

MPI

MEETING PROFESSIONALS INTERNATIONAL®

CURRENT

Meeting Professionals International

March 1996

Dallas-Fort Worth Chapter

President's Message

Chapter Offers Multiple Educational Opportunities

By Phyllis Firebaugh, CMP
D/FW Chapter President

Educational menus "popping up" in the D/FW Chapter offer increasing opportunities for investment in yourself and your career, as well as bringing valued ROI, return on investment, to your employers or business. Are you "signing on" to the educational opportunities available?



Phyllis Firebaugh, CMP
D/FW Chapter President

Membership in the D/FW Chapter has grown to 650, making it the largest, most effective professional meetings management organization in the Southwest! How can

you utilize this wealth of resources to maximum potential?

Some of the opportunities available are:

- Hot topics in creative venues at Monthly Chapter Meetings
- Videotaped meetings available for purchase by members increase educational exposure
- PO⁴Ds offer time-manageable, nearby educational programs in small groups
- MPINet and Internet programs for all level users draw great interest
- College degree programs tailored to today's pro-

(continued on page 10)

MPI

MEETING PROFESSIONALS INTERNATIONAL®

March D/FW Chapter Meeting

"Global Networking"
International Program

Thursday, March 28

Hall of State

3939 Grand Avenue

Dallas, Texas 75315

214-421-4500

Orientation 11:00 a.m.—Board Room

Reception & Registration 11:30 a.m.—Hall of Heroes

Program 12 noon—Auditorium

Luncheon—12:30 p.m.—Great Hall

R.S.V.P. to Joe

by noon, Tuesday, March 26

• phone 214-233-9107

• FAX 214-490-4219

(see FAX insert)

• 74742.1725@compuserve.com

Advance Registration \$22

Late Registration \$30

Guest Registration \$25

See page 3 for more details and meeting reservation policy.

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CURRENT

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MEETING PROFESSIONALS INTERNATIONAL®

Dallas/Fort Worth Chapter

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MISSION STATEMENT

MEETING PROFESSIONALS INTERNATIONAL

Meeting Professionals International is the pivotal force in positioning meetings as a primary communication vehicle and a critical component of an organization's success. Meeting Professionals International leads the meetings industry by serving the diverse needs of all people with a direct interest in the outcome of meetings, educating and preparing members for both their changing roles and validating relevant knowledge and skills, as well as demonstrating a commitment to excellence in meetings.

The *CURRENT* is published 12 times yearly for the D/FW Chapter of Meeting Professionals International, the industry's leading educational and networking resource in meetings management. Statements of fact and opinion are the responsibility of individual writers and do not imply collective opinion of the officers or members of MPI.

Upcoming Chapter Meetings

NOTE! Date Change!

May 16, Thursday

Chapter Meeting
Annual Awards Banquet

The Adolphus

6:30 p.m.

March 28, Thursday

Chapter Meeting
Global Networking
Hall of State
11:30 a.m.

April 25, Thursday

Chapter Meeting
"ROI"
Radisson Plaza Hotel
Fort Worth
6:30 p.m.

NOTE: Chapter meeting plans are subject to change.

Check the *CURRENT* each month to confirm details.

For more information about association events, call MPI Headquarters, 214-712-7700.

Upcoming Events • Related Organizations

HSMAI

April 11-14

68th Annual Convention

Fairmont Hotel

Dallas, TX

NACE

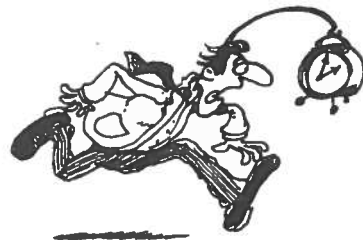
April 3, Wednesday

Monthly Meeting

Details TBA

CURRENT Deadlines

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



ISSUE

April '96

May '96

June '96

July '96

August '96

DEADLINE

March 15, Friday

April 12, Friday*

**earlier than previously published!*

May 17, Friday

June 14, Friday

July 1, Monday*

**much earlier than usual!*

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—75647.22@compuserve.com

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: April 10, May 1, June 12, and July 3.

March Meeting Highlights

Global Networking Feature of March Meeting at Fair Park's Hall of State

By Sharon Paulsen
Houghton Mifflin Company

Join us on Thursday, March 28 for an "international" luncheon at the historical Hall of State, Fair Park. Learn how global networking will help create opportunities to enhance your career.

"Networking is not a one-time task, but a constant technique, an ongoing process," says Bobby Bulger (Bobby Bulger Travel Concepts, Inc.), one of the program committee members.

"Powerful networking is an effective way to achieve professional goals. Networking relationships can determine business profitability," she said.

The March meeting will focus on ten critical rules that are the foundation of networking today. Come and see how networking can enrich your personal travel.

Learn about an opportunity to network with other MPI chapter members living in Israel, Germany, Belgium, The Nether-

lands, United Kingdom, Denmark, Sweden and Canada

Learn about the Gemelli Twin Chapter in Italy. Through pictures and sound, experience the joint chapter seminar hosted in Italy last spring.

"The seminar sessions were enlightening, the sights were more than inspiring, and our hosts were much more than gracious," says Diane Smith, CMP (Alcon Labs), one of almost a dozen D/FW Chapter participants in the seminar and travel opportunity in Italy.

New member orientation will begin at 11:00 a.m. in the Board Room. Registration and reception will begin at 11:30 a.m. in the Hall of Heroes. The program will begin at 12:00 noon promptly in the Auditorium followed by our international luncheon in the Great Hall.

Continuing Education Unit (CEU) credit forms will be available.

March Committee members are Bobby Bulger (Bobby Bulger Travel Concepts, Inc.), Marsha Singer (The Executive Connection, Inc.), Sharon Paulsen (Houghton Mifflin Company), Sally Goldesberry, CMP (Meetings & Exhibits Specialists), Cindy Hamilton (CityPlace Con-



Gemelli Seminar '95 participants paused for a group photo at the cathedral in Siena.

ference Center), and Leah Belasco (The Guest Lodge, Cooper Aerobics Center).

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.

March Host Facility

Hall of State at Fair Park

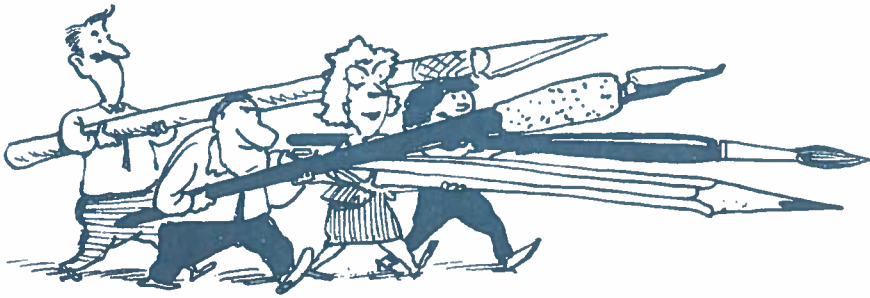
Built in 1936 as the centerpiece of the Texas Centennial celebration, the Hall of State is a world-renowned art deco treasure. Situated in Fair Park, the building is home to the Dallas Historical Society and features a museum, library, exhibition galleries and exceptional meeting space.

"(The)Hall of State . . . its overall effect remains dazzling," said the New York Times (November 12, 1995).

Combined square footage of almost 20,000 makes this international landmark a unique site for special events. Primary space includes the Great Hall with 42-foot-high hand-stenciled ceilings and two 94-foot-wide handpainted murals depicting chapters of Texas history, art deco ornamentation, and a splendid theatre with 408 plush seats.

The Hall of State accommodates seated dinners to 650, and with surrounding space, receptions to 4000.

Guests to the Hall of State should enter the credentials gate located at Parry and Washington. Parking is free on the north side of the building.



The *CURRENT* Wants YOU!

- write a by-lined story
- earn your CMP writing credential!
- give us your "Opinion, Please!"
- design a logo or ad
- layout a page

Be a part of the volunteer staff that produces the award-winning (Best Overall) D/FW Chapter newsletter . . . for the award-winning D/FW Chapter of MPI—three-time winner of the prestigious Chapter of the Year award!

CURRENT Editor Gracie H. Hilton is looking . . .

- For writers.
- And editors.
- And graphic artists.
- MPI members who work with *PageMaker 6.0 for Windows*.

Editor Gracie H. Hilton (The Write Stuff), 817-467-7439
V.P. Public Relations/Marketing Dana Nickerson, CMP, 214-343-8067

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1996

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MPI

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Dallas, TX 75207-3109 USA

Upcoming Educational Opportunities



'Walk a While in My Shoes' Returns for Third Session

The third session of "Walk a While in My Shoes," the chapter's outstanding and popular educational working partnership program is **March 5-April 30** (Tuesday evenings, 5:30-7:30 p.m.).

"Walk a While in My Shoes" is a limited enrollment course—20-25 participants experience a variety of educational opportunities in various areas of meeting and event planning at venues hosted by member companies.

Venues include State Farm, Six Flags, The Adolphus, Kaleidoscope, Gerry Reid, and Dallas CVB.

Attendees are required to attend six of the eight evening sessions.

Cost for the session is \$74.

CONTACT: Susie Carr, CMP (Annuity Board of the SBC), 214-720-0511, x 658.

April 'Brown Bag' Features Specialty Products

Tired of the same old giveaways and sales promos? Put some pizzazz into

your gifts. Browse through the latest and chat with friends at the **April 9 Brown Bag Luncheon**

The **11:30 a.m.-1:00 p.m.** event will take place at the **Medieval Inn, 7102 Greenville Avenue.**

The program is free of charge. Bring your own lunch; drinks will be provided.

CONTACT: Heddy Roth (The Perfect Solution), 214-361-9732.

May 1 Executive Workshop Features Meeting Planning

A panel of MPI members will discuss "Independent Meeting Planning." Come hear how they began and have found success. Venue and time TBA.

CONTACT: Traci Bower, 214-271-2666 or Betty Garrett, CMP, 214-513-0054.

CMP Coming Up

The spring CMP Exam will be administered in Dallas June 22. Venue TBA.

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

PO⁴D Corner

D/FW MPI PO⁴Ds Partner for Professional, Personal Development



Professional Opportunity for Development

Last month, "PO⁴Dners" from two metroplex areas joined for lunch and an outstanding presentation from Linda S. Kotkin, a professional speaker who provides tools to "Empower Yourself to Success." Her energetic presentation encouraged attendees to replace negative "vibes" with positive self-talk to improve attitude and opportunity.

PO⁴Dners enjoyed a tasty luncheon hosted by DOS Devany Florence and the chef and staff of the Ramada Fort Worth.

The members of PO⁴Ds #9 and 10 agreed that the PO⁴Ds are a "PO⁴Dsitive" way to network with neighbors and learn more about the industry.

Another PO⁴D fact: Tony Cummins (Dallas Park Central Hotel) chair of PO⁴D #6, is working on a "PO⁴D Handbook." Give Tony a call if you'd like more information.

Remember, there's PO⁴Dsitive Power out there. Get together with your PO⁴Dners and tap into it!

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

—submitted by Diane Smith, CMP (Alcon Labs)

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Heard it through the Grapevine!



By M.T. Gnad
'Grapevine' Columnist

Judy Owen is the new corporate director of exhibitor services, AVW. Her former position was with J & S Audio Visual.

Christina Iannaci has joined *Yellow Rose Tour & Special Events Co.* as program manager. She comes to the industry from the medical field where she was an office manager.

Gerry Reid, professional speaker and author, was a featured speaker at the Lewisville Barnes & Noble for his work on his new book, *Attitudes, Goals & Knowledge for Success*.

Nadine Shaffer, has retired from *Dr Pepper/Seven Up Companies Inc.* She was employed with the company for 37 years; her most recent position was director of corporate incentives and meetings.

Keep up with personal news about fellow MPI chapter members—job changes, promotions, awards or special recognitions, weddings, or births—through "Heard it through the Grapevine." Please contact Mary-Therese Gnad (214-539-6538 • FAX 214-724-0932 • CompuServe 74161,732) about items of interest for this column.

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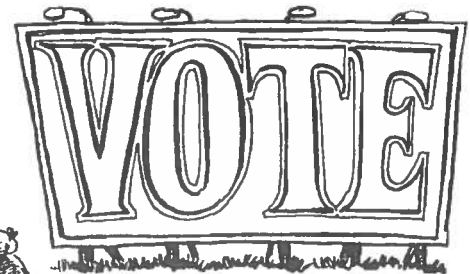
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EFFECTIVE LEADERSHIP FOR MPI

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

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



D/FW Chapter members received ballots in the mail early this month. Please complete your ballot and mail NOW! Deadline: March 18.

MEMBERSHIP NEWS

'New Kids on the Block'

D/FW Chapter Welcomes 23 New MPI Members!

Cheryl A. Ardis
Glaxo Wellcome
14755 Preston Rd.; Suite 1100
Dallas, TX 75240
214/392-9266
214/392-3974 fax
Planner

DeAna Barnes
Johnson & Johnson Medical
2500 Arbrook Blvd.
Arlington, TX 76014
817/784-5256
817/784-5482 fax
Planner

Sandra Bauder
Professional Planning Group
2701 West 15th St.; Suite 635
Plano, TX 75075
214/519-0049
214/519-0049 fax
Planner

Stacey Briggs
Holiday Inn North Park Plaza
10650 N Central Expressway
Dallas, TX 75231
214/373-6000
214/373-1037 fax
Supplier

Thomas E. Castillo
Improv Mar Anderson Inc
4980 Beltline Road; Suite 250
Addison, TX 75240
214/404-0323
Supplier

Laura A. Dearing
Nest Entertainment
6100 Colwell Blvd.
Irving, TX 75039
214/402-7152
214/905-7189 fax
Planner

Dan W. Dipert
Dan Dipert Coaches
709 West Abram St
Arlington, TX 76004
817/543-3700
817/654-9151 fax
Supplier

Linda S. Gist
The Melrose Hotel
3015 Oak Lawn Avenue
Dallas, TX 75219
214/521-5151
214/521-9306 fax
Supplier

Mary Ann Grande
Fiesta Americana Hotels
13542 Braemar Drive
Dallas, TX 75234
214/891-3150
214/891-3158 fax
Supplier

Diane Wils A. Grayson
**National Association of Women in
Construction**
327 South Adams Street
Fort Worth, TX 76104
817/877-5551
817/877-0324 fax
Planner

Joel D. Hueske
MPG Meeting Planners Guide
3136 Oakdale; Suite 101
Hurst, TX 76054
817/656-2046
817/498-0421 fax
Supplier

Christina A. Iannaci
**Yellow Rose Touring &
Special Events**
1950 Stemmons Freeway;
Suite 2046
Dallas, TX 75207
214/746-3780
214/746-3786 fax
Planner

Gracie Kimbrell
IZ Technologies, Inc.
909 East Las Colinas Blvd.
Irving, TX 75039
214/860-6171
Planner

Michael R. McCoy
**Hilton Executive
Conference Center DFW**
1800 Highway 26E
Grapevine, TX 76051
800/645-1018
817/481-3146 fax
Supplier

Patricia S. McFarlin
221 Syracuse Place
Richardson, TX 75081
214/783-4789
Student

Jean M. Mollenkopf
Masterguard Corporation
155 Howell Street
Dallas, TX 75207-7103
214/651-7300
214/651-7349 fax
Planner

Patti A. O'Neil
Mobil Oil
3000 Pegasus Park Drive
Dallas, TX 75247
214/951-2118
214/951-2183 fax
Planner

Jann M. Patterson
Young Presidents Organization
4133 Druid Lane
Dallas, TX 75205
214/650-4656
214/650-4777 fax
Planner

Lala S. Pippin
Cowtown Bus Charter
5504 Forest Hill Drive
Fort Worth, TX 76119
817/531-3287
817/534-9287 fax
Supplier

Jennifer R. Putschinski
Jostens Learning Corp
1333 Corporate Drive; Suite 300
Irving, TX 75038
800/232-4195
214/518-2688 fax
Planner

Rebecca T. Rausch
Child Care Resources Inc.
11300 North Central Expressway;
Suite 103
Dallas, TX 75243
214/373-4744
214/373-4846 fax
Supplier

Caryl B. Rojas
The Pointe Hilton Tapatio Cliffs
11111 North 7th Street
Phoenix, AZ 85027
602/866-6374
602/866-6353 fax
Supplier

Angela S. Wallander
Dr. Pepper/Cadbury MA
8144 Walnut Hill Lane
Dallas, TX 75231
214/360-7542
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February Meeting Highlights

February Fun Fest at Bronco Bowl— Developing Guest and Family Programs

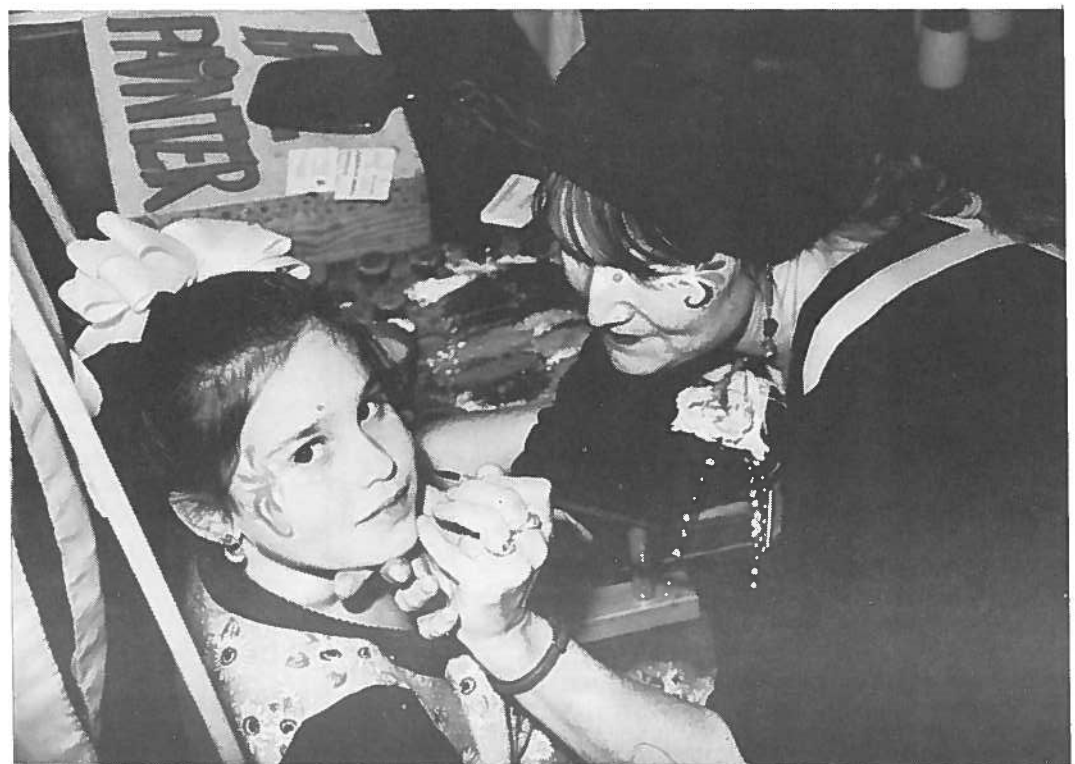


New member **Lala Sippin** (Cowtown Charter) clowns around with **Jo-Jo the Clown** (Jo-Jo's Clowning), **Jyll Bishop** (Riverside Farms) & Baby **Ryan**.



Melanie Arguello(Fort Worth CVB) and daughter **Julie**, enjoy the antics of **John the Balloon Man**

*Photos by
Mark Lazarow
Photography*



Facepainting was a popular activity among the many young attendees at MPI's February Fun Fest.



Two young guess enjoy the entertaining events at February's chapter meeting at the Bronco Bowl and Entertainment Center. The 10,000-square-foot arcade was a big hit with kids both young and old.

THANK YOU!

Many thanks to the individuals and companies whose time, talents, and expertise contributed to the enjoyment of the February meeting.

A big thank you to **Kelly Nolan, Wendy Johnson and Keith Little** of the **Bronco Bowl**. Thanks to **Betty Wellons and Tad Votler/Fabulous Foods** for catering and buffet decorations. **Eddie Heyland/Balloon City** provided balloons.

Thank you, **Lisa South, CMP (Ducky Bob's)** for tradeshow and registration linens/easels; and to **David Gisler/Freeman Decorating** for staging. Thanks to the **Dallas CVB** for volunteers at the tradeshow and information booths.

Thanks to these who added to the enjoyment of the "Kids' Area" **Chuck Patterson/United Rent All** for the popcorn machine; **Keith May/Outrageous Adventures** for kids' games; **Johanna Kelly** for Jo Jo the Clown; **Bruce Wolpert** for the clown; **John Holmes/The Balloon Man & Friends** for balloon creations; **Jeff Tharp/All Occasion Performers** for the juggling act, costumed characters and the face painter; and **Rebecca Rausch/Child Care Resources** for child care.

For passport prizes, thanks to: **Tanger Outlet Mall (Terrell, TX)**; **Kerrville Bus Company, Medieval Times Dinner Theatre, Sixth Floor Museum, Palace of Wax, Ripley's Believe it or Not, Six Flags over Texas, Bronco Bowl, and Scarborough Faire.**

Committee chairs for the February meeting: **Alainna Webb** (Meeting Management Association/Festivities), **Peg Wolschon** (Kerrville Bus Company) and **Esther Wigley, CAS** (Appointments Professional Advertising).

February Stars of the Month



Melissa Parks, CMP
American Fire
Sprinkler Assn.



Fred Knieberg, CMP
AFK &
Associates, Inc.



Maurine Allen, CMP
Sunbelt Motivation &
Travel, Inc.

"Stars of the Month" is a new recognition program honoring chapter members for involvement in committees and special programs. February Stars of the Month are Melissa Parks, CMP; Fred Knieberg, CMP; and Maurine Allen, CMP.

Melissa Parks, CMP (American Fire Sprinkler Association), became immediately involved in the chapter's Education Committee when she joined MPI in March 1995. Parks is chair of the Brown Bag Programs.

Fred Knieberg, CMP (AFK & Associates, Inc.), an MPI member since July 1984, has been committed to the success of many chapter's programs. His most recent achievement: organizing the Chapter Mentor program.

Maurine Allen, CMP (Sunbelt Motivation & Travel, Inc.), an MPI member since November 1986, has also been involved in numerous chapter programs. She is co-chair of the Chapter Mentor Program.

All Stars of the Month will be eligible for a special drawing for two educational scholarship awards to attend the MPI International Conference or other MPI educational opportunities.



The D/FW MPI Chapter partnered with the Dallas Convention and Visitors Bureau in honoring the Dallas police force. Here, Dallas Police Chief **Ben Click** introduces Policeman of the Month Corporal **Charles E. Storey**. Storey was honored for overall excellence in police work, community and family involvement, and dedication to duty.

**President's Message—
Educational Opportunities**

continued from page 1

professional are available in area universities and colleges

•Mentor and "Walk-a-While in my Shoes" programs offer ongoing experience-based learning

International Immediate Past President, Bill Boyd, CMP (Sunbelt Motivation and Travel, Inc.), who traveled to most chapters in the International organization during his term last year, commented that attendance at our monthly chapter meetings appears higher than at any others across the country.

This is a tribute to our Programs Committee for presenting timely topics, immediately applicable to your challenges.

Monthly meetings are an unmatched opportunity to exchange ideas and information with other professionals. The benefit from networking to make new, or enhance existing business relationships, increases marketplace effectiveness and serves as a meaningful advantage!

Even if you are unable to attend these programs, videotaping makes it possible

for you to hear the speakers. Custom Video Services has videotaped all our programs this year and makes them available for purchase. Forms are available at the meetings for ordering—or contact Debbie in Mark Lazarow's office, 214-380-0985.

Some PO⁴Ds are showing these videos in neighborhood groups. Resource and idea exchange programs and other educational networking opportunities are available in a time-manageable format through PO⁴D programs.

The exciting new Mentor Program attracted some star veterans willing to give their time and expertise to support learning of our craft to relative newcomers or those interested in learning another aspect of the business outside their current arena. Contact Fred Knieberg, CMP or Maurine Allen, CMP (Sunbelt Motivation and Travel, Inc.) for more information.

A recent "Executive Workshop" presented new "workforce-adapted" programs available through area colleges and universities for pursuit of both undergraduate and graduate degrees.

Contact Colleen Rickenbacher, CMP, (Dallas CVB) if you need information on

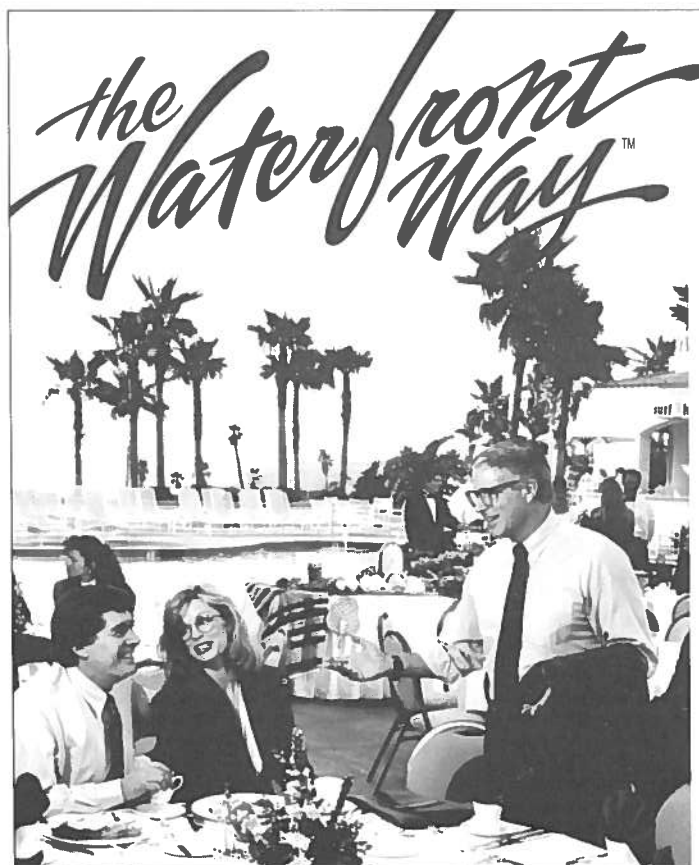
assessment or contacts involved in these programs. In a business world with a direction toward independent consulting or project contracts (where your qualifications are part of the competitive criteria), or to achieve promotion within some organizations, the completion of a degree could become a valuable career tool.

MPINet and Internet programs are vital to us all! The "How To" Breakfast on these subjects provided an exciting overview and surfaced future learning needs. Look for a program in May to offer "hands-on" training for different experience levels and exchange of ideas on how others in our industry are using programs that may be adapted to improve your performance.

I urge you to plug into these educational resources to grow professionally, contribute more significantly to your organization and *Exceed Expectations through your Commitment to Excellence!*

*Commitment
to
Excellence*

Exceeding Expectations!



It's the perfect way to go at the new Waterfront Hilton Beach Resort...overlooking 8 1/2 miles of the widest, whitest and sandiest beach in Southern California.

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Opinion, Please!

Q: What is the best networking line you have used—or has been used on you?



Phil Crouse

Philip C. Crouse & Associates • planner

A: "When networking means *meeting new people and business contacts*, the unusual is most remembered. Example: 'My horoscope said I was going to meet someone just like you.' The best gesture? A big smile!"



Sue Bessonette

Holiday Inn DFW South • supplier

A: "'You look familiar! Have we met? Yes, I know your face. Your name is unusual; I have a friend with almost the same name—it's unforgettable!' or, 'Hi! How's life treating you? You look like a million! Whatever you're doing, it's right! I'll give you a call; we'll have lunch and discuss your future promo items.'"



Steven Foster

Grayline Transportation • planner

A: "Last year at a conference in Washington, D.C., the girl doing badge registration asked, 'Are you the actor John Lithgow?' When I asked if she knew of a part for me, she replied, 'No, but I loved you in 'The World According to Garp' and 'Cliffhanger.'"



Donna Johnson

Super Shuttle Transportation

A: "For receptions, I've found this opening line: 'Are you really going to eat *all that*? Can I have one of your shrimp?' If Donna's Dynamite Opening Line doesn't work for you, then just think of all those tasty crustaceans you can consume without standing in all those long, never-ending lines!"

"Opinion, Please" is a question and answer feature column prepared by Billy Carter (ExecuCar Sedan Service).



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TEXAS COOKIN'



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Texas Cookin' is available for \$15. Aprons are \$10 each. Purchase the set for only \$20!

Proceeds will benefit the MPI Foundation.

To order one of these fabulous gifts, call **Mary Lynn Novelli, CMP** (Sterling Hotels & Resorts), 214-402-4875 or FAX 214-402-4889.

Greg Pynes Featured as a 'Rising Star' in the Industry

EDITOR'S NOTE: Greg Pynes, manager of the Addison Conference & Theatre Centre and '96-'97 president-elect of the D/FW Chapter of MPI, was one of five "Rising Stars"—up-and-coming professionals in the meetings industry as well as MPI—named by The Meeting Manager (Feb. 1996.) Some highlights from that article:

Background: Greg Pynes received his BA in political science and history, and masters in public administration at the University of North Texas. Initially an administrative assistant with the Town of Addison, his position grew into that of a full-time planner, coordinating five major events annually, as well as planning city council and staff retreats.

His responsibility for the management of the City of Addison's Conference and Theater Center places him in the unique position of being both a planner and a supplier.

Latest Accomplishments: In 1994 he began teaching courses in Meeting and Convention Management and Advanced Meeting Management at a local commu-

nity college, a program that evolved into a two-year degree program, largely due to the MPI DFW chapter's efforts.

His work at the City of Addison has involved developing special events promoting the city and its businesses. An example is "Taste Addison," a two-day event that draws 21,000 people to sample the city's wide range of restaurants.

His community involvement is reflected in the "Weekend To Wipe Out Cancer," a combination of running events held annually in conjunction with the city's "Oktoberfest" (another event which bears Pynes' stamp), which benefits the Children's Medical Center of Dallas.

Advice to Beginners: "Find a mentor—not necessarily one in the business—but someone who takes a personal interest in your development. Someone that you can turn to for advice on career matters. Network always. Keep learning. Educate yourself on the new trends in the industry. Act ethically and with integrity in all that you do. Be willing to stand up for your principles, even if it means you are at odds with those you whom you do business. Be involved in professional organizations such as MPI and your community. Actively participate."



Greg Pynes
Town of Addison

News Briefs

MPI Joins Forces to Introduce Interactive Industry Network and Meeting Management Product

Meeting Professionals International (MPI) has partnered with Cleveland, Ohio based PlanSoft Holdings to announce the formation of an industry-wide alliance devoted to the creation of an interactive industry network and integrated productivity software programs for the meeting industry.

Ajenis, the flagship application of the partnership, enables meeting planners to automate the process of tracking and sharing meeting-specific information. PlanSoft's Ajenis is seamlessly integrated with, and supported by, an industry-wide, on-line computer network.

ITT Sheraton Contributes \$75,000 to Support MPINet

ITT Sheraton has announced that it will donate \$75,000 over the next three years to the MPI Foundation to support Meeting Professionals International's (MPI) MPINet.

The need to sustain and enhance MPINet via ITT Sheraton's sponsorship is based upon satisfying the growing needs of the meeting industry's first global on-line network.

ITT Sheraton was instrumental in helping establish MPINet via a start-up grant to the MPI Foundation 18 months ago. In just one year, more than 1,300 meeting professionals are conducting business via MPINet.

MPI Executive Named to White House Conference on Travel & Tourism Implementation Team

Under Secretary of Commerce Greg Farmer and Sandra Fulton, national chair of the Travel Industry Association of America (TIA) have appointed Edwin L. Griffin, Jr., CAE, MPI's Executive Vice President/CEO to serve on the White House Conference on Travel and Tourism Implementation Team.

Farmer and Fulton will co-chair the 39-member transition team composed of a blue ribbon cross section of industry executives. The team will oversee the activation of the national travel and tourism strategy formulated at the White House Conference on Travel and Tourism.

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Position open. Consulting firm seeks self-employed meeting planner for part-time contract projects. Send resume to A. Binford, 10 Mariners Lane, Stamford, CT 06902.

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Can't attend all chapter meetings? Don't miss out. Call Debbie at Custom Video (214-380-0985) for information about videotapes.

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Imagine a child with a life like this.

Together we can make a difference. The Kids Charity Ball 1996.

The Kids Charity Ball is a gala evening sponsored by the MPI, D/FW Chapter and benefits underprivileged, terminally ill and needy children.
For additional information, contact Patti Wilke, CMP at 214-361-7789.

MPI

Meeting Professionals International is the world's largest association of meetings professionals with more than 13,600 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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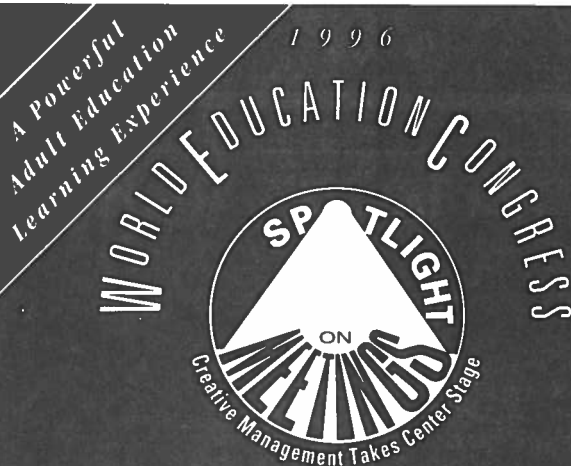
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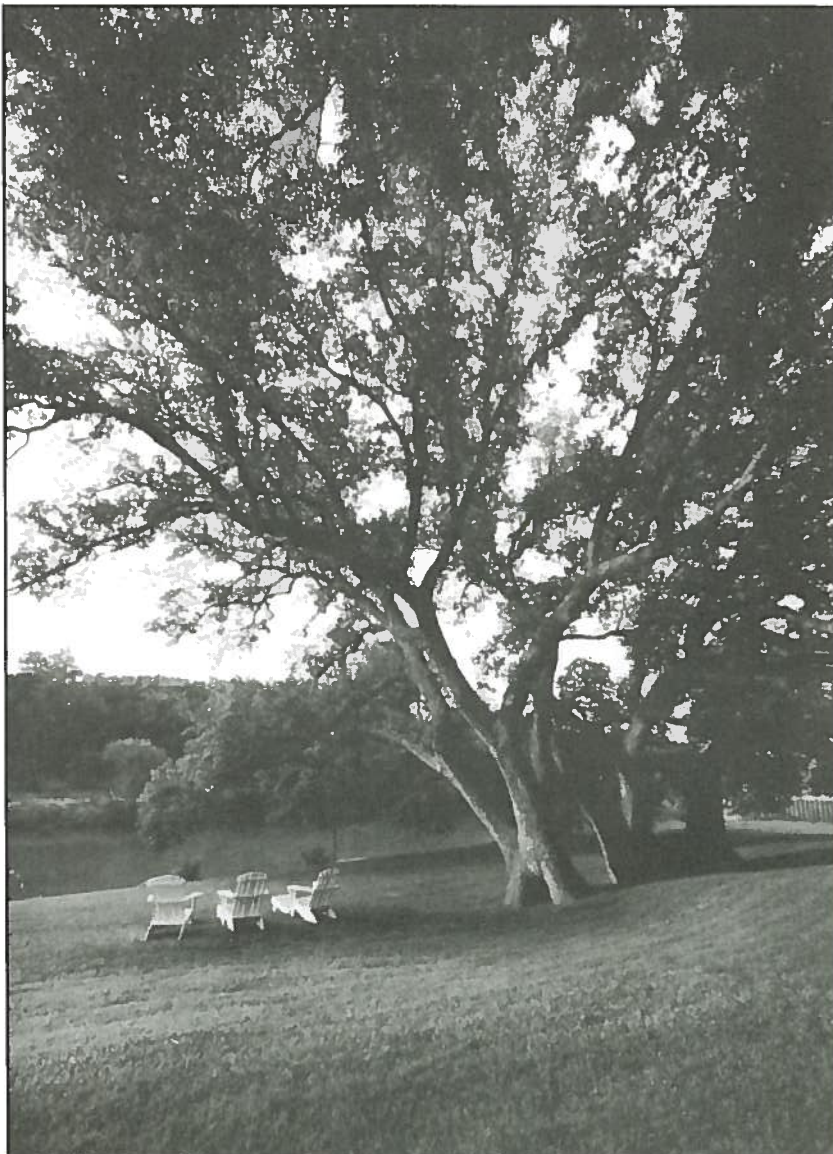
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