

MPI

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CURRENT

Meeting Professionals International

July 1998

Dallas/Fort Worth Chapter

Nickerson, Wolschon Named Planner, Supplier, of the Year MPI D/FW Applauds Leadership and Celebrates 'Involvement through Service' at Annual Awards Gala

MPI D/FW Chapter applauded leadership, service and accomplishments at the annual Awards Gala last month.

Dana Nickerson, CMP (Square One Productions) was named D/FW Chapter Planner of the Year.

Peg Wolschon, CTP (Kerrville Bus Company/Coach USA) was honored as D/FW Chapter Supplier of the Year.

Brenda Miller, CMP (Malibu Speed Zone) was named Rising Star.

They were among a host of D/FW Chapter members honored at the presentation. Read about more on pages 8-9.



Dana Nickerson, CMP
Square One Productions
D/FW Chapter Planner of the Year



Peg Wolschon, CTP
Kerrville Bus Company/Coach USA
D/FW Chapter Supplier of the Year



Joining 1998-99 MPI D/FW Chapter President Colleen Rickenbacher, CMP (Dallas CVB), third from right, for the June Awards Gala were a host of family and friends, including Steven Lott; Pat Smith; Andrea Shaeffer, Rickenbacher's daughter; Steve Rickenbacher, her husband; and 1997-98 MPI President Anna Lee Chabot, CMP.

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CURRENT MPI

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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.

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Upcoming Chapter Meetings

July 23, Thursday

Monthly Chapter Meeting

Brookhaven Country Club

"True Colors and MPI—a Great TEAM"

11:30 a.m.

August 27, Thursday

Monthly Chapter Meeting

Venue

"Into the Future with Plansoft"

11:30 a.m.

September 24, Thursday

Monthly Chapter Meeting

October 22, Thursday

Monthly Chapter Meeting

November 19, Thursday

Monthly Chapter Meeting

December 17, Thursday

Annual Holiday Gala

MPI

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MPI International Headquarters

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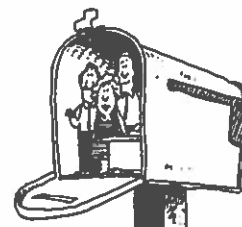
972-702-3000

FAX: 972-702-3070

<http://www.mpiweb.org>

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

Report those changes to the
MPI D/FW Chapter office
972-233-9107
and the
MPI International Headquarters
972-702-3000



Keep your records up to date!

ISSUE

August
inserts due August 12

September
inserts due Sept. 9

October
inserts due Oct. 7

November
inserts due Nov. 4

December
inserts due Dec. 2

DEADLINE

July 17, Friday

August 14, Friday

Sept. 18, Friday

Oct. 16, Friday

Nov. 13, Friday

CURRENT Deadlines



President's Message

New Ideas, Strategies, Innovations and Approaches Will Require TEAMwork!

I am excited about the start of the 1998-99 MPI D/FW Chapter year—a time of new ideas, new strategies, new innovations and new approaches.

How do we get to these new concepts? Through you!



Colleen Rickenbacher,
CMP
Dallas CVB
D/FW Chapter President

The theme I selected for the 1998-99 year is TEAM. Simple? Yes—but I believe in it and live by it.

We need a TEAM; we need one another for everything we do. Without a TEAM, a mate, a partner, a friend, our personal lives and our professional careers can be difficult.

MPI D/FW will partner with other associations in the metroplex to better educate our members and for better networking. We will conduct joint seminars and community service projects with the local chapters of Professional Convention Management Association (PCMA), International Association for Exposition Management (IAEM), Texas Chapter of Association for Convention Operations Management (TxACOM) and many other "acronyms" in our area.

TEAM: T = Talents; E = Excitement; A = Attitude; M = Management. *Together Everyone Achieves More!* Through partnerships—by creating TEAMS—we will give back to our community through:

- Dallas and Fort Worth Area Habitat for Humanity
- Meals on Wheels (deliver Thanksgiving and Christmas meals)
- Food Kitchens
- North Texas Food Bank

By TEAMing with each other, MPI D/FW will grow, strengthen and take on a new meaning of TEAMwork and partnering.

I am honored that you have selected me as your president—and look forward to TEAMing with you during the 1998-99 chapter year.

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 the MPI D/FW Chapter office, 972-233-9107 x203.

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

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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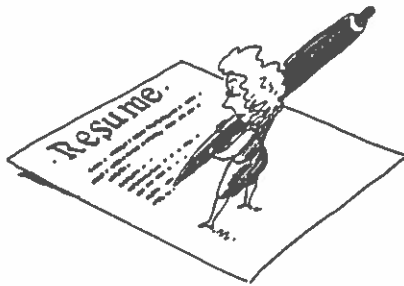
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Patti O'Neil
(Conference Planning, Inc.)
972-608-0444
fax 972-608-0533

**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.



*Mitchell Cathey
Palomino*

Star of the Month is Mitchell Cathey, director of guest services at Palomino, a restaurant at Crescent Court. An MPI member for two years, Cathey co-produces the "Grapevine" column for the *CURRENT*. He sits on the PR & Marketing Committee, the Bear Committee for The MPI Kids Charity Ball, the Registration Committee, and has assisted in educational programs. He has recruited several new members and served as a "buddy" for many monthly meetings; he has also donated drawing giveaways for the Jan Pollard Award for Professional Growth.



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

**Second Annual
Texas
Education
Conference**

**MPI
TEC**

November 7-8, 1998
Saint Luis Hotel • Galveston

MPI Hill Country
MPI Houston Area
MPI D/FW

"Ride the Wave to Success"

Join us for great educational programs, networking, and social events. Featured speakers will include Hattie Hill; Padi Selwyn, M.D.; Louise Upshaw-McClenny; Albert Spears; Robin Hunt, CMP; and Mark Philippovic.

\$85 for MPI members; \$125 for non members

Registration forms will be available soon.
Call Gregory Pynes at 214.979.4639 with questions.

True Colors and MPI—What a Great TEAM!

By Randie Charnes
NCR Corp

Since the beginning of time, we have been exploring and analyzing ourselves, others and humanity in general. We have devised an endless number of ways to understand ourselves. We are all so different. You may enjoy Sinatra; I may love Garth. He may be studious; she may be spontaneous!

No matter how we look at it, we want to know more about ourselves. We want to know how we fit in with all those other folks out there. To discover the answer to this age old question, attend the July 23 MPI D/FW Chapter meeting at Brookhaven Country Club. This is when you will discover your True Colors™.

True Colors™ is a study about how we show our true selves. Find out if you can see your True Colors™ in comedy, song and drama. True Colors™ uses color as a metaphor for understanding human characteristics and how intrinsic behavior must be rewarded differently to cause success and attain self-esteem. To represent each distinct perspective and personality type, True Colors™ uses one of four colors: Green, Blue, Orange and Gold. Each of us holds traits of all the colors, however one is usually more dominant.

"Pish, Posh," you say! "How can anyone know the real me? Furthermore, what does this have to do with the new MPI D/FW Chapter year?!"

As we meet and determine how we will use our individual talents and become involved with committee work, knowing our True Colors™ might just lead us to the perfect committee involvement.

Committee work requires TEAM WORK. What good is a team if its members always think and react the same way? A TEAM is a blend—and a blend of the chapter's True Colors™ becomes a rainbow of talents.

Our theme this year will be TEAM. Using True Colors™ as a basis, we define TEAM in this manner:

T = Talents

E = Excitement

A = Attitude.

M = Management

MPI

MEETING PROFESSIONALS INTERNATIONAL®

Committed to Educational Leadership

July MPI D/FW Chapter Meeting

*"True Colors and MPI: a Great TEAM!"
Learn How to Get Involved in Chapter Activities!*

Thursday, July 23

Brookhaven Country Club
3333 Golfing Green Drive, Dallas TX 75234
(972) 243-6151

11:00 a.m. Chapter Orientation
11:30 a.m. Registration & Reception and Committee Trade Show
12:00 noon Lunch and Program

—Complimentary Parking—

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

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

If you want to be more involved in MPI, but need more direction, don't miss the July MPI D/FW Chapter luncheon meeting at Brookhaven Country Club. This is your opportunity to learn one-on-one about committees and how you can become involved. Committee representatives will be available during the opening reception to meet with you and discuss your options.

July Program Committee members: Betty Garrett, CMP (Garrett Speakers International & Director of Programs), Patti O'Neil (Conference Planning Inc.), Randie Charnes (NCR Corp), Delinda Dudley (Fun Factory), David Gisler (Freeman Decorating) and Anna Squire (Hackberry Creek Country Club).

Hosts at Brookhaven Country Club are Amy Misenhimer and Ashley Elmore, event coordinators.

July Host Facility Brookhaven Country Club

Serving the metroplex for 40 years, Brookhaven County Club—with 11,426 square feet of meeting and reception space—can handle every detail from small meetings to large corporate outings.

Brookhaven offers eight private rooms able to accommodate from five to 1200 guests, three championship golf courses, five swimming pools, 24 lighted championship outdoor tennis courts, eight covered tennis courts and eight climate-controlled racquetball courts.

Situated just north of LBJ Freeway and equidistant between I-35 and the Dallas North Tollway, the club is easily accessible from all areas of the city.

Spring '98 'Walk-A-While in My Shoes' Program Ends Poetically

The spring 1998 "Walk-A-While in My Shoes" program ended on a high note with a mid-May visit to the Circle-R Ranch in Flower Mound.

Circle R CEO Steven Foster directed a "behind the scenes" tour of the operations of this versatile working ranch and event venue.

Gerry Reid (Gerry Reid Speaking) led the traditional poem creation exercise

that has closed the Walk-A-While program for the last three years.

"Walk-A-While in My Shoes" is MPI D/FW's popular "hands on" education series.

The program met six evenings in April and May. A variety of venues provided opportunities for experience with topics pertinent to both planners and suppliers in the meetings industry.

Upcoming Industry Meetings at a glance

July 12-14

MPI World Education Congress
Hyatt Regency San Diego
San Diego Convention Center
Call: (972) 702-3000

August 6

Corporate Meeting Planners SIG
8:00 AM - 12:00 N
"Sites Unseen-Unique Venues of Baltimore"
Call: 972-702-3032

September 9-10

HSMIA's Affordable Meetings Expo & Conf.
Washington, D.C. Convention Center
Call: 800-272-7469

October 13-15

I.T.M.E. & NPS Motivation Show
McCormick Place, No. & So., Chicago, IL
Call: 630-850-7779

November 4-7

Society of Corporate Meeting Professionals
Adam's Mark Hotel, San Antonio, TX
Call: 404-355-9932

November 6-8

Texas Educational Conference
Galveston Island, TX
Contact: Dana Nickerson, CMP
& Beverly O'Laughlin, CMP

December 12-16

S.I.T.E. International Conference
Princess Hotel, Acapulco, Mexico
Call: 212-575-0910



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The Third Annual Walk-A-While Poem Spring 1998



We started this journey,
six weeks ago,
Walk-A-While gave us
everything we needed to know.

Which part of the industry,
which way would we turn?
Every week we had
new stuff to learn!

While driving time
was really a key,
Every place that we went
was a great facility.

Wonderful people
hosted different venues,
We enjoyed camaraderie, the facilities
and especially the menu!

Each week we looked forward
to what we would learn,
Make directions precise
to avoid a wrong turn!

Gerry and Steve
were our very last team
Each week we left
with a smiling gleam.

We learned that we should never
walk behind the bull,
But, we left with a smile,
and our tummies full.

We met new people
for the very first time,
The pace was hectic,
but the value - sublime!

Meeting Planning TIP

Utilize meeting management software that has event management database to track registration, exhibitor, advertiser, sponsor, workshops, and other events.

—Sherri Cook, CMP
(Sherri Cook & Associates)

EDUCATION NEWS

The SMART CARD: What a Smart Idea!

By Lianne Pereira

The Susan G. Komen Breast Cancer Fdn.

The MPI Dallas/Fort Worth Chapter has the best idea yet to get smart. It's a SMART CARD—a ticket to more learning opportunities than members have time to take advantage of. Here's the deal:

For a one-time fee of \$75 members are issued a SMART CARD. That's when the fun starts. For six months (January through June or July through December), the SMART CARD gets the member into any of the multitude of educational events offered by the chapter (with exception of the monthly chapter meetings).

The full value of the Smart Card can exceed \$750, if a member could manage to find the time to take advantage of all these educational offerings.

When Vice President of Education Peg Wolschon organized brainstorming sessions with the Education Committee, the group was challenged to improve attendance at the education sessions.

Director of Education Tamara Quilty (MCI Planners), said "It's easier for me to request a \$75 company check once than to request ten \$10 checks." Taking this concept the next step forward, and combining it with affordable, high-quality, educational programs, the SMART CARD was born.

To make the SMART CARD even more accessible, the chapter has educational funding available for scholarship distribution through the Jan Pollard Award for Professional Growth.

Members may apply for funding for various educational opportunities offered through MPI or the local chapter, including the SMART CARD.

Says Delinda Dudley, with Fun Factory, "I can attend great educational offerings and still save my company a lot of money." There are so many exciting educational events to attend!

The Walk-a-While-in-My-Shoes program, for example, puts members right in the middle of an array of professions—Airplane Functions, Event Planning,

Hotel Operations, a constantly changing venue. Members spend two hours in the evening learning very "hands on" how planners or suppliers do their jobs, what challenges they face, and what information they need to accomplish their projects.

"Having the SMART CARD encouraged me to attend more programs such as the Walk-a-While. I had so many more networking opportunities with other MPI members," said Leah Belasco, Consultant.

The CMP Study Group and the CMP University, usually an \$85 cost, is included in the SMART CARD offering. It's an incentive for serious meeting professionals to initiate their qualification for CMP certification."

The use of the SMART CARD definitely increases attendance for the CMP Study Group and University and makes them affordable to individuals whose companies don't ordinarily pay for pro-

fessional development," says Brenda Miller, CMP.

The PO4D meetings—another Dallas/Fort Worth Chapter initiative—are a way to meet and network with the suppliers and planners in specific geographical regions; they too are included with the SMART CARD.

Sherri Cook, CMP, has arranged for a series of Computer Software Classes with Richland College, a huge savings for SMART CARD holders! Opportunities to learn Excel, Access, Word, and Internet Basics geared toward Meeting Professionals.

The real value of the SMART CARD is in its promotion of the industry via networking and education.

Each participating member gets one step closer to personal and professional development, their CMP goal, furthering the industry and strengthening the professional community.



Why Are Women So Strange and Men So Weird?

Communication runs your company. . . and your relationships!

Humorist-psychologist Bruce Christopher, brings his national bestseller to Dallas. If you live or work with the opposite sex, you *need* this entertaining seminar. As America's foremost "EnterTrainer", he is the most sought after speaker in the Fortune 500.

REGISTER TODAY! (limited seating)

PUBLIC SEMINAR

Topic:	Why Are Women So Strange & Men So Weird?
When:	Tuesday, October 6, 1998
Where:	Addison Conference Ctr, Addison, TX
Time:	7:15am - 8:00am - Registration/Breakfast 8:00am-12noon - Seminar
Cost:	\$74 for members: \$89 for non-members

REGISTER BY CALLING M.T. HICKMAN @ 972-866-8640
Pre-registration & payment required by August 14

Visit our Website at: www.bcseminars.com

Sponsored by BC Seminars, Inc., MPI D/FW Chapter and Principal Financial Group



June Meeting Highlights

Here's to the Winners—'Involvement through Service' Honors Leaders and Outstanding Achievers

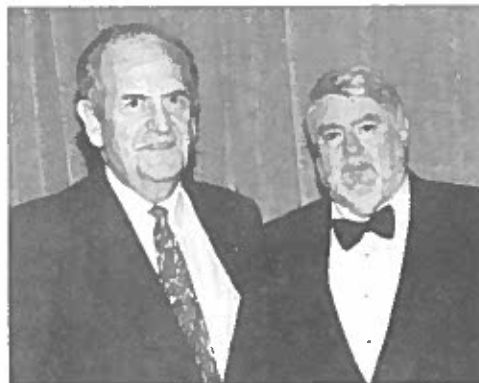


Photos by VISTA

LEFT: Honored for "perfect attendance" at 1997-98 chapter meetings: **Stephanie Schroeder** (Sheraton Hotels and Resorts), **Steven Foster** (Circle R Ranch), **Gregory Pynes** (Hand and Associates Communications), **O.D. O'Donnell** (Nightlife Talent & Management Agency), **Brian Smiley** (Yellow Rose Tours and Special Events), **Betty Garrett, CMP** (Garrett Speakers International) and **Delinda Dudley** (Fun Factory Decorations & Special Events).



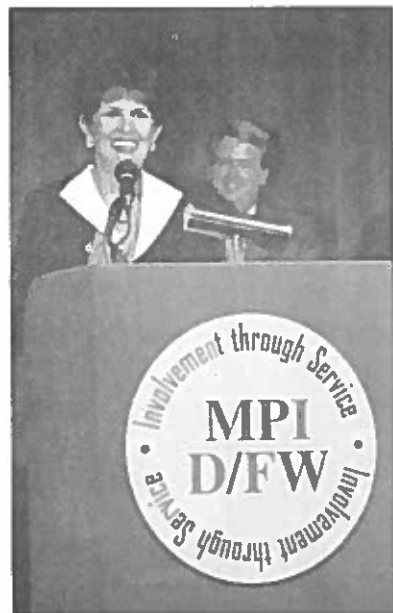
LEFT: 1996-97 MPI D/FW Supplier of the Year **Mary Lynn Novelli, CMP** (Sterling Hotels and Resorts) and Chapter Planner of the Year '96-97 **Gregory Pynes** (Hand & Associates Communications) presided over several awards and recognitions. Novelli is the chapter's nominee for the MPI International Marion N. Kershner Memorial Chapter Leader award.



H. (Ted) Olson and **Douglas Heath CM, CAE**, were presented with 25-year membership pins in MPI D/FW's second annual presentation of "Circle of Commitment" pins.



1997-98 MPI D/FW Chapter President **Gregory Pynes** (Hand and Associates Communications), paid tribute to the Board of Directors who shared his enthusiasm for "Involvement through Service."



1998-99 MPI D/FW President **Colleen Rickenbacher, CMP** and 1997-98 President **Gregory Pynes** shared platform duties at the June Awards Gala.



Edwin L. Griffin, Jr., CAE, MPI's executive vice president and CEO, greets **Keith J. Hymel** (Hilton Sales Worldwide). Hymel, who recently moved to Dallas from Chicago, will soon transfer his MPI membership to the D/FW Chapter.



Special guest 1997-98 MPI President **Anna Lee Chabol, CMP** was on hand to inaugurate the 1998-99 chapter officers.

BELOW: The 1997 **Perry R. Bass Perf Stockyards Stator Worth**. Accepting **Nicole Belford (B. Bonnie Gore)** (The Stockyards Stator

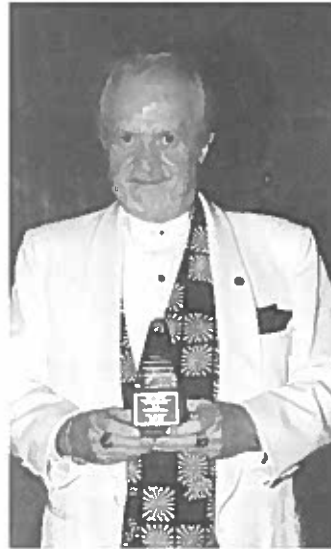


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LEFT: "Program of the Year" honors went to "Grand Illusions: Self-Directed Leadership" featuring "Dis-Illusionist" Billy Riggs, the October 1997 meeting. Pictured with Riggs are Program Committee members Marcy Roitman (Grapevine CVB), Anna Squire (Hackberry Creek Country Club) and Sally Bresnahan (The Aristocrat Hotel).

RIGHT: O.D. O'Donnell (Nightlife Talent & Management Agency) received the Suzi Fiveash Award for Membership Recruitment—for the fourth consecutive year.



LEFT: Brenda Miller, CMP (Malibu SpeedZone) was named the MPI D/FW "Rising Star."



Peg Wolshon, CTP (Kerrville Bus Company/Coach USA) was named Chapter Supplier of the Year. Dana Nickerson, CMP (Square One Productions) was named MPI D/FW Chapter Planner of the Year.



Pat CMP and hair ards ala.



LEFT: Gregory Pynes (Hand & Associates Communications) presented certificates of achievement and recognition to Debbie Holman and Shelley Kaler (VISTA Photographic and Video Group.)

ility of the Year" went to Nancy Lee and : Hall, The Worthington Hotel and ilities of the April meeting in Fort rd on behalf of all three facilities were . Kelley Jackson (The Worthington Hotel), ghton Hotel) and Denise Thomas



Photos by VISTA

RIGHT: Mitchell Cathey (Palomino) was named Star of the Month.



Hall of Fame

Please salute the following companies and individuals for their contributions to the June Awards Gala at Dallas Convention Center.

Facility

THE DALLAS CONVENTION & VISITORS BUREAU
THE DALLAS CONVENTION CENTER

DAVE WHITNEY
President & CEO, DCVB

ANDREW HOLMES
Event Coordinator, DCC

WILLIAM WHITE
Sound Manager, DCC

Reception & Dinner
CULINAIRE INTERNATIONAL
CHARLENE DYKES, CMP
Director of Sales

Event Production and Audio Visual
JOHN BOYLES
AVW Audio Visual, Inc.

Staging & Drape
DAVID GISLER
Freeman Decorating Company

Entertainment (Reception & Dinner)
O.D. O'DONNELL
Nightlife Talent & Management Agency

Centerpieces
GINNY PAXTON
Ginny's Gifts

Tube Balloons
LEO BARY
Balloons to You

June Awards Gala Committee
PAT MCCAIN, CMP, Chair
Krisam Hotels & Resorts

STEVEN FOSTER
Circle R Ranch

JAMES MONROE, CMP
Gale Sliger Productions

GREGORY PYNES
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Malibu Speed Zone

MARTI FOX, CMP
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SY RETSKY
All of Texas

COLLEEN RICKENBACHER, CMP
Dallas CVB

MPI D/FW Chapter Member Visits Rimini, Italy, '99 MPI PEC Europe Site

By Bobby Bulger

Bobby Bulger Travel Concepts, Inc.
Chair, Worldwide Development Program Committee

The 1999 MPI Professional Education Conference of Europe will be held in Rimini, Italy.

During a recent trip to Europe, I was invited by Rodolpho Musco, president of MPI Italy to join the MPI Italy conference committee for their planning meeting in Rimini.

It was an opportunity to meet and greet a dozen members of the Host Committee, as well as to become acquainted with the destination.

Founded in 268 B.C., Rimini—situated on the Adriatic Riviera—is home to the largest conference center in Italy.



MPI D/FW Chapter member Bobby Bulger (*Bobby Bulger Travel Concepts, Inc.*), left, recently met with members of the 1999 MPI PEC/Europe Program Committee in Rimini, Italy.

Rimini is a contrast of beautiful beaches and resorts, and the old world charm of an ancient Roman colony.

Final details and information on prices and curriculum should be available by September.

A web site dedicated to the Rimini conference is also in the planning stages.

In the meantime, call Bobby Bulger, 214-341-5876, for more information.

Bulger is chair of the MPI D/FW Worldwide Development Program's Program Committee. Formerly known as the Gemelli Committee, WDP's goal is to provide assistance to other MPI chapters in the domestic and international marketplace.



M.T. Hickman
Richland College
'Grapevine' Columnist

Heard it through the Grapevine!



Mitchell Cathey
Palomino
'Grapevine' Columnist

Steven Janicek, *SuperShuttle*, and his wife, Stephanie, expect a child in January.

Betsy Hunt is the new meetings assistant for the *Society of Diagnostic Medical Sonographers*. Betsy is a Travel, Exposition and Meeting Management student at Richland College.

Candice Haun, *Texas Lil's Dude Ranch*, and **Lisa Jenkins**, *Fossil Rim Wildlife Center*, have accepted board positions with Hospitality Sales and Marketing Association, International.

Cindy Shelley, *Southland Corporation*, gave birth to a baby girl, Abbey, May 15.

Wedding bells will ring for **Phares Corder**, *Phares Corder Entertainment* and Melinda Garmon July 26.

Paula Bruton, *Morton's of Chicago*, is expecting her second child August 30.

Renee Cameron is the new director of sales with *Wynnwood*, in-house caterer for the Dallas Museum of Art. She was formerly with the dani group.

Dana Nickerson, *CMP, Square One Productions*, and **Mitchell Cathey**, new director of guest services for *Palomino*, a restaurant at the Crescent Court, have been

elected to the Board of Directors for the Professional Members League of the Dallas Museum of Art.

William (Bill) Gilchrist, *DFW Lakes Hilton*, was recently appointed to serve as chair of the MPI International Chapter Leadership Committee (ICLC) which works with MPI chapters worldwide and produces the Chapter Management Forum at PEC and WEC.

Dana Nickerson, *CMP, Square One Productions*, was appointed to serve on the MPI International Chapter Leadership Committee.

Mary Lynn Novelli, *CMP, Sterling Hotels and Resorts*, will serve as the MPI International Board Liaison for ICLC.

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 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 214-520-3901. Please submit photo ("head shot") with your news item.



Lesley Meyer, *CMP*
Vice President
Sunbelt Motivation & Travel, Inc.



"The Certified Meeting Professional designation greatly enhances the credibility of the professional meeting planner. I encourage anyone who works in the meetings industry to take advantage of the opportunity for growth I have experienced through the pursuit and achievement of this important designation."

MPI Foundation Study Completed Making Meetings Work: An Analysis of Corporate Meetings

A recent nationwide study by the MPI Foundation examined key success drivers to sales meetings, management meetings and education/training meetings in the corporate environment.

After the study, the MPI Foundation published "Making Meetings Work: An Analysis of Corporate Meetings."

Written by noted educator and author, Lewis Phillips, Ed.D., the paper is the first of two to digest key findings from the study—nicknamed a *gap analysis*.

The study examined the attitudes of senior managers and meeting attendees in U.S. corporations to determine if planners are fulfilling the expectations of these key stakeholders.

While an overwhelming number of senior managers (85%) think their meetings are successful and are pleased with facilities and arrangements, they have concerns about what happens with the attendees after the meeting.

The chief desire of senior managers is that the meeting impart •a clear sense of organizational priorities; •concrete action plans; •improved interaction; •important messages that are remembered; •greater productivity from learning; •improved motivation and inspiration; and •greater commitment to the organization.

The paper reports that meeting professionals are generally not concerned with how attendees perform after the meeting. Like attendees, they are more focused on what occurs in the meeting room.

Key meeting success factors for attendees are: •the speakers are well prepared; •the agenda was covered; •the equipment worked; •the meeting stayed on schedule; •sufficient take-away materials were available; •the appropriate people were there; and •speakers held their attention.

Meeting professionals agree with attendees on what makes meetings successful. They differ in their perceptions, however, of whether meetings leave attendees inspired and motivated. Meeting professionals overwhelmingly think meetings accomplish this while attendees disagree. Other findings:

- Meetings should be planned around clearing identified problems or issues with specific desired outcomes. These outcomes should dictate the form and process of the meeting.

- Meetings should be viewed as learning experiences designed to change behavior.

- The mere dissemination of content does not change one's performance. How attendees integrate and use what they experience depends largely on what occurs during the meeting. The delivery method is just as important as content if learning and change are to occur.

MPIWeb Takes Two Top Awards

MPI's web site was selected as a model and benchmark for associations trying to enhance their meetings and conventions through the use of the Internet in the American Society of Association Executives (ASAE) Foundation's *World-Class Web Sites* study.

MPI's site was also awarded a *Platinum Seal for Resource Excellence* within the exhibition and conference industry by ExpoWorld.net.

Upon activating MPI's home page, users may select available services through these options: *About MPI, Advertising Information, Benefits & Services, SIGs, What's New?, Bookstore, Research Center, Calendar, MPI Chapters, NewsBytes, Educational Opportunities, Newsroom, Contact Us, Directories, Discussion Center, Legislative Issues, Membership, Members Only, Supplier Showcase, The Meeting Professional, CVB Showcase, and WEC/PEC WOW.*

MPIWeb contains a secure online registration form that protects the confidentiality of credit card payments for upcoming MPI conference/congress, as well as easy-to-use navigation tools on all 400 pages.

The ExpoWorld.net award ranks MPIWeb within the Top 30 sites world-

wide representing the global events marketplace. ExpoWorld.net is a resource of over 500 links to the most useful search tools for locating conferences, conventions, trade shows, special events, industry suppliers, associations and publications in any country worldwide.

MPI was the first association in the industry to use streaming audio and video on its Website and showcase a meeting through the Internet.

The concept, Meeting WOW™ (Meeting WithOut Walls) is also a model for the MPI membership. Meeting WOW allows MPI planner members to put their meetings on the Internet using a proven design process created by meeting professionals.

The Meeting WOW feature has been used for over a year-and-a-half and features speakers, personal schedulers, message centers, online registration, and audio/video streaming of general sessions.

This concept provides MPI members convenient information on demand at their fingertips.

Meeting WOW has allowed MPI to enhance the promotion and education value of its annual meetings.

The World Education Congress WOW site is located at <http://www.mpiweb.org/wec98>.

Seeking Bids for Services to MPI D/FW Chapter

- Printing Services
- Mailing House Services
- Chapter Secretarial Services

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

Printing: various needs such as the monthly newsletter, *CURRENT*; programs for special events, chapter stationery, etc. Contact Director of Chapter Communications Kristi Carter, 972-241-5444; fax 972-247-2590, or E-mail, KRISTIC@aol.com.

Mailing House Services: for fulfillment of the monthly newsletter and inserts. Contact Director of Chapter Communications Kristi Carter, 972-241-5444; fax 972-247-2590, or E-mail, KRISTIC@aol.com.

Chapter Secretarial Services: Contact V.P. Administration Linda Vest, CMP (State Farm Insurance), 972-732-5970.

MPI

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Dallas/Fort Worth Chapter

In Memory...

Michael Hamilton

Longtime D/FW MPI Chapter member and contributor Michael Hamilton died of a heart attack June 12, 1998. He is survived by his wife, MPI D/FW board member Cindy; and his son, Shaun, age 15.



A loving father, Hamilton, executive producer of *Mystery Dinner Playhouse*, built a business that enabled him to stay home with his son during the critical early years of Shaun's life. Hamilton achieved success in his own way—and had a lot of fun in the process!

His business allowed him to work at the craft he loved, yet was flexible enough to let him pursue scouting and install in Shaun the virtues and ethics Mike had learned through the Boy Scouts.

The *Murder Mystery Playhouse* was a business interest shared with his wife Cindy, director of sales at Cityplace Conference Center—and one that brought the couple into the MPI limelight as they contributed their talents in a number of programs and productions.

His absence is acutely felt by a large host of family, friends and fellow actors. He was a welcome member on committees and in groups because he saw the big picture, from the first scene to the last. Serious work was always accompanied with humor.

When Michael Hamilton died, the world lost a spontaneous, fun-loving, creative and talented friend whose trademark laugh will echo for a long time.

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