

MPI

MEETING PROFESSIONALS INTERNATIONAL®

Committed to Educational Leadership

CURRENT

Meeting Professionals International

September 1996

Dallas-Fort Worth Chapter

President's Message Achieve Visions Through Involvement



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

September!—only nine more months to encourage the MPI D/FW Chapter to “Focus on the Vision” and “Step out of the Box!”

Your involvement has made great things happen in this award-winning chapter. Your continued involvement will be reflected in even greater achievements.

continued on page 4

Gemelli Chapter Seminar Oct. 19-21 D/FW to Host MPI Italia Chapter



When almost a dozen representatives of MPI's Italia Chapter travel to Texas for the second Gemelli Chapter Seminar Oct. 19-21, there are several opportunities for D/FW members to participate in this landmark educational event—one that can mean increased business opportunities for you!

The Gemelli Seminar will provide an opportunity to learn about the “international” side of meetings. Interact with our fellow chapter members from Italy—and learn about business in Italy and the European community.

See page 9 for more information.



MPI Italia Members

Dr. Rodolfo Musco, CMP (left, standing) and Nadia Colaiuda (right, standing), are among the Italian delegation who will be in Texas next month for the Second Gemelli Seminar.

Diary of a First-Time Attendee MPI's World Education Conference

By Amanda Willbanks
The Adolphus Hotel

MPI World Education Congress/Nashville: From learning the latest trends in our business . . . to networking with people from all over the world . . . to many enjoyable experiences, WEC offered much more than I expected!

D/FW Chapter members—a record-breaking 106 were in attendance!—report bringing home super ideas to grow and improve their businesses.

Many commented on the great opportunity to get to know others from within our own chapter. *continued on page 18*



Grand Ole Opry pioneer Porter Waggoner welcomes D/FW Chapter members Asher Lortz (TASCOR) and Denise Howieson (IGNITON! Creative Group) to WEC/Nashville.

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CURRENT MPI

MEETING PROFESSIONALS INTERNATIONAL®

Dallas/Fort Worth Chapter

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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

September 13, Friday
October CURRENT copy due
copy due by 5 p.m.

September 19, Thursday
Program Committee
LeMeridien Hotel
5:30 p.m.-7:30 p.m.

September 24, Tuesday
Education Committee
Annuity Board of SBC Offices
11:30 a.m.-12:30 p.m.

September 30, Monday
Public Relations Committee
IGNITION! Creative Group
6:00 p.m.

September 26, Thursday
D/FW Chapter Meeting
LeMeridien Hotel
11:30 a.m.

Oct. 8-Nov. 19
"Walk a While in My Shoes"
Tuesdays, 5-7:30 p.m.

October 8, Tuesday
Brown Bag Educational Lunch
Clarion Hotel, Richardson
11:30 a.m.-1:30 p.m.

October 9, Wednesday
MPI DFW Board Meeting
5:00 p.m.

October 17, Thursday
Program Committee
5:30 p.m.-7:30 p.m.

October 18, Friday
November CURRENT copy due
copy due by 5 p.m.

October 19-21
Gemelli Seminar
D/FW Hosts Italia Chapter

October 24, Thursday
D/FW Chapter Meeting
6 p.m.

October 28, Monday
Public Relations Committee
IGNITION! Creative Group
6:00 p.m.

October 29, Tuesday
Education Committee
Annuity Board of SBC Offices
11:30 a.m.-12:30 p.m.

November 6, Wednesday
Chapter Leadership Forum
Sunbelt Motivation & Travel, Inc.
4:45 p.m.

November 13, Wednesday
MPI DFW Board Meeting
5:00 p.m.

Thanks to D/FW Chapter member **O.D. O'Donnell** (Nightlife Talent & Management Agency), **214-691-4417** for compiling this list of chapter meetings, committee meetings, educational opportunities, CURRENT deadlines and MPI International event dates. Details are up-to-date at CURRENT publication deadline. Call O'Donnell, the official "keeper of the calendar," for updates.

Chapter meeting plans are subject to change. Check CURRENT each month to confirm details. For more information about association events, call MPI Headquarters, 972-702-3000.

MPI

MEETING PROFESSIONALS INTERNATIONAL®

Committed to Educational Leadership

MPI International Headquarters

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Dallas, Texas 75244-5903
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September Meeting Highlights

Mission Impossible: Preparing for the Unexpected

By Betty Garrett, CMP

Garrett Speakers International

Your company's sales meeting begins and a bomb explodes outside the room . . .



Kevin Mellott
ERASE Enterprises

Your CEO begins his presentation and a fire breaks out in the meeting room . . . The president of your company receives a life-threatening telephone call while on site . . .

What to do?!

The September 26 meeting at Le Meridien Hotel —featuring

Kevin Mellott, president of ERASE Enterprises and one of the most sought-after speakers in safety and security—will focus on sensitive issues concerning safety and security in the hospitality industry.

Mellott—who comes to MPI D/FW courtesy of Garrett Speakers International and Gray Line of Dallas/Fort Worth—has more than 22 years experience in the field of public safety.

He has served as a special rescue operations officer, firefighter, paramedic and a law enforcement officer, and has had more than 100 articles published internationally. He is a technical editor for the *Smithsonian Magazine* and a contributing editor for *Fire Professional* and *Technical Rescue* magazines.

Mellott has supervised safety and security services for the White House Conference on Travel and Tourism, the Microsoft Global Summit, the annual convention for MPI, the SAE International Conference and for many international celebrities.

Mellott was chosen by the United States Air Force to design, develop and deliver special training programs for Whiteman Air Force Base and the B-2 Stealth Bomber program.

September committee members are: Todd Richter, Chairman, (Morton's of Chicago), Betty E. Garrett, CMP (Garrett Speakers International, Inc.) and Scott Hawkins (Personal Excellence, Inc.).

Hosts from the Le Meridien Hotel are: General Manager Larry Sewerd, Director of Marketing Jim Bressler, Director of Sales Eric Newcomb and Chef Keith Strellis.

MPI

MEETING PROFESSIONALS INTERNATIONAL®

Committed to Educational Leadership

September D/FW Chapter Meeting

*“Mission Impossible:
Preparing for the Unexpected”*

Thursday, September 26

Le Meridien Hotel

650 N. Pearl Street • Dallas, Texas • 214-979-9000

11:00 a.m. Orientation—Champagne Room

11:30 a.m. Registration & Reception—Plaza Ballroom Foyer

12:00 noon Lunch & Program—Plaza Ballroom

(check the hotel reader board for any room changes)

Complimentary Valet Parking \$5

Star Parking Lot (southbound on Pearl across from hotel) \$3

R.S.V.P. to Joe

by noon, Tuesday, September 24

•phone 972-233-9107 x203

•FAX 972-490-4219

(see FAX insert)

•74742.1725@compuserve.com

Advance Registration \$24

Late Registration \$32

Guest Registration \$27

September Host Facility

Le Meridien Hotel

Le Meridien Dallas is a 396-room first class hotel with 35 suites and more than 23,000 square feet of meeting space available in a comprehensive range of facilities in a wide array of configurations.

Situated on the northern edge of downtown Dallas, the hotel is connected by skywalks to surrounding buildings. Its location in the Plaza of the Americas complex provides easy access to many shops, restaurants, a food court and ice skating in the Plaza Atrium.

Windows, a meeting space on the hotel's top floor, is an exceptional location for special functions. With a magnificent view of the Dallas skyline, Windows boasts a spacious stage, dance area and built-in bars.

LeMeridien is only a short stroll from the Morton H. Meyerson Symphony Hall and the Dallas Museum of Art, all located in the Arts District. The Dallas Light Rail Train System and the McKinney Avenue Trolley provide transportation for the hotel to the West End Entertainment District, the Dallas Convention Center, Reunion Arena, Planet Hollywood and Hard Rock Cafe.

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

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

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Greg Pynes
Town of Addison
972-450-6202

Immediate Past President

Phyllis Firebaugh, CMP
SEI Incentives
214-717-1400

Vice President/Administration

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

Vice President/Education

Susie Carr, CMP
Annuity Board of the SBC
214-720-4658

Vice President/Finance

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

Vice President/Membership

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Vice President/Programs

Cindy Hamilton
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Vice President/Public Relations/Marketing

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Square One Productions
214-343-8067

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SABRE Travel Information Network
817-963-2025

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Gray Line of Dallas/Fort Worth
214-630-1000

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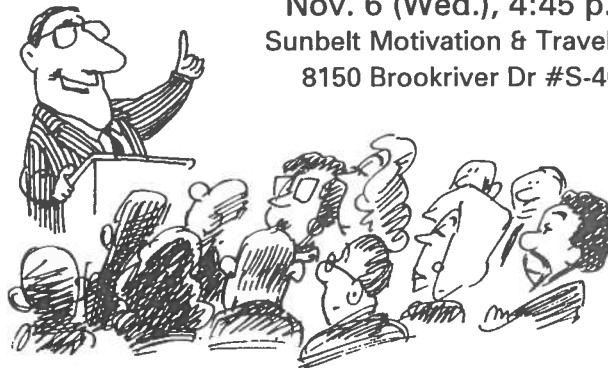
Peg Wolschon
Kerrville Bus Company
214-263-0294

Interested in chapter leadership?

If you think you might like to serve as a future officer or director of your professional organization, the MPI D/FW Future Leadership Forum is an opportunity to learn more about those responsibilities—the *opportunity involved* and *commitment required*—before the Nominations Committee meets.

Future Leadership Forum

Nov. 6 (Wed.), 4:45 p.m.
Sunbelt Motivation & Travel, Inc.
8150 Brookriver Dr #S-400



Questions? Call Nominations Committee Chair Phyllis Firebaugh, CMP
(SEI Incentives) — 214-717-1400

President's Message continued from page 1

Let's discuss a few *visions* we have achieved (√) and have yet to achieve! (→)

√The D/FW Chapter was acknowledged at WEC/Nashville for supporting the MPI Foundation with the largest \$ contribution!

√The D/FW Chapter had one of the largest attendee lists at WEC/Nashville—106!

√The D/FW Chapter leaders have established visions and goals for the new year—all aimed to break records and even surprise us in some instances.

√Education continues to be our premier focus.

√The 1996-97 Directory is out and better than ever.

√Networking has been identified as an important ingredient of our monthly meetings. The Program Committee is introducing a new and creative concept each month!

√The Job Bank has many new changes. Check it out—great opportunities for both employee and employer needs.

√Chapter contributors are greatly ap-

preciated and will be recognized in our new "Chapter Partners" Program.

→The October Gemelli Seminar needs your help in fundraising and participation.

→PEC will be here before you know it. Plan now to attend this event in San Francisco Jan. 12-14.

→The D/FW Chapter observes its 20th Anniversary next June! How would you like to celebratethis very special event?

→Our community service spirit will be revealed again when we produce the increasingly fabulous, productive, award-winning TKCB—The Kids Charity Ball/1997.

→Our PO⁴D Program is stronger than ever. Your participation will make this program a success and set a precedent for other MPI Chapters to model.

→The Future Leadership Forum is set Nov. 6. If you have any aspirations of helping to lead this chapter, *be there!*

→An Involvement Coordinator has been named; take advantage of her assistance!

Feel free to contact me about *your* involvement with MPI—I guarantee it will be worth it!
—MLN

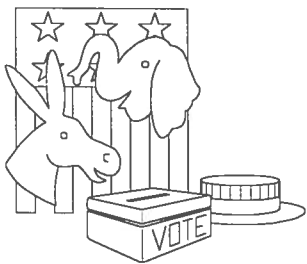
Board Retreat revisited . . .



When the MPI D/FW Chapter Board of Directors recently "retreated" to define goals and objectives for the 1996-97 administrative year, the group enjoyed a visit to **Houston's Space Center**. **Kelly Conwell**, center, hosted the group at a luncheon in the facility's board room.



South Shore Harbour Resort and Conference Center in League City, TX, recently hosted the MPI D/FW Chapter Board Retreat. Here, the 1996-97 Board of Directors have some fun while tending to business in South Shore's luxurious board room.



Meetings Professionals Encouraged to be Active in Industry Lobbying

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

Advocacy. This bold and powerful word best describes the work of the MPI D/FW Chapter Government Affairs Committee.

It is an awesome responsibility speaking on behalf of our industry. We are just now beginning to realize our own political muscle. In reality, each of us is a lobbyist, and our voices represent an industry which local, state and national legislators respect. They will listen.

In this presidential election year, I invite each of you speak up. How can you make your voice heard? There will be several opportunities this year.

The Jan. 23 chapter meeting will be devoted entirely to government affairs. You will hear more about this exciting program in the next few months.

On Feb. 26, the inaugural "Texas Travel, Tourism and

Meetings Industry Legislative Action Day" will be held in Austin. This first-time cooperative effort between the D/FW, Houston and Hill Country MPI chapters will focus on issues of specific interest to Texans. It will provide a great opportunity to learn "industry lobbying" from the ground up.

The 1997 Meetings Industry Legislative Action Day will be held March 6 in Washington, DC. I attended my first MILAD two years ago, and the experience continues to be among the most professionally rewarding. This year, a "Lobbying 101" workshop will prepare first-timers and others interested in the fundamentals of constituent-based grass roots campaigns. I urge you to get involved.

It is time to build a strong and visible Government Affairs Committee for this chapter. We need to lend a voice to the issues which concern us. I encourage you to join this bold and powerful adventure.

CMP

ORN ER

By **Cyndi Martinez, CMP**
Renaissance Dallas Hotel
CMP Liaison

Congratulations to new CMPs! See list at right.

Last month, 34 people—including two from Anchorage and one from New Orleans!—attended the "Step by Step Procedures in Becoming a CMP" meeting, an informative session led by Colleen Albert Rickenbacher, CMP (Dallas Convention and Visitors Bureau).

The **CMP Study Group** will meet six consecutive Wednesday evenings, 6:00 p.m.-8:00 p.m., Oct. 16-Nov. 20. Cost is \$30 for MPI D/FW Chapter Members; \$55 for all others. Venue TBA.

CMP University will meet Friday, Nov. 22, 1:00 p.m.-5:00 p.m.; and Saturday, Nov. 23, 1996, 8:30 a.m.-5:00 p.m. Cost is \$40 for MPI D/FW Chapter members; \$65 for MPI members from other chapters; and \$90 for non-members. Venue TBA.

For more information about these study opportunities, contact Cyndi Martinez, CMP (Renaissance Dallas Hotel), 214-631-2222, x4088.

Remember to look for opportunities to study!

A possible CMP test question:

For your overseas meeting, you will be shipping a significant quantity of exhibit materials. You want these materials to be able to enter, exist in, and exit a country duty-free, and therefore need to make arrangements for the preparation of a—

a. commercial invoice; b. customs license; c. certificate of origin; d. carnet

Answer: d.



The Dallas/Fort Worth Chapter of Meeting Professionals International proudly salutes three chapter members who recently earned the Certified Meeting Professional (CMP) credential. All of these new CMPs took advantage of the chapter's CMP study opportunities.

Laney Bratton, CMP
First Tennessee Bank, Dallas

Michelle Carter, CMP
Southfork Ranch Event & Conf. Ctr.

Charles Edward Corrales, CMP
Center for Community Cooperation

Kami Price, CMP
INFOMART

Do You Know Your True Colors?

What motivates positive human behavior?

Clarion Hotel
1981 N. Central Expwy. Richardson

October 8
11:30 a.m.-1:00 p.m.

For more information call
Linda Vest, CMP
(State Farm Insurance Co.) 214-732-5981

The Brown Bag Educational Luncheon Series is free. Bring your own lunch (or a box lunch is available for \$10, if ordered in advance). Treat a friend, client or fellow employee to an informative luncheon.



Walk a While in My Shoes

Oct. 8-Nov. 19

"Walk a While in my Shoes" is a hands-on opportunity to learn about many facets of the meetings industry. You will be a "traveling meeting planner," learning the roles of suppliers and planners and how they relate to each other.

Visit a hotel—and an airline. Listen to a meeting planner and an incentive planning company. Talk about your audio visual and production needs. Plan an event and present your RFP to the various venues as they answer your questions and facilitate each class.

The class begins Tuesday, Oct. 8, and will run seven consecutive weeks—through November 19, 5:00 p.m.-7:30 p.m.

Network, earn CEUs and "Walk a While in my Shoes!"

The class is open to the first 25 PAID students. For more information contact Chairperson Tamara Quilty (Sprint), 214-405-5177; or Co-chair Brooks Proctor (Harvey Hotel Addison), 214-980-9977.

August Stars 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.



Linda Vest, CMP
State Farm
Insurance

Linda Vest, CMP

(State Farm Insurance) took on two important tasks:
• coordinating logistics for the 1996-97 board meetings; and
• chairmanship of the Brown Bag Educational Series.



Esther Wigley, CAS
Appointments
Promotional
Advertising

Esther Wigley, CAS

(Appointments Promotional Advertising), is a committed volunteer on three major committees: • Programs,
• Membership and
• The Kids Charity Ball.



Eric Newcomb
Le Meridien Hotels

Eric Newcomb

(Le Meridien Hotels), a new member, jumped right in to chair the Professional Growth Awards (PGA) Committee.

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

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New D/FW MHI Job Bank Utilizes Voice Mail and E-mail

By Melissa Parks, CMP
H.D. Vest Financial Services

The MPI D/FW Job Bank is evolving into something bigger and better—with a new name, new partners and a new mode of operation.

The **Dallas/Fort Worth Meetings and Hospitality Industry Job Bank** represents partnership among the D/FW



*Melissa Parks
D/FW MHI
Job Bank,
MPI Chair*

chapters of Meeting Professionals International, National Association of Catering Executives (NACE), and the Hotel Sales and Marketing Association (HSMA) (pending official approval of their Board of Directors).

This new system will include both voice mail and e-mail listings—available by subscription—of all jobs available. Listings will be updated weekly.

The system, which is expected to be

well received by both applicants and employers, is **free of charge to job applicants**. Employers will pay \$25 to list a job.

Partnering with NACE and HSMA will mean a larger and more diverse bank of job listings. Operating costs will be about \$91 each month—\$81 for voice mail and \$10 for e-mail.

The new voice mail/e-mail system will save time for both applicants and employers.

This new system is more efficient and less expensive than advertising a job in local newspapers.

Committee chairs of the three collaborating associations anticipate an average of 10-15 jobs listed each month, which will generate some income for all the associations.

When this new venture becomes profitable, it could help subsidize the monthly meeting registration fees of those looking for jobs, or provide a scholarship for an applicant to attend an MPI educational event if they are hired through the bank.

The new D/FW MHI Job Bank phone number is: **972-381-5624** (381-JOB4). This number offers the option of leaving a message, listening to a message about how to list a job on the job line or listening to a recording of the job listings.

To subscribe to the e-mail listing of available jobs available, send a message to **mpi-jobs-list@sintezo.com**

In the "subject" part of the message, type the word **subscribe**.

Both voice mail and e-mail systems will be updated each Tuesday. The former Job Bank line (214-868-2908) will remain active through September with a recorded message about the new phone number.

Representing D/FW MPI in this new venture are Chair Melissa Parks, CMP (H.D. Vest Financial Services) and committee members Wendy Callahan (American Fire Sprinkler Association); Amy Williams, (International Risk Management Institute, Inc.), Robin Wallace (Helms/Briscoe Performance Group) and Lisa Barham (DFW Reader Board Service.)

D/FW Meetings & Hospitality Industry

JOB BANK

Voice Mail
972-381-5624
(381-JOB4)

E-mail
mpi-jobs-list@sintezo.com



Job Bank Line Features

- List of job openings with contact information
- Updated weekly
- Instructions about listing a job
- Leave a message for Job Bank committees of MPI, NACE or HSMA
- Free for applicants

E-mail list

To subscribe, send an e-mail message to:

mpi-jobs-list@sintezo.com
In the "subject" area, type:
subscribe

3 WAYS TO LOOK BRILLIANT!

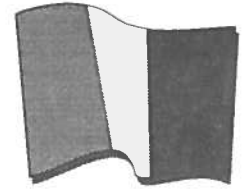
1. **Know 10,000 speakers, trainers, entertainers and their fees.**
2. **Have the savvy to negotiate within or below your budget.**
3. **Have complete access across the globe to the speaker/entertainment industry.**

**HOW DO YOU
BEGIN?**

Contact:

**International Speakers
Bureau, Inc.
214 824-3885**

D/FW to Host MPI Italia Chapter for Gemelli Seminar Oct. 19-21



2nd Gemelli Seminar October 19-21, 1996 MPI Italia Attendees

Giuseppe Lepri, CMP
President & CEO
NEWTOURS
Florence, Italy

Nadia Colaiuda, CMP
President
AUGUSTEA SRL
(Meetings, Incentives, VIP & Corporate Events)
Ravenna & Florence, Italy

Guido Fusaroli
(Husband of Nadia Colaiuda)
Elisa Fusaroli
(Daughter of Nadia Colaiuda)

Rodolfo Musco, CMP
Managing Director
RODOLFO MUSCO & ASSOCIATI, SRL
(Motivation & Events)
Milan, Italy

Aldo Scoppa
Partner
ARCHEOLOGY TRAVEL SERVICES
Rome, Italy

Maria Brocchi
Assistant
ARCHEOLOGY TRAVEL SERVICES
Rome, Italy

Mirella Tucci
Amministratore
SERVIZI INTERNAZIONALI
Rome, Italy

Camilla Lepri
Assistant to President
NEWTOURS
Florence, Italy

Elizabeth Sheppard
Director Commerciale
ROYAL HOTEL
San Remo, Italy

Antonio D'Agostino
I VIAGGI DEL BASSOTTO

Paolo Missiaja
Director
SERVIZI INTERNAZIONALI
(Conventions, Incentives & Special Events)
Rome, Italy

By Tim Wade (*Lennox Industries*)
Co-Chair, Gemelli Committee

When the D/FW and Italia MPI Chapters partnered as sister chapters, the alliance was christened *Gemelli*, "twins" in Italian. Last year 11 members of the D/FW Chapter traveled to Italy for the first-ever joint Gemelli Seminar.

This year almost a dozen representatives of MPI's Italia Chapter will travel to Texas for the second seminar Oct. 19-21.

The Gemelli Seminar will provide an opportunity to learn about the "international" side of meetings. Interact with our fellow chapter members from Italy—and learn about business in Italy and the European community.

Many thanks to Lori Farris of Arcodoro Restaurant for the time, effort, staff and great food for the Italian Happy Hour last month. More than 50 members of MPI D/FW gathered to contribute \$510 to help fund the Gemelli Seminar.

There are several opportunities for D/FW members to participate in this landmark educational event—one that can mean increased business opportunities for you!



MPI Italia Chapter President *Nadia Colaiuda* (*Augustea SRL*) and D/FW Chapter member *Mona Kestler* (*Bauer Audio Visual, Inc.*) pause between activities at the First Gemelli Seminar last year in Italy.

Stop by the Gemelli Booth at the September chapter meeting to register for one or more of several functions throughout the five-day period.

Places for these activities will be filled on a "first come, first served" basis. Most require individual registration fees but several are free of charge.

Each event should be viewed as a prime opportunity to satisfy that "appetite" for new business. Detailed information on each function and cost to attend will be available at the Gemelli booth.

Gemelli Networking Opportunities

October 18

Welcome Cocktail Reception @
Worthington Hotel/Fort Worth
Dinner @Joe T. Garcia's/Fort Worth
Evening @Billy Bob's/Fort Worth

October 19

Breakfast @Radisson Hotel/Fort Worth
Lunch @ Botanical Gardens/Fort Worth
Seminar/Afternoon Session (FREE)
Reception/Dinner
@Garrett Creek Ranch/Dallas

October 20

Seminar/Morning Session (FREE)
Lunch @Garrett Creek Ranch
Teambuilding/Afternoon Session (FREE)
Western Cookout
@Garrett Creek Ranch/Dallas

October 21

Trail Ride Breakfast @ Circle R Ranch (FREE)
Lunch @Pomodoro Restaurant/Dallas
Reception/Dinner @Southfork Ranch

October 22

Breakfast @ Adolphus Hotel/Dallas
Lunch @ Anatole Hotel/Dallas
Farewell Reception/Dinner
@ Crescent Hotel/Dallas

Stop by the Gemelli booth at the September chapter meeting to register for participation in any of these events.

August Meeting Highlights

Director of Japanese Cultural Festival Discusses 'Bringing International Exhibits to the U.S.'

Sun & Star 1996, a 100-day celebration of Japanese culture, will take place throughout the Dallas/Fort Worth area this fall.

More than 60 events, exhibitions and activities are scheduled—from fireworks to figure skating . . . from kite-flying to karate demonstrations.

In addition to the landmark "Momoyama" show at the Dallas Museum of Art, 15 exhibitions will contribute to a thorough survey of Japanese visual arts.

Sun & Star will also feature unique art forms such as Kabuki theater and Butoh dance. Special programs will involve thousands of area schoolchildren.



Debra Skriba, executive director of "Sun & Star 1996," presented behind-the-scenes accounts of planning, marketing and executing "the most significant Japanese cultural festival planned for the Americas" in a discussion about the challenges of bringing international exhibits to the United States. Congratulating her is Vice President/Programs **Cindy Hamilton** (Cityplace Conference Center.)



Dave Gisler (Freeman Decorating, Inc.) won the doorprize drawing, a denim jacket provided by the Hard Rock Cafe. Congratulating Gisler is **Sue Ferguson-Fry** (Hard Rock Cafe Dallas), one of three program chairs for the August meeting. Other program chairs were Elizabeth Baryshev (CompuCom Systems, Inc.) and Peg Wolschon (Kerrville Bus Company).

*Photos by
Mark Lazarow Photography*



Eric Newcomb (Le Meridien Dallas) persuades colleague **Ann M. Stetson** (Le Meridien Dallas) to support the Professional Growth Awards (PGA) program. Le Meridien will host the September chapter meeting.

**Photos by
Mark Lazarow
Photography**



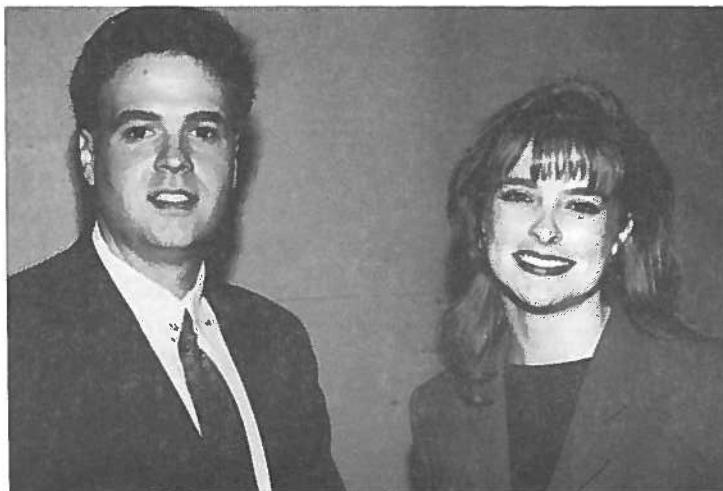
Welcoming Meeting Professionals International Executive Vice President/ CEO **Edwin L. Griffin, Jr., CAE**, to the MPI D/FW Chapter meeting were **Sally Goldesberry, CMP** (Meetings & Exhibits Specialists) and **Molly Wallace, CMP** (Planning Professionals, Inc.).



The August D/FW MPI luncheon meeting at The Grand Kempinski Dallas. Gathering for a pre-meeting photo were, front row: **Nancy Simonieg** (Omni Mandalay Hotel at Las Colinas), **Kari Thomas** (8.0; The Flying Saucer); and back row: **Raquel Wolfe** (Fun Factory Decorations & Special Events), **Cheryl Mortland** (DoubleTree Hotel, Dallas Park West), **Douglas E. Hoagland, CMP** and (Omni Mandalay Hotel at Las Colinas).



Sally Bresnahan (Planet Hollywood), **Heather O'Donnell** (Hard Rock Cafe), **Patty Stern** (Five Star Limousines of Texas, Inc.) and **Paige Braun** (Dallas Conventioneer) pause after playing a "networking game" created by the Program Committee.



RIGHT: Providing audiovisual services for the August meeting was J&S Audio Visual, Inc. represented by **Kristi Hollomon** and **Michael Leff**.

Hall of Fame

Please salute the following companies and individuals for their contributions to the August meeting at the Grand Kempinski Hotel Dallas.

Sun & Star 1996
Debra Skriba
214-605-7568

Grand Kempinski Hotel Dallas
Michael Spamer
214-386-6000

J & S Audio Visual
Kristi Hollomon
214-241-5444

Hard Rock Cafe—Toyoko
Teddy Ohtsuka

August Program Committee
Sue Ferguson-Fry
Hard Rock Cafe
Peg Wolschon
Kerrville Bus Company
Elizabeth Baryshev
CompuCom Systems, Inc.



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Editor's Notes

CURRENTly . . .



Gracie H. Hilton
The Write Stuff
CURRENT Editor

a favorite quote:

"If you would be pungent, be brief; for it is with words as with sunbeams — the more they are condensed, the more they burn."

—Robert Southey

a CURRENT factoid:

Members to be featured in Supplier and Planner Profiles (see page 15) are randomly selected from those who completed personal bio sheets and mailed them—with the requested photo—to V.P. Public Relations & Marketing Dana Nickerson, CMP.



Gerry Reid

In Person! (The only way to be!)

Tuesday, November 12

Hilton DFW

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Tracey Smith Computer Language Research, Inc.

I HATE writing letters. I LOVE e-mail.

Don't you just love technology? Where would we be without computers, fax machines, voice mail and answering machines?!

These are inventions we cannot imagine living without. And we expect others to have and use them as well!

Technology makes our lives easier and assists us with staying in touch with each other. It is one heckuva testimony to the creativity of the human brain.

By now, you have received your **MPI D/FW Chapter Membership Directory**. Nice little book, isn't it? You'll notice the addition of e-mail addresses, and that it's sorted several ways to make it easier to locate the person or company you're looking for.

Now consider this. **What if you could receive the same directory on a diskette?!**

It would be a **simple text file you could open in your word processing, spreadsheet, or database software**. You could **sort it any way you wanted**—whenever you want. **Print mailing labels. Import it into your contact management software. Extract fax numbers or e-mail addresses and set up mailing lists** for fax or e-mail software. **Set up an electronic rolodex** and toss out those stacks of cards you've been meaning to file.

And you could **get updates more frequently** than once a year to keep up with our ever-changing industry.

All of this, for less money than it costs now to print the directory!

Of course, there is a **down side**. You wouldn't get **those great ads** from the wonderful sponsors who help us produce the directory. **But I have a possible solution for that, too**. The diskette requires a sleeve or envelope for safe mailing; the ads could be printed on the sleeve. Or, they could be included in the mailing as slicks. This could even be a little competitive by allowing only a certain number of advertisers per mailing.

I am not against advertising in the least. I am for streamlining how I work and letting technology work for me. Every time I've needed a member's phone number and the directory was instead at home or in the car, I've craved that little piece of plastic whose wealth of information could be loaded both at the office and at home. It's a little bit of technology that would make my life much easier.

What do you think? Regardless of your opinion, **I'd like to hear from you**. The Administration Committee needs some market research. Please call me at 972-250-7404 (a Carrollton number) and leave a voice mail message.

Or, better yet, send me an e-mail message at

tracey_b._smith@clr.com

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Planner Profile



**Lynn
Erin
Lewis**

Born: Sept. 16, 1967 in Dallas

MPI Member since: February 1996

Joined MPI because: educational opportunities & camaraderie

MPI involvement: Membership Committee

Occupation: meeting planner for Ernst & Young, LLP; Southwest Mangement Consulting

What I like best about my job: dealing w/ many types of people & planning

What I like least about my job: flying

Career path: 8 1/2 yrs in hotel/resort industry

Education: Richland College

Special Causes: Motherless daughters, support group for daughters who lost their mothers in the early years.

Favorite book: *Gone with the Wind*

Favorite Movie: *Little Mermaid*

Favorite Meal/Restaurant: Italian (Terrilli's on Greenville Ave.)

Ideal vacation: shopping in Paris and dinner in Italy

Trademark cliché or expression: "chop! chop!" & "Live, Love and Laugh"

Best asset: sense of humor & my height (5'10" barefooted)

I wish I could: cook and sing, (not necessarily at the same time)

What people don't know about me: : I was a dancer on a cruise ship (NCL)

Current projects: going back to school

Favorite way to spend my time: FAMILY, dancing, reading and being outdoors.

Best advice to New MPI member: Be a part of and attend everything, especially the first three months. It's a great way to meet people and feel comfortable.

I can be reached at: 214-665-5785 or FAX: 214-665-5289



Heard it through the Grapevine!

By M.T. Gnad
'Grapevine' Columnist

Kristi Holloman, director of business centers/hotel sales, *J & S Audio Visual*, recently became engaged to **Billy Carter** (Excel Communications). No date has been set, but they plan to marry in Cozumel.

For the second consecutive year an event produced by **Steve Kemble**, *Steve Kemble Event Design*, was named Event of the Year by the National Association of Catering Executives (NACE). The event, "The Great Gatsby", was held at the Fairmont Hotel in Dallas. Steve was featured in the July issue of *Event-world* magazine for a black-tie gala he produced for the Dallas stop on the Hong Kong USA '96 tour.

Diane Smith, CMP, sales promotion manager & planner, *Alcon Labs*, was featured in the July issue of *Corporate & Incentive Travel* in an article entitled "Working with DMC's, a planner's best friend." On Aug. 19, Diane became a grandmother for the seventh time!

Stephanie Rice, *Wholesale Distributors Association*, was promoted from administrative account manager to meeting planner.

Colleen Rickenbacher, CMP, has been promoted to vice president/event planning for the *Dallas Convention & Visitors Bureau*. Her former position was vice president of membership services.

Dorrit Turner, president, *Yellow Rose Touring & Special Events*, received press coverage in the *Dallas Morning News* for an event she produced for the National Business Travel Association. The event, a concert by Chicago, was held in the Meyerson Concert Hall.

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

Born: Fort Carson, Colorado

MPI Member since: January 1995

MPI Involvement: speaker for two Executive Workshops; attend monthly meetings; volunteer for various projects

MPI involvement: Membership Committee

Occupation: provider of specialty office furniture to trade shows, conventions & special events for Business Interiors Co.

Career path: tennis professional, coach, club manager; office furniture sales and management; professional speaker

Education: Trinity University, BA in business education

Special Causes: Arlington Welcome House (helped raise funds)

Favorite Meal/Restaurant: Sunday brunch at Mercado Juarez

Ideal vacation: hiking, camping, biking in a picturesque part of nature

Trademark cliché or expression: "You've got to be kidding!"

Fantasy luncheon guests: Will Rogers, Tom Peters, Rod Laver, Bill Cosby

Admire most: Olympic athletes who don't win because they exemplify spirit of

Supplier Profile

**Bill
Matyastik**



competition and commitment

Mentor(s): Zig Ziglar and Jim Miller

I wish I could: sing

Most people don't know that I: love to dance

Current project(s): producing a marketing video for my professional speaking; organizing fundraiser for Arlington Welcome House

Favorite way to spend my time: tennis, woodworking, camping, motivating people (especially kids) to tap their potential

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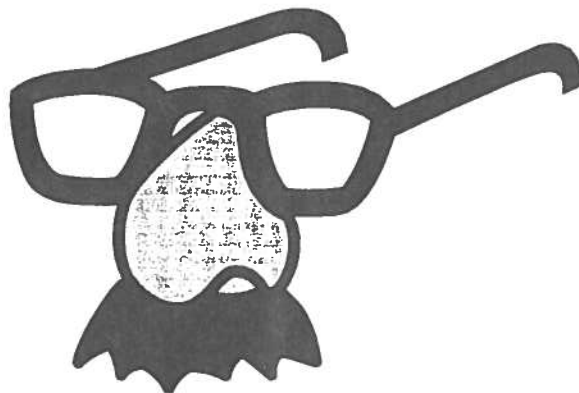
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Opinion, Please!

Q: You are a new member of MPI. What encouraged you to join this professional association?



Marie Horton
GTE Directories • planner

A: "The opportunity to interact and share with peers who think and talk like me regarding my professional life . . . MPI will provide connections to grow and enhance my event planning skills."



Scott Hawkins
Personal Excellence, Inc. • supplier

A: "I came to a meeting as a guest and met so many incredibly friendly, helpful and fun people. Everyone made me feel welcome. I met numerous professionals I would like to work with in the future. This is a productive association, made up of high achievers. I love it!"



Asher Lortz
TASCOR • planner

A: "When I convinced my company that through MPI I would learn new and better approaches to meeting planning . . . that it would open new opportunities and connections for the company . . . and help me continue my education in the meetings industry."



Jolene Allen
Southwest Airlines • supplier

A: "I was looking for an organization that would offer networking opportunities and educational events while allowing me to grow professionally. This chapter is an energetic, dynamic group of successful people. I'm delighted to be a part of this enthusiastic organization and look forward to becoming involved."

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



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Kliman made a point of greeting all first-time attendees which made many of us "rookies" feel welcome. Ratcliffe advised us to make MPI a "part of your life's village."

By being active, said MPI's new president, we can reap the rewards of lifelong friendships and business associations.

First-timers were whisked away to a special networking event where experienced attendees provided tips on what to expect and how to get the most out of the conference. We were excited and ready to go out and make the most of everything!

The opening reception was fun and energetic—meeting new people and renewing old friendships. The evening culminated with a spectacular laser show and ceremony melding the many bottles—miniature "Jack Daniels" bottles—of water from rivers, lakes, oceans and streams, sent in by MPI members worldwide.

Monday's activities started with a 5K Fun Run/Walk at Opryland theme park. The event was sponsored by Hard Rock Cafe, and D/FW Chapter member Sue Ferguson-Fry led the way.

Educational workshops and Meeting Place '96 dominated the rest of the day. Workshops—small sessions of about 40 people each—were led by experienced, enthusiastic people who motivated attendees to learn more. Topics—more than 30 to choose from!—were timely and applicable to both planners and suppliers. At the Meeting Place '96 tradeshow, 350 exhibitors displayed everything from corporate gifts to unique meeting venues.

Monday evening we boarded buses and headed to downtown Nashville. First stop: the Nashville Convention Center where we enjoyed specialties from a number of local restaurants. At Ryman Auditorium, home of the original Grand Ole Opry, we enjoyed a private concert performed by Diamond Rio, a popular country band.

At the Wildhorse Saloon, dancing 'til the wee hours was fun—and proceeds benefitted the MPI Foundation.

More workshops on Tuesday—and an entertaining lunch sponsored by Baltimore, home of next summer's WEC. The day concluded with an elegant Southern Lawn theme reception and dinner, with entertainment by country singer Martina McBride and an evening of dancing.

I encourage everyone to attend the WEC in San Francisco Jan.12-14, 1997!

**World Education Congress—
Diary of a First-Time Attendee**
continued from page 1

From the time I stepped off the plane in Nashville last month, it was obvious—the city was ready for MPI's World Education Congress!

Shuttle buses took attendees straight to The Opryland Hotel where check-in was a breeze. Tropical garden atriums gave this huge hotel a welcoming ambiance.

WEC got off to a lively start Sunday with country music singer Andy Childs. President David Kliman, CMP greeted the audience of more than 2,200 and delivered a grateful farewell before passing the gavel to Kitty Ratcliffe.

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