

MPI

MEETING PROFESSIONALS INTERNATIONAL®

Committed to Educational Leadership

CURRENT

Meeting Professionals International

November 1996

Dallas-Fort Worth Chapter

The *CURRENT* is looking for . . . *Love Stories!*



We heard it through the Grapevine—and read it there too! A number of love matches—resulting in engagements

and marriages—occurred through MPI relationships. Now that's some kind of *networking!* The *CURRENT* will feature some of these love stories in the February issue! Please let us hear from you soon!

Fax or e-mail your love stories to V.P. Public Relations/Marketing Dana Nickerson, CMP (Square One Productions), 214-343-6166 (dana14@ix.netcom.com), or *CURRENT* Editor Gracie Hilton (The Write Stuff), 817-467-7439 (gracie@cyberhighway.net)

TKCB Set March 22

Richland College Scholarship Fund Added to TKCB Charities

By Paige Braun
Dallas Conventioneer

The Kids Charity Ball 1997 is set for March 22 at the Great Hall of the Apparel Mart and TKCB Committee members are gearing up to produce another “to talk about” event benefiting the MPI D/FW Chapter’s designated charities.



The Kids Charity Ball

Benefiting from TKCB '97 will be a number of “kids” charities: Bryan’s House, Genesis Women’s Shelter, Love for Kids, a Weekend to Wipe Out Cancer—and, for a few older “kids”—those enrolled at Richland College.

“All of our designated charities are a source of excitement and enthusiasm for the committee,” said TKCB Chair Greg Pynes (Town of Addison). “We are especially excited about the Richland Scholarship Fund, for it will provide opportunities for the future development of our industry.”

Recipients must be enrolled for credit in the Associate Degree program at Richland College in the Travel, Exposition and Meeting Management program of study, and will be required to be a student member of our chapter.

“This speaks clearly to our mission and furthers our role as educational lead-

continued on page 18

In this issue

| | |
|--------------------------|----|
| November Meeting Details | 3 |
| President’s Message | 4 |
| Education News | 6 |
| ‘New Kids on the Block’ | 7 |
| Gemelli Seminar | 8 |
| Last Month’s Meeting | 10 |
| Advertising Changes | 14 |
| Member Profiles | 15 |



Gemelli Seminar

Second Annual Gemelli Seminar participants enjoy a bullriding performance at Billy Bob’s of Texas in Fort Worth. MPI D/FW Chapter President Mary Lynn Novelli, CMP (Sterling Hotels & Resorts), is flanked by Antonio D’Agostino (I Viaggi del Bassotto Int.) and Paolo Missiaja, CMP (Servizi Internazionali). Standing is Bobby Bulger (Bobby Bulger Travel Concepts), Gemelli Seminar chair.

“Our Italia colleagues now have excellent contacts and resources in the D/FW area—and for other areas in the United States,” said Novelli. “And our chapter members have gained valuable contacts for all of Europe.”

More about the Gemelli Seminar on page 8.

CURRENT MPI

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MISSION STATEMENT

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

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

Upcoming MPI Events

November 12, Tuesday
Brown Bag Educational Lunch
Hilton DFW
"Nine Ways to Fail"
12 noon

November 12, Tuesday
Membership Committee
Grand Kempinski
5:30 p.m.-7:00 p.m.

November 13, Wednesday
MPI D/FW Board Meeting
5:00 p.m.

November 14, Thursday
Program Committee
5:30 p.m.-7:30 p.m.

November 15, Friday
December *CURRENT* deadline
copy due by 5 p.m.

November 19, Tuesday
"Walk a While in My Shoes"
5:00 p.m.-7:30 p.m.

November 19, Tuesday
Education Committee Meeting
Annuity Board 2401 Cedar Springs
11:30 a.m.-12:30 p.m.

November 19, Tuesday
Kids Ball Committee Chairs
Addison Conference Center
6:00 p.m.-7:30 p.m.

November 20, Wednesday
'Good Morning MPI'
Fairmont Hotel
"Japanese Business Protocol"
7:00-9:00 a.m.

November 21, Thursday
D/FW Chapter Meeting
Renaissance Dallas Hotel
11:30 a.m.-1:30 p.m.

November 21, Thursday
Executive Workshop
Renaissance Dallas Hotel
1:30 p.m.-3:30 p.m.

November 22, Friday
CMP University
The Stoneleigh Hotel
1:00 p.m.-5:00 p.m.

November 23, Friday
CMP University
The Stoneleigh Hotel
8:30 a.m.-5:00 p.m.

November 25, Monday
Public Relations/Marketing Committee
IGNITION! 201 Regal Row
6:00 p.m.-7:30 p.m.

December 10, Tuesday
Membership Committee Meeting
Grand Kempinski
5:30 p.m.-7:00 p.m.

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

December 12, Thursday
Program Committee Meeting
Westin Galleria
5:30 p.m.-6:30 p.m.

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

December 17, Tuesday
Education Committee Meeting
Annuity Board 2401 Cedar Springs
11:30 a.m.-12:30 p.m.

December 17, Tuesday
Kids Ball Committee Chairs
Addison Conference Center
6:00 p.m.-7:30 p.m.

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

MPI D/FW Alcohol Policy

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.

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

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November Meeting Highlights

Nutrition and Exercise for the Busy Professional

By Wendy Foster
Circle R Ranch

Everyone knows we should eat right and exercise. We have all struggled through the trendy diets and the latest miracle exercise equipment. But who has the energy to work out for an hour or prepare a well-balanced meal?

This is a familiar cry of many Americans today. We are the "fattest" country in the world, yet we spend billions annually on diets and exercise equipment.



Nothing worthwhile comes easy. That's the message

MPI D/FW Chapter members will hear from Kathy Hall, JD, A.C.E., at the November luncheon meeting at the Renaissance Dallas Hotel.

Hall, a certified personal trainer and nutrition and fitness expert, will discuss the mysteries of metabolism, explain why luxury can be hazardous to health, and share practical tips for the busy professional.

For 16 years, Hall practiced law, teaching law and political science at the college level. In 1982, she was named one of the "Top Ten American Businesswomen."

During that time, she failed to maintain a balance in her own lifestyle, which resulted in personal tragedy. Since then, she has dedicated her life to the pursuit of health, fitness and balance among career, family and self.

November committee members are Chair Sherri Cook, CMP (Sherri Cook & Associates), Meriann Skinner (Texas Instruments), Christina Iannaci (Yellow Rose Touring & Special Events Company) and Wendy Foster (Circle R Ranch).

Hosts from the Renaissance Dallas Hotel are Rick Smith, General Manager, Patti Cipolietti, Director of Sales, and Sherri Fahrensteil, Director of Catering.

An in-depth Executive Workshop featuring Kathy Hall will follow the chapter meeting, from 1:30-4:30 p.m.

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November D/FW Chapter Meeting

*"Work It Out! Nutrition and Exercise
for the Busy Professional"*

Thursday, November 21

Renaissance Dallas Hotel

2222 Stemmons Freeway (Wycliff and I-35)
Dallas, Texas • (214) 631-2222

11:00 am Member Orientation - Vinoy Room 3rd Floor

11:30 am Registration & Reception - Lobby/Lobby Bar

12:00 pm Lunch and Program - Grand Ballroom - 3rd Floor
(check the hotel reader board for any room changes)

1:30 pm - 4:30 pm Executive Workshop - Presidente, 3rd Floor

—Complimentary Valet Parking—

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by noon, Tuesday, Nov. 19
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•FAX 972-490-4219
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Advance Registration \$24
Late Registration \$32
Guest Registration \$27

November Host Facility

Renaissance Dallas Hotel

You knew it as the Stouffer Renaissance Dallas Hotel. Now it's the Renaissance Dallas Hotel. The name has changed, but the 4-Diamond service is uncompromised. "Experience the spectacular service and accommodations that make the Renaissance . . . the mark of a fine hotel." says its promotional literature.

The Renaissance Dallas Hotel has 540 deluxe guest rooms, including 30 suites. Special Renaissance Club floors feature personal butler service and an array of amenities and special services for those who expect "the ultimate in guest pampering."

Recently-renovated meeting space—14,000 square feet—is ideal for small to medium-sized corporate groups expecting top-quality personalized service and convenience.

The Renaissance Dallas Hotel is situated at the corner of Stemmons Freeway and Wycliff. *Southbound on Stemmons Freeway:* exit at Wycliff and turn left under the freeway. *Northbound on Stemmons Freeway:* exit at Market Center Boulevard/Wycliff, stay on the service road to the second light.

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Committed to Educational Leadership

Meeting Professionals International is the world's largest association of meetings professionals with more than 14,000 members in 44 countries and 56 chapters and one club. MPI's mission is to provide educational opportunities and recognition for those in the meetings industry. The association is committed to excellence in meetings, continuous international growth, research, a strong chapter network and high ethical standards.

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President's Message 'Hooray' and 'Thank You' to Those Who Achieve Goals via Deadlines!

While traveling recently, this sign caught my eye: *GOALS ARE DREAMS WITH DEADLINES*. As I laughed aloud, I'm sure my driver wondered what was going on in my head. With all my talk and thought this year about dreams and vision, I had never thought about it quite that way.

Nearly every day *someone* in the MPI D/FW Chapter is doing *something* for our chapter—working on a goal with a deadline. I am grateful for the many members who contribute to our success.



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

This month, I want to highlight a few people who have achieved some very difficult goals—individuals deserve a *Hooray!* and a *Thank You!*

Hooray! and *Thank You!* to VP Public Relations/Marketing, Dana Nickerson, CMP (Square One Productions) and VP Finance, Sally Goldesberry, CMP (Meetings & Exhibit Specialist) for completing important deadlines and mammoth responsibilities involved in our chapter's submission for the international "Chapter of the Year" award.

Hooray! and *Thank You!* to Bobby Bulger (Travel Concepts, Inc.) and the Gemelli Committee for orchestrating the Second Annual Gemelli Seminar.

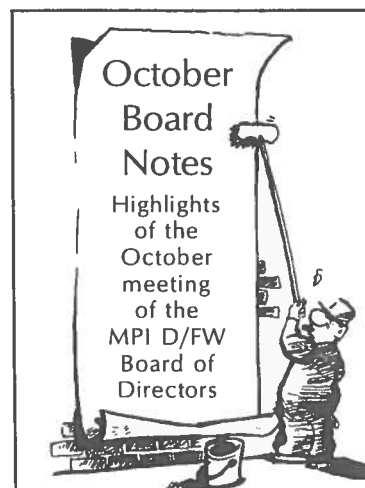
Hooray! and *Thank You!* to Susie Carr, CMP (Annuity Board of the Southern Baptist Convention) for her special efforts in representing our chapter at the 1996 Paralympic Games held in Atlanta, Aug. 15-25. She was a terrific representative of MPI D/FW with her enthusiasm, energy and dedication during this wonderful project.

Hooray! and *Thank You!* to Melissa Parks, CMP (H.D. Vest Financial Services) for her vision to revise our Job Bank making this excellent member benefit now free of cost to our job-searching membership.

Hooray! and *Thank You!* to Tony Cummins for his fortitude in putting together our PO⁴D Book and continued efforts to direct the PO⁴D Program.

As we enter the second quarter of the 1996-97 year, we already have so much to be proud of and so many more *Hoorays!* and *Thank You's!* in progress. Don't be left out! Get involved in our chapter! Be a part of a committee! Set goals, meet deadlines—and make a difference.

Hooray! and *Thank You!* for your support. Remember, *Focus on the Vision*. —MLN



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

• V.P. Membership Michelle Carter, CMP, noted the MPI D/FW Chapter membership is now a record-breaking 701.

• V.P. Programs Cindy Hamilton announced that a booth donated by Trade Group will be used at chapter meetings to distribute "table host" information sheets.

• The Board voted to contract with Intergrated Fullfillment Solutions (IFS) to label, mail and add inserts to the *CURRENT*, the chapter newsletter.

• V.P. Education Susie Carr, CMP submitted the criteria and guidelines for PGA and the scholarship process.

• V.P. Finance Sally Goldesberry, CMP reported that the chapter budget must be approved in January. Departmental budgets are due at the November meeting.

Star of the Month

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



Mona Kestler
Bauer Audio Visual

Mona Kestler is director of sales for Bauer Audio Visual. An MPI member since August 1994, Kestler is lauded for her commitment to the Gemelli Program, as well as for her audio visual support of local and international MPI programs.

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

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PO⁴Ds!

Get Involved in

MPI D/FW



PO⁴D Director
Tony Cummins
214-827-1902

EDITOR'S NOTE: Our apologies to Tony Cummins for running the wrong photo with this announcement last month! This is the real Tony Cummins! —ghh

PO⁴Ds programs make it possible for MPI D/FW Chapter members within certain geographical areas to meet for educational and networking opportunities.

Call Tony Cummins today!

Get involved in the MPI D/FW Chapter! Volunteer opportunities abound! For other opportunities call Volunteer Coordinator Tracey Smith 214-250-7404 • FAX 214-250-7100

Recent TriPO⁴D Program Reports Record Attendance; QuadPO⁴D Next!

This fall, PO⁴Ds 2, 3 & 6 joined forces at the OMNI Hotel in Richardson to produce a record attendance program entitled "Hotel Pricing and Negotiations."

Phares Corder (Phares Corder Entertainment) coordinated the program with assistance from PO⁴D Director Tony Cummins.

"We had 30 attendees; about one-third were planner members," Cummins said. "This is the best attendance we've had at any program. This reinforces the fact that the PO⁴D program fills a need."

PO⁴D programs make it possible for MPI D/FW Chapter members within certain geographical areas to meet for educational and networking opportunities.

The program focused on the various factors which drive hotel pricing for group room blocks and related function space. The discussion was led by panelists, including Michael Gongre (Doubletree Lincoln Centre), Patricia Palacios (Helms/Briscoe Performance Group) and Nancy

Simonies (OMNI Mandalay Hotel).

Five new PO⁴D chairs are: Robin L. Wallace (Helms/Briscoe Performance Group), PO⁴D 1; Phares Corder (Phares Corder Entertainment), PO⁴D 2; Kim Williams (Sheraton Park Central Hotel), PO⁴D 6; Rob Keating (Intelecom), PO⁴D 8; and Jolene Panigot (Arlington Marriott), PO⁴D 9.

Three of the new chairpersons are coordinating a program in conjunction with PO⁴D 3 to produce the first "QuadPO⁴D" program.

Richland College Seeks Instructors

Richland College is looking for experienced people from the meetings industry to serve as volunteer speakers, adjunct instructors and substitute instructors for certain classes offered in the Travel, Exposition and Meeting Management Program.

Instructors must have either a B.S. or a B.A. degree and three years of full-time experience in the meetings industry; or an Associates Degree in the teaching discipline and five years of full-time experience in the industry.

MPI D/FW Chapter members serving as instructors include Greg Pynes (Town of Addison) and Carmen Murphey, CMP (Associated Locksmiths of America).

For further information contact Colleen Rickenbacher, CMP (Dallas CVB) at 214-348-0105.

Richland is the only college in North Texas offering a Meeting and Convention Management Associates Degree program.

Registration for the spring 1997 semester begins in November. Spring classes run Jan. 13-May 8.

For more information call Richland at 972-238-6051 or 972-238-6097.

CMP

ORNERS

By Cyndi Martinez, CMP
The Stoneleigh Hotel
CMP Liaison

The CMP exam is just a month away!
Remember to look for opportunities to study!

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

Screen left & right: Directions given from audience perspective

Parabolic screen: Type of front projection screen surface which is rigid and allows only narrow angle viewing

Throw: Projection distance

Drayage Contractor: Company responsible for handling exhibit properties

Island Booth: Four or more exhibit spaces with aisles on all four sides

A sample question:

Your meeting room is 48'x 92' with a ceiling height of 14'. Which of the following screen sizes is best for maximum occupancy?

- a. 8x8 b. 9x9 c. 10x10 d. 12x12

Answer: C

MPI D/FW Welcomes 18 'New Kids on the Block'

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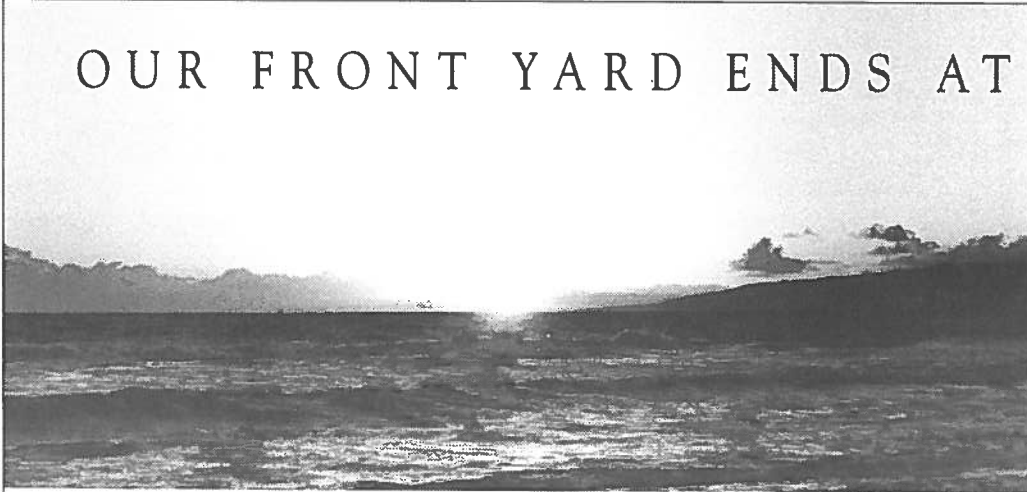
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Second Annual Gemelli Seminar 'Making the World Small'

By Tim Wade (*Lennox Industries, Inc.*)

Last month's Second Annual Gemelli Seminar hosted by MPI D/FW rated a big "Wow!" by participants from both the D/FW and Italia Chapters. Seminar participants spent two days each in Dallas, at Garrett Creek Ranch and in Fort Worth. Italia members were treated to Billy Bob's, authentic Tex-Mex and barbecue, hay rides, country & western dancing, and cultural highlights—the Amon Carter Museum, Sixth Floor Exhibit, Fort Worth Botanical Gardens, Dallas Museum of Art—and, of course, the area's world-class shopping!



But the spotlight was on educational seminars, presentations, discussions and teambuilding sessions.

The opening session was conducted by Bill Boyd, CMP (Sunbelt Motivation & Travel Inc.), who laid the groundwork for two days of exploring how to get a share of the international incentive and meetings market—a form of "downsizing the world."

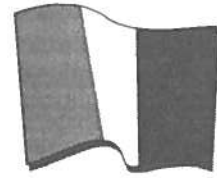
"We wanted to show our Italian guests the attributes of Fort Worth and Dallas as desirable meeting or incentive destinations, but 'education rules!'—and we were successful at both fun and training," said D/FW President Mary Lynn Novelli, CMP.

Lively "give-and-take" discussions allowed members to understand their colleagues' needs. The teambuilding session brought the group together and created a deeper insight into developing roles and relationships. This information was used as a base to expand on a business level, then an international level—thus, making the world "small," Novelli said.

"It's a big world and meeting professionals are asked to interact in it frequently," said Bobby Bulger (Bobby Bulger Travel Concepts), chair of the Gemelli Seminar.

"After this event a good number of Italia and D/FW Chapter members understand that working on an international and global level can be intimate and personal—and, it can be a lot of fun, too," said Co-Chair Tim Wade (*Lennox Industries, Inc.*)





Thank You!

*Special thanks to the following
for contributing to the
Gemelli Chapter Seminar:*

- The Adolphus
- American Airlines Training
& Conference Center
- Amon Carter Museum
- Bauer Audio Visual, Inc.
- Circle R Ranch
- Dallas CVB
- Dallas Museum of Art
- Deputy Mayor Pro Tem
Charlotte Mayes
- Fort Worth Botanical Gardens
- Fort Worth CVB
- Fort Worth Municipal Offices
- Garrett Creek Ranch
- Goal Line Promotions
- Grapevine CVB
- Gray Line - Dav El of Dallas
- Hotel Crescent Court
- Joe T. Garcia's Restaurant
- Morton H. Meyerson
Symphony Center
- MPI Headquarters
- Nightlife Talent & Mgt. Agency
- Pomodoro's
- Radisson Plaza Hotel Fort Worth
- Sid Richardson Museum
- Sixth Floor - John F. Kennedy Exhibit
- Southfork Ranch
- Spectra Communications Inc.
- Thistle Hill Museum
- TI Founder's Imax Theatre
- Yellow Rose Touring &
Special Events Company
- The Worthington Hotel
- Wyndham Anatole Hotel

October Meeting Highlights

Odette Pollar Discusses 'Diversity: Building Bridges Without Barriers'

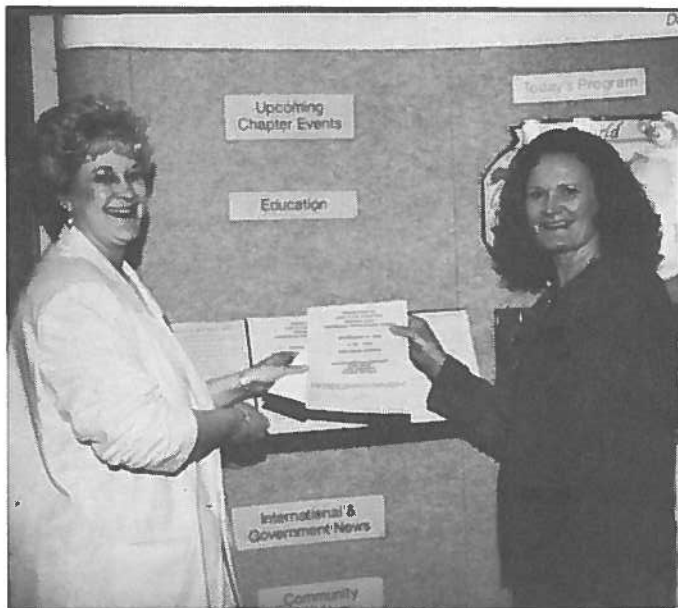


Betty Garrett, CMP (Garrett Speakers International), and guest speaker **Odette Pollar** (Time Management Systems) display Pollar's new book, *365 Ways to Simplify Your Work Life*. Pollar was in the metroplex several days prior to her MPI D/FW speaking engagement—courtesy of Garrett Speakers International—to promote the book. Her address to the chapter was about diversity in the workplace.



Hosts from the Dallas Medallion Hotel included **Linda Rubin**, catering specialist; **Don DeFeo**, sales executive; **Ty Thoren**, executive chef; and **Steve Servin**, director of food & beverage;

*Photos by
Mark Lazarow Photography*



Brenda Miller (The Trade Group) and **Susie Carr, CMP** (Annuitant Board of the Southern Baptist Convention) check out the information sheets stocked at the new information and marketing booth that will be a "permanent fixture" at chapter meetings. The booth, courtesy of The Trade Group, will vary its display from month to month, featuring current chapter projects and events.



LEFT: V.P./Programs **Cindy Hamilton** (Cityplace Conference Center) checks out the poster-size "Hall of Fame" listing, citing contributors to the October meeting. The display, updated monthly, will be available at each chapter meeting, thanks to Brenda Miller and The Trade Group (see photo at left side of page).



New member **Jerry Hughes** (Jerry Hughes Photography) and potential new member **Jennifer Schutze** (Granada Theater) attended the October meeting.

**Photos by
Mark Lazarow
Photography**

RIGHT: **Jon M. Smith** (Theta Chi Fraternity), **Heather R. O'Donnell** (Hard Rock Cafe) and **Matt Kennedy** ("Looking for a Job!") visit at the pre-meeting reception.



Ginny Paxton (Ginny's Gifts) and **Marilyn Manby** (Travelhost Magazine/Dining Dollars) were committee members for the October meeting. Not pictured: Nancy Simonieg (Omni Mandalay Hotel).



LEFT: MPI D/FW Chapter President **Mary Lynn Novelli**, **CMP** (Sterling Hotels & Resorts) welcomes guest **Thom Ward** (Audio Visual Headquarters, San Francisco). Ward is president of the Northern California Chapter. Novelli and Ward examine one of the "global" centerpieces provided by Ginny's Gifts.



LEFT: **Vaughn Coomer** (Rainbow Audio Visuals), in addition to providing audio visual support at the October meeting, pleased attendees with terrific background music. Favorites were by Enya and Sting.

Hall of Fame

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

Garrett Speakers International
guest speaker
Odette Pollar
Betty Garrett
 972-513-0054

The Dallas Medallion
facility & dinner
Bill Dwyer
Don DeFeo
Ed Aguirre
Steve Servin
Chef Ty Thoren
 972-385-9000

Delta Air Lines
air transportation
Joe Diaz
 972-827-1580

Ginny's Gifts
centerpieces
Ginny Paxton
 972-881-3888

Vaughn Coomer
audio visual equipment
Rainbow Audio Visuals
 972-385-9000

Steven Foster
transfer service for speaker
Gray Line of Dallas Fort Worth
 214-630-1000

October Program Committee
 Marilyn Manby
 Travelhost Magazine/Dining Dollars
 Nancy Simonieg
 Omni Mandalay Hotel
 Ginny Paxton
 Ginny's Gifts



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Editor's Notes CURRENTly . . .



Happiness is a *CURRENT* Hotline! ☺

Thanks to the MPI D/FW Board of Directors, *CURRENT* contributors will no longer be faced with an aggravating "busy" signal when calling the newsletter editor!

The new *CURRENT* "Hotline" is metro 817-467-5449. If that line is in use, "Call Notes" will answer.

To send a fax: metro 817-467-7439. Listen to the brief recording, then hit the "send" button on your fax machine.

Seek First to Understand . . .

Seek first to understand; then to be understood. Wise advice—and one of the important "Seven Habits" as outlined by Stephen Covey in *7 Habits of Highly Effective People*.

Because of a veritable plethora of hitches and glitches and mishaps—including a false signal that sent a firetruck, complete with wailing sirens and flashing lights and an entire crew be-decked in firefighting regalia—it took an entire week to get the new *CURRENT* Hotline working. Daily—at least thrice daily—I was calling the phone company to report that the new line was still inoperative.

Seven days later: a dialtone! ☹ Finally! But, oh no! What's that weird sound—that series of short staccato bursts?! ☹

Instantly, I was online with the phone company again, complaining. ☹

"Ma'am, that's the 'Call Notes' signal that you have a message waiting," was the reply.

"Oh . . ." was mine. ☹ Then, meekly, "Sorry!"

Seek first to understand . . .

ghh☺ Gracie H. Hilton (The Write Stuff)
CURRENT Editor

gracie@cyberhighway.net



Gerry Reid

1997-2004

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Meetings Professionals Make a Difference in Industry Lobbying

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

When meetings professionals speak, government listens. The finest example to date is the recent passage by Congress of House Resolution (HR) 2567—the Travel and Tourism Partnership Act of 1995, which passed without amendment last month.

The bill, which was signed into law by President Clinton last month, establishes the U.S. National Tourism Organization, a public-private partnership to increase the U.S. share of the international tourism market, and to develop and implement a national strategy for travel and tourism.

The idea for HR 2567 was first suggested by industry delegates to the White House Conference on Travel and Tourism last fall. MPI members took up the call for support of HR 2567 in March at the Meetings Industry's Legislative Action Day (MILAD) in Washington, DC, lobbying both the House and Senate during an all-day visit on Capitol Hill.

Rep. Toby Roth (R-WI), who introduced the bill, expressed gratitude to MPI members who participated in the MILAD.

D/FW chapter members who participated in the MILAD can take special pride in the work they performed, as several

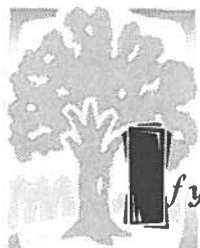
additional co-sponsors to HR 2567 resulted from Congressional visits they made.

Congratulations to Greg Pynes (Town of Addison), Philip Crouse (Philip C. Crouse & Associates), Wendy Foster (Circle R Ranch), Mollie Wallace, CMP (PPI) and Greg Elam (Dallas Convention & Visitors Bureau) for their personal involvement in helping create significant legislation strengthening our industry.

The process does work, and is extremely rewarding. I challenge each of you to get involved. Mark your calendars now for two important legislative events.

• On Wednesday, Feb. 26, 1997, the inaugural "Texas Travel, Tourism and Meetings Industry Legislative Action Day" will be held in Austin, focusing on issues of specific interest to Texans. This event will provide a great opportunity to learn "industry lobbying" from the ground up.

• On Thursday, March 6, 1997, the Meetings Industry Legislative Action Day will be held in Washington, DC. A special feature will be a "Lobbying 101" workshop to prepare first-timers and others interested in the fundamentals of constituent-based grass roots campaigns.



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CURRENT Advertising Program, Rates Revamped for 1997

Color ads, referral incentives and a 50% discount for MPI D/FW Chapter members are among the exciting new opportunities announced by the *CURRENT* Advertising Committee.

Increased advertising space rates—effective with the January 1997 issue—include a 50% discount for local chapter members and a 25% discount for MPI members from other chapters.

“As a special bonus, the first new advertiser signing a full-year contract can run a second color one month at no extra charge,” said new Advertising Chair Stephanie Westbrook (Making State-

ments). “This is a \$100 bonus!”

Beginning with the November 1996 issue, all ads will run in black. Want to make your ad stand out? Add a second color for \$100 per issue. Want to make your ad really stand out? Add a third color for \$75 per issue.

“MPI blue” can be added to any size ad for \$50 per issue.

Advertisers must provide color separations. Call Westbrook for details.

Referral discounts and other incentives will be announced soon.

“Want to reach almost 800 meeting professionals in the Dallas/Fort Worth

area and beyond—monthly!—and increase your company’s recognition among professionals throughout the meetings industry?” Westbrook asks.

“Then you should advertise in the *CURRENT*, the award-winning newsletter that chronicles the activities of the award-winning Dallas/Fort Worth Chapter of Meeting Professionals International!” she said.

“MPI members—a whopping 80%—do business with other MPI members,” Westbrook said. “Don’t miss this opportunity to showcase your business or service!”

**First Full-Year
Advertising Contract
for 1997
Wins Color Bonus!**

1997 *CURRENT* Advertising Rates

Standard Rates (applicable to non-MPI members)

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

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

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

**First Full-Year
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Contract for
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**NEW!
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add
3rd color
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Rates for MPI D/FW members

-50%

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

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

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

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

After negotiating contract with *CURRENT* advertising chair, mail or deliver camera-ready copy to *CURRENT* editor, Gracie Hatfield Hilton • 3020 Glasgow Court • Arlington, TX 76015.



To place ads: Contact *CURRENT* advertising chair

Stephanie Westbrook

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The *CURRENT* is the primary information resource for members of the MPI D/FW Chapter.

- published monthly
- issued mid-month
- closing date: 15th of the month prior to the issue in which the ad will appear (subject to change)
- rates are for camera-ready copy
- payment in full & camera-ready artwork are due with the advertising contract

Supplier Profile



John W. Willson

Occupation: Networkd, Inc., Regional Marketing Director

MPI Member since: 1995

Benefits of MPI membership: networking

What I like best about my job: finding the perfect destination for a client

What I like least about my job: visiting two countries over a long weekend

Education: B.A., Princeton University's Woodrow Wilson School of Public and International Affairs

Advice to someone starting in this field: learn by listening and then let your instincts be your guide.

Other organizations: Topics II, Princeton Club of Dallas, Cloister Inn

Award: Icontas Services' First Empathy Award

Favorite music: Mozart

Favorite movie: "Maltese Falcon"

Favoite book: *The Source*

Favorite meal: Savino's angel hair pasta w/lobster sauce

Ideal vacation: Tahiti's Hua Hine Island

Trademark: incentive/meeting done painlessly, professionally and profitably

Best asset: experience

Worst habit: not opening mail

Most people don't know: that I am an uxorious husband

Fantasy luncheon guest(s): Ghandi, Conchita Citroen, Elizabeth I, her father, and Harry Truman

Admire most: Bill Bradley

I wish I could: have the energy I had in my 20s

Advice to new MPI member: volunteer, volunteer, volunteer and get involved.

I can be reached at: 214.385.7596; fax 214.385.7598

Planner Profile

Occupation: H.D. Vest Financial Services, Education Specialist

MPI Member since: 1990

Benefits of MPI membership: networking, learning, leadership opportunities

MPI Involvements: Board of Directors; Job Bank chair; The Kids Charity Ball

What I like best about my job: new projects like computer-based training

Education: B.A., Trinity University, San Antonio

Advice to someone starting in this field: Join MPI, go to all educational programs, find a mentor

Other organizations: Junior League, Up with People Alumni Association, First Friday, Heart Ball

Favorite music: big band, jazz

Favorite movie: "Get Shorty"

Favorite book: *To Kill a Mockingbird*

Favorite meal: sushi, The Riviera

Ideal vacation: safari in Africa or relaxing on the beach in Portugal

Melissa Parks, CMP



Best asset: sense of humor

Most people don't know: I went on a cruise as a first date. I spent 18 months with "Up with People" traveling around the world staying with host families and performing musical shows, doing community service and moving to a new city every two days.

Fantasy luncheon guest(s): Lady Di, Katherine Hepburn, Margaret Mead

Admire most: my mother

Advice to new MPI member: get involved!

I can be reached at: 214.863-6160; fax 214.863-6128; e-mail: mparks@sintezo.com

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(H.D. Vest Financial Services, Inc.)
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Opinion, Please!

Q: As a committee member of the Walk-a-While program, what educational topic would you like to see offered through our chapter?



Michael Gongre
DoubleTree Lincoln Center, Dir. of Sales

A: "A good discussion with a lawyer specializing in the meetings industry. We see classes on the art of negotiating contracts, but what about cancellations? I'd like to see a class entitled, 'So Now That Your Meeting Has Canceled, What are Your Options?'"



Tamara Quilty
SPRINT Events Marketing, Program Mgr.

A: "Creating a win-win situation that allows for mutually beneficial results in contract negotiation' is a topic that would interest me and benefit many other members."



Sherri Starr
Helms Briscoe Performance Group, Inc., National Sales Manager

A: "It would be great to have a program on time management; it would be something of interest for everyone."



Gerry Reid
Gerry Reid Speaking, President

A: "Several suggestions: An overview of the meetings industry, illustrating how the different elements fit together and complement each other. What is the CMP all about? What is the future of the industry? A presentation by MPI International about its activities and how they relate to the local chapter."

"Opinion, Please" is a question and answer feature column prepared by Denise Howieson (IGNITION! Creative Group).



Heard it through the Grapevine!

By M.T. Gnad
'Grapevine' Columnist

Paige Braun has been promoted from account executive to associate publisher, *Dallas Conventioneer*.

Linda Thornton, owner, *Fun Factory Decorations & Special Events*, is celebrating 10 years in business and moving to a new location. *Fun Factory Decorations* will move to Garland Jan. 1, 1997.

Michelle Craddock, CMP, meetings exhibits coordinator, *American College Emergency Physicians*, is marrying Captain Michael R. Cingari in May 1997. The couple will marry in Highland Park Presbyterian Church and plan to live in the Park Cities area.

Wendy Foster has been promoted director of sales to managing director of *Circle R Ranch*.

Mike McCoy has assumed a new position with *Lone Star Park* in Grand Prairie. As corporate sales manager, he will oversee the group sales department, corporate advertising and luxury suite sales.

Joy Johnson, director sales & marketing, *Southfork Ranch & Conference Center*, will marry her college sweetheart, John Paul Floyd next spring. After the wedding the couple will reside in Atlanta.

Peter Studebaker, owner, *Magic Trade-show Promotions*, was honored at the 1996 annual Texas Association of Magicians convention with his induction into the "Order of Willard." This award signifies 25 years of active involvement with the organization.

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

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Renaissance Hotel

For more information
about MPI Partnership, call Greg Pynes
(Town of Addison, 972-450-6202.

CSC Announces Charities, Service Opportunities

By Cheryl Beasley, *CMP Sabre Travel Information Network*
Chair, Community Services Committee

MPI D/FW Chapter members have a long record of helping meet the needs of the less fortunate in our community. Four local charitable organizations have been designated "official" charities of the MPI D/FW Chapter for 1996-97.

Bryan's House, Genesis Women's Shelter, Love For Kids and Weekend to Wipe out Cancer were selected from among 11 applicants. These charities, along with the Richland College Scholarship Fund, will each receive an equal share of the net proceeds from The Kids Charity Ball 1997.

The Community Services Committee (CSC) will announce opportunities throughout the year to participate in some fun and rewarding projects with these organizations.

On **Saturday, Dec. 14**, **Love For Kids** will host nearly 3,000 children for a morning of holiday food, fun and gifts at LFK's annual Christmas party at Circle R Ranch. To make this special day a success requires many volunteers. Be a part of making this the best day of a youngster's year.

Genesis Women's Shelter is always happy to receive gifts of toiletries (particularly those small sample sizes) and seasonal, lightly used clothing for women and children. These are especially appreciated during the holiday season. **Bring your gifts to the next monthly meeting!**

On **Saturday morning, Feb. 22**, D/FW Chapter volunteers will gather at **Bryan's House** to paint, clean and help with needed general maintenance. Sign up sheets will be available at each monthly meeting.

A list of CSC members will be available at each chapter meeting. See one of the CSC volunteers to sign up for these community service opportunities, or to deliver gifts for the Genesis Women's Shelter.

This is just the beginning. The CSC will keep you posted about other service opportunities throughout the year. Remember, *you* can make a difference.

The Kids Charity Ball 1997

continued from page 1

"A major undertaking, TKCB utilizes a great many of our most precious resources—our members. The educational value and the sense of contribution to the community encourages members to commit their time to this event—the most successful fundraiser of any chapter in the U.S. or abroad." said Patti Wilke, *CMP*, 1996 TKCB chair.

"Lights, Camera, Auction" is the theme of the '97 event.

"Just wait until you see what the Silent & Live Auction Committee is up to!" Pynes said. "The committee is working on some unique 'gotta have' items that will be up for bid."

The committee is looking for electronics items, gift baskets, hotel stays, airline tickets and any type of personal services—i.e. house painting; house cleaning; baby sitting services; full body massage; etc.

"If anyone has access to celebrities, remember that autograph items are always

money makers," Pynes said.

Auction donors should contact Steven Foster (Gray Line of DFW), 214-630-1000 or complete the form in the October issue of the *CURRENT*.

Supporting the auction is just one way to support TKCB. Other involvement opportunities include serving on a committee, being a corporate sponsor, or by just being there March 22.

All members will receive an invitation in February. If you want your clients to receive invitations, please fax a list to Delinda Dudley (Six Flags Over Texas), 817-530-6060.

Ticket prices for 1997 are \$85 for an individual ticket or \$800 for a table.

Looking for the perfect stocking stuffer for the upcoming holidays?! Purchase an \$5 "opportunity"—at this month's meeting—to win a trip to Hollywood, including airfare and tours.

"The 1997 Kids Charity Ball will be a huge success if we *Focus on the Vision*," Pynes said. "Help us share the vision of a better world for 'the kids'!"

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