

Four-Time Winner—Chapter of the Year Award

MPI

MEETING PROFESSIONALS INTERNATIONAL

Committed to Educational Leadership

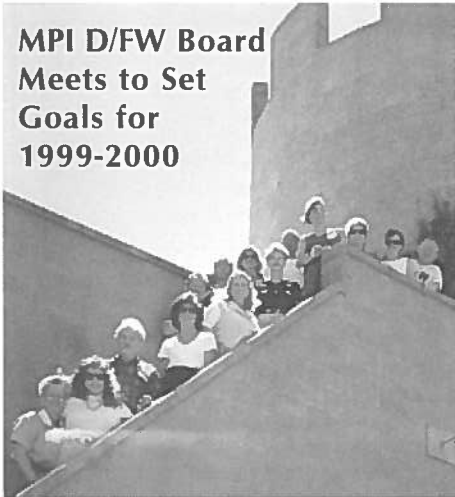
CURRENT

Meeting Professionals International

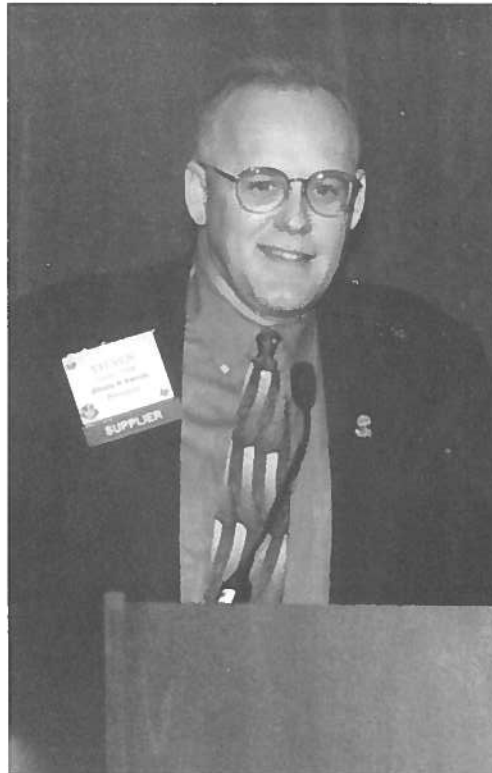
August 1999

Dallas/Fort Worth Chapter

MPI D/FW Board Meets to Set Goals for 1999-2000



To begin the business of moving MPI D/FW into the new millennium, the 1999-2000 Board of Directors stepped back in time to a medieval castle at their summer retreat last month at Greystone Castle Sporting Club & Conference Center in Mingus. Read more about it on page 12.



MPI D/FW President Steven G. Foster, CMP (Circle R Ranch) challenges membership to attend at least six chapter meetings during 1999-2000

see details on page 3

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Chapter website introduced!

Corbin Ball, CMP—of Corbin Ball Associates, The Meeting Technology Professionals—will present "Finding the Needle in the Cyber Haystack" at the **Aug. 26 MPI D/FW Chapter luncheon meeting at the Sheraton Park Central Hotel.** Corbin will also introduce the new MPI D/FW Chapter website in an online demonstration.

Ball is internationally recognized as a speaker on technology issues facing the meetings and events industry. for more information, see page 5



D/FW Chapter Meeting • Sheraton Park Central Hotel • August 26 • 11:30 a.m.

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Dallas/Fort Worth Chapter

CURRENT

Dallas/Fort Worth Chapter Office
Dallas/Fort Worth Chapter
PMB 259
7750 North MacArthur Blvd.
Suite 120
Irving, TX 75063-7501

Chapter Administrator
Randie Chames
(972) 869-3836
Fax: (972) 506-7485
rchames@msn.com

CURRENT Editor
Gracie Hatfield Hilton
The Write Stuff
metro (817) 467-5449
gracie@eaze.net

Vice President Public Relations/Marketing
Stephanie Schroeder
Starwood Hotels & Resorts
(972) 238-1008
stephanie.schroeder@starwoodhotels.com

Managing Editor
Marsha Singer
The Dallas Directory
(214) 823-4370
daldir@onramp.net

Advertising Chair
Gregory Pynes
Hand & Associates Marketing Communications
(214) 770-1609
gregorypynes@connect.net

Editorial Assistant
Alainna S. Ryan, CMP
Excel Communications, Inc.
(214) 863-8926
aryan@excel.com

Photographer
Jim Woods
VISTA Photographic & Video Group
(972) 380-0985
woodsphoto@hotmail.com

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. The *CURRENT* and MPI D/FW Board of Directors are not responsible for the content of advertisements. Any complaints concerning an ad should be directed to the advertiser.

Upcoming Chapter Meetings

August 26, Thursday
Sheraton Park Central Hotel
"Finding the Needle in the
Cyber Haystack"
11:30 a.m.

September 23, Thursday
Renaissance North Dallas
"Texas Liquor Laws—
Effects on the Meeting Planner"
11:30 a.m.

October 28, Thursday
Embassy Suites 635 & Coit
"CMP, CMM Panel Discussion"
6:00 p.m.

November 18, Thursday
Mesquite Rodeo & Hampton Inn
"Crisis Management"
11:30 a.m.

December 16, Thursday
Southfork Ranch
"Joint Holiday Party"
6:00 p.m.

Upcoming MPI D/FW Chapter Committee Meetings

For Educational Opportunities, see page 6.
For Membership Calendar, see page 17.

BOARD OF DIRECTORS
August 25
Wednesday @ 5:45 pm
Westin Galleria Hotel
Contact: Steven G. Foster, CMP
(817) 430-1561
stevenfoster1@compuserve.com

FINANCE COMMITTEE
August 25
Wednesday @ 5:00 pm
Finance Committee
Westin Galleria Hotel
Contact: Cheryl Beasley, CMP
(817) 931-7923
cheryl.beasley@sabre.com

PROGRAM COMMITTEE
August 19
Thursday @ 5:30 pm
Program Committee
Sheraton Park Central
Contact: O.D. O'Donnell
(972) 789-9340
od@nightlifetalent.com

P.R./MARKETING COMMITTEE
August 10
Tuesday @ 5:20 pm
PR/Marketing Committee
Westin Park Central Hotel
Contact: Stephanie Schroeder
(972) 238-1008
stephanie.schroeder@starwoodhotels.com

MPI

MEETING PROFESSIONALS INTERNATIONAL®

Committed to Educational Leadership

MPI International Headquarters
4455 LBJ Freeway • Suite 1200
Dallas, Texas 75244-5903
972-702-3000
FAX: 972-702-3070
http://www.mpiweb.org

ISSUE

September
inserts due Sept. 6

October
inserts due Oct. 11

November
inserts due Nov. 1

DEADLINE

August 20, Friday

Sept. 17, Friday

October 15, Friday

CURRENT Deadlines



E-mail copy (Microsoft Word 7/Windows attachment) to
gracie@eaze.net

President's Message

Challenge! Commit to Attend at Least Six Chapter Meetings!

A few months before taking office as your 1999-2000 Meeting Professionals International Dallas/Fort Worth Chapter president, a member sent me an email concerning the monthly column I would write each month for the *CURRENT*. Specifically, the email suggested I write about the experience of being chapter president and thereby allow our members access to "the inside scoop."

Apparently our members do read the "Message from the President," a fact my predecessors will certainly be happy to discover. Several past leaders related to me the time, anxiety, and effort poured into their own columns, only to worry if anyone really paused to read the material. The fact of the matter is a chapter president does have a hotline to "inside scoop"—even if that hotline happens to be both your home and business telephones—as I've learned in the past two months.



Steven G. Foster, CMP
Circle R Ranch
D/FW Chapter President

Now I don't know if Jerry Springer, Sally Jessie Raphael or Mother Love would consider the following information worthy of one of their shows. It certainly isn't delivered complete with feuding families, shocking secret lives, magic makeovers or geeks-turned-goddesses. It is, however, pretty revealing stuff.

As of June 30, MPI D/FW was the fifth-largest MPI chapter with 831 members. Of that number, 380 members never attended a monthly chapter meeting last year—that's 45% of this chapter's members who didn't participate in the fantastic educational programs offered by our 1998-1999 VP of Programs Betty Garrett, CMP and her committee. If you calculate the math further and average the attendance figures across the entire membership, that's 1.94 chapter meetings per member last year!

This is by no means a new trend, as consistently over the past few years between 45%-48% of our members never attend a monthly chapter meeting. During my own term as VP of Programs in 1997-1998, 336 members were no-shows at our meetings.

I must confess my preference to focus on the needs of our *active members*. After all, their voices are much easier to hear since they actually attend meetings at which I also am present. There, I can hear first-hand from their own perspective what works, what needs change and what direction we should be heading. Our own bylaws, as well as policies and procedures, make reference often to a "member in good standing" and the responsibility we all have to participate in chapter events—specifically the monthly meeting.

So here's a challenge. Last year, 23 chapter members attended at least six monthly meetings. We can do better. Join me in a commitment to significantly raise this number this year. If you will commit to attend six monthly meetings during the year wear something **RED** to this month's luncheon at the Sheraton Park Central.

Your participation is so very important if we are to *IMPACT* the *LEGACY* of MPI D/FW. Get in the game. It's there your voice as a chapter member is regarded.

And if your name is among those 380 members who missed out last year, expect to receive a letter from me—and from VP of Programs O.D. O'Donnell—in the next few

continued on page 4



Chapter of the Year
1989 ★ 1990 ★ 1994 ★ 1996

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Meeting Professionals International is the world's largest association of meetings professionals with more than 17,000 members in 64 countries and 58 chapters and six clubs. MPI serves as the pivotal force in positioning meetings as a primary communication vehicle and a critical component of an organization's success. MPI leads the meeting industry by serving the diverse needs of members and nonmembers alike through its commitment to quality education, continuous improvement and excellence in meetings while upholding high ethical standards.

President

Steven G. Foster, CMP
Circle R Ranch (817) 430-1561
stevenfoster1@compuserve.com

President-Elect

Steve Kemble
Steve Kemble Event Design (214) 943-5949
steve.kemble@airmail.net

Immediate Past President

Colleen A. Rickenbacher, CMP
Dallas CVB (214) 571-1040
cricken@dallascvb.com

Vice President Administration

Lynn Lewis, CMP
Ernst & Young LLP (214) 665-5785
lynn.lewis@ey.com

Vice President of Education

Tony Cummins
Adam's Mark Hotel Dallas (214) 922-0316
ticc.dallas@att.net

Vice President of Finance

Cheryl L. Beasley, CMP
Sabre (817) 931-7923
cheryl.beasley@sabre.com

Vice President of Membership

Tim Wade, CMP
Lennox Industries Inc. (972) 497-5039
tim.wade@lennoxintl.com

Vice President of Programs

O.D. O'Donnell
Nightlife Talent and Mgt. Agency (972) 789-9340
od@nightlifetalent.com

Vice President of PR/Marketing

Stephanie Schroeder
Starwood Hotels & Resorts (972) 238-1008
stephanie.schroeder@starwoodhotels.com

BOARD OF DIRECTORS

Bitsy Burns, CMP
H.D. Vest Financial Services (972) 870-6011
burnsb@hvest.com
Betty E. Garrett, CMP
Garrett Speakers Internat'l Inc. (972) 513-0054
Betty@GarrettSpeakers.com

LeeAnn H. Harle
Renaissance Mtgs. & Incentives (214) 742-3700
harle@onramp.net

Eric Newcomb
Promus Hotel Corp. (214) 953-2224
enewcomb@promus.com

Dana Nickerson, CMP
Square One Productions (214) 343-8067
dana@seabrookcomputers.com

Beverly O'Laughlin, CMP
CompuCom (972) 856-3686
boloughl@compucom.com

Bruce Wolpert, CMP
Hilton Sales Worldwide (972) 701-3750
bruce_wolpert@hilton.com

Peg Wolschon, CTP
Coach USA (972) 263-0294 #103
wolschon@kerville-bus.com



Chapter of the Year
1989 * 1990 * 1994 * 1996

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International Chapter Liaisons

The International Liaisons are appointed by the Chapter President to provide a vital communication between MPI D/FW members and MPI. Each liaison has a specific assignment and is responsible for providing information to chapter members on areas including Marketing, Government Affairs, Special Interest Groups, Public Relations and both the WEC and PEC Conferences.

Government Affairs Liaison

LeeAnn Harle
Renaissance Meetings & Incentives DMC
(214) 742-3700
Fax: (214) 742-3723
harle@onramp.net

Marketing Liaison

Erin Longley
Imagine Events
(972) 758-9355
Fax: (972) 964-1369
erin@imagineevents.com

PEC (Nashville) Liaison

Lynn Lewis, CMP
Ernst & Young LLP
(214) 665-5785
Fax: (214) 665-5005
lynn.lewis@ey.com

Special Interest Group Liaison

Elizabeth A. Baryshev
MCI Performance Group
(972) 417-3255
Fax: (972) 320-9603
ebaryshev@mcipg.com

WEC (Philadelphia) Liaison

Kerri Atterberry
Wyndham Anatole Hotel
(214) 761-7286
Fax: (214) 761-7242
katterberry@wyndham.com

PR/Marketing Liaison

Lianne Pereira
Susan G. Komen Foundation
(972) 855-1676
Fax: (972) 855-1660
lpereira@komen.org

Legacy Committee Chair

Delinda Dudley
Fun Factory Decorations & Special Events
(972) 271-7444
Fax: (972) 271-7888
deldudley@aol.com

President's Message

continued from page 3

weeks. We'll extend a personal invitation to attend our monthly meetings this year. I promise you a valuable educational experience with dramatic results. Just consider this month's chapter meeting, where we will unveil our newest communication resource.

The MPI D/FW Web Site will provide exciting on-line access to our chapter and include information on programs, education, membership, employment, committee involvement, sponsorship opportunities and upcoming chapter events. Just log on at www.mpidfw.org and start surfing!

This project was made possible by a committee of dedicated members committed to providing this chapter with the benefits of current technology, and the advantages the Internet affords both our personal and professional lives.

Please take time to acknowledge the Web Site Committee: Tony Cummins (Adam's Mark Hotel), Elly Paulsen (Freeman Decorating Company), Karen M. Coughlin, CMP (Embassy Suites Park Central), Brian Acheson (VIP Events), Monette Stockton, CMP (Incredible Productions, Inc.) and Kathryn Stevens (ConferenceDirect).

I'll see you at this month's Chapter Meeting (won't I?).

NEW job? address?

phone number?

e-mail address?

Report those changes to
MPI D/FW Chapter Administrator Randie Charnes
(972) 869-3836 • Fax: (972) 506-7485
rcharnes@msn.com
and to
MPI International Headquarters
972-702-3000



MPI D/FW Mailing List and Labels For Sale



The MPI D/FW mailing list, which consists of approximately 820 meetings professionals, can be purchased in ready-to-mail label format. The list, which is updated monthly, is sorted alphabetically, or by planner or supplier categories.

The cost is \$150 for MPI D/FW members; \$250 for members of other MPI Chapters; and \$300 for non-members.

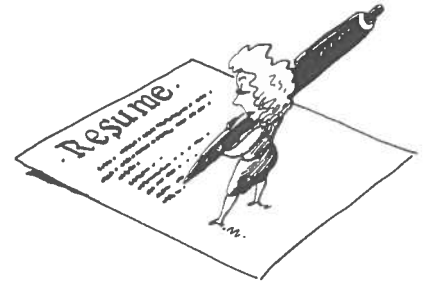
To order, contact Randie Charnes, 972-869-3836 or rcharnes@msn.com

D/FW Meetings & Hospitality Industry

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Find a Good Employee!



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- Instructions about listing a job
- Leave a message for Job Bank committees of participating organizations
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(214) 267-5723 • fax (214) 634-2221
paulse@freemanco.com

Finding the Needle in the Cyber Haystack

By Kevin Mellott
ERASE Enterprises

The Internet is a powerful business tool which can make your life a lot easier—or is it an overwhelming technology that reminds you of I-635 at rush hour?

If you have thought about using the Internet for your business needs, currently use it, or gave up on it because it was so vast, then the Aug. 26 MPI D/FW Chapter luncheon meeting at the Sheraton Park Central Hotel is a must for you!

Corbin Ball, CMP, of Corbin Ball Associates, The Meeting Technology Professionals, will present “Finding the Needle in the Cyber Haystack.”

Ball is internationally recognized as a speaker on technology issues facing the meetings and events industry.

He received MPI’s Chapter Leader of the Year award in 1997 and serves on advisory boards for Sheraton and Sonesta Hotel Corporations.

As Ball discusses the different types of search sites available, we will learn how to efficiently locate and organize sites—and Ball will show us some of his favorites.

As a special feature of the program

Learning Objectives:

The attendee shall be able to:

- identify the Internet address of the MPI – DFW Chapter web site
- list three benefits of using the Internet for planning a meeting or event,
- select three other Internet web site addresses which provide planning assistance
- describe how to “bookmark” and create a compilation of selected web site addresses.

Corbin will unveil our chapter’s new web site <http://www.mpidfw.org> through live access via the Internet.

After the meeting is adjourned, Ball will conduct a question and answer session for those with specific Internet and technology concerns.

Hosts from the Sheraton Park Central are: Michelle Kwiatkowski, sales manager/ Andy Kehr, catering manager; and Stephanie Schroeder (Starwood Hotels and Resorts).

MPI

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August MPI D/FW Chapter Meeting

“Finding the Needle in the Cyber Haystack”

—Presented by Corbin Ball—

Thursday, August 26

Sheraton Park Central Hotel

(formerly known as The Radisson Park Central Hotel)

7750 LBJ Freeway (SW corner of LBJ and Merit)
(972) 233-4421

11:00 a.m. Chapter Orientation – Park Central Ballroom

11:30 a.m. Registration & Reception – Lone Star Ballroom Foyer

11:30 a.m. Hands On Internet Demonstrations – Park Central Ballroom

12:00 p.m. Lunch & Program – Lone Star Ballroom

—Complimentary Self-Parking —

R.S.V.P. to Randie

by noon, Tuesday, August 24

Reservations rec’d after the deadline
will be placed on waiting list.

•FAX 972-506-7485 (see fax insert)

•rcharnes@msn.com

Advanced Member Price \$27

Advanced Guest Price \$30

Onsite Price \$40

August Host Facility

The Sheraton Park Central Hotel

Known as part of the Westin/Sheraton Park Central Complex, the Sheraton Park Central is a new addition to the Starwood Hotels & Resorts family.

Over \$17 million dollars was spent in the renovation of the 438 guestrooms done in Banana Republic and Pottery Barn décor with a contemporary southwestern theme. The renovation, completed in 1998, includes 15,000 square feet of meeting space; and the professionally landscaped secluded pool oasis nestled in the center of the hotel.

The Sheraton Park Central is home of the world renowned Martini Bar of Delany & Murphy’s which also features succulent steaks and American fare.

DIRECTIONS

The Sheraton Park Central Hotel is located 15 miles from downtown Dallas at the southwest corner of Coit and the LBJ Freeway. The entrance is on Merit Drive one block west of Coit. The Sheraton is easily accessible and has ample complimentary outdoor and garage parking.

From West of LBJ (I-635) and Coit: Heading east on LBJ, exit right at Coit. As you exit, immediately merge into the right hand lane of the frontage road and turn right into the hotel.

From South of LBJ (I-635) and Coit: Take Central Expressway (I-75) to Coit exit. Take Coit to Banner Drive. Turn left (west) on Banner. Turn right on Merit; hotel is on the left.

EDUCATION NEWS/CALENDAR

Y2K

Could the Y2K issue cause a crisis at one of your meetings?

Be sure to attend the November 18 chapter meeting!



Carol Marks Music & Entertainment Agency

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Educational Opportunities & Upcoming Industry Meetings

August 17, Tuesday Platinum Series

www.meetingexperience.com

Mary Kay Headquarters
Rotunda, Level 1
16251 Dallas Parkway
Addison Texas 75001
4:00 p.m. - 7:00 p.m.

For more info:

Fred Knieberg, CMP
214-361-4316

FHKnieberg@worldnet.att.net
or Tony Cummins

214-922-0316 • tlcc.dallas@att.net

September 15 Super Session

Wednesday, 11:00 a.m. - 1:00 p.m.
Teleconferencing/Videoconferencing

R. Jan LeCroy Center
Richland College Campus
Contact: Jill Heyerdahl, CMP
(972) 293-1509
djem@aol.com

September 23, Thursday

Renaissance North Dallas
"TABC Certification Class"
7:30 a.m. to 11:30 a.m.

\$15, MPI members/\$20, non-members

November 5 & 6

T.E.C. - Texas Education Conference

Friday: 2:00 p.m. until 6:30 p.m.

Saturday: 9:00 a.m. until 10:00 p.m.

Renaissance Hotel

Austin, TX

Registration: \$85.00

Exhibit Booth \$295.00

(includes one registration)

Contact: Gregory Pynes

214.770.1609

gregorypynes@connect.net

or Mary Lynn Novelli, CMP

214.346.1886

marylynn.novelli@anasazi.com

For more information about any of these educational opportunities contact
V.P./Education Tony Cummins (Adams Mark Hotel Dallas),
214-922-0316 or tlcc.dallas@att.net

WALK-A-WHILE PROGRAMS

September 14

Walk-a-While Educational Program

Tuesday, 6:00 - 8:00 p.m.

Developing Program Objectives

Adam's Mark Hotel

Contact: Patty Stern

(214) 638-5019 x 243

psstern@careydfw.com

As the August issue of the *CURRENT* went to press, all meetings of the "Walk-a-While" (WAW) Educational Series were scheduled for the same weekday and time (Wednesdays from 6:00-8:00 p.m.) throughout the 1999-2000 MPI D/FW Chapter year. Patty Stern is the contact person for all WAW programs. Other dates are:

October 12

November 9

December 14

January 11

February 8

March 14

April 11

May 9

June

EDUCATION COMMITTEE

September 8

Wednesday @ 5:45 p.m.

Education Committee

Omni Park West Hotel

Contact: Tony W. Cummins

(214) 922-0316

tlcc.dallas@att.net

As the August issue of the *CURRENT* went to press, all meetings of the Education Committee were scheduled for the same weekday, time and place (Wednesdays at 5:45 p.m. at the Omni Park West Hotel) throughout the 1999-2000 MPI D/FW Chapter year. Tony Cummins is the contact person for all Education Committee meetings. Dates through December are:

October 13

November 10

December 8

Wednesday

EDUCATION NEWS

Videoconferencing or Teleconferencing? Learn which is Best for Your Needs

It's Wednesday afternoon and one of your most important overseas clients has informed you of his arrival in town. He will need to deliver a special announcement to ten locations around the country.

To complicate matters, your client only comes to the Dallas/Fort Worth area once a year. He will be here for only two days, and does not want to fly to each location to deliver the message.

It is imperative that he delivers the announcement to each location concurrently.

What do you do?

After a moment of panic, and assuring your boss that everything will be handled, you contemplate your options:

Traditional—fly all officers in and hold a meeting in Dallas/Fort Worth.

Videoconference—arrange for officers to meet around the country and communicate in a live interactive format.

Teleconference—arrange for officers to meet around the country and be linked via satellite.

Learn about your options at the next "Super Session" — "Taking the Mystery out of Video and Teleconferencing" September 15, 11:00 a.m. at the R. Jan LeCroy Center for Educational Telecommunications in Dallas.

"Super Sessions" are a series of specialized workshops which focus on topics of specific interest to professionals in the meetings industry. They are intended to address issues or "hot topics" which affect the way we do business, incorporating subjects such as video/teleconferencing, international protocol, hotel negotiations, etc.

The session will include a live video-conference demonstration with the University of North Texas and a simulated teleconference demonstration.

Participants will also learn how teleconferences and videoconferences are produced.

The R. Jan LeCroy Center for Educational Telecommunications of the Dallas County Community College District is a leader in distance education, with an ongoing mission of developing exceptional instructional materials for delivery to an expanding and diverse audience of students.

The center utilizes a full range of

distance learning capabilities to offer live and videotaped instruction to learners at college campuses, in the workplace, and in the home.

The center also offers teleconferences and training, production, and distribution services to support complete distance learning programs. For more information on the facility, browse <http://www.lecroy.dcccd.edu>.

For more information about the Super Session, contact Jill Heyerdahl, CMP (JH Travel Incentives), 972-293-1509.

Super Session Videoconferencing & Teleconferencing

Wednesday, Sept. 15 (Wed.), 11:00 a.m. – 1:00 p.m.

R. Jan LeCroy Center, 9596 Walnut Street
(Across from Richland College Campus—see insert for directions)

For Registration & Information—see insert or contact
Jill Heyerdahl, CMP, 972-293-1509, DJEM@aol.com

www.meetingexperience.com 'Platinum Series' Returns August 17

By Fred H. Knieberg, CMP
AFK & Associates, Inc.

MPI D/FW's second session in the "Platinum Series" will be held August 17 at Mary Kay Headquarters in Addison.

www.meetingexperience.com is the session title.

"The Platinum Series," is a series of

seven innovative, professionally facilitated educational opportunities developed in partnership with the Lore Institute in Durango, CO, and in collaboration with Meeting Professionals International.

The series is sponsored by Hilton and the MPI Foundation, with support provided by United Airlines.

Platinum Series www.meetingexperience.com

August 17 (Tuesday), 4-7 p.m.

Mary Kay Headquarters • 16251 Dallas Parkway • Addison

If you have not registered, this is your last chance.
Contact Tony Cummins at 214-922-0316 or Fred Knieberg at 214-361-4316.

EDUCATION NEWS

Richland College Announces Schedule for Fall Technology, Meeting Planning Classes

Three technology classes will be offered this fall. Monday, August 30, is the deadline to register for these courses.

All technology classes are held in Richland's SABRE Lab equipped with 16 PC Pentium computers with 64 mg RAM and loaded with Windows 97, Ajenis and MeetingTrak software and access to the internet.

Special Topics, Travel Industry Software is a four-week course whose origin was the MPI Technology Institute. Class meets on Saturday, September 11, October 9, November 13 and December 11.

Two courses on Ajenis meeting planning software will be offered August 26-27 and December 16-17.

MPI members can register for the classes through Richland College Continuing Education or can participate as lab volunteers. Lab volunteers attend the class free of charge to assist students.

Costs are indicated in the course listings.

Richland's meeting and exposition management classes were developed by the MPI educational committee in the mid 80s. In 1994, Richland College began to offer both credited and continuing education classes in meeting and exposition management.

For registration information, contact M.T. Hickman, Richland College 972-238-6097, mthickman@dccd.edu.

RICHLAND COLLEGE

TECHNOLOGY INSTITUTES AND MEETING PLANNING COURSES FALL CALENDAR

Richland College Technology Class—Special Topics Travel Industry Software class includes four class meetings. Total cost for all four meetings is \$102, Dallas County residents. Students must have working knowledge of Window 95. Lab volunteers may select which classes and hours to work. All classes meet in SABRE Lab B014.

September 11

Saturday, 8:00 a.m. – 5:00 p.m.
Power Point, Internet

October 9

Saturday, 8:00 a.m. – 5:00 p.m.
Planet Sabre, PlanSoft Meeting Network RFP/Site Selection

November 13

Saturday, 8:00 a.m. – 5:00 p.m.
Excel, Access

December 11

Saturday, 8:00 a.m. – 5:00 p.m.
Introduction to Meeting Trak and Ajenis meeting planning software

August 26 – 27

Thursday 8:00 a.m. – 5:00 p.m.
Friday 8:00 a.m. – 4:00 p.m.
Ajenis Meeting Planning Software
Richland College SABRE Lab B014
Cost: \$199

December 16 - 17

Thursday 8:00 a.m. – 5:00 p.m.
Friday 8:00 a.m. – 4:00 p.m.
Ajenis Meeting Planning Software
Richland College SABRE Lab B014
Cost: \$199

August 30 – December 13

Monday 6:45 – 9:35 p.m.
International Meeting Planning
Richland College Sabine 163
Cost: \$78 (Dallas County)

August 31 – December 14

Tuesday 6:45 – 9:35 p.m.
Introduction to Meeting Planning
Richland College Del Rio 146
Cost: \$78 (Dallas County)

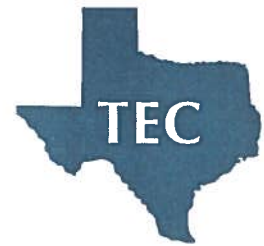
September 1 – December 15

Wednesday 6:45 – 9:35 p.m.
Exposition and Trade Show Management
Richland College Del Rio 146
Cost: \$78 (Dallas County)

August 31 – December 14

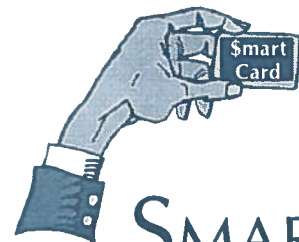
Tuesday 6:45 – 9:35 p.m.
Exposition Service Contracting
Richland College Neches 210
Cost: \$78 (Dallas County)

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972-855-1676

EDUCATION NEWS

CMP Study Opportunities Help Candidates Prepare for Exam

By Bill Reeser, CMP
AVW Audio Visual Inc.

Chair, CMP Study Group Committee

Would you like to be a CMP? If your answer is *yes*, the MPI DFW chapter is here to help.

A fall semester CMP Study Group will be available for anyone wanting to take the CMP exam on Jan. 29, 2000.

This will be the first test date in the new millennium so don't delay! Complete the enclosed insert and begin the journey to have CMP after your name.

The CMP designation was established to define the standard for the design, planning, and execution of professional meetings.

By earning your certification you will be instantly recognized as a member of an elite group who have the drive, knowledge, and desire to be at the top of the hospitality industry.

More information is available at the "How to become a CMP Information Session" and "How to Complete the CMP Application" August 23.

Then on to the six-weeks CMP study program Oct. 4-Nov. 8.

The next course will be the CMP University held Nov. 20-21. A final class, the CMP Exam "Dress Rehearsal" will

be offered January 10, 2000.

For more information or to enroll, see the enclosed CMP insert or call Bill Reeser, CMP at 214-634-9077 x 417.



CLC Deadlines:

Application Deadline	September 13
Examination Commitment	October 25
Examination Date:	January 29, 2000

MPI D/FW Fall Study Group:

Info./Application Session:	August 23
Study Group:	Oct. 4-Nov. 8
University:	November 20-21
Exam Dress Rehearsal:	January 10, 2000

Need A\$\$istance? Apply for a JPAPG!

Did you miss the Professional Education Conference because some of the funds were not in your budget?

Does the cost of obtaining your CMP keep you from taking the next step in your career?

Did you miss a relevant executive workshop because of registration fees?

Don't miss out! The Jan Pollard Award for Professional Growth (JPAPG) lends financial support to MPI D/FW members who want to further their careers through educational sessions.

With the generous donations from monthly raffles, members of the D/FW Chapter enable the JPAPG Committee to provide financial support to qualified members.

For details or to request JPAPG applications: Gail Lemaire (Hotel Inter*Continental Dallas), gail_lemaire@interconti.com or 972-789-3037; or Damita Smith, Carlson (Wagonlit Travel/XTS Travel Service), dsmith@xtstravel.com, or 214-915-9223. (E-mail preferred; please telephone after 5:00 p.m.)

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- Responsibility and accountability for the successful completion of meetings.

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For more information and
registration materials, call
1.972.702.3051

MPI D/FW Looks at 'Faces of the Future' at the Wyndham Anatole Hotel

At last month's chapter meeting at the Wyndham Anatole Hotel, Mac Fulfer demonstrated face reading techniques in his presentation: "Amazing Face Reading: A Breakthrough in Communication."

A lawyer for 22 years, Fulfer became interested in face reading for the purpose of jury selection. He discovered that face reading changed his perspective, allowing him to see people more compassionately through the experiences reflected on their faces.

The July meeting was the annual MPI D/FW "Natural Resources" focus, encouraging involvement. New officers greeted attendees at the reception and provided information to those interested in committee involvement. New and prior committee members signed in on the "Face Wall."



*Photo
by
VISTA*

*Photos
by
VISTA*



Could the Y2K issue cause a crisis at one of your meetings?
Be sure to attend the November 18 chapter meeting!

FACES OF THE FUTUR



Hall of Fame

Please salute the following companies and individuals for their contributions to the July chapter meeting at the Wyndham Anatole Hotel

Featured Speaker

Mac Fulfer
Provided by Encore Production

Facility, Reception, Luncheon
The Wyndham Anatole Hotel

AV Services
Presentation Services
John Hopkins

Staging and Décor for Meeting
Freeman Decorating Company
David R Gisler

Mirrors & Centerpieces
The Wyndham Anatole Hotel
Wendy E. Ezernack

Wall of Faces
Bill Reed Decorations, Inc
Linda R Sergeant

July Program Committee
Sue Fry (Chair)
Destination Dynamics

Sherri Cook, CMP
Sherri Cook & Associates

Linda Sergeant
Bill Reed Decorations, Inc

David Gisler
Freeman Decorating Company

Luana Stoutmeyer
Encore Production

Wendy Ezernack
The Wyndham Anatole Hotel



MPI D/FW Board 'Storms' Greystone Castle in Mingus

To begin the business of moving the Dallas/Fort Worth Chapter of Meeting Professionals International forward into the new millennium, the 1999-2000 Board of Directors stepped back in time to a medieval castle at their summer retreat.

Greystone Castle Sporting Club & Conference Center hosted the MPI D/FW Board, July 16-18.

Located in Mingus, about an hour-and-a-half drive from Dallas, this unique sporting venue is situated on a high mesa surrounded by 4,000 acres of prairie grassland. Its Castle Lodge has 35 sleeping rooms, dedicated conference space and dining facilities.

The board was treated to a barbecue dinner on Friday evening, served outdoors in a 2,500-square-foot pavilion.

A full day of chapter business meetings was scheduled on Saturday, including preparation of the 1999-2000 chapter budget.

Kathy Reed of TeamWorks presented a challenging team-building exercise entitled "Wilderness Survival" and M.T. Hickman of Richland College turned the formality of Roberts Rules of Order into a fun presentation of "The Quest for the Holy Grail."

Later, board members relaxed by participating in skeet and trap shooting, or taking a boat ride on one of Greystone Castle's several lakes.

After dinner on Saturday, participants enjoyed a Jeep safari tour across Greystone Castle's game preserve where many species of animals, including African Oryx, black buck antelope, aoudad sheep and axis deer were seen roaming wild.

The retreat concluded on Sunday with committee presentations by vice presidents, and preparation of goals for the 1999-2000 term.



HALL OF FAME

Please salute the following Chapter Partners for their contributions to the Board of Directors July Retreat

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Activities Coordinator

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Wilderness Survival/Problem-Solving
KATHY REED
TEAMWORKS
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Roberts Rules of Order/ The Search for the Holy Grail

M.T. HICKMAN
RICHLAND COLLEGE
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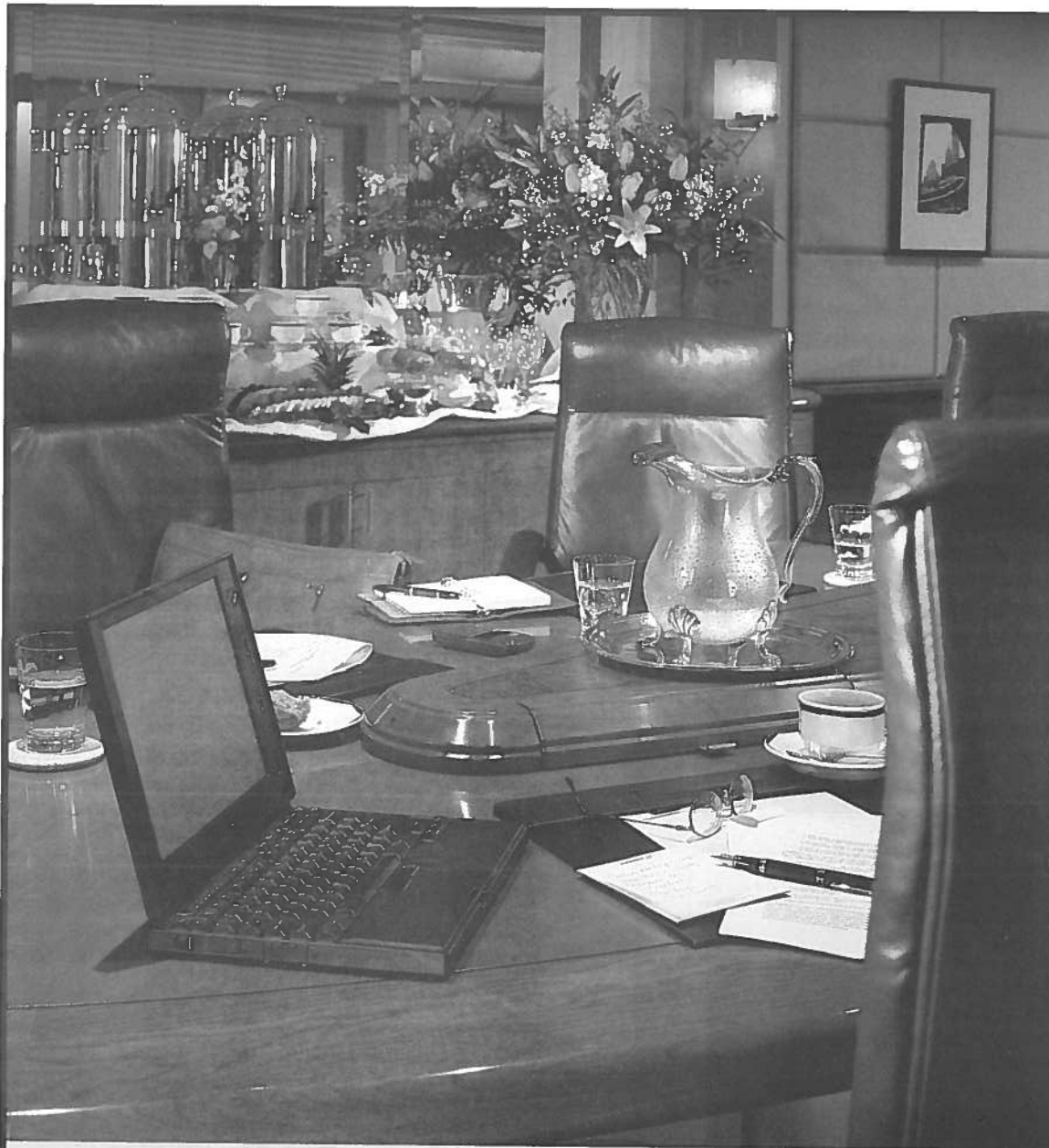
Special Thanks

BETTY GARRETT, CMP
Garrett Speakers International

RANDIE CHARNES
MPI D/FW Chapter Administrator

CHERYL BEASLEY, CMP
Sabre

PEG WOLSCHON, CTP
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Atlanta, USA

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Beijing, PR China

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Dalian, PR China

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Geneva, Switzerland

Göcek, Turkey (2001)

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Lima, Peru^o

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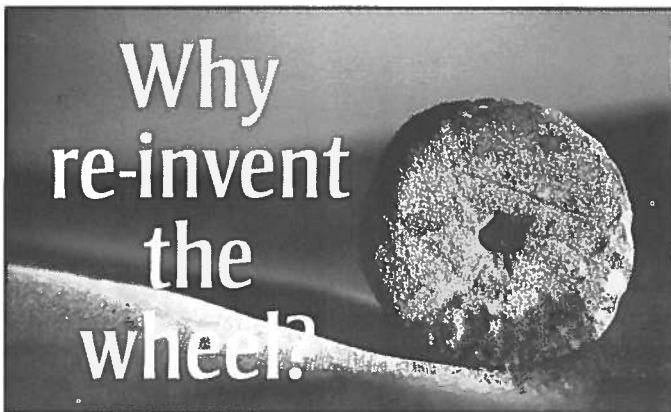
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Jan Pollard Award for Professional Growth



Having a problem funding
the WEC or another important
professional education event?
Apply for MPI D/FW's Jan
Pollard Award for Professional
Growth.

When longtime MPI D/FW Chapter contributor and previous board member Jan Pollard died in February 1998, MPI D/FW renamed the Professional Growth Award program—benefiting ongoing professional educational needs of chapter members—the Jan Pollard Award for Professional Growth.

To participate on the JPA committee, apply for scholarship funds, or donate prizes for monthly drawings, contact Gail Lemaire (Hotel Inter•Continental Dallas), 972-789-3037.

THANK YOU MPI D/FW FOR THE 1999 PROGRAM OF THE YEAR AWARD!

“OVERCOMING THE UNEXPECTED?”

JANUARY 1999

Our program could not have been presented without the assistance of many people. My sincere thanks to my friends and associates that made this program possible.

Kevin Mellott

Program Committee Members -

Steven G. Foster, CMP

Betty E. Garrett, CMP

Gloria Hernandez, CMP

Cindy Hamilton (audience interviews too)

Julie Johnson, CMP

Bitsy Burns, CMP

Program Support -

Christian D'Alesandro – Gunman

Vincent D'Alesandro – Gunman

Alice Bien – Host / DFW Marriott

Paige Braun – Victim

Cynthia Del Toro – Emergency Exits

Jennifer Jolley – Emergency Exits

Rob Keating – AVHQ / Event Staging

Steve Kemble – Audience Interviews

Lisa Michelson – Emergency Exits

Jeff Rowland – Security / DFW Marriott

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M.T. Hickman
Richland College
'Grapevine' Columnist

Heard it through the Grapevine!



Mitchell Cathey
Texas De Brazil Grill House
'Grapevine' Columnist

Lisa Allen, director of sales and marketing, *Southfork Ranch Event & Conference Center*, and her husband Jeff adopted a baby boy, Thomas Cole.

Patty Citoletti accepted the position of director of marketing, *Omni Mandalay Hotel*. Her former position was director of sales, *Hotel Intercontinental Dallas*.

Candice Haun, director of sales, *Game Works*, is recovering nicely after surgery last month.

James Eanes, CMP, is the new director of marketing and events, *Advocare*. His former position was project coordinator, *Young Presidents Organization*.

Tom Faust accepted the position of vice president sales and marketing *Wyndham Anatole Hotel*. He was formerly with the *Sheraton New Orleans*.

Cyndi Kniff, CMP, was promoted from director of catering to director of sales, *Westin Galleria Dallas*. **Kim Hanrahan, CMP**, replaced Cyndi as director of catering.

Amy Shaw, education coordinator, *National Association of Dental Plans*, and her husband Kevin had their first child. Alexis Marie, born May 7.

After six years of sharing and recording job promotions and changes, engagements, weddings and births through the "Heard It Through the Grapevine" column, **M.T. Hickman, Richland College**, says farewell to the column. "MPI D/FW Chapter President **Steven Foster, CMP** (Circle R Ranch) has set this year's theme as *Impact the Legacy*, challenging each of us to consider our contributions to MPI and the Dallas/Fort Worth Chapter," said Hickman. "Working on this column has been fun and 'informative' and I thank you for all your

support and contributions. I will continue to be involved with MPI, focusing my talents in the area of education."

Corrections from previous columns - **Paula Mize**, director of sales, *Dallas Market Center*, married **Tim Kelly**, director of food and beverage, *Dallas Convention Center* on July 31.

Marcy Roitman was promoted from national sales manager to director of sales, *Grapevine Convention & Visitors Bureau*.

To submit items for this column contact
Mitchell Cathey
(Texas De Brazil Grill House),
972-385-1000; fax 972-385-1009; or
Alainna Ryan, CMP
(Excel Communications, Inc.)
214-863-8926; fax 214/863-8576
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1999 Planner of the Year

Patti Wilke, CMP

By Erin Longley • *Imagine Events Inc.*

"MPI has given me lots more than I've given it, and has made me realize how much more I could give," says the 1999-2000 MPI D/FW Chapter Planner of the Year, Patti Wilke, CMP.

"Being nominated made me realize the impact MPI has had on me," says Patti. "What we don't [often] realize is not what we're giving, but what we are getting [in return]. When you stop to look at it, you see what you have gained."



Patti has been active in the D/FW Chapter for nearly 20 years and has worked on a variety of projects, including the annual Awards Gala and several committees. However, the project she considers "closest to her heart" is The MPI Kids Charity Ball. She's been helping orchestrate this event since its founding in 1991 (then called Give Kids the World) and has focused her efforts on it

ever since, including serving as chair in 1996.

Why does Patti love working on the TMKCB so much? Because of the amount of creativity involved. "You work closely to produce an incredible event, learn from it, think outside the box and give back to children at the same time," says Patti. "It's an excellent opportunity to do what you do — put on a real event — while also giving to the community."

Patti first experienced MPI when she worked as a planner in the early 1980s. "MPI had an aura," said Patti. "Though I knew I needed to be there, it was intimidating to walk into a room of 300 people whom I didn't know." Slowly Patti began to get involved in the chapter, and before she knew it, she was wrapped up in activities. "All it takes is to get involved in one committee," said Patti. "I found lots of people to learn from, developed fabulous relationships and made great friends."

After working in the industry for more than a decade, Patti left the corporate world in 1993 to spend more time with her family. Not knowing what the future had in store for her down the road, she decided to keep her MPI membership after leaving her job. In so doing, Patti inadvertently created a job for herself as an independent planner.

"Through MPI, I have been given the opportunity to do what is right for me," said Patti. "I chose not to work full-time, but I found an opportunity I did not know was there." What Patti found was that fellow MPI members would call her to work on their meetings on a contract basis. "If I hadn't stayed in MPI, met so many people and developed relationships [with them], then I wouldn't be in the position I am in today."

Patti still focuses much of her personal time on her family: husband Bruce, daughter Erin who is about to depart for the University of Texas in the fall, and son Jeff.

Tidbits from the Top News from MPI International

1999 Global Paragon Entries Sought

A Call for Entries for the 1999 Global Paragon Awards competition was mailed in July to the entire MPI membership.

This prestigious program, sponsored by *Opryland Hotel*, recognizes distinctive and outstanding meetings from around the world. All meetings held between July 1, 1998 and June 30, 1999, regardless of location, are eligible. The entry deadline is **Friday, November 12, 1999**. Partnership efforts between planners and suppliers (i.e. production companies and/or hotels) are sought and encouraged.

For more information and entry materials, call the MPI HQ Marketing Department at 1-972-702-3050.

1999-2000 Chairman's Honor Roll Debuts

Gear up for the annual Chairman's Honor Roll membership recruitment campaign! Entitled "Reach for the Stars," the 1999-2000 campaign rewards existing members for sponsoring new association affiliates, both planners and suppliers. All MPI members were sent a brochure in July outlining the campaign.

Top prizes include a seven-day excursion to the Ritz-Carlton Schlosshotel in Berlin, Germany; a four-night stay at the Ritz-Carlton, San Juan Hotel and Casino in Puerto Rico and a three-night getaway to the Ritz-Carlton, New Orleans in Louisiana. Roundtrip airfares are included with all travel package awards. The campaign runs through June 30, 2000.

For more information and entry materials, call the MPI HQ Marketing Department at 1-972-702-3050.



Submitted by
Erin Longley
(*Imagine Events, Inc.*)
MPI D/FW International
Marketing Liason

MEMBERSHIP NEWS

MPI International and DFW Chapter Unveil Membership Recruitment Drive

Members are the heart and soul of any association—and the health of MPI is its ability to bring new members and ideas into our organization regularly.

Both MPI International and the D/FW Chapter introduce recruitment drives each year to provide incentives for sponsoring new members.



Tim Wade, CMP
Lennox Industries
D/FW V.P./Membership

For several years, the D/FW Chapter's Galleria Gold program has served as a tool in recruiting new members and providing rewards to those

members who actively recruit others into our association.

"We've found that until the awards banquet at the end of each year, some members are not aware of an incentive program that offers them rewards for recruitment," said Tim Wade, CMP (Lennox Industries).

Any D/FW Chapter member who sponsors two new members receives a \$10 gold coin that can be used at any store in the Galleria Mall.

"Our top recruiter during 1998-99, O.D. O'Donnell (Nightlife Talent and Management, Inc.) won the Suzie Fiveash Award for the fifth consecutive year.

"O'Donnell's award received was not only \$50 worth of Galleria Gold but also a check for \$500," said Wade. "The monetary benefit in the area of recruiting is quite impressive."

MPI International's recruitment pro-

gram is the Chairman's Honor Roll. The 1999-2000 campaign will be called "Reach for the Stars."

There are five levels depending upon the number of members recruited. For those who recruit six, eleven, sixteen or more members, three travel programs are offered as grand prizes in a drawing to those who have become eligible.

"Imagine spending seven days at the Ritz-Carlton in Berlin, or enjoying the tropical paradise of the Ritz-Carlton San Juan or a four-day getaway to New Orleans at the Ritz-Carlton," Wade said.

"The D/FW Chapter of MPI had more than 250 new members join last year," said Wade. "Only a small percentage of those were sponsored."

"During daily activities MPI members frequently come in contact with others in the industry," Wade said. "Be prepared to discuss MPI and its benefits—and be sure to have a blank membership application in your daytimer or briefcase."

"Whether it's travel or money, there's a benefit for encouraging MPI membership," Wade said, "and we all benefit

from those who bring their talent, resources and wisdom to our organization."

For more information on Galleria Gold or the Membership Recruitment Committee, contact Esther Wigley at 972-788-1702.

MEMBERSHIP COMMITTEE 1999-2000 Calendar

As the August issue of the *CURRENT* went to press, all meetings of the Membership Committee were scheduled for the same time and the same place throughout the 1999-2000 MPI D/FW Chapter year.

Membership Committee
Tuesdays @ 5:30 pm
Renaissance Meetings
2544 Elm Street, Suite 100

August 17
September 21
October 19
November 16
December 21
January 18
February 15
March 21
April 18
May 16
June 20

For more information contact:
MPI D/FW Director of Membership
LeeAnn Harle
(Renaissance Meetings & Incentives)
(214) 742-3700
harle@onramp.net



O.D. O'Donnell
Nightlife Talent and
Management Agency
Suzie Fiveash Award
Winner for Membership
Recruitment

Advertising Opportunities www.mpidfw.org

Here is your chance to tap into the power of the world wide web. Check out these opportunities to realize the power of MPI D/FW. Banner ads are available on the chapter's website that will debut in this month.

MPI D/FW Home Page	\$1500.00 for 1 year placement
Job Bank Page	\$900.00 for 1 year placement
Chapter Leadership Page	\$850.00 for 1 year placement
Chapter News	\$1000.00 for 1 year placement
Chapter Information Page	\$850.00 for 1 year placement
Guest Book Page	\$650.00 for 1 year page

The website will allow you to access the membership directory online. You can enhance that listing for only \$102. Your enhancement will provide additional information on your products and services.

Join the internet age. Contact MPI D/FW Advertising Chair Gregory Pynes, 214.770.1609 or gregorypynes@connect.net. Special discounts available for those who advertise on both the website and in the *CURRENT*.



STAR of the Month

"Star 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.

Bill Reeser, CMP AVW Audio Visual

Bill Reeser, CMP, (director of audio visual services, AVW) is a dedicated MPI member who reflects the standards MPI sets for its purpose and membership. He is the co-chair of the CMP Study Group and has taught several classes in the past. He shares his knowledge and skills with all others seeking to obtain the CMP status.



Editor's Notes CURRENTly

Detailed articles about events past and upcoming. Make it newsy!

Educational articles. More of them! Make it an educational journal!



Gracie H. Hilton
The Write Stuff
CURRENT Editor

More pictures.
Fewer words.

More words. Fewer pictures.

More of what? Less of what?

What do you want the CURRENT to be?

Please make your MPI D/FW newsletter team aware of your wishes. Contact any of the following:

Managing Editor Marsha Singer
daldir@onramp.net

V.P./P.R and Mktg. Stephanie Schroeder
stephanie.schroeder@starwoodhotels.com

President Steven Foster
stevenfoster1@compuserve.com

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gracie@eaze.net

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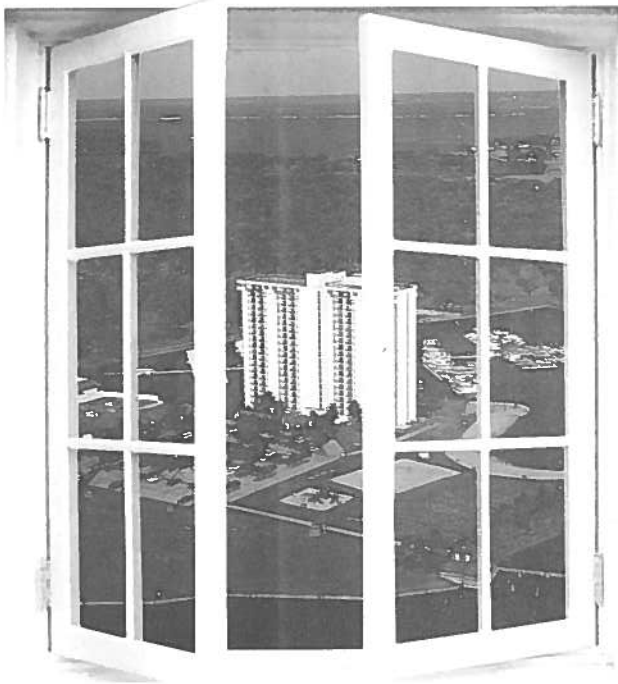
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**MPI DALLAS/FORT WORTH CHAPTER
JUNE 1999 NEW MEMBERS**

Joseph M. Bedsole PO⁴D 8
Le Meridian Hotel Dallas
650 N Pearl Street
Dallas, TX 75206
214/979-9000 (phone) & 214/855-1735(fax)

Kimberly L. Blöse PO⁴D 1
Mobil Corporation
3033 Irving Blvd
Dallas, TX 75247
214/951-2738 (phone) & 214/905-7346 (fax)
e-mail addr: kimberly_1_blose@email.mobil.com

Maria M. Bolado PO⁴D 9
Radisson Resort S Padre Island
400 Padre Blvd
South Padre Island, TX 78597
956/761-6511 (phone) & 956/761-5397 (fax)
e-mail addr: spirad@aol.com

Charles H. Boss PO⁴D 7
Clarion Inn Market Center
7138 N Stemmons Fwy.
Dallas, TX 75247
214/461-2677 (phone) & 214/461-2678 (fax)

Elizabeth L. Carrere
Wyndham International
1950 Stemmons Frwy #6001
Dallas, TX 75207
214/863-1680 (phone) & 214/863-1368 (fax)
e-mail addr: learrere@wyndham.com

Paula A. Dirks PO⁴D 8
Convention Planning Services
2100 Bering Dr #809
Houston, TX 77057
713/268-1125 (phone) & 713/268-1099 (fax)
e-mail addr: pdir@cpsorlando.com

D G. Ferguson PO⁴D 1
Hyatt Regency DFW
DFW Airport International Parkway
Dallas, TX 75261
972/615-6819 (phone) & 972/615-6825 (fax)
e-mail addr: gferguso@dfwappo.hyatt.com

Robert A. Fett PO⁴D 5
Adams Mark Hotel Dallas
400 N Olive St
Dallas, TX 75201
214/922-0310 (phone) & 214/922-0308 (fax)

Virginia L. Fisk
Armed Forces Reunions Inc
Rt. 1 Box 207
Meridian, TX 76665
254/797-8101 (phone) & 254/797-8020 (fax)

Jeanne P. Ford PO⁴D 7
Student
3160 Timberview Rd
Dallas, TX 75229
214/352-4664 (phone) & 214/352-5561 (fax)
e-mail addr: jford14888@aol.com

James Garcia PO⁴D 8
Temple Convention Center
2 N Main
Temple, TX 76501
254/298-5720 (phone) & 254/298-5388 (fax)
e-mail addr: jgarcia@ci.temple.tx.us

David A Granger PO⁴D 5
Designs Behind the Scenes Inc
2809 Canton St
Dallas, TX 75226
214/747-1904 (phone) & 214/747-1807 (fax)
e-mail addr: davedbts@aol.com

Helena M. Lipscomb PO⁴D 6
Appraisal Institute
2448 Colonial Parkway
Fort Worth, TX 76109
817/926-0381 (phone) & 817/926-0381 (fax)

Leane M. Mack PO⁴D 9
Hyatt Regency Hill Country Resort
9800 Hyatt Resort Dr
San Antonio, TX 78251
210/520-4030 (phone) & 210/522-8792 (fax)
e-mail addr: lmack@sanhepo.hyatt.com

**MPI DALLAS/FORT WORTH CHAPTER
JUNE 1999 NEW MEMBERS**

Maria Matthews **PO⁴D 10**
TDWI
6212 Samuell Blvd PMB 278
Dallas, TX 75228-711
972/578-5022 (phone) & 972/578-1859 (fax)
e-mail addr: mmatthews@dw-institute.com

Tolanda D. McKinney
Student
3033 Teakwood Dr
Garland, TX 75044
972/496-3663 (phone)

Patricia O'Neal **PO⁴D 1**
UT Arlington
Box 19355
Arlington, TX 76019
817/272-2343 (phone) & 817/272-5221 (fax)
e-mail addr: pat.oneill@uta.edu

Stephen Parry **PO⁴D 6**
Golden Sports Tours
301 W Parker Rd #206
Plano, TX 75023
800/966-8258 (phone) & 972/578-0786

Carolyn T. Petty **PO⁴D 2**
EEM Custom Tours & Special Events
6611 Hillcrest Ave #212
Dallas, TX 75205
214/373-6191 (phone) & 214/373-4450 (fax)

Barbara D. Rice **PO⁴D 5**
Adams Mark Hotel Dallas
400 N Olive St
Dallas, TX 75201
214/922-0332 (phone) & 214/922-0308 (fax)
e-mail addr: adamsmark.dallas@cwixmail.com

Allison M. Sanders **PO⁴D 7**
Lawrys the Prime Rib
14655 Dallas Parkway
Dallas, TX 75240
972/503-3016 (phone) 972/503-7567 (fax)
e-mail addr: asanders@lawrysonline.com

Ann M. Storm **PO⁴D 10**
The Perrier Group
2000 Westridge
Irving, TX 75038
972/550-6774 (phone) & 972/550-6790 (fax)

Barbara A. Tillman **PO⁴D 9**
Coach USA
5702 Summer Ave
Memphis, TN 38134
901/382-6366 (phone) & 901/382-7496 (fax)
e-mail addr: tillman@3act.com

Patricia A. Towell **PO⁴D 8**
Dallas CVB
1201 Elm St #2000
Dallas, TX 75207
214/571-1033 (phone) & 214/571-1008 (fax)
e-mail addr: ptowell@dallascvb.com

Constance K. Wehe **PO⁴D 6**
Crowne Plaza Market Center
7050 Stemmons Frwy
Dallas, TX 75247
214/630-8500 (phone) & 214/630-0037 (fax)
e-mail addr: ckwehe@aol.com

Gina Whetsel **PO⁴D 7**
Loews Hotels
4009 County Rd 50
Prosper, TX 75078
972/346-3113 (phone) & 972/346-3003 (fax)
e-mail addr: gwhetsel@loews.com

Lisa H. Yarbrow **PO⁴D 4**
Aramark at Dallas Market Center
2100 Stemmons Fwy MIs160
Dallas, TX 75207
214/655-6173 (phone) & 214/655-7640 (fax)

FAX REGISTRATION FORM

MPI D/FW Chapter Meeting

"Finding the Needle in the Cyber Haystack/Chapter Web Site & the Internet"

August Chapter Meeting – Sheraton Park Central Hotel- Thursday, August 26, 1999 – 11:00 a.m.

Fax this form to chapter headquarters: 972-506-7485 or e-mail info to rcharnes@msn.com

NO TELEPHONE RESERVATIONS ACCEPTED

Deadline: noon, Tuesday, August 24, 1999

*** Please retain the fax confirmation sheet and bring it to the registration desk the day of the meeting.***

MEMBER REGISTRATION: (Please print legibly)

I am a Planner Supplier Membership #: _____

Member Name: _____

Company: _____

Phone _____ Fax: _____

E-Mail Address: _____

Web Site: _____

Pre-Paid Credit Card Express Registration: (**Must include payment for guests**)

Type of Card: VISA MasterCard American Express Exp Date: _____

Name on Card: _____ Card number : _____

Total Amount to Charge: _____ (Member Price \$27 - Guest Price \$30
Walk In/On-Site/Late \$40)

I agree to pay this amount according to my credit card agreement. No refunds for registrants who fail to attend.

Signature: _____

Guest's Name: _____

Guest's Company: _____

My Guest is a Planner Supplier

Guest's Name: _____

Guest's Company: _____

My Guest is a Planner Supplier

**VEGETARIAN MEAL CARDS ARE AVAILABLE AT THE REGISTRATION TABLE
(SEE REVERSE SIDE FOR REGISTRATION RULES)**

Registration Guidelines

effective April 1, 1999

Via FAX

1. Always use **BLACK INK**. Blue ink or pencil will not fax well.
2. Always print all information legibly. This will help prevent misspelled names.
3. Always give complete credit card account information; type of card, account number and expiration date. Again, write legibly.
4. If you pay by credit card and have a guest or guests, you must pay for them as well. Partial payment will not be allowed. If this policy is not followed, your RSVP will not be considered pre-paid.
5. If you pre-pay by credit card and become a NO SHOW, your fee will not be refunded unless you cancel before 5:00 P.M. on the Wednesday prior to the meeting.
6. If you pre-register but do not pre-pay and become a NO SHOW, you will be billed for your fee unless you cancel before 5:00 P.M. on the Wednesday prior to the meeting.
7. Fax reservation closes at 12:00 noon on the Tuesday before the event. **AT THAT TIME THE FAX MACHINE WILL BE TURNED OFF AND WILL NOT BE RECONNECTED UNTIL 9:00 A.M., THE FRIDAY AFTER THE EVENT.**
8. FAX RSVP's are not acknowledged. Keep your FAX verification from your fax machine. All fax forms received are brought to the event by the Chapter Secretary. Without your verification, we will rely on our records.
9. **NO TELEPHONE RSVP's ARE ACCEPTED!!!**
10. Pre-registered and Pre-Paid RSVP's will be held at the appropriate registration desk until 10 minutes after the meeting starts. At that time, any remaining RSVP's will be considered NO SHOWS. The seats will be released to the Walk In Registration desk.

Via E-Mail

1. Always give complete credit card account information; type of card, account number and expiration

date.

2. If you pay by credit card and have a guest or guests, you must pay for them as well. Partial payment will not be allowed. If this policy is not followed, your RSVP will not be considered pre-paid.
3. If you pre-pay by credit card and become a NO SHOW, your fee will not be refunded unless you cancel before 5:00 P.M. on the Wednesday prior to the meeting.
4. If you pre-register but do not pre-pay and become a NO SHOW, you will be billed for your fee unless you cancel before 5:00 P.M. on the Wednesday prior to the meeting.
5. E-mail RSVP's will be accepted after the 12:00 noon deadline on the Tuesday before the event, **providing they have an origination time stamp prior to 12:00 noon.** All e-mail RSVP's are acknowledged.
6. Pre-registered and Pre-Paid RSVP's will be held at the appropriate registration desk until 10 minutes after the meeting starts. At that time, any remaining RSVP's will be considered NO SHOWS. The seats will be released to the Walk In Registration desk.

Walk-in Registration

1. Walk In Registration is handled on a first come first served basis, regardless of an individual's status with the association.
2. Your fee will be collected at the time you register and will not be refunded if you cannot be seated due to space limitations.
3. Walk In participants will not be seated until 15 minutes after the program starts. All Pre-registered and Pre-paid participants will be seated first.
4. Walk In Fees are: **\$40—Lunch; \$45—Dinner.**
5. There are no exceptions to the Walk In Rules unless authorized by the President or VP of Programs.

Directions to the Sheraton Park Central Hotel

The Sheraton Park Central Hotel is located 15 miles from downtown Dallas at the southwest corner of Coit and the LBJ Freeway. The entrance is on Merit Drive one block west of Coit. The Sheraton is easily accessible and has ample complimentary outdoor and garage parking.

From West of LBJ (I-635) and Coit: Heading east on LBJ, exit right at Coit. As you exit, immediately merge into the right hand lane of the frontage road and turn right into the hotel.

From South of LBJ (I-635) and Coit: Take Central Expressway (I-75) to Coit exit. Take Coit to Banner Drive. Turn left (west) on Banner. Turn right on Merit; hotel is on the left.

Looking for a faster, easier way to register for monthly chapter meetings?!

Charge It!

Alcohol Policy MPI D/FW Chapter

MPI D/FW 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.

**MPI DFW CHAPTER
SPONSORSHIP INTEREST FORM
1999-2000**

If you are interested in hosting a monthly chapter meeting or providing a service, please complete this form and return to O.D. O'Donnell

MONTHLY CHAPTER MEETING

This meeting is held on the fourth Thursday of each month, with the exception of November and December which are held on the third Thursday. Attendance averages 250+ members & guests, and there also must be enough space for registration and the reception. Please indicate first, second, and third choices your property would be able to host a meeting.

#1	Month _____	Lunch _____	Dinner _____
#2	Month _____	Lunch _____	Dinner _____
#3	Month _____	Lunch _____	Dinner _____

ADDITIONAL SERVICES

As a member, you may wish to provide a service or showcase your product as you support our educational efforts.

_____ Entertainment	_____ Flowers	_____ Favors
_____ Decorations	_____ Printing	_____ A.V. Equipment
_____ Sponsorship	_____ Speaker	_____ Rentals/Tents
_____ Gift Baskets	_____ Centerpieces	_____ Transportation

OTHER _____

*****We appreciate your interest and support. It is only thru the partnership and generosity of our chapter members that the Dallas/Fort Worth Chapter has achieved the recognition as one of the Benchmark chapters in all of MPI. The D/FW chapter won the coveted Chapter of the Year Award in 1989,1990,1994 and 1996.*****

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE _____ FAX _____ E-MAIL _____

PLEASE FAX OR MAIL BY JULY 12, 1999 TO:

**O.D. O'DONNELL, NIGHTLIFE TALENT & MANAGEMENT
P.O BOX 12209, DALLAS, TX 75225**

TELEPHONE (972) 789-9340
FAX (972) 503-5443
E-MAIL: od@nightlifetalent.com