

MPI

MEETING PROFESSIONALS INTERNATIONAL®

Committed to Educational Leadership

CURRENT

April 1998

Dallas/Fort Worth Chapter

MPI D/FW Names 1998-99 Officers

MPI D/FW officers and directors for the 1998-99 administrative year were announced at last month's chapter meeting.

Colleen Rickenbacher, CMP (Dallas CVB, planner) will serve as president. Steven Foster (Circle R Ranch, supplier) was named president-elect.

Those named to vice presidential posts are: VP Administration Linda Vest, CMP (State Farm Insurance, planner); VP Education Peg Wolschon, CTP (Gray Line/Kerrville Bus Company/Coach USA, supplier); VP Finance Melissa Parks, CMP (HD Vest Financial Services, planner); VP Membership Cindy Hamilton (CityPlace Conference Center, supplier); VP Programs Betty Garrett, CMP (Garrett Speakers International, Inc., supplier); and VP Public Relations/Marketing Marsha Singer (The Dallas Directory, Inc., planner).

Representing suppliers on the Board of Directors are Tony Cummins (Adam's Mark Hotel Dallas); Delinda Dudley; Cyndi Martinez, CMP (The Stoneleigh Hotel); and Stephanie Schroeder (ITT Sheraton Sales Office)

Representing planners on the board are Cheryl Beasley, CMP (SABRE Travel Information Network); Randie Charnes (NCR Corporation); Tamara Quilty (MCI Planners); and Tim Wade (Lennox Industries).

Gregory Pynes (Hand & Associates Marketing Communications, planner) will serve as immediate past president.

Richland Scholarship Recipients Honored at Mentoring Program



Six 1997-98 recipients of MPI D/FW's one-year scholarships to the Travel, Exposition and Meeting Management Program at Richland College attended the March meeting. The students enjoyed limousine transportation to The Crescent Court Hotel in Dallas. See more about the program on page 8.

MPI D/FW Chapter Mentor Program Reception

"Connections... a meeting of the minds"

Arcodoro Bar
2520 Cedar Springs, Dallas

Tuesday, April 14

5:30 p.m. - 7:30 p.m.

Complimentary Valet Parking and Antipasti Buffet • Cash Bar

Remarks about the MPI D/FW Chapter Connections Program at 6:15 p.m.

for more information call
Lisa South, CMP, 972-250-7469
RSVP fax 972-250-7100

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CURRENT MPI

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MISSION STATEMENT

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

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

April 23, Thursday

Monthly Chapter Meeting
Fort Worth: Bass Performing Arts Hall, Worthington Hotel & Stockyards Station
"Cavalcade of Fort Worth"
6:30 p.m.

May 28, Thursday
Monthly Chapter Meeting
INFOMART

"Take Your Performance to the Next Level"
11:30 a.m.

June 24, Thursday
Monthly Chapter Meeting
Annual Awards Gala
Dallas Convention Center
"Awards and Honors"
6:30 p.m.



CURRENT Deadlines

ISSUE

May
inserts due May 13

June
inserts due June 10

DEADLINE

April 17, Friday

May 15, Friday

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Committed to Educational Leadership

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<http://www.mpiweb.org>

MPI D/FW Mailing List and Labels For Sale



Do you want to...

- Promote your business or service?
- Market specifically to planners? or suppliers?

The MPI D/FW mailing list, which consists of approximately 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.

To order, contact MPI D/FW Chapter Secretary Joe Kolb, 972-233-9107 x203.

(Note: it is against copyright laws to reproduce the MPI Directory in any format.)

President's Message

Involvement through Service: How about those Chapter Elections?

Chapter member Patty Phelps (PGI/Kaleidoscope) took the time to write a "letter to the editor" of the CURRENT. Kudos to her for taking time to write. I asked our chapter newsletter editor if I could present Patty's letter in my column because I hope it will serve as a springboard for discussion.



Gregory Pynes
Hand & Associates
Communications
D/FW Chapter President

The following is her letter in its entirety:

Voting is an Honor Even in MPI

As Americans we are given the right to vote, and should exercise that right. It is up to each individual to weigh the issues, and research the candidates to see who meets your needs as an individual. The wonderful thing about voting is that we are given a CHOICE.

By the bylaws in MPI, we have a nominating committee, which considering our incredible membership and the nominating committee's involvement in the chapter, is the perfect forum for the procedure. However the nominating committee is choosing our officers prior to the ballot getting to the membership. The committee is dictating to us who our officers are by nominating only one candidate-this is not democratic or ethical. We should be given a choice; it is our right as individuals and as members of MPI.

I am appalled at politics within our chapter. It is petty and most importantly it is not what MPI stands for. MPI is not a political local forum. It is an organization founded on educating our industry.

—Patty Phelps (PGI/Kaleidoscope)

As the soon-to-be immediate past president of MPI D/FW, I will assume leadership of the nominating process and want to get a feel of the mood of the members concerning this all-important topic.

This is an open invitation to write me concerning your thoughts.

Gregory Pynes • 6116 North Central Expressway, Suite 1105 • Dallas, Texas 75206
or gregorypynes@connect.net

Chapter Award Nominees Presented

Nominees for 1998 MPI D/FW Chapter Awards, named by the membership, were presented at last month's chapter meeting.

Chapter Planner of the Year Nominees

Cheryl Beasley, CMP • SABRE Travel Information Network
Dana Nickerson, CMP • Square One Productions
Patti Wilke, CMP • Independent Planner

Chapter Supplier of the Year Nominees

Michelle Carter, CMP • Wyndham Anatole Hotel
Steven Foster • Circle R Ranch
Peg Wolschon, CTP • Gray Line/Kerrville Bus Company/Coach USA

Rising Star Award Nominees

Lynn Lewis • Ernst & Young LLP
Brenda Miller, CMP • Malibu SpeedZone
Patty Stern • Five Star Limousines

MPI

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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.

D/FW Chapter President

Gregory Pynes
Hand & Associates Communications
214.979.4639

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214.571.1040

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972.726.9800

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214.720.4658

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Peg Wolschon, CTP
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Melissa Parks, CMP
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972.863.6160

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972-409-0278

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214.922.0316

Betty Garrett, CMP
Garrett Speakers International
972.513.0054

Kristi Carter
J & S Audio Visual, Inc.
972.241.5444

Fort Worth: a City that's Grabbing the World's Attention!

MPI D/FW to Enjoy Cavalcade of Fort Worth

By Sherri Cook, CMP
Sherri Cook & Associates

Hailed as "the last great performance hall built in the 20th century," Fort Worth's new Bass Performance Hall is sure to catch the world's attention. And attendees at the April MPI D/FW Chapter meeting will enjoy a preview of this impressive facility before its official debut.

This is just *one* reason to attend this showcase of Fort Worth! A walking tour of Sundance Square, a lively and informative dinner program at the Worthington Hotel and an "after party" at Stockyards Station are other drawing cards.

After a VIP tour and cocktail reception—with goodies compliments of USA Cafe and melodies by George Primo (Goerge Primo Orchestras) at the Bass Hall, the "Blues Brothers," along with guides from the Fort Worth Convention and Visitors Bureau, will lead a short, four-block stroll to The Worthington Hotel for the dinner program and entertainment in the Worthington's newly-renovated ballroom.

The program will feature Fort Worth's successful downtown revitalization projects, hailed by both conventioners and leisure tourists as one of the most dramatic redevelopment programs in the United States.

Representatives of the three entertainment districts—Sundance Square, the Cultural District, and the Stockyards National Historic District—will brief MPI members on the latest successes and future plans for the city they fondly call "Cowtown."

Along the way enjoy a mini-tour of Sundance Square, downtown Fort Worth's 20-block entertainment district. Highlights will include the Caravan of Dreams, Billy Miner's Saloon, Fort Worth Outlet Square, the Modern Museum Annex, the Cowgirl Hall of Fame Gift Shop and a variety of delightful boutiques, coffee houses and eateries. The Calvacade of Fort Worth, The Sundance Square Street Performers, will provide entertainment en route.

MPI

MEETING PROFESSIONALS INTERNATIONAL®

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April MPI D/FW
Chapter Meeting

"Cavalcade of Fort Worth"

Featuring Three of "Cowtown's" Finest Venues

Thursday, April 23

Bass Performance Hall, 330 East 4th Street, Fort Worth 817-348-2400
The Worthington Hotel, 200 Main Street, Fort Worth 817-870-1000
Stockyards Station, 130 East Exchange Avenue 817-625-9715

5:00 p.m. Bus Transportation from Dallas

(Westin Galleria Hotel Parking Lot & Wyndham Anatole Hotel/Chantilly Entrance)

6:00 p.m. Fort Worth CVB Guides Escort Guests from Worthington to Bass Performance Hall

6:00 p.m. Orientation, Bass Performance Hall, Audience Chamber

6:00 p.m. Reception & Registration, Bass Performance Hall, Lobby Reception Area

7:00 p.m. Dinner & Program, The Worthington Hotel, Grand Ballroom

8:45 p.m. Blues Brothers Performance at Stockyards Station

9:15 p.m. Dancing to Boot Scootin Dance Company DJ

10:15 p.m. Buses Depart for Westin Galleria Hotel and Wyndham Anatole Hotel

11:00 p.m. Buses Return to Westin Galleria Hotel and Wyndham Anatole Hotel

—Complimentary Valet and Garage Parking at The Worthington Hotel—

R.S.V.P. to Joe

by noon, Tuesday, April 21

*FAX 972-490-4219 (see fax insert)

FAX confirmation preferred!

*phone 972-233-9107 x1-MPI (674)

*joe@dondillon.com

Advance Registration \$28

Late Registration \$35

Guest Registration \$32

After the dinner program, we'll be whisked to Stockyards Station in the heart of "Cowtown." Belly up to the bar and kick up your heels! Look forward to performances by The Blues Brothers, and the Boot Scootin' Dance Company D.J.

Stay tuned for prize package awards, which include: Etta's Bed & Breakfast, a carriage ride, theater tickets, restaurant packages, and drink packages.

Dallas attendees can take advantage of motorcoach transportation from either the Westin Galleria Hotel or the Wyndham Anatole Hotel via buses provided by Kerrville Bus Co. Coach U.S.A. (5 p.m. departure).

Those who choose to drive will be treated to complimentary valet or garage parking at The Worthington Hotel. Fort

Worth CVB guides will escort you to The Bass Performance Hall.

April committee members are: Sherri Cook, CMP, Chair (Sherri Cook & Associates), Merriann Skinner (Raytheon Systems Company), Melanie Hoover, (Fort Worth Convention & Visitors Bureau), Barbara Stone (Fort Worth Convention & Visitors Bureau), Debbie Rubin, CMP (The Worthington Hotel), and Denise Thomas (Stockyards Station).

Facility hosts are: Bass Performing Arts Hall Managing Director Paul Beard and House Manager Melissa Postnikoff; The Worthington Hotel General Manager Bob Jamison and Director of Group Sales Development Debbie Rubin, CMP; and Stockyards Station Director of Conventions and Tourism Denise Thomas.

April Host Facilities

The Worthington Hotel

Fort Worth's only four-star, four-diamond hotel, The Worthington Hotel, situated in Fort Worth's Sundance Square, is a member of Preferred Hotels and Resorts Worldwide as well as Associated Luxury Hotels International.

With 504 luxurious guest rooms, five restaurants and lounges, a fully-equipped athletic club and more than 57,000 square feet of newly-renovated meeting space, it is the ideal location for meetings of any size.

Guests "experience an ambiance and style along with stellar service that is unsurpassed."

Stockyards Station

Stockyards Station, situated in the Fort Worth Stockyards National Historic District, has more than 50,000 square feet of "Texas style" dining and family entertainment—plus numerous specialty shops for shopping enthusiasts.

Within Stockyards Station is Ol' Town, an open air western façade with a replica of an old west town with jail, saloon, bank, livery stable and hotel.

Indoor meeting facilities include Stockman's Club, 5,100 square feet; and Stampede, 12,000 square feet.

Outdoor meeting facilities at Stockyards Station are the Beer Garden, 12,000 square feet; and Stockyards Station Pavilion, 10,000 square feet.

Stockyards Station can accommodate receptions, company meetings, corporate picnics, trade shows or parties.

The Nancy Lee & Perry R. Bass Performance Hall in downtown Fort Worth features beautifully sculpted heralding angels on its grand façade.

Bass Performance Hall

On May 1 Fort Worth will unveil to the world the Nancy Lee & Perry R. Bass Performing Arts Hall. Designed in the tradition of the 19th century glorious halls of Europe, including the Paris Opera House, Milan's LaScala and Carnegie Hall in New York, the \$65 million Bass Performance Hall will be a showpiece as well as showplace.

With 2,056 tiered seats, marvelous acoustics and a location in downtown's Sundance Square, this cultural capstone is the newest addition to Fort Worth's remarkable revitalization.

Bass Performance Hall will serve as the first-ever permanent home to the Fort Worth Symphony, the Fort Worth Dallas Ballet, the Van Cliburn International Piano Competition, Casa Manana productions, and a variety of Broadway touring shows.



The view upwards from the exquisite East Grand Lobby of Bass Performance Hall ends in a tiered dome ceiling painted by Texas artists Stuart and Scott Gentling.



Educational Opportunities at a glance



April 14
Mentor Reception
Contact Lisa South, CMP or Peg Wolshon

April 15
PO'Ds 9 & 10
11:30 a.m.-1:00 p.m.
Joel Hueske, 817-656-2046

CMP Study Group Sessions
Mondays, 6:00-8:00 p.m.
Malibu SpeedZone
remaining sessions:
April 20, April 27
Brenda Miller, CMP (972) 247-7223

April 17-June 26
Technology Institute
Spring Series
see details on page 7

Walk-A-While Educational Series
Tuesdays, 5:30 p.m.-7:30 p.m.
remaining sessions:
April 14, April 21,
April 28, May 5, May 12
Denise Howieson 214-819-3150

May 30 & 31
CMP University Study Group
Saturday - 9:00 a.m.-4:00 p.m.
Sunday - 9:00 a.m.-12:00 noon
Malibu SpeedZone
Brenda Miller, CMP (972) 247-7223

November 6-8
Texas Educational Conference
Galveston Island, TX
Dana Nickerson, CMP
& Beverly O'Laughlin, CMP

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

Spring Series Hands-On Technology Institute

sponsored by MPI D/FW Chapter



Learn to use your computer and software with courses specifically designed for the meeting professional! The Hands-on Technology Institute is a series of all-day intensive courses geared toward the meeting professional. Two of the sessions are on Saturdays; three are on Fridays. And the price is right!—\$59 per course; \$99 for two courses; \$199 for all five courses. Comparable courses cost more than twice as much—for fewer hours of instruction! And they're free for Smart Card holders!

Internet Intermediate	April 17, Fri.
MicroSoft Word Intermediate	May 1, Fri.
MicroSoft Access Beginner	May 16, Sat.
MicroSoft Access Intermediate	June 6, Sat.
MicroSoft Excel Beginner	June 26, Fri.

for more information or to register for classes:
Sherri Cook, CMP (Sherri Cook & Associates) 972-732-9396



Congratulations to New MPI D/FW CMPs!

Allyson M. Ashley, CMP • DFW Lakes Hilton Conference Center
Marty M. Dahlgren, CMP • Boy Scouts of America
Marie A. Dahmer, CMP • VHA, Inc.
Charlene Dykes, CMP • Culinaire International
Gloria D. Ford Hernandez, CMP • Holiday Inn Select DFW North
Kimberely C. Fox, CMP • Colonial Casualty Insurance Company
Mary German, CMP • Arlington Convention & Visitors Bureau
Jill E. Heyerdahl, CMP • JH Travel Incentives, Inc.
Sherry J. Howell, CMP • The ARC
Melissa Rebowe, CMP • Colce Intl., DFW Lakes Hilton
Diane A. Steel, CMP • Holiday Inn Select
Dirk Thomas, CMP • Radisson Plaza Hotel Fort Worth

Alliance with New Mexico Chapter First Project for WDP/Domestic Program

The MPI D/FW Chapter was recently approached by the MPI New Mexico Chapter seeking assistance in the area of membership recruitment and retention., an appropriate project for the newly formed Worldwide Development Program (WDP) and its domestic group.

The purpose of WDP/Domestic is to serve other chapters with specific development needs and, at the same time, provide a benefit to the D/FW Chapter.



Tim Wade
Lennox Industries
PWDPI/Dom. Chair

"Our chapter can look at membership recruitment and see our success in the past," says Wade. "We've also addressed membership

retention issues but that is one even we are still looking at on a regular basis. This is a perfect example of how this program can possibly benefit both parties."

Anna Gonzalez-Cupich of the Albuquerque Convention & Visitors Bureau is working with Domestic Chairperson Tim Wade (Lennox Industries); and Marsha Singer (The Dallas Directory, Inc.), a WDP committee member who will serve as a counselor for the New Mexico chapter.

When the New Mexico Chapter's Board of Directors approves this temporary liaison with the D/FW Chapter, Singer will locate someone in the D/FW Chapter

to assist them with membership recruitment issues.

Information about successful chapter programs may be presented by a D/FW member to the New Mexico chapter's board at an upcoming retreat.

If you are interested in joining the WDP Committee, contact Wade, 972-497-5039; or Doritt Turner (Yellow Rose Touring & Special Events), 214-637-0046.



Coming in June! MPI D/FW Super Session Executive Dining

This MPI D/FW Super Session, featuring executive dining and transportation, will give planners ideas about where and how to make an evening meal special for CEO and VIP clientele. Participants will be transported via limousine to some of the top restaurants in Dallas. Topics for this super session include table settings, menus, costing and sampling of the restaurants' favorite dishes. Space is limited. Check next month's *CURRENT* for more details.

Seeking Bids

- Mailing House Services
- Chapter Secretarial Services
- Printing Chapter Letterhead

MPI D/FW bids out services regularly because, whenever possible, we like to do business with our members.

- To submit a bid for **Mailing House Services**, contact V.P. Public Relations and Marketing Marsha Singer (The Dallas Directory, Inc.), 214-823-4370.
- To submit a bid for **Chapter Secretarial Services or Printing Chapter Letterhead**, contact V.P. Administration Susie Carr-Tennison, CMP (Annuity Board of the SBC), 214-720-4658.

MPI

MEETING PROFESSIONALS INTERNATIONAL
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Dallas/Fort Worth Chapter

Texas Education Conference



November 7-8
Saint Luis Hotel
Galveston

YOUR ATTENDEES WILL LOVE THESE DANCE BANDS & SHOW GROUPS

- 🎵 Dallas Unlimited - New Country, Top 40 & Pop, Covers All Styles!
- 🎵 In The Groove - Fast Paced Corporate Show, High Energy Choreography!
- 🎵 Kalimbe - 2 to 6 piece Caribbean, Steel Drum, Indoor & Outdoor Parties!
- 🎵 Savvy - Great Variety, Horns, Beautiful Vocalist, Hot Dance Band!
- 🎵 The Wild Mohicans - Classic Rock, Trash Disco, Party Music, Fun!
- 🎵 Trio Blanc - Wonderful Acoustic Euro-Jazz at its Best...oh, so-o-o Good!
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- 🎵 National Acts, Speakers & Celebrities - Absolutely! Give us a Call!

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March Meeting Highlights

Growing an Industry One Person at a Time through Mentoring



Randy Pennington, president of Pennington Performance Group and a nationally recognized expert in workplace, leadership, and integrity issues, discussed the importance of mentoring in his presentation, "Connections: Growing an Industry One Person at a Time." At right, Pennington and **Tracey Smith** (Computer Language Research, Inc.) make a point about creativity and connections. "Bullet points" from Pennington's presentation appear on these pages.



RIGHT: **M. Pynes** (H appears a bit vie for his a "Talker" **Luz** Entertainme amongst announcer meeting. A Board of the Sc President Py overflow cr

Creating your action plan

- What is your passion in the industry?
- How far will that passion take you?
- Where do you want to end up?
- What are your strengths and weaknesses?
- What additional skills do you need?
- What barriers exist?

What to look for in a mentor

- Places a value on helping others
- Integrity and trustworthiness
- Knowledge and perspective
- Passion
- Respect for and confidence in people



Sue Bailey (Event Success) and **Pat Wesson** (Event Success) enjoyed the spring sunshine on the patio at Hotel Crescent Court Dallas.

Three tips for finding a mentor

- Have something specific in mind
- Make it easy for them to say yes
- Allow the relationship to grow at their pace

Three tips for being a mentor

- Be clear on your motives
- Don't force them to become you
- Be prepared for departure



According to **Jennifer Feilke** (The Trade Group), sales were brisk for the new MPI D/FW golf shirts. A project of the Public Relations and Marketing Committee, the shirts have an emblem of the state of Texas with the wording "MPI D/FW Chapter."

Photos by VI!



RIGHT: **Darryl Leavitt** (Sprint), **Eric B. Newcomb** (Le Meridien Dallas) and **Eric C. Bloom** (Television Equipment Services) enjoy the pre-meeting reception.

LEFT: Illustrating the value of one-on-one mentoring was the presentation of six recipients of full one-year scholarships to the Travel, Exposition and Meeting Management Program at Richland College. The students, completing their second semester at Richland, were seniors in Dallas Independent School District high schools last spring. The scholarships were made possible from the proceeds of The MPI Kids Charity Ball 1997.

Students present at the March meeting were Brenda Coria, Jacinta Hernandez, Nicole Johnson, Rosa Martinez, Maricela Ruiz and Guadalupe Velasquez.

The students are pictured with members of MPI D/FW's Richland College Committee and MPI Mentor Committee, including Colleen Rickenbacher, CMP (Dallas CVB), Dorrit Turner (Yellow Rose Touring and Special Events), M.T. Hickman (Richland College), Sherri Cook, CMP (Sherri Cook & Associates), Pat Smith (PF Smith Enterprises), Susie Carr-Tennison, CMP (Annuity Board of the Southern Baptist Convention) and Fred Knieberg, CMP (AFK & Associates, Inc.).



V Chapter President Gregory Associates Communications) lled as two chapter members. At left is bewigged "Coffee stmeyer (Encore Productions ncy), who portrayed the "talk ves" character in a variety of roughout the March chapter 'usie Carr-Tennison (Annuity Baptist Convention) entreats help in finding seating for an Hotel Crescent Court Dallas.



Myths about mentoring

- Mentoring involves one-to-one, long-term relationships
- Mentors must be older and more experienced in all phases of life
- Mentoring requires a huge time investment
- The person being mentored is the only one who grows

LEFT: Bruce Wolpert, CMP (Hilton Hotels and Resorts), promotes The MPI Kids Charity Ball. The 1998 Ball will take place May 9 in the Chantilly Ballroom at Wyndham Anatole Hotel.



Mentors

- Act as a resource for information
- Provide feedback
- Listen when problems arise
- Suggest a course of action
- Help you identify your goals

Photos by VISTA

RIGHT: Bonnie Gore (The Worthington Hotel), Gracie Hilton (The Write Stuff), Phyllis Cox (Arlington CVB), Barbara Stone (FWCVB), Melanie Arguello-Hoover (Fort Worth CVB) and Dana Grant-Lodge (Traildust Steak House) enjoyed networking time enroute to the March meeting at Hotel Crescent Court Dallas, thanks to the transportation arranged by Aguello-Hoover for MPI D/FW members who live in Fort Worth and Arlington. They were chauffeured by Cox in a van provided by Arlington CVB.



Hall of Fame

Please salute the following companies and individuals for their contributions to the March meeting at Hotel Crescent Court Dallas

Featured Speaker
RANDY PENNINGTON
President of Pennington Performance Group

Facility, Reception & Luncheon
HOTEL CRESCENT COURT
ULRICH KRAUER
Managing Director
LING RILEY
Director of Marketing
SUSAN COTTON & JENNIFER GUEVARA
Both, Directors of Sales
CABRIN KELLY-HALE
Director of Catering

AV Services and Video Production:
BRETT BRIMER
Total Audio Visual Services

Signage:
DAVID GISLER
Freeman Decorating Company

"Coffee Talk":
LUANA STOUTMEYER
Encore Productions & Center Stage Band

March Program Committee:
FRED KNIEBERG, CMP
Retired
SHERI PIZITZ, CMP, CSEP
Events Unlimited
PAT MC CAIN, CMP
Krisam Hotels & Resort
LISA SOUTH, CMP
Computer Language Research
PATTI WILKE, CMP
Independent
PEG WOLSCHON, CTP
Kerrville Bus Company Coach USA

TERRY SUE BOWMAN
Fun Factory Decorations & Special Events

Guest Accommodations
MARK WILDER
Harvey Hotel Plano

Guest Transportation
DONNA JOHNSON
SuperShuttle



The MPI Kids Charity Ball

Produced by Meeting Professionals International
Dallas/Fort Worth Chapter

May 9

Chantilly Ballroom
Wyndham Anatole Hotel

Sponsorship is critical to the success of The MPI Kids Charity Ball. We have several types of sponsorship opportunities. The traditional cash sponsorships and table sales not only cover the costs related to the sponsorship, but also provide a large portion of the proceeds donated to our beneficiaries. However, we would not realize these proceeds at such high levels were it not for our In-Kind Sponsorships.

In-Kind Sponsorships are the foundation of our success. These non-cash donations of suppliers' goods and services allow us to put on a professional and first class event at a fraction of the costs we would otherwise incur. They also contribute the items in our silent and live auctions which help raise additional funds for our beneficiaries.

Our Sponsors are our Success. If you know someone from these organizations, please extend to them your appreciation and your business.

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The Dallas Convention Center (1 Table)
Dallas Fan Fares, Inc. (1 Table)
Fairmont Hotel (1 Table)
Globa Enterprises, Inc. (1 Table)
I.M.A.G.E. (2 Tables)
Hotel Inter-Continental Dallas (1 Table)
Krisam Hotels & Resorts (1 Table)
Our Friend's Place (2 Tables)
Wyndham Anatole Hotel (1 Table)
Wyndham International (1 Table)

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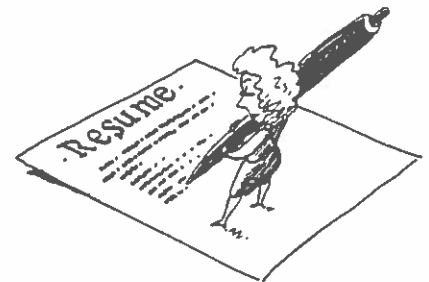
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Tidbits from the Top News from MPI International

World Education Congress Set for San Diego

The 1998 World Education Congress is set for July 12-14 in San Diego, CA. Early Bird registration deadline is June 5. For more information call 1.972.702.3030.

CMM Program to be offered in September

The Certification in Meeting Management (CMM) education program will be offered for the first time in the United States, Sept. 13-19, at Michigan State University in the Eli Broad College of Business and Graduate School of Management, East Lansing, Michigan.

This university-endorsed global professional designation is open to all senior level meeting professionals.

The curriculum is being developed by experienced faculty at MSU in conjunction with MPI staff and volunteers who have been either instrumental in directing the CMM program in Europe or those responsible for senior education programs in North America.

MPI's renowned Graduate Institutes will be incorporated into the new global CMM program.

A brochure detailing the program is expected to be mailed to members with more than 10 years experience in May. Should you have any questions in the interim, call 1.972.702.3025.



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

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M.T. Hickman
Richland College
'Grapevine' Columnist

Heard it through the Grapevine!



Mitchell Cathey
Old San Francisco Steak House
'Grapevine' Columnist



Melanie Arguello, CMP, Fort Worth Convention & Visitors Bureau, married Mark Hoover March 14. The couple honeymooned in Carmel/Monterey, California.

Leigh Ann Runyan, Promotional Products Association International, recently married Paul Stockard in Dallas. The couple honeymooned in Paris.

Lisa Flick, Hard Rock Cafe, recently gave birth to baby girl, Nicole Lenora.



Jennifer Winget, CHSE, CMP was promoted to director of sales and marketing at Infomart.



Billy Carter was promoted from director of Execucar Sedan Service to assistant general manager of Supershuttle/Execucar Sedan Service.



Keep up with personal news about fellow MPI chapter members—job changes, promotions, awards or special recognitions, weddings, or births—through "Heard it through the Grapevine."

Please contact M.T. Hickman (Richland College) or Mitchell Cathey (Old San Francisco Steak House) about items of interest for this column.

Hickman can be reached at 972-238-6097; fax 972-238-6333, or mthickman@dcccd.edu Cathey can be reached at 214-357-0484; fax 214-357-6592.

Please submit photo ("head shot") with your news item.

April Cooper moved from Dallas to New Orleans to accept a position working the transient and local corporate market for *Le Meridien Hotel*.



"Newly engaged" **Heather O'Donnell**, was promoted to national sales manager at *Southfork Ranch*.

Lane Salvaggio, Wyndham Anatole Hotel, announced her engagement to Evertt Aaberg. The couple will marry in July.



Delinda Dudley left Malibu SpeedZone. For MPI D/FW membership information, she invites you to call her at 972-409-0278 or e-mail her at DelDudley@aol.com



Dorrit Turner, Yellow Rose Touring and Special Events, and **Mitchell Cathey, Old San Francisco Steak House**, have been asked to co-chair the Dallas Zoological Society's sub-committee on tourism.

Robert Keating accepted an account executive position with *AVHQ/Events Staging*.



Paula Fenner recently returned to Dallas from Charlotte, NC to work as catering director at *Stonebriar Country Club*.

Rene Cameron, dani Catering at the *Dallas Museum of Art*, announced that dani will close its catering business April 30 and continue operation as a restaurant management company.

? What's My Line under the Grape Leaf?

A member of MPI for more than eight years, I have worked for a convention & visitors bureau, national hotels and internationally known tourist attractions. I recently attended the 1998 MPI Joint Special Interest Group Forums.

Send your guess to M.T. Hickman; phone 972-238-6097; fax 972-238-6333; e-mail mthickman@dcccd.edu

What's My Line under the Grape Leaf? is a new part of the "Grapevine" column. Each month a new mystery member will be described. Mystery members are easy to guess; just review recent copies of the *CURRENT* to narrow your choices.

If you would like to be a mystery member, contact Hickman.

Marketing Yourself and Your Business



Community Awareness Chair
Dana Nickerson, CMP
Square One Productions

- Become an expert. Write articles for local or industry publications on your area of expertise.
 - Referrals—ask for other names plus letters on great jobs you've done.
 - Become a speaker at civic groups and functions.
 - Join non-industry associations.
 - Volunteer your services everywhere.
 - Submit your work for awards in your industry. Always take photos of your work.
 - Hold a free course in what you do.
 - Partner with businesses who compliment your business.
 - Do a "self-audit." How inviting and informative is your phone message? Is your office designed for you and your needs—or to create and invite new business? How are you perceived during a presentation?
 - Get an 800 or 888 # to be more accessible.
 - Design a web page—with proper expertise or assistance. That vital first impression is important.
 - Participate in trade shows.
 - Teach a class at a community college.
 - Develop great marketing materials.
 - Share your ideas.
 - Promote your friends and business associates. When you promote others, they will promote you.
 - Give away samples. Do so creatively. It will create attention.
- You are limited only by your imagination—not your budget.*

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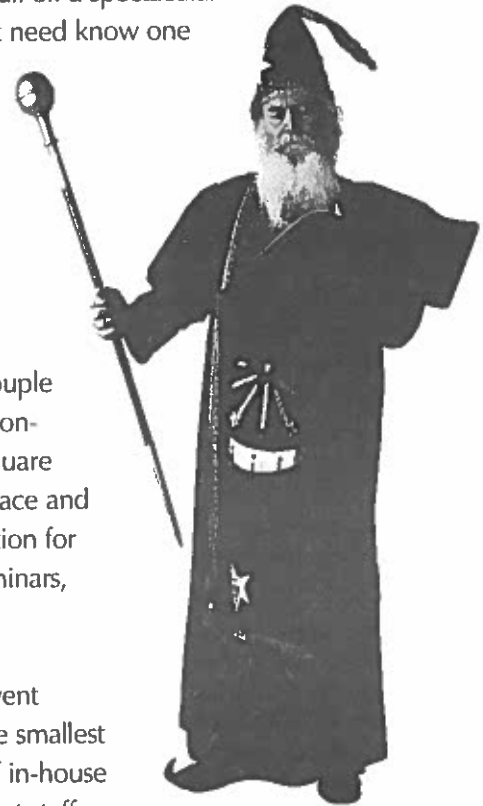
For more information contact Marsha Singer
(The Dallas Directory, Inc.), 214-823-4370.

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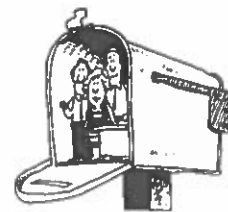
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Keep your records
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Write Tight

CURRENT Editor
Gracie Hilton
The Write Stuff



RECAP: The best writing is the simplest. Vigorous writing is concise. Strip every sentence to its cleanest components. Omit needless words and meaningless jargon. *Less is more.*

Simple "Write Tight" tips can help avoid verbal clutter.

•Eliminate every word that serves no function.

<i>Don't say</i>	<i>Instead, say:</i>
He is a man who	He
This is a subject that	This subject
in a studious manner	studiously
at this point in time	now

•Personal is typical of words that can be eliminated nine times out of ten.

Personal friend. Personal physician friend. Personal invitation. Personal feeling.

Is it possible to have an impersonal friend? Or an impersonal feeling?

RE: the other examples... This is not a forum to discuss HMOs or mass mailings. ☺

•Consider all the unnecessary prepositions routinely attached to verbs.

Head up. Free up. Face up to.

We no longer head committees. We head them up. We don't face problems anymore. We face up to them when we can free up a few minutes.

Don't set up a business you can establish. Don't come upon an object you can discover.

Don't take hold of an object you can grab. Don't put up with pain. Bear it.

•Many adverbs are unnecessary.

Make sure the verb has a precise meaning and strike the unnecessary accompanying adverb.

The radio blared loudly.

He clenched his teeth tightly.

"Tune in" next month for more simple "Write Tight" tips!

—ghh ☺
gracie@eaze.net

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.



Jill Heyerdahl
JH Travel Incentives

Jill Heyerdahl, president of JH Travel Incentives, Inc., is the Star of the Month. A member of MPI D/FW for 3 1/2 years, she has been an active volunteer in the Walk A While educational program and also super active in educational "Super Sessions."

The very first "mentee" (protege) in the chapter's Mentor Program launched in 1995, she gave a lot of insight about how the program should work and operate.

Heyerdahl is described by her peers as one who "emphasizes the new breed of meeting professionals—well educated and savvy. Her knowledge of the meetings industry is well grounded in education & experience."



To nominate a Star of the Month, fax Marcy Roitman (Grapevine CVB), 817-488-1048



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July 12-14, 1998
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James L. Adams The Adam's Group 3010 LBJ Freeway #1277 Dallas, TX 75234 214/654-9795 214/654-9794 (fax)	PO'D 1	Jennifer C. Feilke The Trade Group 10255 Miller Road Dallas, TX 75238 214/343-2000 214/343-3461 (fax)	PO'D 7
Barbara G. Atkins Bell Helicopter Textron, Inc. 600 East Hurst Blvd Hurst, TX 76053 817/280-3925 817/280-8221 (fax)	PO'D 9	Kandra M. Hall Dallas Cowboys Cheerleaders One Cowboy Parkway Irving, TX 75063 972/556-9302 972/556-9360 (fax)	PO'D 4
Danelle Awtrey Hotel Inter-Continental Dallas 15201 Dallas Parkway Dallas, TX 75248 972/789-3034 972/404-1848 (fax)	PO'D 3	Candice Haun Canyon Café/Sams Café 5720 LBJ Freeway #180 Dallas, TX 75240 972/991-0509 972/991-2798 (fax)	PO'D 3
Carol A. Benson Coca Cola USA 1204 Stratford Drive Richardson, TX 75080 972/770-3453 972/934-0136 (fax)	PO'D 2	Cheryl M. Hill Comerica Bank Texas 1601 Elm Street, Third Floor Dallas, X 75201 214/696-6613 214/969-6435 (fax)	PO'D 5
Gina L. Bollinger Wholesales Distributors Association 10875 Plano Road #115 Dallas, TX 75238 214/349-7100 214/349-7946 (fax)	PO'D 7	Laura D. Jenkins Fossil Rim Wildlife Center P. O. Box 867323 Plano, TX 75086 972/529-1445 972/562-6417 (fax)	PO'D 2
Norman M. Burkhalter Boy Scouts of America 1325 West Walnut Hill Lane Irving, TX 75015 972/580-7810 972/580-7894 (fax)	PO'D 4	Traci S. Joiner Nortel 533 East Tyler Street Richardson, TX 75081 972/685-1676 972/685-8858 (fax)	PO'D 2
Cynthia G. Crowley Fiesta Americana Hotels 5950 Berkshire Lane #990 Dallas, TX 75225 214/891-3150 214/891-3158 (fax)	PO'D 6	Tammy T. Levy Ramada 1701 Commerce Street Fort Worth, TX 76102 817/335-7000 817/882-8888 (fax)	PO'D 10
Theodora Davis Holiday Inn Select North Dallas 2920 Forest Hills Lane Richardson, TX 75080 972/243-3363 972/484-7082 (fax)	PO'D 2	Herwane L. Lewis Edison Electric Institute 701 Pennsylvania Avenue NW Washington, DC 20004 202/508-5166 202/508-5186 (fax)	

**MPI DALLAS/FORT WORTH CHAPTER
FEBRUARY 1998 NEW MEMBERS & CORRECTIONS**

<p>Diane L. Ling Bristol Hotels & Resorts 7217 Langley Court Lewisville, TX 75056 972/391-3033 972/391-3496 (fax)</p>	<p>PO'D 1</p>	<p>Deborah J. Umbaugh Holiday Inn Select North Dallas 2645 LBJ Freeway Dallas, TX 75234 972/243-3363 972/484-7082 (fax)</p>	<p>PO'D 1</p>
<p>Mindy K. McLaughlin Hyatt Regency DFW International Parkway Dallas, TX 75261 972/615-6737 972/615-6865 (fax)</p>	<p>PO'D 9</p>	<p>Alicia V. Weddle Harvey DFW Hotel 4545 West Carpenter Freeway Fort Worth, TX 76148 972/929-4500 972/929-0733 (fax)</p>	<p>PO'D 10</p>
<p>Helen E. Nelson Yumi Ice Cream 510 Regal Row Dallas, TX 75247 214/630-2300 214/630-6932 (fax)</p>	<p>PO'D 8</p>	<p>Traci L. Wells Independent Planner 3565 Timberglen #1519 Dallas, TX 75287 972/307-0390</p>	<p>PO'D 2</p>
<p>Kenneth R. Oakes SABRE 4200 American Blvd. MD3109 Fort Worth, TX 76155 817/963-7425 817/963-1622 (fax)</p>	<p>PO'D 10</p>	<p>Alicia Ann Wilder Access Meeting and Incentives 594 Lincoln Square Arlington, TX 76011 817/861-9101 817/861-9119 (fax)</p>	<p>PO'D 9</p>
<p>Karla G. Oliver Duncanville ISD 802 South Main Street Duncanville, TX 75137 972/708-2015 972/708-2020 (fax)</p>	<p>PO'D 8</p>	<p>Tiffany R. Yaeger Nest Entertainment 6100 Colwell Blvd. Irving, TX 75039 972/432-2484 972/402-7182 (fax)</p>	<p>PO'D 4</p>
<p>Shauna W. Rector Sheraton Hotel & Marina San Diego 1380 Harbor Island Drive San Diego, CA 92101 619/692-2745 619/692-2363 (fax)</p>		<p><u>CHANGES:</u> Gracie Hilton The Write Stuff Correct Phone #817/467-5449 Correct Fax #817/467-4194 Email: gracie@eaze.net</p>	
<p>Pamela A. Summers Granbury CVB. 100 North Crockett Granbury, TX 76048 817/573-5548 817/573-5789 (fax)</p>			
<p>Natalie Tefft Rent Roll, Inc. 2395 Midway Road Carrollton, TX 75006 972/250-8003 972/250-7830 (fax)</p>	<p>PO'D 1</p>		

FAX Registration

Complete the form below and FAX to the chapter office to make your reservation for the monthly chapter meeting. Clip the top half of this form and insert in your daily planner for a quick reference about meeting details and directions.

MPI

MEETING PROFESSIONALS INTERNATIONAL
Committed to Educational Leadership

April MPI D/FW
Chapter Meeting

*“Cavalcade of Fort Worth”
Featuring Three of “Cowtown’s” Finest Venues*

Thursday, April 23

*Bass Performance Hall, 330 East 4th Street, Fort Worth 817-348-2400
The Worthington Hotel, 200 Main Street, Fort Worth 817-870-1000
Stockyard Stations, 130 East Exchange Avenue 817-625-9715*

*5:00 p.m. Bus Transportation from Dallas
(Westin Galleria Hotel Parking Lot & Wyndham Anatole Hotel/Chantilly Entrance)
6:00 p.m. Fort Worth CVB Guides Guests from Worthington to Bass Performance Hall
6:00 p.m. Orientation, Bass Performance Hall, Audience Chamber
6:00 p.m. Reception & Registration, Bass Performance Hall, Lobby Reception Area
7:00 p.m. Dinner & Program, The Worthington Hotel, Grand Ballroom
8:45 p.m. Blues Brothers Performance at Stockyards Station
9:15 p.m. Dancing to Boot Scootin Dance Company DJ
10:15 p.m. Buses Depart for Westin Galleria Hotel and Wyndham Anatole Hotel
11:00 p.m. Buses Return to Westin Galleria Hotel and Wyndham Anatole Hotel*

—Complimentary Valet and Garage Parking at The Worthington Hotel—

*R.S.V.P. to Joe
by noon, Tuesday, April 21
*FAX 972-490-4219 (see fax insert)
FAX confirmation preferred!
*phone 972-233-9107 x1-MPI (674)
joe@dondillon.com

*Advance Registration \$28
Late Registration \$35
Guest Registration \$32*



Transportation from Dallas to Cavalcade of Fort Worth

Thanks to Kerrville Bus Company/Coach USA, MPI D/FW chapter members can enjoy complimentary transportation to the MPI D/FW meeting April 23 in Fort Worth

5:00 p.m. Board bus at
Westin Galleria Hotel
Parking Lot
or
Wyndham Anatole
Hotel/Chantilly
Entrance

10:15 p.m. Buses depart for
Westin Galleria Hotel
and Wyndham
Anatole Hotel

When you register for the April meeting, please be sure to provide information about your plans for transportation to Fort Worth (see fax registration form below).

To RSVP for the monthly chapter meeting,

FAX this form to chapter headquarters: 972-490-4219—by noon, Tuesday, March 24

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

Member Name _____

Company _____

Phone _____ FAX _____

Member Number _____ I am a Planner _____ Supplier _____ Number of Guests _____

Transportation to Fort Worth:

I will ride the bus from the Westin Galleria Hotel
 I will riding the bus from the Wyndam Anatole Hotel
 I will drive and park at The Worthington Hotel

Please be sure to provide information about your plans for transportation to Fort Worth!

Guest's Name _____

Guest's Company _____ My guest is a: Planner _____ Supplier _____

Guest's Name _____

Guest's Company _____ My guest is a: Planner _____ Supplier _____

I (we) will attend the Member Orientation _____ How many? _____

Special Physical or Dietary Requirements? _____

Q & A about Registration Procedures

By Susie Carr-Tennison
Annuity Board of the SBC
MPI D/FW V.P./Administration

Why do I have to wait if I walk up to a food function without reservations?

MPI D/FW Chapter meetings are growing monthly and last-minute changes, such as a sudden room change at a host hotel, can cause problems. Our last two chapter meetings have been very well attended, which is good—yet having enough seating and food for all “walk ins” (chapter members who attend without making a reservation) is a challenge.

We average about 40 walk-ins per meeting. Sometimes we'll have 20; another time we may have 60. Because we cannot accurately predict this count, the walk-in count is not included in the guaranteed attendance for which we will be billed. *(All meetings professionals know how guarantees work!)*

Walk-ins may attend the monthly chapter meeting on a space-available basis only. After the food service has begun, persons with reservations will no longer be guaranteed a seat and walk-ins and members with reservations will be seated on a first-come, first-served basis.

Why do I have to pay the full registration fee if I attend only the reception or part of the food function?

According to the chapter's “Policies and Procedures,” a member must pay the full registration fee, even if only a portion of the function is attended. This policy is strictly enforced; otherwise, we could have a networking get-together at a site, with a drastic drop in the revenue and attendance of the food functions. This would not be fair to the host facility, nor the persons who had paid reservations.

How many times can my spouse attend meetings?

A guest may attend only three meetings per chapter term. A spouse, non-industry guest or MPI headquarters staff may attend unlimited chapter meetings as long as they pay the full registration fee.

I faxed my reservation. Where is my name on the reservation list?

Faxing your registration form for the monthly meeting is the best way (in terms of speed and accuracy) to verify your reservation.

Calling to check that the fax was received defeats the purpose. Not sure your fax went through? Just send it again!

Retain your fax confirmation and bring it to the monthly meeting to verify your reservation request.

For more information, consult “Policies and Procedures.” If you want to make suggestions regarding these registration policies, contact VP/Administration Susie Carr-Tennison at carrcsc@annuityboard.org or 214.720.4658 (phone).

Upcoming Chapter Meetings

April 23, Thursday
Monthly Chapter Meeting
Fort Worth: Bass Performing Arts Hall,
Worthington Hotel & Stockyards Station
“Cavalcade of Fort Worth”
6:00 p.m.

May 28, Thursday
Monthly Chapter Meeting
INFOMART
“Take Your Performance to the Next Level!”
11:30 a.m.

June 24, Thursday
Monthly Chapter Meeting
Annual Awards Gala
Dallas Convention Center
“Awards and Honors”
6:30 p.m.



The MPI Kids Charity Ball
Produced by Meeting Professionals International
Dallas Fort Worth Chapter

May 9
Chantilly Ballroom
Wyndham Anatole Hotel

The Worthington Hotel

Getting There...

Traveling West on I-30: Exit Commerce Street/Downtown. Turn right. Follow Commerce to Second Street and turn left. The Worthington is on the right, between Main and Throckmorton.

Traveling South on I-35W: Exit right at Belnap. Turn left on Houston (third traffic light). Proceed two blocks to Second Street and turn left. The Worthington is on the left.

Going Home...

To all freeways from The Worthington: Go south on Main Street to Fifth Street. Turn left and follow signs to I-30, 35W, 121 and 287.

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.

Chapter Meeting Reservation & Attendance Policy

Registration fees will be collected at the door; advance payments are not accepted. If paying by check, please have check completed before approaching registration table. Reservations must be made by RSVP deadline for advance registration fee to apply. Late reservations and walk-ins will be accepted on a SPACE AVAILABLE basis. Cancellations must be made by the RSVP deadline. **No-shows will be billed.** Members are responsible for “no-show” charges for their guests. Guests are limited to attending three meetings per year (spouses are an exception).

Late Registration and Walk-Ins

MPI D/FW members and guests may register late (past the published deadline) for monthly meetings—on a space available basis at a slightly higher registration fee.

Walk-ins may register onsite the day of the meeting, provided space is available. Walk-ins will be asked to wait until registrants are seated.