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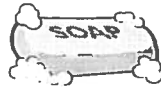
CURRENT

Meeting Professionals International

January 1999

Dallas/Fort Worth Chapter

**Please bring
toiletries
to the Jan. 28
meeting**



Gifts will benefit the
Visiting Nurses Assn.

For more information:
Stephanie Schroeder (Starwood Hotels &
Resorts), 972-238-1008 or
Delinda Dudley (Fun Factory Decorations
& Special Events), 972-271-7444.

Are You Prepared to Overcome the Unexpected?

Welcome to 1999 and the countdown toward a new millennium. Expect change. Expect crisis. Expect a "Brave New World" of challenges.

How aware are you of the potential crisis situations and emergencies which could strike your next meeting? Are you prepared to "Overcome the Unexpected?"

Find some solutions at the January 28 chapter luncheon meeting at the Dallas/Fort Worth Airport Marriott. The program features MPI D/FW member Kevin Mellott, president of ERASE Enterprises

For more details, see page 4.

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Great Party!

MPI D/FW members and hospitality industry associates enjoyed line dancing with Santa's elvettes at the MPI D/FW holiday party at Southfork Ranch and Conference Center. For more pictures of this gala celebration, see pages 8-9.

D/FW Chapter Meeting • D/FW Airport Marriott • Jan. 28 • 11:30 a.m.

CURRENT MPI

MEETING PROFESSIONALS INTERNATIONAL®

Committed to Educational Leadership

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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. 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

January 28, Thursday

Disasters
DFW Marriott
11:30 a.m.

February 25, Thursday

"Do Re-Mi's—Life"
Movie Studios @ Las Colinas
11:30 a.m.

March 25, Thursday

Radisson Plaza Hotel/Fort Worth
6:30 p.m.

April 22, Thursday

"Magic of a Mighty Memory"
Harvey Hotel/Crowne Plaza
11:30 a.m.

May 27, Thursday

TBA
6:30 p.m.

June 24, Thursday

Monthly Meeting
"Annual Awards Gala"
Morton H. Meyerson Symphony Center
6:30 p.m.

MPI

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972-702-3000
FAX: 972-702-3070
<http://www.mpiweb.org>

New job? address? phone number? e-mail address?

Report those changes to
MPI D/FW Chapter Office
fax 972-506-7485 or rcharnes@msn.com

and

MPI International Headquarters
972-702-3000



Keep your records up to date!

ISSUE

February
inserts due Feb. 8
March
inserts due March 8
April
inserts due April 5
May
inserts due May 10

DEADLINE

Jan. 15, Friday
Feb. 19, Friday
March 19, Friday
April 16, Friday

CURRENT Deadlines



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

President's Message

MPI's Research Center—Right Next Door... Do You Use It?

We are so fortunate that the MPI headquarters is right in our own backyard and yet I am sure a lot of us are not aware of all of its services and how we can utilize our membership through their resources.



Colleen Rickenbacher,
CMP
Dallas CVB
D/FW Chapter President

Every time I need to write an article or present a program, I contact the Resource Center and have them research materials that would be useful for me in my presentation. They have the most up-to-date information and resources to guide me in the proper direction.

The Resource Center is under construction—not literally, but many changes are underway. The first change is the name: *Resource Center* will become *Research Center*.

MPI Marketing Research Manager Frances Rushing said the Center is actively starting its own research programs. It will have the capability to rely on its own data and information.

Their first two programs will involve studies on the Corporate Meeting Planner and the Independent Meeting Planner—two separate issues and two very hot topics at this time.

Other plans include more information to all members on the website. At no charge, MPI members have access to research information by dialing the Meeting Professionals International World Wide Web at <http://www.mpiweb.org>.

According to Rushing, the top ten requested items in The Research Center are: Career Packages; Job Bank; Salary Survey; Chapter Contacts; Acronym List (phone numbers); Convention Liaison Manual and information relating to the Certified Meeting Professional Examination; Media Kits; Bookstore Catalog; Trade Publications (phone numbers) and Colleges/Universities (phone numbers and contacts).

The list provides an idea of the broad spectrum the Research Center can provide.

The Center was established in 1987 through the MPI Foundation to identify, research and develop ways to increase the success of the meeting planning process, function and management. In 1988, ITT Sheraton Corporation committed monies over five years to gather the "body of knowledge" and to fund the building of the Resource Center. In 1994 the operational control of the Resource Center was transferred to Meeting Professionals International.

Presently there are more than 5,000 pieces of information, making the Research Center the industry's most comprehensive library.

We have a gold mine in our own back yard and I encourage all of you to rely on this tremendous asset. The access fee is waived for all MPI members and there are minimal fees to have things mailed or faxed to you.

The next time you need some information about our industry or are looking for a career change or up-to-date information, stop by and introduce yourself to Frances Rushing; let her provide a whole new area of information.



Visit Meeting Professionals International at
<http://www.mpiweb.org>

MPI

MEETING PROFESSIONALS INTERNATIONAL[®]
Committed to Educational Leadership

Meeting Professionals International is the world's largest association of meetings professionals with more than 14,500 members in 51 countries and 58 chapters and three 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.

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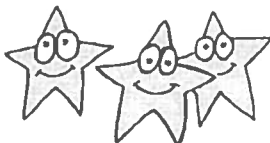


"Star of the Month" is a recognition program honoring chapter members for involvement in committees and special programs. All Stars of the Month are eligible for a special drawing for two educational scholarship awards to attend the MPI International Conference or other MPI educational opportunities.



Wendy Foster
Circle R Ranch

Wendy Foster (Circle R Ranch) has been an active member of MPI D/FW since August 1991, when she joined as one of the chapter's first student members. She has served on the Program Committee since 1995, and was chair of the 1997 "Program of the Year" meeting featuring Keith Harrell. The MPI Kids Charity Ball has been a recipient of Wendy's volunteer spirit for several years, where she chaired the Auction Cashier Committee in 1996 and 1997, and co-chaired the Raffle Committee with husband, Steven Foster, in 1998. Wendy also has participated in three Meetings Industry Legislative Action Days, serving as a Texas Team Leader in 1997. Currently a member of both the Program Committee and Registration Committee, Wendy has been involved with both the Love for Kids Christmas Party and Summer Party at Circle R Ranch every year since their inception. She is an accomplished equestrian, having placed in the Top 10 nationwide at national competitions with her horse, "Dallas."



To nominate a Star of the Month,
send a fax to Ann Stetson (Le Meridien Hotel), 214-855-1735.



Enjoy an Evening in Italy for \$30!

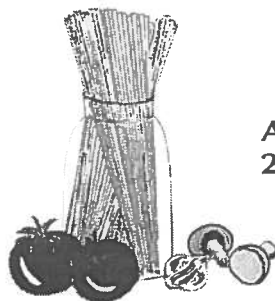
Join other MPI D/FW Chapter members for a fun-filled evening which will include an authentic Italian dinner plus a special presentation on Sardinian/Tuscan regional cuisine by Chef Francesco Farris.

A percentage of the proceeds will benefit the MPI D/FW Chapter's Worldwide Development Program and the promotion of the April 1999 European MPI Professional Conference in Rimini, Italy.

January 20 (Wednesday)

6:00—8:00 p.m.

Arcodoro Ristorante Italiani
2520 Cedar Springs • Dallas
(214) 871-1924



\$30 per person (pay at the door)
Cash Bar will be available

**Worldwide
Development
Program**



RSVP: Bobby Bulger, 214-341-5876, by Jan. 18

Are You Prepared to Overcome "The Unexpected"?

By Steven G. Foster
Circle R Ranch
MPI D/FW President-Elect

Welcome to 1999 and the countdown toward a New Millennium. Expect change. Expect Crisis. Expect a Brave New World of challenges.

Are you prepared to "Overcome the Unexpected?" How aware are you of the potential crisis situations and emergencies which could strike your next meeting?

Find out for yourself at the January 28 chapter meeting at the Dallas/Fort Worth Airport Marriott. The meeting begins with Chapter Orientation at 11:00 a.m., followed by lunch at 12:00 p.m.

You could adopt a "deal with it later" attitude and, in the words of The Artist Formerly Known as Prince, "party like it's 1999."

However, the discerning meeting professional knows that playing the odds when it comes to planning a safe and successful event is nothing short of Russian Roulette—a dangerous game to play with any meeting.

The January chapter meeting is a special event featuring unique interactive emergency management scenarios which will place attendees directly in the path of both man-made and natural disasters—all based on the real-life experiences of meeting professionals.

You will learn—as did the actual survivors of these crisis events—to design a successful emergency plan and prevail in a catastrophic situation.

Kevin Mellott, president of ERASE Enterprises, will lead us step by step through disasters and dilemmas which are provoking serious concern throughout the meetings industry.

His company—dedicated to emergency response and safety education—boasts an impressive list of clients, including Microsoft, the Department of the Air Force, NASA and The White House Technical Staff.

Hosts for the January chapter meeting

continued on page 6

MPI

MEETING PROFESSIONALS INTERNATIONAL®
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January MPI D/FW Chapter Meeting

"Are You Prepared to Overcome the Unexpected?"

Sponsored by

Dallas/Fort Worth Airport Marriott and ERASE Enterprises

Thursday, January 28

Dallas/Fort Worth Airport Marriott
8440 Freepoint Parkway • Irving, TX 75063
(972) 929-8800

11:00 a.m. Registration Opens outside Salons F-J
11:00 a.m. Chapter Orientation—Salon D
11:30 a.m. Reception
12:00 p.m. Luncheon—Salons F-J

—Self-Parking is available in the East Lot near the Grand Ballroom Entrance to the Hotel—

R.S.V.P. to Randie
by noon, Tuesday, Jan. 26
Reservations rec'd after the deadline
will be placed on waiting list.
•FAX 972-506-7485 (see fax insert)
•rcharnes@msn.com

Advance Registration \$24
Onsite Registration \$32
Guest Registration \$30

JADE
in
January

this MNEMONIC
will help you remember
details about this month's
chapter meeting

January 28, 1999

Are You Prepared to
Overcome the
Unexpected?

Dallas/Fort Worth
Airport Marriott

Event begins @ 11:00 a.m.

January Host Facility D/FW Airport Marriott

The D/FW Airport Marriott is a premier hotel of the DFW Airport, conveniently located at the North entrance/exit. This hotel consistently receives the highest meeting planner survey scores in its region due to superior service and attention to detail provided by its staff.

The hotel features 491 comfortably appointed guest rooms, 17,000 square feet of meeting space including the 9,000-square-foot Grand Ballroom, complimentary airport shuttle and parking facilities. Every guest room is equipped with two phone lines and a computer work station.

Situated in the heart of the metroplex, its location is a favorite for those who enjoy the cultural and historic attractions of both Dallas and Fort Worth.

EDUCATION NEWS



Educational Opportunities & Upcoming Industry Meetings at a glance

January 21
PO'Ds 4 & 9

"Time Management"
The Ballpark at Arlington
11:30 am – 1:00 pm
Contact: Tamra Fairbrother
817-795-9006 x 2034

January 22
Quarterly TxACOM
Omni Austin Hotel
Contact: Shari Moore
fax: 817-459-5089

January 23
CMP Exam at P.E.C.
Vancouver, BC

January 24-26
MPI Professional Education Conference
Vancouver, BC

February 9
Walk-a-While
"Marketing/Promoting Your Meeting"
Location: TBD
6:00 p.m. – 8:00 p.m.
\$15 members' fee
Contact: Patty Stern / Elizabeth Baryshev
972-234-5466

Feb 11
Platinum Series
"Speaking the Same Language:
The Art of Negotiations"
3-6 p.m.

Feb 11
PO'D 5
"TBD"
11:30 p.m. – 1:00 p.m.
Contact: Elizabeth Chandler
214-826-9431 x 101

For more information about any of these educational opportunities call
Marti Fox, CTC (BTI Americas) 214-905-8550

Walk-A-While in My Shoes

February 9 (Tuesday)
6-8 p.m.
"Marketing and Promoting
Your Meeting"
Location: TBD



The dynamic "Walk-A-While" (WAW) program is underway!
Mark your calendars for these sessions of information, communication and fun!

remaining sessions
Feb. 9
March 9
April 13
May 11

for more information: Patty Stern (Five Star Limousines) 972-234-5466

Jan Pollard Award for Professional Growth



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

When longtime D/FW MPI 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.

Third Annual Texas Education Conference

November 5-6
Renaissance Austin Hotel

MPI
TEC

MPI Hill Country
MPI Houston Area
MPI D/FW

Location, Location and ??? — Why a Planner Will Pick a Specific Site

By Lianne Pereira • The Susan G. Komen Breast Cancer Foundation

You've wined and dined your prospective clients, sent them flowers on their birthdays, remembered their children's names and ages and you still didn't get their business. Here's an inside view from the planner's perspective — what things sway the balance when the final decision is made.

The Big Stuff

These are the things beyond your control:

- **The City** — What climate, which airport, what tourist attractions?
- **Property Size** — Can you handle my meeting? Are you too big and I'll be lost? Too small and I'll be cramped?
- **Cost Range** — Even if I won't admit it, I do have a range I'm comfortable with.

When the big issues have been settled, what will a planner look at?

Money Talks

- **Rate Wars** — Please give me a good rate up front. When you come down later to match the competition — you lose.
- **Contract Flexibility** — Those double whammies give me the willies! I cannot bring myself to sign a contract that commits me to major penalties should my estimates be off. Do use a sliding scale for meeting room rates — it is fair to all concerned.

Client Amenities

I love the little extras for my attendees. Offer me turn-down service, chocolates on the pillows, those great chocolate chip cookies.

- **In-Room Coffee Pots** — Believe it or not, one large local property lost our bid because they didn't have in-room coffee pots. You may see this as a small amenity; I view it as a huge savings on attendee expense accounts.
- **Breakfast Buffet** — This trend is gaining more and more popularity and I love it. It's one less event to plan, one less budget item to track.
- **Valet Parking** — If it takes that outside firm 20 minutes to attend to me, what is going to happen when 50 of my guests show up at once?
- **Free Shuttle** — This gets my vote every time. I particularly appreciate transportation to and from the airport, as well as to local attractions.

And finally, those client relationships really do pay off:

Relationships

- **Continuity** — Guess which hotel lost our bid when the outgoing manager failed to alert the incoming manager that she was watching for available dates for our event? When they came open, the new rep didn't think to tell us until too late.
- **Know my Group** — Do a little homework. We're on the Internet. I feel my attendees are special people and I want you to feel that way too.
- **Staff** — Introduce me to your staff. This lets me know you think they are competent and able to help in your absence.
- **Upgrades** — Do upgrade my room and send that cheese and fruit tray. I love the "thank-you" and sometimes that is the only food I'll take the time to eat. Know that when I'm eating a midnight snack, I am thinking very kindly of you.
- **Site Visit** — Do invite me to lunch. That is where we will build that working relationship, and where I get to observe firsthand how you treat the staff, and how they treat their customers. It also gives me a good idea of the quality of the food. If the restaurant is good the banquet usually will be, too.
- **Relationship** — Do build a relationship with me, but please, don't ask me about my children! Do inquire about my professional history — I love to brag of my accomplishments!

These are all little things, but they do add up! And the next time you really want to know, ask! I usually know very well why one property won over another, and if you have taken the time to build that relationship, you'll get a straight reply. You may be surprised at the answer.



December Meeting Highlights

MPI Celebrates the Holidays with Industry Associates

In December MPI D/FW members, along with industry associates, enjoyed an elegant evening of fun and fantasy at Southfork Event & Conference Center.

Using a "Beauty and the Beast" theme, Southfork was transformed into a magical wonderland of holiday delights, setting the stage for good cheer, networking, and meeting new faces.

The evening's activities included dancing to the Linder & Brock Band, with a special appearance by teen singing sensation Mikaila.

Hospitality industry associates joining MPI D/FW for this gala evening were members from HSMAI, NTHSMAI, ISES, IAEM, TxACOM, PCMA, NACE, SITE, SGMP, NTSA, H/MA, GDRA and DFWAE.



Photos by VISTA





Hall of Fame

Please salute the following companies and individuals for their contributions to the December meeting at Southfork Ranch.

Facility, Reception, Dinner, Complimentary Valet Parking
Southfork Event and Conference Center

Beauty and the Beast Themed Décor, Candelabras, Chair Covers
Liland's Special Event Productions
Delene Bell

China, Flatware and Stemware
Abbey Party Rents
John and Sylvia Jakob/Robert Slavik

Table Linens
BBJ Boutique Linen
Joy Johnson-Floyd

Photographs with Santa
Jowdy Photography
Jeff Jowdy & Karl Leslie

Santa Claus and Helpers
Buckskin Corporation
Randy and Joanna Herndon

Live Band – Linder and Brock
First Call Entertainment
Bill Antonisse

Mikaila
Nightlife Talent
O.D. O'Donnell

AV Services
AVHQ/Event Staging
Rob Keating

Specialty Beauty and the Beast Cake
"It's A Cake Thing"
Tim Louque

Bus Transportation
Coach USA
Peg Wolschon

December Program Meeting
Heather Hersley
Southfork Ranch

Lisa Allen
Southfork Ranch

O.D. O'Donnell
Nightlife Talent

Esther Wigley, CAS
Appointments

Leah Belasco
Independent Planner

Photos by VISTA





**MPI Professional Education
Conference - North America**

January 24-26, 1999

Vancouver, British Columbia



**TWO DYNAMIC GENERAL
SESSIONS**



MORE THAN 70 WORKSHOPS



EXECUTIVE TRACK



TECHNOLOGY LABORATORY



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OPPORTUNITIES**



**CHAPTERS OF THE YEAR &
GLOBAL PARAGON AWARDS
PRESENTATIONS**

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MPI Website <http://www.mpiweb.org>

MPI D/FW Board of Directors Selects Financial Planner

By Melissa Parks, CMP
H.D. Vest Financial Services
MPI D/FW V.P./Finance

Tia Tomlin, CFP (Certified Financial Planner) of Salomon Smith Barney has been selected as financial consultant for the MPI D/FW Chapter.

Tomlin, who has more than 12 years experience helping individuals and business owners plan their finances, was one of four financial advisors submitting proposals.

Salomon Smith Barney manages more than \$650 billion for millions of Americans and is now part of Citigroup, one of the world's largest financial institutions.

Chapter Financial Goals

Naming a financial consultant is one step in achieving growth in chapter resources.

Presently, the chapter has a "reserve" account with about \$50,000 earning 4% interest. After inflation, this is barely breaking even and will never grow to produce any sizeable amount.

The goal is to diversify assets for optimal growth with a moderate to low amount of risk, such that an "endowment fund" is created by the year 2008.

The interest income from this endowment would serve to help future board leaders offset chapter expenses or provide assistance for capital development (i.e. the purchase of equipment).

Concerns are "safety" of the investments and also keeping enough in checking and a money market fund to cover any month where expenses might exceed income.

In seeking a financial advisor the Board of Directors looked at these criteria. The individual selected must be: a Certified Financial Planner (CFP); registered with a known, reputable financial firm; and have no complaints with the NASD and/or SEC

Role of Chapter Financial Advisor

1. The chapter financial advisor will

propose to the Board an investment, or group of investments, that meets our long-term growth needs as well as consideration of our risk tolerance.

2. Upon approval of the Board, the chapter financial advisor will conduct the investments as presented.

3. The financial advisor will report to the VP of Finance monthly and/or quarterly on the status of the Chapter's investments. The chapter financial advisor will report to the Board, in person, at the bi-annual retreats of the Board.

4. Any changes to the investments must be approved by a majority vote of the Board.

5. Any changes to the financial advisor will require a majority vote of the Board.

6. The financial advisor may be called upon to present to the chapter an educational seminar on investing and, specifically, the recommended investments.

Financial Recommendations

Tomlin's recommendations include moving the reserve fund into a financial management account to maximize return inside of an FDIC-insured deposit account.

The interest earned each month will be invested in a growth and income mutual fund from Massachusetts Financial Services—the Massachusetts Investors Trust (MFS-MIT). Initiated in 1924, it is one of the oldest mutual funds in existence.

This allocation will help reduce the risk connected to the chapter's reserve fund while increasing assets at a faster rate.

Tomlin will address the chapter several times this year and will be available to speak at PO⁴D meetings or meet with individuals on a complimentary basis.

She is located in the Crescent Court branch of Salomon Smith Barney and may be reached at 214-720-5018. Please identify yourself as an MPI member when calling.

Community Services Corner



MPI D/FW External Service Opportunities

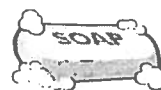
By Delinda Dudley • Fun Factory Decorations & Special Events
MPI D/FW Partnering Community Services Chair

Many thanks to all MPI D/FW Chapter members who helped make our external community services projects from July to December so successful. With your help we have provided tons of food to the North Texas Food Bank and delivered Thanksgiving meals and flowers with the Visiting Nurses Association Meals on Wheels program.

A letter from VNA indicated that more than 1,400 meals were delivered to VNA Meals on Wheels clients on Thanksgiving day. For many of the clients, the VNA Meals on Wheels volunteer's visit was the only companionship they received on this holiday. VNA also stated that this year's delivery was one of the most successful—MPI D/FW helped make this possible.

We still have work to do. Many of you who have already volunteered through your meetings or your venue to donate leftovers to the North Texas Food Bank will be contacted for continued support.

Decisions are currently being made regarding other Community Services Projects. Continue to watch this column for opportunities to help.



Please bring toiletries to the Jan. 28 meeting



Gifts will benefit the Visiting Nurses Association

Please remember to bring home the toiletries from your hotel room at PEC-NAI

For more information:
Stephanie Schroeder (Starwood Hotels & Resorts), 972-238-1008 or
Delinda Dudley (Fun Factory Decorations & Special Events), 972-271-7444.

January Chapter Meeting

continued from page 4

are the Dallas/Fort Worth Airport Marriott and ERASE Enterprises.

January committee members are Gloria Hernandez, CMP (Holiday Inn Select DFW Airport North), Steven G. Foster (Circle R Ranch), Cindy Hamilton (CityPlace Conference Center), Julie Johnson, CMP (Lennox Industries Inc.) and Bitsy Burns, CMP (H.D. Vest Financial Services).



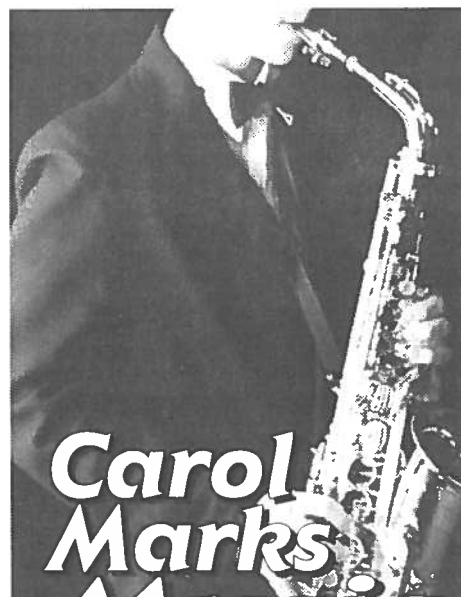
The MPI Kids Charity Ball

Produced by Meeting Professionals International
Dallas/Fort Worth Chapter

May 15

The Fairmont Hotel

for more information see page 14



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INTERNATIONAL NEWS

Why Participate?

MPI Professional Education Conference— North America: Vancouver, January 24-26

Participants at MPI's Professional Education Conference—North America in Vancouver January 24-26 will have the opportunity to interact with more than 3,000 meeting industry professionals.

Two leading-edge general sessions will be led by entrepreneur and humanitarian Peter Ueberroth, and co-author of *Chicken Soup for the Soul* Mark Victor Hansen.

Entertainment personalities include five-time Grammy Award winner Sandi Patty, recording artist Gary Morris and CMA Award winning country legend Marty Stewart.

Canada's first female Prime Minister, Rt. Honourable Kim Campbell, P.C., Q.C. will appear at the Second General Session. Attendees will have the opportunity to attend more than 80 workshops across seven learning tracks.

The Opening General Session entertainment is sponsored by Opryland Productions, and Wyndham Hotels & Resorts will sponsor the keynote speaker. The sponsor for the Second General Ses-

sion is International Meeting Resources (IMR).

PEC-NA is also an opportunity for Vancouver to showcase its meeting facilities and services to the foremost meeting and convention professionals in the world.

During the next five years, MPI's PEC-NA will bring Vancouver an estimated \$120 million worth of new meeting business.

The potential buying power for meeting planners at MPI's '99 PEC-NA is approximately \$800 million.

MPI planner members are responsible for approximately 810,662 meetings per year.

At PEC-NA, MPI salutes the **1997-98 Chapters of the Year and Awards of Excellence** winners. Selection for these awards is based on highly competitive evaluations of administration, communication/marketing/public relations, education, membership growth and retention, and special projects.

Winners of the **Global Paragon Award**, sponsored by *Opryland Hotel*, will be recognized at PEC-NA. One of MPI's most prestigious awards, it recognizes outstanding meetings around the world based on content, logistics and return on investment.

Tidbits from the Top News from MPI International

SIG Forum Set May 12-14

The 1999 Special Interest Groups (SIG) Forum, "A New Renaissance: Enlightened Thinking to Change Outcomes" is scheduled May 12-14 at the new Venetian Hotel in Las Vegas, Nevada.

The program will include two general sessions, workshops, and networking events.

All MPI members and non-members are invited to attend, regardless of whether they belong to a Special Interest Group or not. A detailed program will be mailed in early February.

Fax on Demand Available

"Fax on Demand" is available 24 hours a day, seven days a week and the call is free.

Available items include membership materials, upcoming educational programs, media kit, staff or leadership directories—and much more!

In the U.S. and Canada the access number is 1.800.873.2009. International members can utilize the service by telephoning 1.402.449.6674.

Have your MPI membership number available when making the call.



Submitted by
Michelle Carter, CMP, CHSP
(Wyndham Anatole)
MPI D/FW International
Marketing Liason

Jan. 23 Chapter Management Forum Kicks off PEC-NA in Vancouver

The Chapter Management Forum (CMF) at the Professional Education Conference—North America—is a free, fun, multi-disciplinary networking event for current and future chapter leaders.

Join other chapter leaders at Vancouver's Pan Pacific Hotel Saturday afternoon, Jan. 23, for your "Passport to Excellence."

The CMF is created by the International Chapter Leadership Committee (ICLC) to: •motivate you to continue with renewed vigor as a local MPI chap-

ter volunteer through the rest of the year; •give you the information you need now for election procedures, awards nominations guidelines, how to design effective board retreats; •help you achieve what you set out to achieve, and then some; and •guide you in cultivating new leaders and motivating the current ones.

With all the networking value and new ideas, you can't afford *not* to attend CMF!

Save on airfare and fly in on Saturday for an afternoon of fun and learning.

MPI Recruitment Contests Underway

Galleria Gold and Opportunity for Travel Await Those Who Recruit!

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

The first six months of the 1998-1999 MPI D/FW membership contest have been completed.

Are you aware that we can participate in two separate membership contests each year?



O.D. O'Donnell
Nightlife Talent
Winner of Top MPI D/FW Recruitment Award for Four Consecutive Years

The 1998-99 membership campaign began July 1. 'Building Bonanza,' he annual President's Honor Roll, rewards existing members for sponsoring new members.

The top three prizes include a seven day, six night stay for two at the Hotel Arts Barcelona, a Ritz-Carlton property; a five day, four night stay for two at The Ritz-Carlton, Montreal, and a free registration for the 2000 Professional Education Conference-North America in Nashville.

On a chapter level, the "Go For The Gold" contest also started July 1, 1998. Everyone in the chapter is eligible (with the exception of the vice president of membership).

For each two members sponsored, members will receive one \$10 "Galleria Gold" piece—and it spends just like money!

Last year, more than 18 MPI D/FW members received "Galleria Gold" in appreciation for membership recruitment.

The individual who recruits the most new members will be named the Susie Fiveash Award winner, a designation that also includes \$500 in Galleria Gold.

The real secret to a solid membership program doesn't rest with the board, membership committee, or the office staff. Most people join groups or associations

because they appreciate the personal outreach of their peers.

Each MPI D/FW member is an am-

bassador for MPI and we should encourage our friends and associates to join MPI because only through numbers can MPI D/FW afford to have the types of programs we all need and want.

I challenge each of you to sponsor at least two new members this year. In the end we will have a stronger more representative chapter.



M.T. Hickman
Richland College
'Grapevine' Columnist

Heard it through the Grapevine!



Mitchell Cathey
Palomino Euro Bistro
'Grapevine' Columnist

Sally Bresnahan, who married Kenny Clausen Nov. 14, 1998, was recently named convention service manager, *Le Meridien Hotel*.

Cortney Carroll recently returned to Dallas to accept the position of group sales manager, *The Melrose Hotel*.

Five Star Limousines joined *The Carey Companies*. **Patty Stern**, formerly with *Five*

Star Limousines will continue her work in sales and marketing.

Kelly Dunaway is the new director of sales, *PGI Dallas*.

To submit items for this column contact M.T. Hickman (Richland College) 972-238-6097; fax 972-238-6333, or mthickman@dcccd.edu; or Mitchell Cathey (Palomino Euro Bistro), 214-999-1222; fax 214-999-1115.

MPI D/FW Mailing List and Labels For Sale



The MPI D/FW mailing list, which consists of more than 800 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.

Contact:
Randie Charnes,
972-506-7485 or
rcharnes@msn.com

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Committee Visits TMKCB Recipients

By Pat McCain
Krisam Hotels & Resorts
1999 TMKCB Chair

The last three meetings of TMKCB 1999 committee included headquarters tours of some of our beneficiaries.

We have seen the research facilities, cancer ward and brave patients at the Children's Medical Center of Dallas (CMCD) to better understand what Wipe Out Kids' Cancer is all about.

We have visited Bryan's House and watched children play whose exposure to the scourge of AIDS has forced them to call this place their home.

And we have toured "Annie's House," the new facilities of Genesis Women's Shelter intended to provide long term solutions for the crisis of domestic abuse.

Attendees left each of these facilities with profound respect for what all our beneficiaries are accomplishing, as well as clearer understanding of what the MPI Kids Charity Ball is all about—helping children from Dallas and Fort Worth who cannot help themselves!

It tugs on your heart strings to tour the cancer ward at CMCD and see children who have lost their hair from chemotherapy treatments... or to tour Bryan's House and see a six-month old baby being given medicine through an IV shunt because she was born with the AIDS virus... or to learn from Genesis Women's Shelter that of children who witness domestic violence, 40% suffer anxiety, 48% suffer depression, 53% act out violence with their parents and 70% act out violence with their siblings.

Your time, energy, financial commitment, auction items and caring make an enormous difference in the lives of many disadvantaged children in Dallas and Fort Worth. No matter how big or small a donation, it all adds up!

The MPI Kids Charity Ball 1999 committee and volunteers thank you for supporting this gala. I feel especially fortunate to be this year's chair, because I have the opportunity to be the messenger—for all of you who have donated to this event—to some very special kids.

Thank you for sharing your own "love for kids"—and look forward to a wonderful evening May 15!



The MPI Kids Charity Ball

Produced by Meeting Professionals International
Dallas/Fort Worth Chapter

May 15
The Fairmont
Hotel

TMKCB 1999 Will Provide:

- Comfort for the children of BRYAN'S HOUSE
- Shelter for the abused of GENESIS WOMEN'S SHELTER
- Hope for the terminally ill of A WEEKEND TO WIPE OUT CANCER
- Love for the poor & forgotten of LOVE FOR KIDS
- Opportunity & education for the youth of THE RICHLAND COLLEGE SCHOLARSHIP FUND...
- and for all the children of the Dallas/Fort Worth Community.

Sponsorships

THE MPI KIDS CHARITY BALL Sponsorship Committee requests that MPI D/FW Chapter members help solicit a Guardian Angel, Diamond, Platinum, Gold, Silver or Bronze Sponsor. Cash Sponsor opportunities range from \$1,500 to \$15,000. Utilize your people skills and VIP contacts to raise money to "Help the Kids."

If you can help, please contact
Corporate Sponsorship Committee Chair
Gregory Pynes
(Hand & Associates Marketing Communications)
214-770-1609

The MPI Kids Charity Ball

Produced by
Meeting Professionals
International
Dallas/Fort Worth Chapter

Super-Easy Way to Contribute to TMKCB!



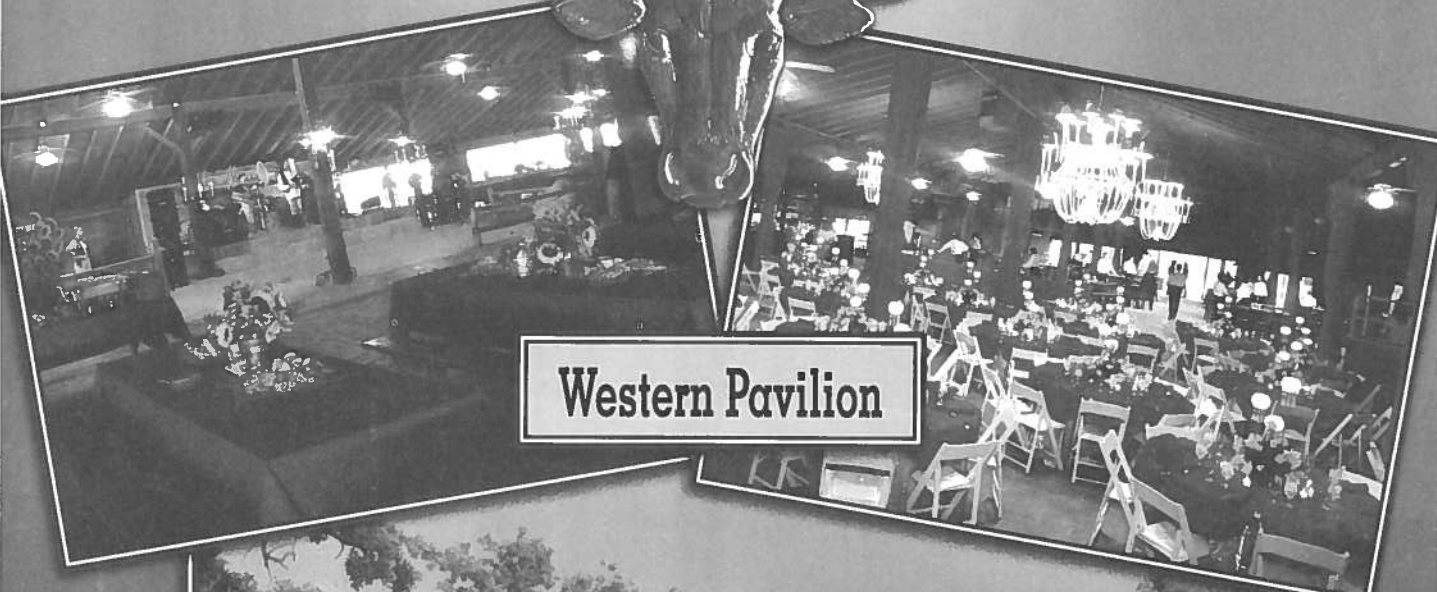
Link your Tom Thumb Reward Card with The MPI Kids Charity Ball. Just tell your cashier to link your card with #6854—and Tom Thumb will contribute a percentage of that sale to The MPI Kids Charity Ball!

Another Way to Contribute to TMKCB!

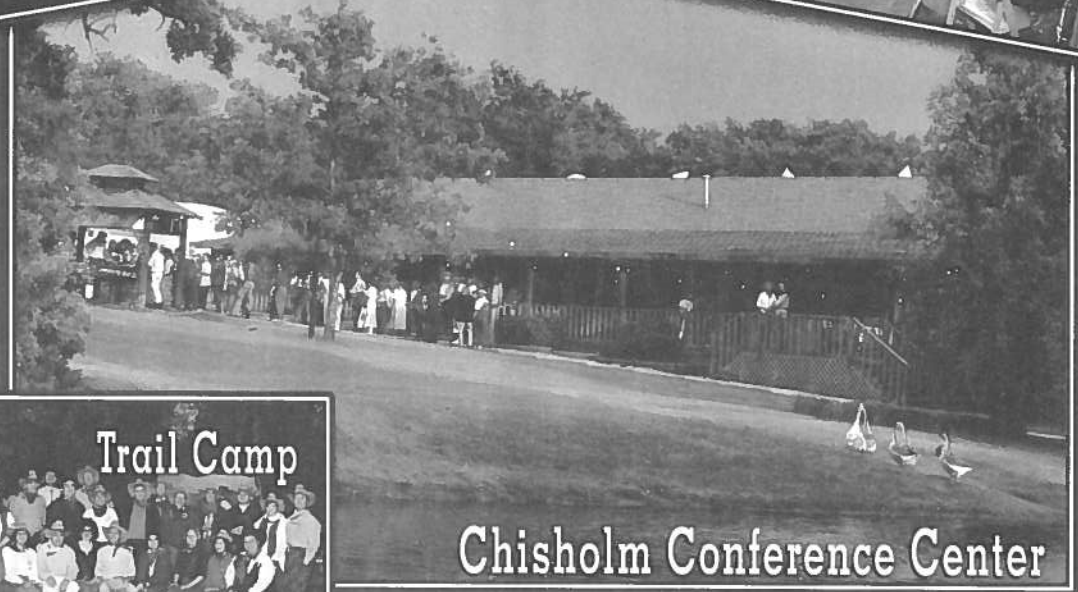


Take women's clothing to the Genesis Consignment Store (5417 W. Lovers Lane, across the street from the Inwood Theatre). You will receive 50% of what the clothing sells for and the remaining 50% goes to help the Genesis Women's Shelter.

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The MPI D/FW Chapter presents:

Speaking the Same Language—The Art of Negotiation
Platinum Series Pilot Program

3:00 PM - 6:00 PM, Thursday, February 11, 1999

Registration from 2:30 - 3:00 PM

Addison Theatre & Conference Center

15650 Addison Road, Addison, TX, (972) 450-6200

The Platinum Series, consisting of seven innovative, professionally facilitated learning experiences, represents the single greatest investment in educational programming of its kind in the history of the meetings industry. This Series, designed to enhance education within MPI chapters, is expected to make a dramatic statement about MPI's commitment to education and its chapters. The Platinum Series is sponsored by Hilton and the MPI Foundation with support provided by United Airlines.

The MPI D/FW Chapter is proud to be hosting one of the Platinum Series pilot programs. This is our chance to take part in the development of this very special education series. Please come prepared to actively take part and to share your comments during this program.

Speaking the Same Language - The Art of Negotiation will explore the nature of interest-based negotiation, where both parties are collaborative and work together to create superior results for everyone involved. Through interactive exercises, participants will identify and practice ten powerful tactics for becoming more influential in the negotiation process and will gain new perspectives by switching roles in difficult negotiation situations.

The cost is \$10 for MPI members, \$0 for Smart Card holders and \$25 for non-member guests. To register, please fill out this registration form and fax to chapter headquarters at (972) 506-7485 or e-mail info to rcharnes@msn.com. **Attendance is limited to 150 people. Parking is FREE.**

Deadline to Register: Noon, Tuesday, February 9, 1999 - FAX to (972) 506-7485

(Please print legibly and fill out one form per person)

REGISTRATION - I am a:

- Planner, Membership # _____
- Supplier, Membership # _____

- Non-Member Planner
- Non-Member Supplier

Member Name: _____ Company: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____ E-mail: _____

Phone: _____ Fax: _____

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

A Joint Project between the Meeting Professionals International Dallas/Fort Worth Chapter and the National Speakers Association's National Meetings Industry Council.

Dear Member,

Your input is needed regarding how meeting professionals and professional speakers can work together more effectively.

Jointly, Linda Swindling, NSA and MPI member, and I have designed the questions below to determine what professional speakers can do to help meeting professionals have successful and fantastic events. We hope this is just the start of more programs between our organizations. We only want to further the growth and professionalism of all of our members.

Similar questions have been sent to the more than 4,000 members of National Speakers Association to determine what meeting professionals can do to make the speakers' job easier and their performance a success.

We will share the information generated from this project with NSA, MPI and other meetings industry organizations. The questions are short and your comments are extremely valuable. Please send your response by January 31, 1999 to:

MPI/NSA Partnership Project

ATTN: Jennifer

1500 South Priest Drive

Tempe, AZ 85281

Fax: 602.968.0911

E-Mail: communications@nsaspeaker.org

Thank you for supporting meeting industry partnerships!


Colleen A. Rickenbacher, CMP
President, MPI D/FW Chapter

QUESTIONNAIRE

1. Where do the most problems occur during a speaking engagement?

2. What could be done to correct those problems?

3. What is one thing a speaker could do that would help you or your event the most when speaking?

4. How could speakers better serve you as a meeting professional?

5. What is the most frustrating thing you face when dealing with a speaker?

6. Comments

Please Return By January 31, 1999 VIA Fax To 602.968.0911