemelli Liaison

There are ample opportunities for D/FW members to attend specific functions during the Italians’ visit. Detailed information on each function and cost to attend and sign up sheets will be available at the Gemelli booth at the July meeting.

In June 1993, the D/FW and Italia MPI Chapters partnered as sister chapters, christening the pairing “Gemelli,” twins in Italian.

The Gemelli Chapter was formed to develop a communicative and interactive relationship between the D/FW and Italia chapters of MPI, thereby increasing the potential for networking, business and educational opportunities and exposing all members to international opportunities.

Eleven members of the D/FW Chapter traveled to Italy last year for the first-ever joint Gemelli Chapter Seminar. Participants took part in educational sessions hosted by gracious members of the Italia chapter—and enjoyed traveling in the Tuscany, Florence, Siena and Rome areas.

As the date for the Gemelli Seminar approaches, there are numerous opportunities for chapter members to show their support for this first-ever visit of such a large Italian contingent. Here are just a few:

- The Gemelli booth at each monthly meeting will provide highlights of the seminar and sell Italian chocolates and “opportunity” tickets for a drawing—dinner for two at a D/FW restaurant.

- An “Italian Happy Hour” fundraiser at Pomodoro/Arcodoro Restaurants August 7 will benefit the Gemelli Seminar. For just \$10 admission, enjoy a great socializing opportunity and benefit a milestone educational endeavor. Pomodoro/Arcodoro is contributing their trademark hors d’oeuvres, and there will be a cash bar.

Your support and involvement can make the Gemelli Seminar personally rewarding. Develop your own international partnership! Increase your IIQ—International IQ!—It can mean future business!

Please stop by the Gemelli booth at the next chapter meeting and see what is on the agenda for October.

## MAKING STATEMENTS

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## **CMP Corner** By Cyndi Martinez, CMP • Renaissance Dallas Hotel



**Cyndi Martinez, CMP**  
CMP Liaison

Stressed out by memorizing glossary terms and formulas to prepare for the Certified Meeting Professional (CMP) exam? Look for opportunity to study. A few tips:

- Put all of the glossary terms on tapes and listen to them while commuting to and from work. Repetition works!

- "Rewrite" the CLC Manual, highlighting items covered in the CMP study group. Keep the condensed version—bullet point style is easy to read—in a small spiral ring binder. Whip it out whenever there's an opportunity to study—waiting at the doctor's office or for a sales appointment or even at a red light! Once again, repetition!

As soon as the test begins, write down those formulas you've memorized! Then you can concentrate on the task at hand.

Here, courtesy of the Convention Liaison Council's glossary, are a few "Food and Beverage" Terms to review:

**Electronic pour:** System of dispensing exact amounts of liquor per drink.

**Free pour:** Alcoholic drinks poured by hand without use of a shot glass or other measuring device.

**Over set:** Number of places set over the guarantee.

**Table d'hote:** Full-course meal at a fixed price.

**Union call:** Number of union waiters called to serve at a function.

**Yield:** Number of pieces cut from any given unit.

*Good Luck to all D/FW Chapter members taking the test this month!*

## **Executive Workshop Stresses Travel Safety**

The July 16 Executive Workshop focuses on travel safety—how you and your clients can be better prepared. The workshop will take place at the Dallas Medallion Hotel on LBJ & Midway, from 5:30-8 p.m. Cost: \$10



Contact: Sandi Galloway  
(Canadian Consulate), 214-922-9806 or  
Kathi Thompson (Inn on the River),  
214-424-7119 for details.



### **Hands-on Technology Institute Returns This Fall**

The 12-session "Hands-on Technology Institute" was so popular, a second series is scheduled this fall. The institute meets on Saturdays from 9 a.m. - 12:00 noon at Richland College. **CONTACT: Tracey Smith** (Computer Language Research, Inc.), 214-250-7404.

## **"WALK-A-WHILE in my shoes" returns!**



An adventure is a dare you take personally.

It's an opportunity that allows you to explore new avenues. Accept the challenge and "WALK-A-WHILE in my shoes," the chapter's popular educational working partnership program.

Fall "WALK-A-WHILE . . ." dates will be announced in the August edition of CURRENT.

The hands-on, behind-the-scenes classes will meet 5:30-7:30 p.m., at various venues throughout the metroplex.



Contact Tamara Quilly (Sprint), 214-405-5177, for committee involvement, vendor presentation, or with any questions.

## Richland Offers Degrees in Meeting Management

At Richland College (Dallas Community College District), you can earn the degree you've always wanted in the shortest amount of time!

Richland's accredited degree in Meeting & Convention Management offers these specialization courses: Introduction to Meeting and Convention Management; Principles of Association and Corporate Meeting Management; Advanced Meeting Management; and International Meeting Management.

Those with some college credit established may be able to complete a degree in less than two years. Richland offers classes in traditional semesters or in the new *Fast-Track* format. There's also an Associate degree plan that can be completed in as little as eleven months.

For more information contact the College's Business and Professional Division at 214-238-6210 or 214-238-6097.

## June Stars of the Month



**Tony Cummins**  
Dallas Park  
Central Hotel



**Steven Foster**  
Gray Line of  
Dallas/Fort Worth



**Betty Garrett, CMP**  
Garrett Speakers  
International

"Stars of the Month" is a recognition program honoring chapter members for involvement in committees and special programs. June Stars of the Month are Tony Cummins, Steven Foster and Betty Garrett, CMP.

**Tony Cummins** (Dallas Park Central Hotel) filled a great need by developing a handbook for the PO'D Program. The bar is now raised for the Education 2000 Committee!

**Steven Foster** (Gray Line of Dallas/Fort Worth) juggled several responsibilities and spent many hours preparing for the Awards Presentation in May—one of the best-rated programs this year.

**Betty Garrett, CMP** (Garrett Speakers International) graciously saw to the myriad details—and even greater number of changes!—involved in planning the Awards Presentation.

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.

## If You Stay In Arlington, Texas You'll Be In The Middle Of Dallas & Fort Worth.

Plan your next meeting in Arlington, and you'll only be 15 minutes away from Dallas, Fort Worth and D/FW International Airport. Plus, you'll be near Arlington's theme parks, professional sports, a variety of hotels, restaurants and the Arlington Convention Center with a 48,000 sq. ft. column-free exhibit hall. If it's a great meeting site you're after, visit Arlington. If not, you could be going nowhere fast. For more information and to find out if you qualify for a free gift, call 1-800-433-5374. **Arlington, Texas**



## If Not, You Run The Risk Of Being In The Middle Of Nowhere.

# PROGRAM NEWS



**Cindy Hamilton**  
V.P./Programs

## Why does a dinner meeting cost \$28?!

By Vice President/Programs Cindy Hamilton • *Cityplace Conference Center*  
*This question & answer column addresses concerns frequently expressed in monthly meeting evaluations.*



### Where do advance registration fees go?

New prices—\$24 for a luncheon and \$28 for a dinner—reflect a \$2 increase necessitated by increased costs at host facilities. The new prices will go into effect at the August monthly meeting. The host facility receives \$17 inclusive for a luncheon meeting and \$20 inclusive for a dinner meeting. The remainder of the monthly meeting fee assists in covering the chapter's program and education costs, monthly expenses such as printing and mailing the *CURRENT*, and professional fees for the chapter secretary.



### Do we have to pay for speakers and audio visual equipment?

If a speaker is from out of town, we cover costs for travel and accommodations. Often, local hotels and airlines (MPI members) provide complimentary air and accommodations—or their services at a discounted rate. Audio visual equipment is frequently donated by supplier members.



### How are members recognized for providing or donating services?

Companies and individuals providing a service are verbally thanked and recognized at monthly meetings. The host facility and the speaker receive a certificate of appreciation. A "Thank You" or "Hall of Fame" list in each month's issue of the *CURRENT* indicates services provided, and includes the donor's telephone number.

Although sales presentations are not allowed at monthly meetings, service providers are allowed to provide brochures at the rear of the meeting room.



### How are topics for the monthly meetings determined?

The Program Committee select topics pertinent to the meetings industry. Monthly evaluations from members and results from the needs assessment survey assist in determining topics. Individual committee members also contribute ideas. You can also contribute ideas by joining the Program Committee.

### How are monthly meeting locations selected?

Chapter meetings are held at properties represented by MPI members in good standing. Efforts are made to move the meeting locations around the metroplex area, and at least one meeting each year is held in Fort Worth. In order to have as many suppliers showcase their facilities as possible, attempts are made to avoid repeating a location for two years. (For example, the July 1996 location cannot host a meeting until after July 1998.)

We are limited to facilities that hold a minimum of 250 people for a luncheon or dinner. Smaller facilities interested in hosting an MPI function have other opportunities through educational programs, various committees and the PODs.

### Does anyone really pay attention to the monthly evaluation forms?

Yes! The Program Committee and Board of Directors review a report compiling the data from the monthly evaluation forms and makes changes or suggestions as needed. Member input is critical in making program decisions. Numerical calculations are one of the criteria used in selecting the 'Host Facility of the Year' and 'Program of the Year.'

### How often can I bring a guest to monthly meetings?

A guest (with the exception of spouses/relatives) may attend a maximum of three MPI meetings per year. After that point, guests must join in order to attend meetings.

### If I make a reservation and fail to attend the monthly meeting, will I be charged?

Yes, you will be billed. The chapter guarantees your attendance in the final count to the host facility and must pay for your meal.



# MEMBERSHIP NEWS

## 'New Kids on the Block'

# D/FW Chapter Welcomes 32 New MPI Members!

**Jolene Allen**  
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214/904-4278  
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*The Dallas/Fort Worth Chapter of Meeting Professionals International proudly salutes the D/FW area professionals who recently passed the Certified Meeting Planner (CMP) exam in December 1995. Our apologies to Nikki Jorski, CMP, whose name was inadvertently omitted from the list published in last month's CURRENT.*

**Nikki Jorski, CMP**  
Apartment Association  
of Greater Dallas

## June Meeting Highlights

# Olympian Vincent T. Poscente Focuses on Leadership, Teamwork with 'The Spirit of the Games'

In the 1992 Winter Olympic Games in Albertville, France, **Vincent T. Poscente** raced to a national record of 135 mph on skis. Today Poscente applies Olympian principles of vision and focus to issues faced by professionals in the meetings industry.

In his presentation to the D/FW Chapter of MPI at Southfork Ranch Event & Conference Center, Poscente involved the entire audience with an interactive, fun session where each person had his own "Olympic experience."



LEFT: MPI members enjoyed an Olympics-style evening last month at Southfork Ranch Event and Conference Center. Director of Sales & Marketing **Joy Johnson** (center) joins a bevy of "Greek goddesses"—Southfork staffers—who greeted MPI members at the gate with delicious hors d'oeuvres.



*Photos by*

*Mark Lazarow Photography*



**Lesley Meyer, CMP** (Sunbelt Motivation & Travel, Inc.) and **Maurine Allen, CMP** (Sunbelt Motivation & Travel, Inc.) rev up interest in the Gemelli (Twin) Chapter program. For more information, see page 5.

RIGHT: Young gymnasts from Calico Kids in Garland entertained during the pre-meeting reception. These young ladies are members of the Junior PreElite and Elite teams.





Program Committee members for the June meeting at Southfork Ranch Event and Conference Center were **Alaina Webb, CMP** (Carey Transportation), **Peg Wolschon** (Kerrville Bus Company), and **Lisa Allen** (Southfork Ranch).



Representatives from four local charities—**Kay Cole** (Trinity Ministry to the Poor), **Bob Sanks** (North Texas Food Bank), **Sandy Huffman** (Love for Kids), and **Samanatha Bernecker** (Give Kids the World)—accepted checks from the D/FW Chapter of MPI. The gifts, totaling \$72,000, were proceeds from The Kids Charity Ball, chaired by **Patti Wilke, CMP**.



LEFT: Thanks to Southfork Ranch Event & Conference Center, represented by **Michelle Carter**, and Freeman Decorating Company, represented by **David Gisler**, the ballroom was festooned with colorful flags representing countries who participate in the Olympics.

BELOW: Audiovisual services were provided by AVW Audio Visual, Inc., represented by **Dan Olson, George Ceballos** and **Bill Hodges**.



## Photos by Mark Lazarow Photography



Bill Reed Decorations, Inc., represented by **Linda Sergeant**, provided Olympic-style decorations and props for the June meeting

### Hall of Fame

Please salute the following companies and individuals for their contributions to the June meeting at Southfork Ranch Event and Conference Center.

**Vincent T. Poscente**  
214-821-9796

**Southfork Ranch**  
Joy Johnson  
214-442-7800

**Bill Reed Decorations**  
Linda Sergeant  
214-823-3154

**Freeman Decorating Company**  
David Gisler  
214-634-1463

**AVW Audio Visual**  
Bill Hodges  
214-634-9060

**June Program Committee**  
Peg Wolschon  
Kerrville Bus Company  
Alaina Webb, CMP  
Carey Transportation  
Lisa Allen  
Southfork Ranch

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## Heard it through the Grapevine!

By M.T. Gnadt  
'Grapevine' Columnist

**Dean Conwell** has been promoted from sales manager to director of tourism for the *Irving Convention and Visitors Bureau*.

**Peggy LaBounty**, a 15-year travel industry veteran, is leaving the industry to focus her talents on her family. Her most recent position was sales manager, *Arlington Hilton*.

After six years in the hotel industry as senior sales manager for *D/FW Hilton*, **Mike McCoy** has accepted the position of director of sales, *CVN Inc.*, a company specializing in upscale corporate gifts.

**John Lee**, *Yellow Rose Touring & Special Events Company*, has moved to London, England, to marry *Ann Shutte* of *Avis* and to start a new company, *Dallas Systems*, which will provide internet services to the travel industry. He will also develop *Yellow Rose's* European market.

**Marilyn Manby** is the new program director for *TravelHost* magazine/*Dining Dallas*.

**Wendy Johnson**, *American Fire Sprinkler Association*, married *Joe Callahan* June 15.

**Amy Redfearn** has accepted the position of events administrator, *Excell Telecommunications*. She was formerly manager of chapter relations for *Meeting Professional International*.

**Judy Benaroch**, *CMP*, has joined the firm of *E. Harden & Associates, inc.* as a meeting manager and director of national sales. The firm, which specializes in medical, clinical and national sales/incentive meetings, recently relocated to Dallas from San Francisco. *Benaroch* was formally with *Sunbelt Motivation and Travel, Inc.*

**Steve Kemble**, *Steve Kemble Event Design*, is one of five nominees for the "Best Industry Related Contribution" named by the *International Special Events Society (ISES)*. The nomination cited his chairmanship of *MPI's The Kids Charity Ball* and the *NACE Gala*. Nominees will be honored and the winner announced in *Miami* in August.

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 • gnadt@aimgmail.net) about items of interest for this column



The Italians are Coming!  
Second Annual Gemelli Seminar  
October 19-21 1996

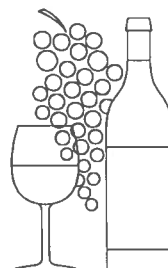
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\*Italian Happy Hour benefits the Gemelli Seminar Program. Enjoy Pomodoro/Arcodoro's tasty trademark hors d'oeuvres—thanks to *Lori Farris*.

# Perspective

## A Member's

### MPI: An Association Where 'Everyone is Pulling for Everyone Else's Success!'

By Gerry Reid • Gerry Reid Speaking

I think MPI is great, and our Dallas/Fort Worth Chapter is fantastic! In 33 years in the business world, I have never felt more warmly welcomed and more immediately part of an organization. Walk up to anyone at an MPI meeting and say "Hi!" Thirty seconds later you have a new friend and professional peer who wants to help you succeed!



Gerry Reid  
Gerry Reid Speaking

At every meeting I have met new people who treat me like I was a charter member. On two different occasions I spent several minutes getting to know a "new face." Hours later I learned that I had been talking to a former chapter president in one case and a national award winner in the other! There was no boasting or sense of superiority found so often in other professional associations. How refreshing!

Most everyone I have met in MPI seems focused on two powerful objectives: • to enhance the quality of the meetings and hospitality industry and • to contribute to the professional growth of other MPI members.

The greatest benefit I received in my first six months with MPI was the identification of a correctable flaw in my business perspective. I thought I was in the speaking business; I quickly learned that I am in the meetings and hospitality business! What a difference that perspective has made for me. Thank you all!

MPI membership gives me—and all suppliers!—a chance to hang around our customers. Simultaneously, planners can interact directly with multiple suppliers and quickly learn the many options available to them. And, to our credit, you generally cannot tell the suppliers from the planners without a scorecard. Everyone is pulling for everyone else's success! "Win-win" is frequently mentioned in this highly competitive world. MPI shows how to put the "walk" into that "talk."

I believe the primary reason our D/FW chapter is a consistent award winner is because so many members are involved in one way or another. At my first meeting (December 1995), I told everyone I met that I wanted to be involved. Wow, do our leaders follow through! In just a couple weeks I was involved and fully accepted in the chapter activities of my choice.

My MPI membership—and yours!—pays for itself in three ways: first, in the tremendous learning available from educational programs and regular networking with experienced professionals; second, from the ability to grow professionally by being involved on committees and projects important to our chapter and the community; and third, through opportunities gained as members do business with each other, knowing that MPI attracts the best people in our industry.

So let's get on with it— "What is your name? What business are you in? What challenges do you face? What can we do to help you find solutions to your problems? How can I be of service? In what way would you like to be involved in MPI?"

With MPI the sky is not a limit!

---

## Supplier Profile—Bruce A. Wolpert, CMP

*A marathon runner and a member of the Cross Country Club of Dallas, Bruce joined MPI “running”—and knows the value of becoming involved in MPI.*

**Born:** August 14, 1958, Baltimore, Maryland

**Personal:** three children: twins, Rachel & David (age 5); Ben (age 3)

**MPI Member since:** 1994

**MPI Involvement:** Membership and The Kids Charity Ball committees, nominated for board of directors, recently named “Star of the Month”

**Occupation:** Director of National Accounts, Hilton Hotels & Resorts, representing 240 Hilton Hotels, USA

**Favorite book:** *Go Dog Go*

**Favorite Movie:** *Rocky*

**Favorite Music:** Aerosmith or any dance music

**Favorite Meal:** seafood

**Ideal vacation:** skiing or the beach—  
with no telephones!

**Best asset:** my kids; professionally: getting the job done on time

**Worst habit:** very shy

**Fantasy luncheon guests:** Johnny Carson, Michael Jordon, Steven Spielberg, Arnold Schwarzenegger

**Trademark cliché or expression:** “THINK”

**I wish I could:** sing

**Current projects:** T-ball with my son, marathon race training

**Favorite way to spend my time:** running and spending time with my children

**Best advice to MPI members:** get to meetings early and try to meet five new people

**Bruce can be reached at:** 214-701-3750 or  
bruce\_wolpert@hilton.com



---

## Planner Profile—M.T. Gnad

*M.T. recently earned her masters degree in communications studies. As the CURRENT reporter for “Heard it Through the Grapevine,” she provides the scoop on our members.*



**Born:** September 26, 1963, Ocean Springs, Mississippi

**Personal:** husband of six years: Jay; two cats, Ashes & Charcoal.

**MPI Member since:** 1990

**MPI Involvement:** *CURRENT* ‘Grapevine’ columnist, Board of Directors, program co-chair for The Kids Charity Ball, Public Relations and Foundation committees, local PO4D, the “Buddy” Program

**Occupation:** independent meeting planner and trainer

**Favorite books:** writers like Covey and Hunsaker, and for fun, books that explore other cultures like the *Island* by Aldous Huxley.

**Favorite Movies:** adventure/action such as *Red October*, *Fugitive* and *Braveheart*.

**Favorite Music:** all types, jazz, top 40 and 70s music.

**Favorite Meal:** seafood, at any hole-in-the-wall place where everyone knows your

name; Rusty Anchor in Grapevine for boiled crawfish and shrimp.

**Ideal vacation:** beaches, sailing, adventures; Costa Rica

**Best asset:** sense of humor & creativity

**Worst habit:** impatience

**Trademark cliché or expression:** rock ‘n’ roll, let’s rock.

**I wish I could:** find time to pursue all my interests

**Current projects:** helping a friend start a mail-order catalog selling vintage wine related gifts; learning to use the internet; creating continuing education classes for UNT.

**Who do you admire most?** my mother, whose life example taught me that I must never give up

**Best advice to MPI members:** Be a “Buddy” and have fun!

**M.T. can be reached at:** 214-539-6538 or  
gnadt@airmail.net

## President's Message

continued from page 1

Now it is time to begin a new year—to “reach for the stars” and *Focus on the Vision*. Let’s encourage each other to dream, set goals and *focus on the vision* of achieving personal and professional goals.

Your dynamic, energetic board of directors is focused and committed to providing outstanding educational and networking opportunities to enrich personal and professional growth. That’s our *vision*—and it can become a reality only through your involvement!

How do you become more involved?

- Mark your calendar *now* to attend this year’s monthly meetings.
- Read the newsletter to learn more about your chapter and upcoming events, projects, and educational opportunities.
- Most importantly, commit to working on at least one committee.

The July meeting will feature tabletop exhibits of numerous chapter committees and projects. Come early for orientation and enjoy a personalized walk-through of the exhibits—an excellent time to choose your MPI involvement for the new year.

Later, Keith Harrell’s message will be well worth your time! I guarantee it!

Your MPI membership can enhance your personal and professional life more than you can imagine if you *just get involved* and “*Focus on the Vision*.”

Please join me by wearing *red* to the July meeting to signify your commitment to “*Focus on the Vision*.”

Remember—“*No one can predict to what heights you can soar. Even you will not know until you spread your wings.*”

—MLN


## 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 “opportunity” tickets at each monthly meeting. Tickets are \$1 each, or 6 for \$5.

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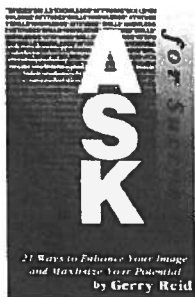
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## Editor's Notes

### CURRENTly . . .

New year. New leaders. New goals. New theme. Turn the page. Start over. Begin again (the ultimate oxymoron?©). A fresh look. A new vision.



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

Everyone loves a "fresh start." Change.

D/FW Chapter President Mary Lynn Novelli, CMP (Sterling Hotels & Resorts) seeks to inspire us with *Focus on the Vision*.

One short, pithy statement like that inspires a lover of quotes to search the depths of memory for other favorites on the subject of *vision*. That leads to quotes and remembered lines on *dreams, imagination, change, and challenge*.

Here are a few (attributed when I know the source) of my faves:

- Vision is the art of seeing things invisible (Jonathan Swift)
- Ah, but a man's reach should exceed his grasp or what's a heaven for? (Browning)
- There is nothing like a dream to create the future. (Victor Hugo)
- I like the dreams of the future better than the history of the past. (Thomas Jefferson)
- Once you have a clear vision of the right thing to do, move your feet.
- Behold the turtle; he only makes progress when he sticks his neck out.
- Only mediocrities rise to the top in a system that won't tolerate wavemaking.
- Even if you're on the right track, you'll get run over if you just sit there. (Will Rogers)
- Where there is no vision, the people perish. (Proverbs 29:18)
- Never look down to test the ground before taking your next step; only he who keeps his eye fixed on the far horizon will find the right road. (Disraeli)
- You can't depend on your judgment when your imagination is out of focus. (Mark Twain)
- Imagination is more important than knowledge. (Albert Einstein)
- What is now proved was once only imagined. (William Blake)
- I skate to where the puck is, not where it has been. (Wayne Gretzky)

You'll see a few changes in the *CURRENT*. Vice President/Public Relations & Marketing Dana Nickerson, CMP (Square One Productions) and I are *Focusing on a Vision* for improvement. We welcome your comments and suggestions!

—ghh ©  
[gracie@cyberhighway.net](mailto:gracie@cyberhighway.net)



## Volunteers Needed!

Public Relations

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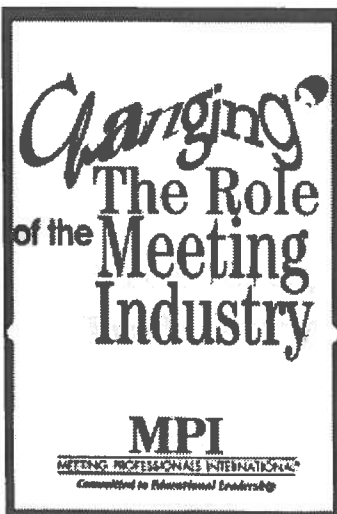
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# Answers, Information Only a Click Away with MPINet

By Linda Sergeant  
*Bill Reed Decorations, Inc.*

When a new computer owner called the Dell support line because her computer wouldn't work, the tech asked her what happened when she pushed the power button.



Linda Sergeant  
MPINet Liaison

"I pushed on the foot pedal and nothing happened," she said. The "foot pedal" turned out to be the computer's mouse.

I love this story because I loved sewing for my daughter when she was little. It's a great example of how new information is filtered through the woven tapestry of our past experiences!

Most MPINetters feel the same way. They are your peers, mentors, and learn-

ers who are just mousing their way towards the 21st century and learning how similar are the terms "pedal to the metal" and "click and drag."

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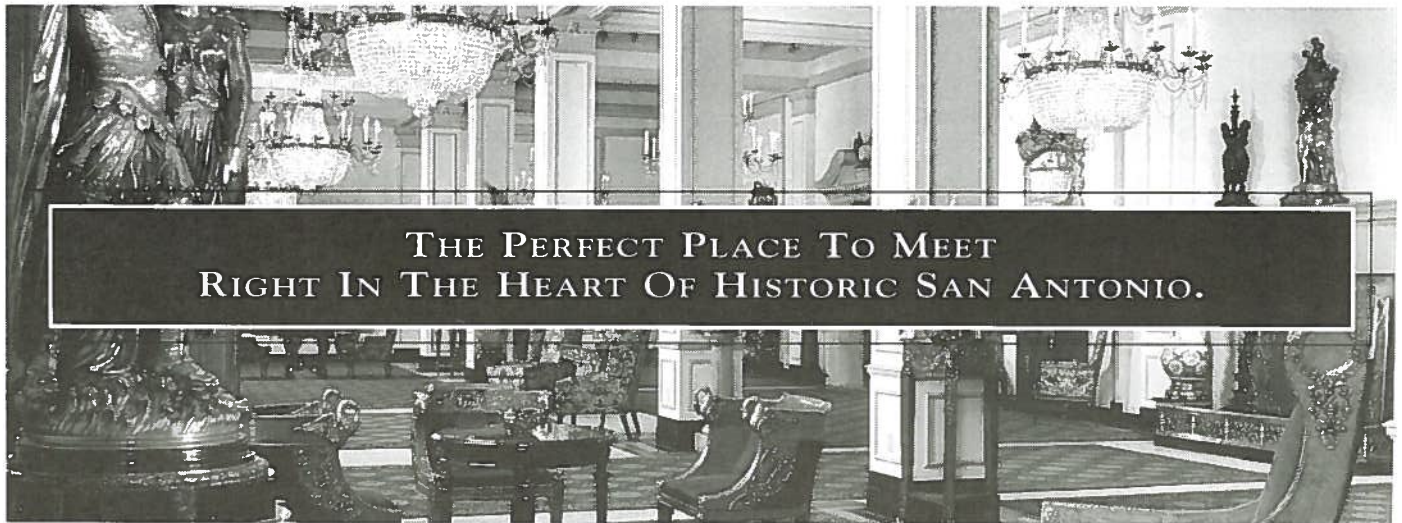
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Tracey Smith  
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- Have some fun?
- Learn something new?
- Network with fellow MPI members?
- Feel the pride of accomplishment?

**Call Tracey Smith today!**

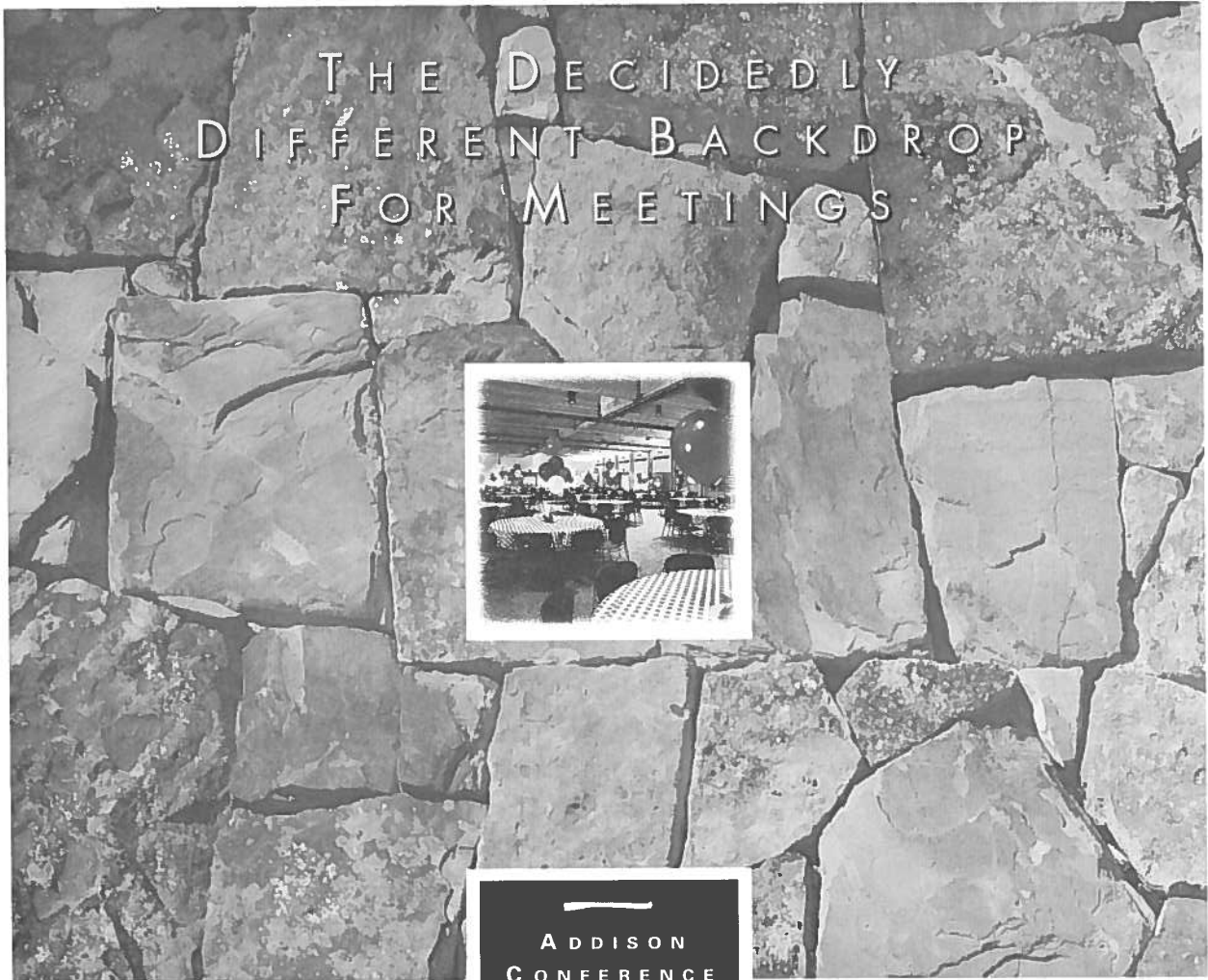
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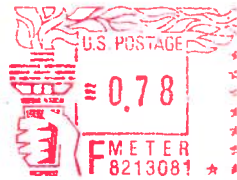
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