

CURRENT

Meeting Professionals International

June 1996

Dallas-Fort Worth Chapter

Carr, McCain Named Planner, Supplier of the Year Award Winners, Nominees for International Honors Recognized at Annual Presentation

Susie Carr, CMP, (Annuity Board of the Southern Baptist Convention) and Pat McCain, CMP, (Krisam Hotels & Resorts) were among a host of D/FW Chapter members honored at the annual Awards Presentation last month.

Carr was named D/FW Chapter Planner of the Year; McCain was honored as D/FW Chapter Supplier of the Year.

These awards are based on significant contributions in committee and board involvement, meeting industry service, recognition and awards, meeting industry-related speaking engagements, and community service.

continued on page 10



Susie Carr, CMP
Annuity Board of the SBC
D/FW Chapter Planner of the Year



Pat McCain, CMP
Krisam Hotels & Resorts
D/FW Chapter Supplier of the Year



MPI International Immediate Past President **Bill Boyd, CMP** (Sunbelt Motivation & Travel, Inc.); **Sally Goldesberry, CMP** (Meetings & Exhibit Specialists), D/FW Chapter Nominee for International Planner of the Year; **Colleen Rickenbacher, CMP** (Dallas CVB), D/FW Chapter Nominee for International Supplier of the Year; and MPI International President **David Kliman, CMP** (Fireman's Fund Insurance).

In this issue

June Meeting Details	3
President's Message	4
Stars of the Month	5
Education News	6
CMP Recognition	8
Membership News	9
Last Month's Meeting	12
Job Bank Update	21

CURRENT

MPI

MEETING PROFESSIONALS INTERNATIONAL®

Committed to Educational Leadership

Dallas/Fort Worth Chapter

4020 McEwen • Suite 105
Dallas Texas 75244
214-233-9107x203
FAX 214-490-4219
74742.1725@compuserve.com

Newsletter Staff

Editor

Gracie Hatfield Hilton
The Write Stuff
Phone & FAX
metro 817-467-7439
gracie@cyberhighway.net

Vice President/Public Relations/Marketing

Dana Nickerson, CMP
Square One Productions
214-343-8067
FAX: 214-343-6166

Advertising Chair

Kristi Hollomon
J&S Audio Visual, Inc.
214-241-5444
FAX: 214-247-2590

Photographer

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

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.

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.

MPI International Headquarters

4455 LBJ Freeway
Suite 1200
Dallas, Texas 75244-5903
214-702-3000
FAX: 214-702-3070

Upcoming MPI Events

June 27, Thursday
D/FW Chapter Meeting
"Team Building"
featuring Olympic athlete Vincent Poscente
Southfork Ranch
6:30 p.m.

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

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

August 22, Thursday
D/FW Chapter Meeting
"Bringing International Exhibits to the U.S."
Venue TBA
11:30 a.m.

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.

Upcoming Events • Related Organizations

National Association of Catering Executives
National Convention
July 10-14
The Adolphus Hotel
Dallas, Texas

Chapter Meeting Reservation & Attendance Policy

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

Alcohol Policy D/FW Chapter of MPI

The D/FW Chapter of MPI recognizes and supports the many legitimate uses of alcoholic beverages in the process of conducting our business and social activities. As a chapter, we also recognize that the use and consumption of alcohol at our functions carries with it the requirement to consume those beverages responsibly and in keeping with our professional code of ethics and conduct. We strongly oppose the abuse and misuse of alcohol. We further support those efforts that seek to inform our members of the issues concerning alcohol use and in offering assistance to any members seeking further information and/or assistance either personally or professionally.

CURRENT Deadlines



ISSUE	DEADLINE
July '96	June 14, Friday
August '96	July 1, Monday* <i>*much earlier than usual!</i>
Sept. '96	August 16, 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, Texas 76015.

Microsoft Word for Windows 6.0 documents may be sent electronically to Gracie Hilton—gracie@cyberhighway.net

INSERTS, which must be approved by V.P. Public Relations/Marketing Dana Nickerson, CMP (Square One Productions) are limited to three per issue. Inserts must be pre-printed and delivered to the chapter office. Upcoming deadlines for insert delivery are July 3, August 7 and Sept. 11.

June Meeting Highlights

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

By Peg Wolschon
Kerrville Bus Company

Join the Dallas/Fort Worth Chapter of MPI on Thursday evening, June 27, at Southfork Ranch to hear former Olympian



Vincent T. Poscente
Former Olympic Athlete

Vincent T. Poscente present a program that promises to be inspirational yet practical in our and personal lives.

In the 1992 Winter Olympic Games in Albertville, France, Poscente—who had advanced from a recreational skier to the Olympic finals in just five years—raced to a national record of 135 mph on skis.

His story provides a powerful metaphor for individual and organizational success. By applying Olympian principles of vision and focus, Vince will combine leadership qualities with a 21st century teamwork concept.

With his Olympic background and experience, Dallas-based Poscente applied these same principles in an award-winning real estate career and in the corporate world as vice president of a large North American real estate investment service. Poscente now works full time as a professional speaker.

Examples from Poscente's experiences as an Olympian will provide a fresh perspective on issues faced by professionals in the meetings industry—demanding schedules, leadership and teamwork challenges, as well as rapid change.

With a humorous and comfortable style, Vince involves the entire room with an interactive session where each person will have his own "Olympic experience." Attendees will leave with tools to accelerate to objectives.

June committee members are Peg Wolschon (Kerrville Bus Company), Alaina Webb, CMP (Meeting Management/Festivities), and Lisa Allen (Southfork Ranch).

MPI

MEETING PROFESSIONALS INTERNATIONAL®
Committed to Educational Leadership

June D/FW Chapter Meeting

*'Leadership through Teamwork—
the Spirit of the Games'*
featuring Olympic Athlete Vincent T. Poscente

Thursday, June 27

Southfork Ranch

3700 Hogge Road • Parker, Texas 75002 • 214-442-7800

5:30 p.m. Orientation—Bobby's Boardroom, Ewing Mansion

6:00 p.m. Registration and Reception—Ewing Mansion

7:00 p.m. Dinner & Program—Oil Baron's Ballroom

R.S.V.P. to Joe
by noon, Tuesday, June 25
•phone 214-233-9107 x203
•FAX 214-490-4219
(see FAX insert)
•74742.1725@compuserve.com

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

June Host Facility

Southfork Ranch

Everyone knows Southfork as the glitzy estate made famous by Lorimar Productions in the long-running CBS television series, *Dallas*. Today Southfork Ranch is open daily, year-round, for tours, private events and functions for groups of all sizes.

Southfork hosts a wide variety of events, from elegant five-course dinners for small groups to barbecue and Tex-Mex extravaganzas for several thousand people. The facilities, combined with a professional sales staff, full-service catering, a variety of creative event themes, decorating and entertainment planning, make Southfork a unique off-site option for meetings and events.

The 63,000-square-foot Conference and Event Center includes the 26,000-square-foot Oil Baron's Ballroom; 7,200-square-foot Ewing Ballroom; 4,200-square-foot Dallas Palace, 16,500-square-foot Lone Star Atrium; and a state-of-the-art kitchen facility.

Southfork Ranch is situated just north of Dallas. Take Hwy. 75-N (Central Expressway) to Exit 30. Go east 6 1/2 miles; turn right on FM 2551 (Hogge Road). Southfork is immediately on the left. Take the first arched entrance on the left to enter the property.

President's Message

Presidential Farewell Laced with a Plethora of Thank You's

By Phyllis Firebaugh, CMP
SEI Incentives

It was such fun answering my phone after the Awards Dinner and Installation of Officers to hear how many of you enjoyed the program! We had much to celebrate! The D/FW Chapter worked hard and accomplished significant goals.



Phyllis Firebaugh, CMP
D/FW Chapter President

Big thanks go to a fabulous Awards and Program Committee, co-chaired by Steve Kemble and Colleen Rickenbacher, CMP, for many hours of preparation, planning and attention to detail.

Thanks, too, to Steven Foster and Betty Garrett, CMP, who were gracious about script changes.

In addition to hosting the most exceptional PEC ever—a well-received European Council visit to the D/FW area—we accomplished tremendous educational goals, had great success in recruiting, member involvement and programming.

Patti Wilke, CMP, chaired the most successful Kids Charity Ball ever, which cleared more than \$70,000 for children's charities.

The Education Committee, chaired by VP Education Greg Pynes, produced 35 educational offerings averaging 30 people per program and attracting more planners than suppliers. Greg was named by The Meeting Manager as a "Rising Star."

Two successful Walk-a-While-in-My-Shoes Programs, chaired by Susie Carr, CMP, brought raves from participants. The CMP Programs, chaired by Pat McCain, CMP, continued its 100% success rate. The Technology Institute at Richland College chaired by Sherri Cook, CMP was well-received.

VP Programs Michelle Carter provided stimulating, relevant programs based on state-of-the-art topics that resulted in record high attendance.

Mark Lazarow, through his business, Custom Video Services, videotaped each meeting and made them available to members.

Our award-winning newsletter, the *CURRENT*, under the expert editorship of Gracie Hilton, remains one of the best in the international organization.

VP Membership Sally Goldesberry, CMP, led her committee to reach an all-time high membership count of 669, with 182 new members! Sally chaired the Chapter Management Forum at the PEC and has been named chair of the International Chapter Relations Committee.

Membership involvement was increased, and a new volunteer recognition program, "Stars of the Month" resulted in a conference scholarship awarded to Karen Fogle.

Dana Nickerson, CMP, VP Public Relations/Marketing and her newsmaking committee increased community awareness about MPI. The D/FW Chapter story was told by at least four radio stations (including a half-hour interview on KYNG about The Kids Charity Ball), five newspapers, PSAs on TV and *The Meeting Manager*. The committee developed the "Bill and Angie Barrett Award" for those who "love the kids."

Linda Sergeant, VP Administration, improved professionalism and effectiveness through a new chapter management staff with Joe Kolb of Don Dillon Associates. Her committee raised more revenue than ever before with ad sales for the Membership Directory. She updated our policies and procedures—an arduous task! Linda conducted MPINet training sessions for the Board of Directors and for many members of the Texas Hill Country Chapter.

VP Finance Charlotte Merrill-Davis, CMP, along with Jan Pollard of the Finance Committee, consolidated our bank accounts, which resulted in new benefits, including the complimentary use of credit card equipment and volunteer staffing for The Kids Charity Ball.

Jan Pollard initiated the "Stars Program" for supplier recognition, and the Table Host project to move announcements from the lectern to individual tables.

Immediate Past President Diane Smith, CMP, oversaw the creation of the PO'Ds education program and served as chair of the Nominating Committee. She represented our chapter on the Love For Kids Board of Directors and planned Fort Worth activities for the European Council.

President-Elect Mary Lynn Novelli, CMP, oversaw production of *Texas Cookin'*—a PEC amenity and MPI Foundation fundraiser. Funds—approximately \$8,000—raised from cookbook sales was used for educational scholarships through the Professional Growth Awards Committee and our contribution to The Foundation. She chaired the Mentor Committee which was co-chaired by Maurine Allen, CMP, and Fred Knieberg, CMP.

Traci Bower exceeded expectations by improving participation in the Job Bank by 66% and increasing revenue to \$2100, a 62% increase—allowing for even more educational scholarships.

Gail Lemaire improved chapter participation at the PEC due to her communication efforts as conference liaison to the 165+ members attending the conference.

Tracey Smith chaired the Task Force Committee to combine the chapter's fundraising efforts. Her efforts in solicitation of paper and printing for TKCB resulted in tremendous savings.

New members and visitors were welcomed each month by volunteers of the Buddy Program, chaired by Kathi Thompson. Kathi was also active in planning the European Council visit.

Bobby Bulger visited Italy to recruit members of our sister "Gemelli" chapter to attend our October seminar.

Deborah Wheeler, CMP, chaired the Paralympics Volunteer effort for our chapter, resulting in Susie Carr, CMP, participating in the Paralympics in Atlanta as a volunteer planner.

All four of our International nominees, Lesley Meyer, CMP, Colleen Rickenbacher, CMP, Sally Goldesberry, CMP, and Joe Diaz are finalists for their respective awards to be announced in July in Nashville!

A gigantic salute to these chapter leaders for *Exceeding Expectations* through a *Commitment to Excellence!*

Stars of the Month

"Stars of the Month" is a recognition program honoring D/FW Chapter members for involvement in committees and special programs.

All Stars of the Month were eligible for a special drawing for two educational scholarship awards to attend the MPI International Conference or other MPI educational opportunities. The winner, named at the May Awards Gala, was **Karen Fogle** (Star Brand Ranch)

May



Recognized at the May chapter meeting as Stars of the Month were: **Bobby Bulger** (Travel Concepts, Inc.), **Bruce Wolpert, CMP** (Hilton & Conrad Hotels), and (not present) **Donna Daves** (The Freeman Companies).

March



Tamara Quilty (Sprint) and **Jennifer McClure** (The Beach Club) were named Stars of the Month at the March chapter meeting, along with Marsha Singer (The Executive Connection.) [EDITOR'S NOTE: Quilty and McClure were unable to attend the March meeting. Singer's picture was published in the April CURRENT.]

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.

D/FW Chapter

President

Phyllis Firebaugh, CMP
SEI Incentives
214-717-1400

President-Elect

Mary Lynn Novelli, CMP
Sterling Hotels & Resorts
214-402-4875

Immediate Past President

Diane Smith, CMP
Alcon Laboratories, Inc.
817-551-8077

Vice President/Administration

Linda Sergeant
Bill Reed Decorations, Inc.
214-823-3154

Vice President/Education

Greg Pynes
Town of Addison
214-450-6202

Vice President/Finance

Charlotte Merrill-Davis, CMP
Event Source Professionals
817-267-6698

Vice President/Membership

Sally Goldesberry, CMP
Meetings & Exhibit Specialists
214-407-0755

Vice President/Programs

Michelle Carter
Southfork Event & Conference Center
214-442-7800 x281

Vice President/Public Relations/Marketing

Dana Nickerson, CMP
Square One Productions
214-343-8067

Board of Directors

Planners

Susie Carr, CMP
Annuity Board of the SBC
214-720-0511

Sherri Cook, CMP

Sherri Cook & Associates
214-732-9396

Tracey Smith

Computer Language Research, Inc.
214-250-7404

Deborah Wheeler, CMP

Society of Petroleum Engineers
214-727-2849

Suppliers

Traci Bower
Reunion Ranch
214-271-2666

Gail Lemaire

The Adolphus Hotel
214-742-8200

Jan Pollard

Hospitality Marketing Solutions
214-407-9001

Kathi Thompson

The Inn on the River
214-424-7119

EDUCATION NEWS



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 9:00 a.m. - 12:00 noon at Richland College.

CONTACT: Tracey Smith (Computer Language Research, Inc.), 214-250-7404

CMP Exam Scheduled June 22

The spring CMP Exam will be administered in Dallas June 22 at the Hyatt Regency Dallas.

CONTACT: Pat McCain, CMP (Krisam Group) for details—214-458-8692.

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: TBA.

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

Richland College Offers Travel & Tourism Degree Program

Expand your knowledge or transition into a new area of the hospitality

industry by enrolling in Richland College's Travel and Tourism degree program.

Courses include •Travel Destinations, •Expo and Trade Shows, •Contemporary "Hot" Issues, •Travel Marketing, •Industry Automation, •Principles of Hotel/Motel Management and •Advanced Meeting Planning. Also offered is the International Language Institute.

Registration for the fall semester is August 19-22. Classes begin August 26. For a overview of the program, plan to participate in the free orientation August 22 at Sabine Hall, Room 206.

CONTACT: Marquita Holman-Sozio (214) 238-6097 (Richland College) or **Marti Fox** (214)905-8558 (BTI Americas) for more details.



Serving the Business Communication Needs of Meeting Professionals

EDUCATION NEWS

An "Ode" to "Walk a While in My Shoes"

By Dena Carr (Dallas CVB) and Kelli Carman (Dallas CVB)

First stop on the highway of hospitality information was the Majestic Theater in Downtown Dallas. We talked about the beauty, history and the tale of the ghost in this wonderful palace. Our guest speakers told us about creating their own businesses and how time-consuming and rewarding it can be. They explained that organization, discipline, perseverance and spirit are the keys.

The second week we took a trip to the Dallas Museum of Art. In the hospitality industry, etiquette and manners play such an important part. Dani' Foods gave us a lesson on our forks and spoons and right and wrong. Now we can host any party or banquet and our etiquette knowledge will be strong.

Third week . . . we went to see America's Sweethearts and America's team. We got more than we bargained for at the Dallas Cowboys' facility—if you were there, you know what we mean! We strolled through the locker room, saw Michael Irvin; and the tour had only begun. Emmitt crossed our paths in his biker shorts—boy did he have great buns—I mean, that was a lot of fun!

Our fourth week we headed on up to the town of Addison for Oktoberfest. To learn how to stage a yearly special event and reflect the very best. It really takes a collective effort from all of the town's different departments. So that everyone can enjoy food, drink and music under the different magical tents.

Fifth stop we had some fun at Bill Reed Decorations. They even let us become an artist with our great pumpkin creations. Props and decorations will make any event come alive and seen so real. Bill Reed creates, builds, sets up and breaks down the props—what a great deal!

The sixth week we went to the Informart for an interesting technological ride. A unique facility where companies and meetings within the computer industry can successfully collide. We also stopped in to visit with MPI, our founders of this wonderful class. The library is so full of hospitality information that no other city can surpass.

Seventh stop—a visit to Sprint to understand the meeting professional's point of view. All of the preparation time and details, there are so many things to do. Flexibility and responsibility will become the meeting professional's best friend. The sweet victory of success when the meeting comes to an end.

The eighth week at the Dallas Arboretum and Botanical Gardens will be our final destination in Walk A While. Which means we are almost done with our presentation—now we can start to smile. The class seemed to pass by quickly, but we feel we've learned so much. Hopefully, we will cross our hospitality industry paths again and always keep in touch.



Greg Pynes (Town of Addison) prepares for a "Walk a While" session. "Walk a While in My Shoes" is the D/FW Chapter's popular interactive educational program.



Dena Carr (Dallas CVB) listens to an instructor at a Walk-a-While in My Shoes session.

PO⁴D Corner



Professional
Opportunity for
Development

Last month D/FW MPI PO⁴Ds #3, #6 and #7 produced a joint luncheon program at the Doubletree Hotel at Lincoln Centre. In her trademark presentation, "Empower Yourself to Success," Linda S. Kotkin, a professional speaker and trainer, used her skills as a magician to enhance the learning environment.

Lunch was provided by the Doubletree Hotel. Door prizes were offered by the Hard Rock Cafe, Reunion Ranch and The Grand Kempinski Hotel.

The program was produced by Michele Sanseverino (World Travel partners), Tony Cummins (Dallas Park Central Hotel) and Traci Bower (Reunion Ranch).

The PO⁴Ds provide an opportunity to develop relationships with other professionals in your area of the metroplex while taking advantage of the educational offerings. This is especially important for members who find it difficult to attend regular monthly meetings because of time constraints or driving distance.

For information about your PO⁴D location, call the D/FW Chapter office, 214-233-9107.

—submitted by Tony Cummins (Dallas Park Central Hotel)



The Dallas/Fort Worth Chapter of Meeting Professionals International proudly salutes these D/FW area professionals who recently passed the Certified Meeting Planner (CMP) exam in December 1995. A number of these individuals took the D/FW Chapter's CMP Study Course or enrolled in the chapter's CMP University to prepare for this important credential.

Debra Lakin, CMP
World Travel Trade Shows & Conventions

Nancy Bracalento, CMP
Sprint

Lynn Erney, CMP
Renaissance Dallas Hotel

Colleen Gibbs, CMP
Dallas Fan Fares, Inc.

Charlotte Merrill-Davis, CMP
Event Source Professionals, Inc.

Mary Lynn Novelli, CMP
Sterling Hotels & Resorts

Melissa Parks, CMP
H.D. Vest Financial Services

Rhonda Shannon, CMP
Independent

Deborah Small, CMP
Society of Petroleum Engineers

Linda Vest, CMP
State Farm Insurance

Alainna Webb, CMP
Meeting Mgmt Associates/Festivities

Deborah Wheeler, CMP
Independent

Jennifer Winget, CHSE, CMP
Infomart

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.

MEMBERSHIP NEWS

'New Kids on the Block'

D/FW Chapter Welcomes 20 New MPI Members!

Steven M. Brooks
Intelecon
1950 Stemmons,
Suite 2027
Dallas, TX 75207
214/748-4789
214/748-4546 fax
Supplier

Stuart M. Burdette
Hotel Del Coronado
1500 Orange Avenue
Coronado, CA 92118
619/522-8068
619/522-8239 fax
Supplier

Paula A. Call
**Southwestern Financial
Service Corporation**
500 North Akard #9/04
Dallas, TX 75201
214/954-7428
214/307-9416 fax
Planner

Elaine H. Collison
Mobil Business Resources Corp
3033 Irving Blvd.
Dallas, TX 75247
214/951-2040
214/951-2188 fax
Planner

Lynny R. Dunphy
**Renaissance Meetings
& Incentives**
2811 McKinney Avenue,
Suite 220
Dallas, TX 75204
214/871-1191
214/871-2321 fax
Planner

Cissy L. Horton
Yellow Rose Tour & Special Events
1950 North Stemmons Freeway,
Suite 2046
Dallas, TX 75207
214/746-3780
214/746-3786 fax
Planner

Rhonda K. Hunter
Occidental Chemical Corp.
5005 LBJ Freeway
Dallas, TX 75244
214/404-3436
214/404-3406 fax
Planner

Eric Johnson, CMP
Meeting Professionals International
4455 LBJ Freeway, Suite 1200
Dallas, TX 75244
214/702-3072
214/702-3070 fax
Planner

Cynthia J. Kniff
The Westin Hotel Galleria
13340 Dallas Parkway
Dallas, TX 75240
214/450-2916
214/450-2979 fax
Supplier

Karen L. Knox
i2 Technologies
909 Las Colinas Blvd, 16th Floor
Irving, TX 75039
214/860-6284
214/860-6061 fax
Planner

Stacy J. Koenig
**Renaissance Meetings
& Incentives**
2811 McKinney,
Suite 220
Dallas, TX 75204
214/871-1191
214/871-2321 fax
Planner

Pamela Loughman-Wilson
Albuquerque CVB
20 First Plaza NW, Suite 601
Albuquerque, NM 87102
505/842-9918
505/247-9101 fax
Supplier

Randal B. Pulitzer
Pulitzer Promotions
6360 LBJ Freeway,
Suite 100
Dallas, TX 75240
214/386-4711
214/386-4748 fax
Supplier

Jenny L. Rubin
Sprint Corporation
5420 LBJ Freeway,
Suite 1700
Dallas, TX 75240
214/405-5211
214/405-5053 fax
Planner

Percy G. Sales
Texas Society of CPAs
1421 West Mockingbird Lane,
Suite 100
Dallas, TX 75247-4957
214/689-6061
214/689-6096 fax
Planner

Kris Slobodgian
Rexene Corp.
5005 LBJ Freeway, 4th Floor
Dallas, TX 75244
214/448-9243
214/448-9310 fax
Planner

Judy L. Sokolic
National Hole-In-One Association
8350 North Central, Suite 730
Dallas, TX 75206
214/691-6911
214/691-2891 fax
Planner

Phyllann Stansbarger
Choice Hotels International
4080 North MacArthur,
Suite #122-286
Irving, TX 75038
214/753-1195
214/753-1192 fax
Supplier

Renee E. Vincent
The Beach Club
P. O. Box 3032
Grapevine, TX 76051
817/329-1668
817/488-1405 fax
Supplier

Muriel L. Wilson
API Travel Consultants
500 Main Street, Suite 400
Fort Worth, TX 76102
817/870-0300
817/870-1050 fax
Planner

MPI

MEETING PROFESSIONALS INTERNATIONAL®

Committed to Educational Leadership

J&S
Audio Visual, Inc.

Rentals, Sales, & Service
Of Quality Audio & Video Equipment

We can assist you with
**Conventions, Meetings, Video Production,
& Corporate Business Applications**

J&S Proudly Offers 24 Hour Service,
Set-Up, & Delivery!

214-241-5444

Visit Our Dallas Office at 3373 Towerwood
(off of Beltline - 3 blocks west of Marsh)

Award Winners Honored at Annual Presentation

continued from page 1

Other nominees for Planner of the Year were Charlotte Merrill-Davis, CMP, (Event Source Professionals, Inc.) and Greg Pynes (Town of Addison).

Nominee for International Planner of the Year



Sally Goldesberry, CMP
Meetings & Exhibit
Specialists

Other nominees for Supplier of the Year were Mary Lynn Novelli, CMP, (Sterling Hotels & Resorts) and Linda Sergeant (Bill Reed Decorations, Inc.)

Chapter members nominated the candidates and the Board of Directors and former award recipients selected the winners based on service records.

International Awards Nominees

Also honored were four chapter members nominated for awards at the international level; all four are finalists for those awards. Winners, determined by the International Awards Committee, will be announced at the World Educational Conference in Nashville in July.

Sally Goldesberry, CMP (Meetings & Exhibit Specialists) is the chapter's nominee for International Planner of the Year.

Colleen Rickenbacher, CMP (Dallas Convention & Visitors Bureau) is the nominee for International Supplier of the Year.

Nominated for International Chapter Leader of the Year is Lesley Meyer, CMP, (Sunbelt Motivation & Travel, Inc.). This award, formerly titled Chapter Manager of the Year, is based on the ability to motivate others, stimulate volunteer functions and act as a catalyst for exceptional results.

Joe Diaz (Delta Air Lines, Inc.) is the nominee for 'Tomorrow's Leader,' an international award presented annually to "new" members (since Jan. 1, 1992) who

have made contributions of involvement; commitment, and achievement over a four-year period.

These honors are based on service at



Colleen Rickenbacher, CMP
Dallas CVB

Nominee for International Supplier of the Year

the international level, service to the chapter, industry and community; published contributions to the industry; speeches; professional recognition, certification and continuing education.

More D/FW Chapter Honorees

For the second consecutive year, O.D. O'Donnell (Nightlife Talent & Management Agency) was the winner of the Suzi Fiveash Award—named in memory of an outstanding Membership Committee member—for membership recruitment. O'Donnell recruited nine of the chapter's 162 new members this year.

The Rising Star Award was presented to Kristi Hollomon (J & S Audio Visual, Inc.) The Rising Star Award recognizes a member of three years or less who has made significant contributions to the chapter.

The Grand Kempinski Hotel, site of the May 1995 Awards Gala, was named Host Facility of the Year. Accepting the award was Ken Krona, director of sales and marketing at The Grand Kempinski.

Host facility finalists were the Texas Stadium (June 1995) and the Omni Mandalay Hotel (December 1995).

The Program of the Year award went to the January 1996 meeting "Re-Engineering Everest—Taking Improvement to the Top," featuring "adventurers" Jamie Clarke and Alan Hobson. January

Partners from Calgary and the Canadian Rockies provided this winning program. Committee members for the January meeting were Marsha Singer (The Executive Connection, Inc.), Deborah Shaw (Cityplace Conference Center), and Pamela Jenkins (Dallas Cowboys Cheerleaders).

Program of the Year finalists were the July 1995 meeting, "Seeds of Success" featuring Hattie Hill-Storks; and the October 1995 meeting, "Lighten Up Before You Tighten Up," featuring Mike Roberts.

Recognized for perfect attendance at monthly meetings were Sherri Cook, CMP (Sherri Cook & Associates), Phyllis Firebaugh, CMP (SEI Incentives), Steven Foster (Gray Line of Dallas/Fort Worth), Sally Goldesberry, CMP (Meetings & Exhibits Specialists), Cindy Hamilton



Lesley Meyer, CMP
Sunbelt Motivation
& Travel, Inc.

Nominee for International Chapter Leader of the Year

Nominee for International 'Tomorrow's Leader'



Joe Diaz
Delta Air Lines, Inc.

(Cityplace Conference Center), O.D. O'Donnell (Nightlife Talent & Management Agency), Linda R. Sergeant (Bill Reed Decorations, Inc.) and Diane Smith, CMP (Alcon Labs, Inc.)

Steve Kemble (Steve Kemble Event Design) and Colleen Rickenbacher (Dallas CVB) were co-chairs of the D/FW Chapter Awards Committee.

Award Winners Honored

continued from page 10

Susie Fiveash Award for Member Recruitment



O.D. O'Donnell
Nightlife Talent &
Mgt. Agency



Kristi Hollomon
J & S
Audio-Visual, Inc.

Rising Star Award

Perfect Attendance at Monthly Meetings



Sherri Cook, CMP
Sherri Cook &
Associates



Phyllis Firebaugh
CMP
SEI Incentives



Steven Foster
Gray Line of
Dallas/Fort Worth



Sally Goldsberry, CMP
Mtgs. & Exhibits
Specialists



Cindy Hamilton
Cityplace
Conference Center



O.D. O'Donnell
Nightlife Talent &
Mgt. Agency



Diane Smith, CMP
Alcon
Laboratories, Inc.



Linda Sergeant
Bill Reed
Decorations, Inc.



Awards Committee: Dean Conwell (Irving CVB), Steven Foster (Gray Line of Dallas/Fort Worth), Betty E. Garrett, CMP (Garrett Speakers International), Colleen Rickenbacher, CMP (Dallas CVB), Debbie Meyers (BRAVO! Entertainment) and Tracey Smith (Computer Language Research, Inc.) Not present was Steve Kemble (Steve Kemble Event Design).

A Powerful
Adult Education
Learning Experience

1996



July 28-30, 1996

Nashville, Tennessee

Opryland Hotel

Convention Center

• Two Innovative
General Sessions

• Fifty Dynamic
Educational
Workshops

• MeetingPlace'96

• Unique Networking
Forums

For more information
and registration materials,
call 1-214-712-7730.

MPI

MEETING PROFESSIONALS INTERNATIONAL
Committed to Educational Leadership

1950 STEMMONS FREEWAY • SUITE 5018
DALLAS, TEXAS 75207-3109 • USA
TEL: 1-214-712-7700 • FAX: 1-214-712-7770

May Meeting Highlights

'Here's to the Winners—a Salute to Involvement' Honors Leaders and Outstanding Achievers



The Adolphus Hotel hosts include **Debbie Duggan**, **Gail Lemaire**, **John Dodson**, **Amanda Willbanks**, **Stacy Martin** and **Cathy Frigo**. Not pictured: **Chef William Koval**.



Newly-installed 1996-97 chapter President **Mary Lynn Novelli, CMP**, (Sterling Hotels & Resorts) makes a point.



Ken Krona, director of sales and marketing at The Grand Kempinski, accepts the Host Facility of the Year Award from Vice President/Programs **Michelle Carter** (Southfork Ranch).

*Photos by
Mark Lazarow
Photography*



D/FW Chapter Planner of the Year **Susie Carr, CMP** (Annuity Board of the Southern Baptist Convention), center, is congratulated by **Tom Miller**, senior vice president of public relations (Annuity Board of the SBC) and **Georgia Hopgood**, Susie's assistant.



D/FW Chapter Supplier of the Year **Pat McCain, CMP** (Krisam Hotels & Resorts Hotels), center, is congratulated by **Mark C. White**, chief operating officer of Krisam Hotels & Resorts) and **Stephanie Haynes**, Pat's assistant.



Greg Pynes (Town of Addison) and **Debbie Meyers** (BRAVO! Entertainment) dance to the sounds of Hunter Sullivan. Meyers provided the band for the Awards Presentation dance.



Debora Shaw (Cityplace Conference Centre) accepted the award for Program of the Year. Shaw co-chaired the winning January program with **Marsha Singer** (The Executive Connection) and **Pamela Jenkins** (Dallas Cowboys Cheerleaders).



Lesley Meyer, CMP (Sunbelt Motivation & Travel, Inc.) is the chapter nominee for International Chapter Leader of the Year. **Joe Diaz** (Delta Air Lines, Inc.) is the chapter nominee for 'Tomorrow's Leader,' an international award. Both are finalists for the international awards.

Hall of Fame

Please salute the following companies and individuals for their contributions to the May Awards Gala.

AVW Audio Visual, Inc.
Mark Miertschin
Valerie Neeley
Bob Walker
214-634-9060

BRAVO! Entertainment
Debbie Meyers
214-343-2525

Custom Video Services
Mark Lazarow
214-380-0985

Freeman Decorating Company
David Gisler
214-634-1463

Gale Sliger Productions
James Monroe
Gale Sliger
214-637-5566

Gray Line of Dallas/Ft. Worth
Steven Foster
214-630-1000

MC Graphics
Mike Cline
214-263-1053

The Adolphus Hotel
John Dodson
Debbie Duggan
Cathy Frigo
Chef William Koval
Gail Lemaire
214-742-8200

The Kerry Company
Deirdre Gordon
214-380-6852

Awards Program Committee
Colleen Albert-Rickenbacher, CMP
Dallas CVB

Dean Conwell
Irving CVB

Steven Foster
Gray Line of Dallas/Ft. Worth

Betty E. Garrett, CMP
Garrett Speakers Int'l

Steve Kemble
Steve Kemble Event Design

Debbie Meyers
BRAVO! Entertainment

Tracey Smith
Computer Language Research, Inc.

... more highlights from Annual Awards Presentation



David Gisler (Freeman Decorating Company), right, welcomes guest **Susan Pedison** (Action Travel) to her first MPI meeting. Gale Sliger Productions and Freeman Decorating provided backdrops, staging and signage for the Awards Presentation.



Audio visual services—lights, sound, video projection and support graphics were provided by AVW Audio Visual. AVW staff present for the Awards Presentation include **Valerie Neeley**; **Bob Walker**, "regular" emcee for this annual event; and **Karen McCollough**. Not pictured is Mark Miertschin.



Deidre Gordon (The Kerry Company) provided the beautiful flower arrangements for the Awards Presentation.



President **Phyllis Firebaugh, CMP** (SEI Incentives), right, congratulates Rising Star award winner **Kristi Hollomon** (J&S Audio Visual).

Photos by Mark Lazarow Photography



The **CURRENT** appreciates the excellent proofreading services of **Karla Mauser** (Sterling Hotels & Resorts). Karla is sales assistant to President-elect Mary Lynn Novelli, CMP.

**Photos
by
Mark
Lazarow
Photography**



MPI International President **David Kliman, CMP** (Fireman's Fund Insurance) installed the officers and directors for 1996-97. Kliman, veteran of 38 MPI chapter installations, taught the D/FW Chapter the "Kliman 'Klap'"—an enthusiastic "single clap" staccato recognition of the honorees.



O.D. O'Donnell (Nightlife Talent & Management Agency) received the second consecutive Susie Fiveash Award for Member Recruitment.



MPI International President **David Kliman, CMP** (Fireman's Fund Insurance), right, and **Sally Gibbons** (The Anatole Hotel) reminisce about PEC '95.



MPI International Immediate Past President **Bill Boyd, CMP** (Sunbelt Motivation & Travel, Inc.) and MPI International President **David Kliman** (Fireman's Fund Insurance)

'Reflections'
video highlights of the 1995-96 MPI year

\$10 via mail (just \$7.50 if you pick up at CVS)

Custom Video Services • 214-380-0985



"Welcome Back Committee" —Vice President/Public Relations and Marketing **Dana Nickerson, CMP** (Square One Productions) and **CURRENT** editor **Gracie Hilton** (The Write Stuff) say "Welcome Back" to **CURRENT** photographer **Mark Lazarow** (Mark Lazarow Photography and Custom Video Services), who has missed several chapter meetings because of a back injury. Also pictured are two members of Lazarow's staff—chapter videographer **Bill Knobles** (Custom Video Services) and staff photographer **Shelley Kaler** (Mark Lazarow Photography).

AT MARRIOTT WE ONLY HAVE TWO
KINDS OF MEETINGS.
GREAT ONES AND EXCEPTIONAL ONES.

HOUSTON **Marriott**
WEST LOOP BY THE GALLERIA

1750 West Loop South • Houston, Texas 77027-0151



- 18,000 sq. ft. of newly renovated meeting space.
- Free covered parking, and local calls.
- Exceptional group & individual rates available.

To book your next meeting call the Sales Department at:
(713) 624-1523 or (800) 469-1537

★ ASK ABOUT MARRIOTT'S HGA BONANZA PROGRAM ★
(EARN POINTS TOWARDS EXCITING REWARDS)
MENTION THIS AD FOR A FREE A.M. BREAK WHEN YOU BOOK A MEETING



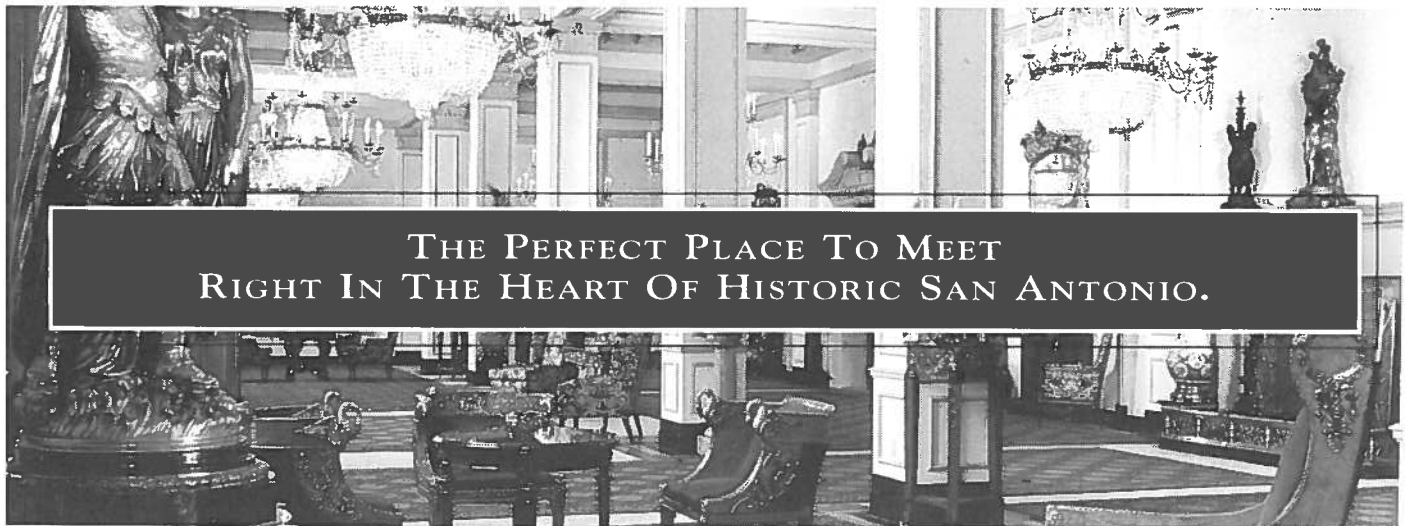
The Kids Charity Ball

Thank You! to
The Renaissance Grand
Beach Resort in
St. Thomas

The Renaissance Grand Beach Resort in St. Thomas helped complete a live auction travel package after TKCB was over by donating three nights at their completely refurbished property.

Thanks for caring about the kids!

"Yellow Pages" Correction
Keystone Resort Sales Office
1385 South Colorado Blvd.
Suite A-604
Denver, Co 80222
303-756-4444
FAX 303-756-8844



THE PERFECT PLACE TO MEET
RIGHT IN THE HEART OF HISTORIC SAN ANTONIO.

The Crowne Plaza® St. Anthony is located in the heart of historic San Antonio, just two blocks from the Riverwalk and near the Alamo and the Convention Center. Our three ballrooms and 18 conference rooms have 22,000 sq. ft. of meeting and banquet facilities. And with our wealth of meeting experience you can be assured that your meeting will be perfect. In addition, you'll now receive frequent flyer miles on any of 12 participating airlines with your stay. Discover the difference of Crowne Plaza® Hotels. For meeting information, call 1-210-227-4392.


CROWNE PLAZA®
ST. ANTHONY HOTEL
SAN ANTONIO

© 1996 Crowne Plaza, Inc.

300 EAST TRAVIS STREET • SAN ANTONIO, TEXAS

It's a Consensus—Outgoing President Phyllis Firebaugh Gracious Leader, Committed to Others

By Steven G. Foster
Gray Line of Dallas/Fort Worth

Ask what people whisper about her, and Phyllis Firebaugh, CMP, just shrugs her shoulders and laughs.

"I'm the last person to hear any gossip, so I don't know what people really think about me," said Firebaugh, who will complete her term as president of the D/FW MPI chapter this month.

"What I want people to see is some value in my intelligence, commitment and hard work. I hope they can see that," she said.

And what do people *really* think? Apparently, her colleagues have been paying attention.

"She is the consummate gracious lady," said Lesley Meyer, CMP, of Sunbelt Motivation & Travel, Inc. "She truly is the most gracious lady I have ever met."

Linda Sergeant, of Bill Reed Decorations, Inc., agrees. "Phyllis' nickname on MPINet is 'Fearless,' and she is," said Sergeant, who served on the Board of Directors this past year as vice president of administration. "She just does not lose her cool when things fall apart. She keeps her head and is always gracious."

Greg Pynes, of the Town of Addison, the chapter's vice president of education, echoes a familiar perspective. "Phyllis has a tremendous sense of grace," he said. "Her soothing and calming mannerisms—her poise—can bring you right back to focus and center."

Firebaugh shouldn't be surprised by the responses of her peers. Many consider her courageous. After all, she became president of the most celebrated chapter in the most visible association in the meetings industry in the same year Dallas was to host the MPI Professional Education Conference (PEC).

Looking back, she recalls feeling a sense of overwhelming responsibility.

"Assuming the presidency of this chapter was intimidating," she said. "I thought about all the tradition and heritage—I knew we had to do a class act job of hosting our association when the PEC came to Dallas."

Firebaugh began her tenure as president with some solid advice from former D/FW Chapter and MPI International President Bill Boyd, CMP, of Sunbelt Motivation & Travel, Inc.—"Don't take yourself or the position too seriously."

Her first order of business was establishing a theme and call to action—"A Commitment to Excellence: Exceeding Expectations!"

She then set some lofty goals, involving the upcoming PEC, and educational and membership opportunities within the D/FW Chapter.

And how did the chapter fare?

"When (MPI International President) David Kliman (CMP) said that the Dallas Chapter had brought the PEC to a whole new level, I knew we had reached our goal," said Firebaugh. "Cooperation and teamwork made it happen."

Firebaugh also noted the successes of the chapter's educational programs. She is particularly proud that every chapter member who participated in the CMP Workshop passed the CMP exam.

The membership committee "really exceeded my expectations," Firebaugh said. The numbers say it all—the D/FW Chapter added 182 new members this year, bringing the total membership to 669.

During her presidential year Firebaugh experienced a new and unexpected challenge when her position was eliminated. She remembers her first reaction, one of uncertainty, which tested her heralded poise and confidence.

Ultimately, however, it was her relationships—especially within MPI—that made the difference.

"The experience underscored my ap-



Phyllis Firebaugh, CMP

President • D/FW Chapter of MPI, 1995-96

preciation of the value of my vast network of friends. Their support and encouragement meant a lot to me," she said.

Firebaugh passes on the presidential gavel with this advice: "Remember your resources."

She is now regional sales director with SEI Incentives, Inc.

She will continue her MPI involvement in several areas. As immediate past president she will continue to hold a seat on the chapter board of directors and will chair the Committee of Past Presidents and the Education 2000 Task Force.

She looks forward to spending more time with daughters Terri and Nicole, and perhaps returning to teaching a Sunday School class of four-year-olds.

Pynes, incoming president-elect of the D/FW MPI Chapter, says, "Phyllis is one of those unique individuals in our industry who is totally committed to the development of others. She's extremely savvy in that regard. She senses what people want to do and helps them get there," he said.

Are you listening, Ms. Firebaugh? Your colleagues are.



"Hello!"

I'm the new kid on the block! New to MPI, that is. Based in Flower Mound, I have over fifteen years experience as a speaker and educator. I am the author of



ASK for Success!
Attitudes, Skills and Knowledge for Balancing Career Success with a Happy Personal Life.

Gerry Reid

People in thirty-eight states and thirteen countries have heard me speak on coping with change, discovering balance in life and the skills of creativity. A few of my current topics are:

- *Get Your ASK in Gear! Attitudes, Skills and Knowledge for Success!*
- *Belief Systems: Your BS is as Good as (or Better Than) My BS!*
- *Here We Go Again! I Just Got it Working and You Want to Change it!*
- *Nine Ways to Fail: How to Improve What We Do So Well!*
- *Techies are People, Too! All Technology Begins with Human Technology.*



Professional Development Tip of the Week!

Visit my home page at
<http://rampages.onramp.net/~greid>
greid@onramp.net

4333 Essex Court, Suite 104 ♦ Flower Mound, Texas 75028 ♦ 214-539-4487
Attitudes ♦ Skills ♦ Knowledge Motivation ♦ Training ♦ Education



Heard it through the Grapevine!

By M.T. Gnadt
'Grapevine' Columnist

Judi Brills recently moved to Dallas to open Hilton International's new *Dallas Sales Center* which opened in April. Formerly with The Drake Hotel in Chicago, Brills is the senior director of sales at the Sales Center.

Paige Braun is the new account executive for Convention Guides Inc. The local publication is *The Dallas Conventioneer*.

Debbie Duggan has been promoted to director of sales and marketing for the Adolphus Hotel. Debbie receives this promotion after four years as national account manager.

Sue McFarlin, a student enrolled in Travel & Tourism Program at Richland College, has been elected president of the Future Travel Professionals Club at Richland. She has also been inducted into Phi Theta Kappa, international honors society. When Sue is not studying she is completing an internship with *Ducky Bob's*.

Stacey Briggs, sales manager, *Holiday Inn Dallas Central*, will marry **Brian Metivier** of the accounting department at *Double-Tree* August 24. The couple will return to their hometown of Kingston, New Hampshire, for the wedding.

Michele Sanseverino is the new director of marketing and communication at *WorldTravel Housing and Events*. She was formerly with Dallas Fan Fares, Inc.

Other changes at WorldTravel Housing and Events include **Verne Packer** as president and **Steve Conlin** as senior vice president of sales and marketing.

Greg Elam, *Dallas Convention & Visitors Center*, reports that he recently got a call from a convention coming to Dallas wanting to hire the Male Dallas Cowboy Cheerleaders! ☺ Elam declined to poll the D/FW MPI dancers and simply replied that the exclusive act performed expressly for PEC had closed its season forever.

Alex Vurpillat has started her own company, *Destination Dynamics *Dallas*. Vurpillat was formerly with Destination Management by Carey.

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@airmail.net) about items of interest for this column.

WANTED



THE TEXAS CARDSHARK

DESCRIPTION: Charming cowboy, usually accompanied by laughter and applause. His entertaining demeanor adds FUN and EXCITEMENT to any bash.

KNOWN TO TRAVEL EXTENSIVELY: The Cardshark appears frequently at CONVENTION EVENTS, at CORPORATE MEETINGS and at TRADE SHOW EXHIBITS. He is a smash hit at CASINO and WESTERN PARTIES. His magic and gambling expertise—once seen, never forgotten!

— REWARD —

BOOKING INFORMATION: ♦ 214/349-8831 ♦

Meeting Professionals Make Significant Economic Impact

By Dana Nickerson, CMP
Square One Productions

How do meeting professionals impact our economy? Consider the MPI's December 1995 Professional Education Conference (PEC). The City of Dallas expected to receive more than \$4 million from this three-day event. The buying power of this "small" (1,600 participants) conference is more than \$600 million.



Dana Nickerson,
CMP
V.P. Public
Relations/Marketing

Think about the number of meeting and conventions held annually in the United States—more than 800,000 corporate meetings, more than 206,000 association meeting and more than 11,000 conventions!

In Texas, 1,087 MPI members are planners; 48% are corporate, 25% work for associations, 16% represent various other entities, and 11% are independent. The average meeting professional's budget is \$409,588.

In Texas, 34% of meetings are held at local hotels and university campuses, 33% are held at convention centers, 17% at resorts, and 16% at conference centers.

Meeting professionals—planners and suppliers—make up the second largest employment group in the Dallas/Fort Worth metroplex.

Texas MPI professional conduct an average of four meetings per year. Texas planners collectively account for a total of \$ 1.7 million spent on meetings annually. A "whopping" 83% of MPI members use other MPI members in their day-to-day business.

Industry estimates average costs of more than \$5,000 in time away from the office for a company to send an executive to a one-day seminar.

Considering the old adage, "time is money," meeting professionals are responsible for providing a good return on that investment, increasing the executive's value to the company.

Challenges and responsibilities focus on planning, managing and implementing meetings. Travel and entertainment—the third largest controllable expense at meetings—demands good organization and planning.

Yes, meeting professionals impact the community and its economics!

As professional planners we: •provide meeting design and objective analysis, •know how to produce measurable results, •understand the principles of adult education, entertainment trends, group and social dynamics, image projection and team building, •prepare meaningful budgets, monitor costs, making use of space and time, •provide goal structures, •prepare a contingency plan(s), and •then do it again better next time!

(Statistics courtesy of MPI, 1996 and Carolyn Glassman, CMP, SCMPI)

Changing
The Role
of the
Meeting
Industry

MPI
MEETING PROFESSIONALS INTERNATIONAL®
Committed to Educational Leadership



The Dallas Arboretum
The Dallas Arboretum and Botanical Garden

If you're looking for a special kind of elegance, style and the gracious charm of a bygone era...

...then come discover the opulent showplaces of The Dallas Arboretum - the Camp House and the DeGolyer House.

Built on adjacent lots by two of our city's most prominent families, these magnificent homes are the architectural focal points of The Dallas Arboretum - 66 acres of spectacular gardens, lawns, and shaded walks on the eastern shore of White Rock Lake.

These mansions are available to you for corporate meetings and retreats, seminars and luncheons, parties, receptions, and much more.

For more information, please call (214) 327-8263


Supported, in part, by the
City of Dallas Park and
Recreation Department.

Principal Sponsor:
The Dallas Morning News

FAGAN'S

FREELANCE PHOTOGRAPHY

Personalized Service Since 1969



Specializing in:

- Corporate
- Commercial/Industrial
- PRO-VIDEO Productions
- Special Events

Allen Fagan 214 . 553 . 8823
 9205 Skillman, Suite 112 • Dallas, Texas 75243

D/FW Chapter to Host Second Gemelli Chapter Seminar Oct. 17-23



Bulger Visits Italia Chapter

Giuseppe Lepri, president and CEO of Newtours, Agenzia Viaggi Internazionali, was the first member of the Italia Gemelli Chapter to register for the second joint chapter seminar between the Italia and D/FW Chapter of MPI. **Bobby Bulger** (Bobby Bulger Travel Concepts, Inc.), chair of the Gemelli (Twin) Chapter Committee, recently traveled to Italy to officially invite the Italians to participate in the Texas seminar October 17-23. Eleven D/FW Chapter members traveled to Italy for the first joint chapter seminar in March 1995. For more information contact Bulger at 214-341-5876.

Special Thanks to Presidential Appointments

Special thanks to the presidential appointments who served as liaisons with International headquarters.

Conference Liaison—Gail Lemaire communicated details to membership about the Professional Education Conference and the World Education Conference.

Government Affairs Liaison—Steven Foster coordinated an effective visit on Capitol Hill during Legislative Action Day, lobbying for three issues important to our industry.

Marketing Liaison—Joe Diaz kept the chapter aware of current marketing promotions and policies from International, sometimes calling for member involvement.

MPINet Liaison—Linda Sergeant kept the chapter aware of developments regarding MPINet, and taught members through a monthly newsletter article as well as individual and group training sessions.

Special Interest Group Liaison—Jim Follett communicated SIG news and promoted attendance of SIG meetings and receptions at International conferences.

**We
 Know
 What
 You
 Want.**

*Happy conference guests.
 Quality meeting space.
 Lots of breakout rooms.
 Abundant recreation (because your attendees like to golf, fish, sail, play tennis, sun on the beach, shop and tour museums).
 Excellent food.
 Hassle-free responses.
 Unique backdrops for your functions (like spectacular sunsets and swaying sea oats).
 A good value.
 A retreat-type location with easy accessibility.
 You want everything under the sun.
 We deliver. With a smile.*

Trade Winds
 RESORT ST. PETE BEACH FLORIDA

For a conference portfolio on the largest beachfront resort on Florida's central west coast, call Gina Farris at 813-562-1240.
 5500 GULF BLVD. • ST. PETE BEACH, FL 33706 • 813-562-1240 • FAX 813-562-1215

D/FW MPI's JOB BANK

*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

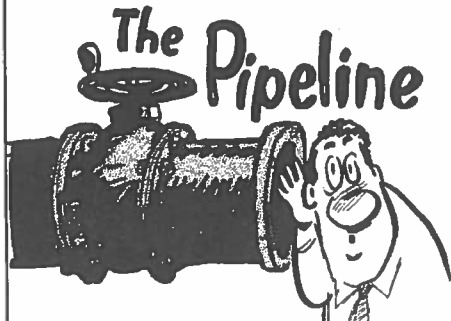
- a note specifying your interest (hospitality/sales, hospitality/operations, meeting planning, temporary/contract work or internships)
- a minimum of five (5) resumes per interest category
- a check or money order for \$20 (for MPI D/FW chapter members) or \$30 (for non-members) made payable to MPI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



Job Bank Sees 66% Increase in Number of Applicants Placed

By Traci Bower
Reunion Ranch

With a significant increases in all areas of activity, the Job Bank—the chapter's clearinghouse through which job-seekers can be matched with prospective employers—has fulfilled its goal of making the Job Bank a worthwhile source for both job seeker and prospective employer.



Traci Bower
Job Bank Chair

In 1995-96 the Job Bank experienced a 55% increase in total number of applicants; a 134% increase in the number of jobs listed, and a 66% increase in

number of applicants placed.

A Job Bank Consortium implemented with the HSMA and NACE Job Bank chairs enabled the Job Banks of all three organizations to pool job leads and provide each applicant more access to job opportunities within the industry. This provides benefits for jobseekers as well as prospective employers.

The new voice mail system worked out extremely well for both job applicants and prospective employers. The Job Bank had tremendous response from employ-

ers seeking qualified applicants for job openings, as well as experienced and talented applicants.

The Job Bank sponsored a program in the chapter's Brown Bag Lunch educational series. A panel of speakers representing various disciplines within the meetings industry—i.e. hotels, convention and visitors bureaus, association planners, etc—provided an overview of the variety of careers within the meetings industry.

The Job Bank also sponsored an Executive Workshop. "Outsourcing Your Way to Independence" focused on outsource resourcing for the hospitality industry in the evolving independent meeting planning area.

The Public Relations Committee and Job Bank worked together to develop an informational flyer on advertising in the classified ad section of the *CURRENT*, the chapter newsletter.

Each time resumes are requested from the Job Bank, this flyer is sent to the prospective employer which allows them to solicit more resumes for their job opening as well as receiving the resumes from the Job Bank.

Remember the MPI D/FW Job Bank—you can *bank* on it!

JOB BANK STATS

These statistics reflect Job Bank activity July 1, 1995—May 14, 1996.

Active Resumes on File	51
Job Openings—Full Time	117
Resumes Sent Out to Employers	1087
# of People Hired through the Job Bank	5

The Job Bank in 1995-96 experienced a 55% increase in total number of applicants; a 134% increase in the number of jobs listed, and a 66% increase in number of applicants placed.

Plan now — for August ! ? !

July 1
is the deadline
for the August *CURRENT*



Because the *CURRENT* editor will be on vacation the last two weeks of July, the deadline for the August issue of the D/FW Chapter newsletter is *super-early!*

Plan now! Don't forget!

Princess Hotels

INTERNATIONAL

Acapulco* Bermuda* Bahamas
Barbados* Scottsdale* Palm Springs

- * Luxury, Self-contained Resorts
- * State-of-the-art Meeting Facilities
- * The Finest, Most Extensive Recreational Facilities

TAKE ADVANTAGE OF THE RATE FREEZE AT OUR LUXURY PROPERTIES IN ACAPULCO, BERMUDA, AND SCOTTSDALE. CALL NOW FOR MORE INFORMATION!

METRO (817) 695-1251

**MIKE WHITSON
MARCI ZAWORSKI**

Editor's Notes

CURRENTLY . . .

David Kliman, president of MPI International, kicked off the MPI Chapter Leaders Workshops in Dallas last month with comments about "directed passion" as he explored the theme, "Charting New Directions—a Team Approach."



Gracie H. Hilton
The Write Stuff
CURRENT Editor

Clint Maun, CSP, nationally recognized speaker and consultant, provided food for thought—often with a terrific wit—about encouraging others to be involved in team efforts.

"Good leaders encourage 50/50 involvements," he said. "It's not how good you are; it's how good you can inspire others to be."

In the workshops for newsletter editors, we discussed the ongoing outreach for new writers and contributors.

It's a challenge to encourage members who have valuable information or insights to share—but are not comfortable with their writing skills—to give it their best shot.

"But I'm not a good writer!" is the recurring refrain.

You don't have to be a terrific writer to submit articles to the *CURRENT*!

We all come to MPI with different talents and abilities. Your editor lacks the experience and skills to organize a big convention or special event, or manage a CVB, or sell audiovisual services, or direct sales at a hotel, restaurant, speakers' bureau or . . . the list goes on!

Many who moan, "I can't write!" sell themselves short. But if you *really* are "sentence-and-paragraph-challenged"—one of the "writing-impaired" people—let's strike a deal.

You provide a story—"raw copy" about your committee project or event, or perhaps an insight regarding an issue in the meetings industry, or a brief treatise on your particular area—whatever you do and like best . . . and let me to do what I do best.

I'll peruse your copy, revise and edit it to fit the "quick read" newsletter format. Mine is a "write tight" approach. I'll pore over your words—hone 'em down, polish 'em up—and make you look good!

When seeking volunteers, Maun advises asking this question: "What do you want to get out of this project?"

"The best way to get mileage from any organization is to get others to know you," says Della Menechella, editor of the New Jersey Chapter newsletter. "A great way to gain exposure in this chapter is to contribute articles to the newsletter."

That's one good reason. Another: a bylined article fulfills at least one requirement toward the Certified Meeting Professional credential!

So, come on, all you hesitant would-be writers. Let's "direct passion" toward a "team approach."

—ghh ☺
gracie@cyberhighway.net

P.S. See box on page 2 for information about deadlines, how to submit copy, etc.

THE DECIDEDLY
DIFFERENT BACKDROP
FOR MEETINGS



—
ADDISON
CONFERENCE
&
THEATRE
CENTRE
—

THE ADDISON CONFERENCE & THEATRE CENTRE'S RETREAT ATMOSPHERE IS ENHANCED BY THE FACT THAT EVERY ASPECT OF THE CENTRE, FROM ITS UNIQUE DESIGN AND FLEXIBLE SPACES TO ITS SKILLED, PROFESSIONAL MEETINGS STAFF, SERVES A SINGLE FUNCTION - TO ASSURE THE UNQUALIFIED SUCCESS OF YOUR MEETING.

15650 ADDISON ROAD ADDISON, TEXAS 75248 214.450.6202

MPI

MEETING PROFESSIONALS INTERNATIONAL®

Dallas/Fort Worth Chapter
4020 McEwen • Suite 105
Dallas Texas 75244



DALLAS/FORT WORTH CHAPTER



Innstrumental to Successful Business Meetings...

Inn on the River offers a state of the art conference center nestled under majestic live oak trees on the banks of the Paluxy River where...

- ◆ The Inn's atmosphere is relaxing and promotes creativity.
- ◆ The guest rooms are luxurious and the meals are gourmet.
- ◆ Busy executives can concentrate on the business at hand:
 - Ergonomically designed padded, swivel arm chairs.
 - French doors and lots of windows.
 - Porches, decks & rocking chairs overlooking the river.
 - Lodge setting with fireplace inside & outside.

*For more information on the Complete Meeting Package,
contact Katbi Thompson at 214-424-1058*



INN ON THE RIVER

205 S.W. Barnard St. • Glen Rose, Texas 76043
214-424-7119 • Fax 214-424-9766