

# CURRENT

March 1998

Dallas/Fort Worth Chapter

*Steven Foster Named President-Elect*

## MPI D/FW to Announce 1998-99 Officers, Directors at March Meeting

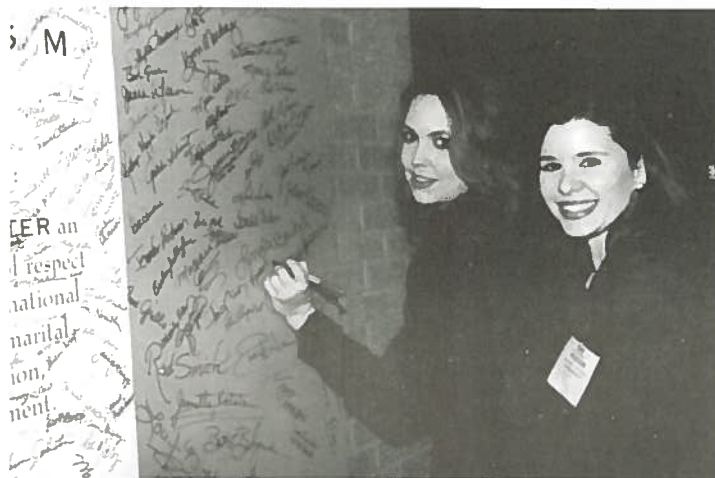


Nominating Committee Chair Mary Lynn Novelli, CMP (Sterling Hotels & Resorts), right, introduces nominees for the 1998-99 MPI D/FW Chapter Board of Directors. Ballots will be tabulated March 18 and new officers and directors will be presented to the membership at the March 26 chapter meeting.

<b>In this issue</b>	
President's Message	3
Star of the Month	4
March Meeting Details	5
Education News	6
Last Month's Meeting	8
The MPI Kids Charity Ball	10
Professional Education Conference	11
Opinion, Please!	14

### MPI D/FW Focuses on Ethics

MPI D/FW Chapter member Sandi Galloway (Canadian Tourism Commission), recently served on MPI International's Professional Conduct Task Force—and unveiled the MPI D/FW Ethics Wall, which dozens of chapter members signed at last month's meeting.



Kandra Hall (Dallas Cowboys Cheerleaders) and Heather R. O'Donnell (Southfork Ranch) sign the "Ethics Wall." See pages 9-10 for more about that meeting.

# CURRENT MPI

MEETING PROFESSIONALS INTERNATIONAL®

*Committed to Educational Leadership*

Dallas/Fort Worth Chapter  
4020 McEwen • Suite 105  
Dallas Texas 75244  
972-233-9107x1-674 • FAX 972-490-4219  
joe@dondillon.com

**Editor**  
Gracie Hatfield Hilton  
*The Write Stuff*  
metro 817-467-5449 • FAX: 817-467-4194  
gracie@eaze.net

**Vice President Public Relations/Marketing**  
Marsha Singer  
*The Dallas Directory*  
214.823.4370

**Director of Chapter Communications  
and Managing Editor**  
Kristi Carter  
*J&S Audio Visual, Inc.*  
972.241.5444 • FAX 972.247.2590

**Advertising Chair**  
Stephanie Schroeder  
*ITT Sheraton*  
972.238-1008 • FAX 972.239.9290

**Photographer & Videographer**  
*VISTA Photographic & Video Group*  
972-380-0985 • FAX: 972-267-9758

**Regular Contributors and Writers**  
Mitchell Cathey  
Old San Francisco Steak House • 214.357.0484  
M.T. Hickman  
Richland College • 972.238.6097  
Pat McCain, CMP  
Krisam Group • 972.458.8692  
Dana Nickerson, CMP  
Square One Productions • 214.343.8067  
Gregory Pynes  
Hand & Associates • 214.979.4639  
Paige Braun  
Dallas/FW/Arlington Conventioneer • 214.691.8073  
Marcy Roitman  
Grapevine CVB • 817.481.0455

#### 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

**March 26, Thursday**  
Monthly Chapter Meeting  
Hotel Crescent Court  
"The Mentor Program"  
11:30 a.m.

**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	DEADLINE
April inserts due April 8	March 20, Friday
May inserts due May 13	April 17, Friday

## MPI

MEETING PROFESSIONALS INTERNATIONAL®

*Committed to Educational Leadership*

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

## 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

# A Weekend in Glen Rose... and a Tribute to *Involvement through Service*

In February the MPI D/FW Board of Directors journeyed to the Inn on the River in Glen Rose for a mid-year retreat. We spent an entire day reflecting on the past six months and charting a course for the next. Our thanks to Kathi Thompson and staff for supporting this opportunity to reflect on accomplishments, challenges and opportunities.



Gregory Pynes  
Hand & Associates  
Communications  
D/FW Chapter President

In the area of Programs, all indications suggest that the next six months will mirror the first: record attendance and record marks in educational content.

A new element at the February meeting was a new focus on the chapter resource booth (thanks to the Trade Group). This will become the nucleus of our activities during the reception time. All elements of promotion will take place here, meaning fewer announcements from the podium! (See page 10.)

In the area of Membership, there is a continued emphasis on the best orientation program in our chapter's history. Conducted by Gerry Reid (Gerry Reid Speaking), it has relevance for all members. Come check it out.

The New Member Happy Hour—open to all members—continues to be headed up by Lynn Lewis (Ernst & Young). New for 1998 is a revised retention and involvement effort headed up by new member Stephanie Haynes (Krisam Group).

The folks involved in Administration have streamlined the check-in process and will continue to do so. These individuals have also initiated staffing of the innovative and helpful Courtesy and Information Center (CIC).

Our "executive chef" (remember budget pie?!), Melissa Parks, CMP (H.D.Vest), presented a new recipe to make the chapter's money grow. The chapter maintains a reserve of \$37,557.04 that is a separate fund in our operating budget. MPI D/FW is finally in a position both operationally and financially to map out a long term financial plan, allowing us to offer more member services.

Education chairs and their committees (more standing committees than the US Congress?!) have launched the SMART Card and will continue to actively market this cost-effective program which allows members to take advantage of \$750 worth of educational programs planned for only \$75! And cardholders can get that back from PGA! As someone said, "That's some 'smoking deal!'"

A reflection: As president, I am in awe of the marvelous energy and accomplishments of the board, the committees, and actively involved members. Having now served for five years on the Board, I continue to see the evolution of the chapter as we build on the past and prepare for the leaders to come.

As Saturday turned into evening we ventured to the fabulous new digs of member Sue Fry, to dine on some of the best fare in a 200-mile radius at Rough Creek Lodge.

During the course of the evening, Sue formally toasted the memory of our dear friend Jan Pollard. A former board member and chapter activist, Jan was an exuberant individual whose presence was felt throughout our time in Glen Rose.

Her example of *Involvement through Service* reminds us that it is better to serve, to be involved, than to miss out on the experience, the family that is the D/FW Chapter. (See pages 8 & 13.)

# 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.

#### D/FW Chapter President

Gregory Pynes  
Hand & Associates Communications  
214.979.4639

#### President-Elect

Colleen A. Rickenbacher, CMP  
Dallas Convention & Visitors Bureau  
214.571.1040

#### Immediate Past President

Mary Lynn Novelli, CMP  
Sterling Hotels and Resorts  
972.726.9800

#### Vice President/Administration

Susie Carr-Tennison, CMP  
Annuity Board of SBC  
214.720.4658

#### Vice President/Education

Peg Wolschon, CTC  
Kerrville Bus Company Coach USA  
972.263.0294

#### Vice President/Finance

Melissa Parks, CMP  
H.D. Vest Financial Services, Inc.  
972.863.6160

#### Vice President/Membership

Delinda Dudley  
Malibu Speed Zone  
972.247.7223

#### Vice President/Programs

Steven Foster  
Circle R Ranch  
817.430.1561

#### Vice President/Public Relations/Marketing

Marsha Singer  
The Dallas Directory  
214.823.4370

#### Board of Directors

Cheryl Beasley, CMP  
SABRE Travel Information Network  
817.963.2025

Dana Nickerson, CMP  
Square One Productions  
214.343.8067

Tamara Quilty, CMP  
MCI Planners  
972.418.1050

Linda Vest, CMP  
State Farm Insurance  
972.732.5970

Alainna Webb, CMP  
Excel Communications  
214.863.8926

Tony Cummins  
Adam's Mark Hotel Dallas  
214.922.0316

Betty Garrett, CMP  
Garrett Speakers International  
972.513.0054

Kristi Carter  
J & S Audio Visual, Inc.  
972.241.5444

**D/FW  
Meetings  
& Hospitality  
Industry**

**JOB BANK**

**Voice Mail  
972-381-5624**

**E-mail  
poneil@worldnet.att.net**

**Find a Good Job!  
Find a Good Employee!**

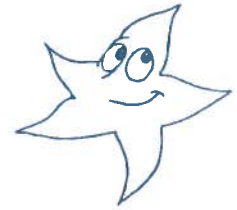


**Features**

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

To volunteer for the Job Bank Committee, call  
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.*



**Rob Keating**  
AVHQ Event Staging

Rob Keating (AVHQ Event Staging) works the audio visual equipment at every meeting and seldom gets a chance to partake of lunch or dinner. He's one of the "behind the scenes" folks whose unselfish acts keep the MPI D/FW Chapter running smoothly. A member of the Community Services committee, Keating has made a major contribution to the Life Walk for AIDS and is an active participant at the Love for Kids annual Christmas party. Keating draws little attention to himself—he's anonymous in The MPI Kids Charity Ball celebrity bear costume!—but we want him to know that he is truly a Star, without whom our complex arrangements would fall short of complete.



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

**Internship Program Offers Student  
Work Force to MPI Member Companies**

The MPI D/FW Chapter is working closely with Richland College and other area colleges to provide internship opportunities within the meetings industry to interested students.

For example, students enrolled in Richland College's Travel, Exposition and Meeting Management courses are looking for part-time employment or intern experience, and are looking to MPI member companies to find these intern opportunities.

If you are looking for extra help, please consider recruiting a student intern to fill this position.

The job should provide a quality

learning experience within the hospitality industry; it should not be a "gofer" type job.

Although a salary is not required, it is recommended.

Employers should be willing to coordinate hours around the student's class schedule, and not consider hiring the student on a full-time basis until after the student has graduated.

More information on this Internship Program will be provided at the March 26 MPI D/FW Chapter meeting.

Please call Pat Smith at 972-714-0177 if interested in hiring a student intern now or in the near future.



## March Meeting Highlights

# Connections: Growing an Industry One Person at a Time

By Pat McCain, CMP  
Krisam Hotels & Resorts

The meetings industry is made up of individuals who have shared a similar experience: At some point in our careers and lives, someone has helped us grow. We have either been a help to someone or have been helped by someone in moving up the ladder of life.

A mentor? Yes! Some believe that "mentoring" means being an expert in a particular field. Wrong!

A mentor doesn't have to know every answer; mentoring is helping people find the information they need to grow.

Some call it "Connections: A Meeting of the Minds"—a title deemed appropriate for the MPI D/FW "Mentor Program."

Come to the March 26 luncheon meeting at Hotel Crescent Court to hear Randy Pennington, president of Pennington Performance Group.

Pennington will suggest specific ideas about finding the right person at the right time to help your career move to the next level—and help you be more successful when helping others grow.

### On March 26, learn

- How to identify and use a mentor
- How to be a successful mentor
- How to help the meetings industry grow by helping individuals grow

Pennington Performance Group is a training and consulting firm that helps organizations and their people develop leadership skills, perform more effectively, manage change and build trust.

Pennington's clients include industry leaders such as Alabama Power Company, Brinks Home Security, IBM, JCPenney, Marriott Hotels & Resorts, and Spring, as well as numerous trade associations and government agencies. He serves as an instructor in the Cox Business Leadership Center at Southern Methodist University.

## MPI

MEETING PROFESSIONALS INTERNATIONAL®

Committed to Educational Leadership

March MPI D/FW Chapter Meeting

### "Growing an Industry One Person at a Time" Connections: A Meeting of the Minds

—Featuring Randy Pennington of Pennington Performance Group—

Thursday, March 26

Hotel Crescent Court  
400 Crescent Court  
Dallas, TX 75201  
214-871-3200

11:00 a.m. Chapter Orientation—Pool Suite

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

12:00 p.m. Lunch and Program—Crescent Ballroom

Complimentary Valet and Garage Parking

R.S.V.P. to Joe

by noon, Tuesday, March 24

•FAX 972-490-4219 (see fax insert)

FAX confirmation preferred!

•phone 972-233-9107 x1-MPI (674)

•joe@dondillon.com

Advance Registration \$24

Late Registration \$32

Guest Registration \$30

He is co-author of *On My Honor, I Will* and his ideas and comments on integrity, trust and commitment have appeared in *The Wall Street Journal*, *Entrepreneur*, *Executive Excellence*, in numerous professional and trade association journals and on CNN. He is a featured columnist for *The Meeting Professional*.

March committee members are VP of Education Peg Wolschon (Kerrville Bus Co. Coach USA), Lisa South, CMP (CLR/Fast Tax), Patti Wilke, CMP (Independent), Pat McCain, CMP (Krisam Hotels & Resort), Sherri Pizitz, CMP (Events Unlimited), and Fred Knieberg, CMP (retired).

Hosts from the Hotel Crescent Court include Ulrich Krauer, managing director; Ling Riley, director of marketing for Rosewood Dallas; Cabrin Kelly-Hale, director of catering; and Susan Cotton and Jennifer Guevara, both directors of sales

## March Host Facility Hotel Crescent Court

Hotel Crescent Court, accented by ornamental ironwork on the outside and Louis XIV tapestries on the inside, gives meaning to 19<sup>th</sup> century Europe in Dallas. Gracefully blending space for meetings, conferences and banquets, Hotel Crescent Court's luxurious residential-style accommodations, sumptuous dining and world-class spa converge in a spirit of style and sophistication.

Each of the 188 guest rooms and 28 suites features original art, handsome armoires, three telephones, in-room facsimile machines, minibars and French doors opening to fresh air. The hotel's Executive Conference and Catering facilities offer distinctive meeting and banquet rooms, which can accommodate up to 400.

Hotel Crescent Court serves as the centerpiece of The Crescent, a landmark complex that includes the prestigious Crescent office towers and The Shops and Galleries of The Crescent. The hotel is situated in the city's central business and arts districts.

# EDUCATION NEWS

## Educational Opportunities at a glance



March 16  
March 23  
March 30  
April 6  
April 20  
April 27

CMP Study Group  
Mondays, 6:00-8:00 p.m.  
Malibu SpeedZone

Brenda Miller, CMP (972) 247-7223

March 18  
PO'Ds 6 & 7

"American Disabilities Requirements"  
12 noon-1 p.m.

March 18  
PO'Ds 2 & 3  
"Security Issues"  
12 noon-1 p.m.

March 23  
CMP Application Due  
Brenda Miller, CMP (972) 247-7223

After April 1  
Technology Institute  
Spring Saturday Series

April 7 - May 12  
Walk-A-While Educational Series  
Tuesdays, 5:30 p.m.-7:30 p.m.  
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

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

More Education Bang for the Buck!

## GET SMART in 1998

\$750 worth of educational programs  
for only \$75?!

—Now, that's SMART!



SMART cardholders receive up to \$750 worth of chapter educational programs for only \$75. Attend a minimum of \$75 worth of chapter educational programs and apply for a Jan Pollard Scholarship (previously the Professional Growth Award Scholarship). Those accepted will be reimbursed for the \$75 in July — which means a *free SMART CARD!* Now, that's really smart!

Smart Card valid through June 1998.

### SMART Card—Your Pass to Learning

SMART CARD valid through June 1998; there is no limit to the number of educational programs SMART CARD holders can attend.

for more information:

Peg Wolshon (Kerrville Bus Company, Coach USA) 972-263-0294 x 103  
or Tamara Quilty (MCI Planners) 972-418-1050



"Earning the right to add the letters CMP after your name means that the entire hospitality industry acknowledges that you have the competence and expertise to assure that you will assist in attaining the objectives of an event in a timely and cost effective manner."



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

# EDUCATION NEWS

**November 6-8**

## Galveston Island CVB, HAMPI to Host Texas Education Conference '98

The tourism industry of Galveston Island will host the 1998 MPI Texas Education Conference November 6-8. Designed to bring together meeting professionals and suppliers from the three major regions in Texas, the TEC will provide quality education opportunities.

Why should you attend TEC 1998?

"If you don't, you're going to miss the most exciting, educational and entertaining program you've experienced in years," says Coni Tierney, CMP, HAMPI (MPI, Houston area) president.

"The Island's Bureau staff, working in cooperation with the professionals at Meeting Professionals International, have designed a conference that will roll out the red carpet on Galveston Island," says Tobert L. Warren, Director, Galveston Island Convention and Visitors Bureau.

"Imagine the days of old on Galveston Island where we transport you in time through the glimmering sights and sounds of the 20s through the 40s," said Warren.

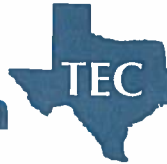
"The welcome reception and dinner dance will be hosted at the Texas Aviation Hall of Fame, home of the Lone Star Flight Museum, with more than 30 pre- and post- WWII aircraft, including the magnificent B-17 Flying Fortress

Bomber," he said.

"The TEC will offer some of the finest educational programs you've ever experienced and concludes with a grand finale," said Tierney. "We'll explore Galveston Island with some of our most exciting evening programs ever."

Prepare for a progressive dinner complete with a 'Galveston Island, Escape and Explore Scavenger Hunt,'" she said. "Participants will experience the finest in delectable foods, incredible venues and great entertainment."

### Second Annual Texas Education Conference



November 7-8, 1998  
Saint Luis Hotel • Galveston

MPI Hill Country  
MPI Houston Area  
MPI D/FW

## Walk-A-While in My Shoes



**Spring Series Begins April 7**  
*Tuesdays, 5:30-7:30 p.m.*

Get ready for a dynamic spring "Walk-A-While" (WAW) program. Mark your calendars for six consecutive weeks of information, communication and fun!

See the insert in this month's CURRENT for registration information.

April 7  
April 14  
April 21  
April 28  
May 5  
May 12

for more information:  
WAW Chair Denise Howieson (IGNITION! Creative Group) 214-819-3150



## Beyond Boundaries

REACHING NEW FRONTIERS

MPI World Education Congress  
July 12-14, 1998  
San Diego, California

★

2 General Sessions

★

Seventy Workshops

★

MeetingPlace '98

★

Technology Laboratory

★

Featured Workshops

★

Unique Networking Events

★

**CALL 1.972.702.3051  
FOR REGISTRATION  
MATERIALS**

★

**MPI**

MEETING PROFESSIONALS INTERNATIONAL  
Committed to Educational Leadership

★

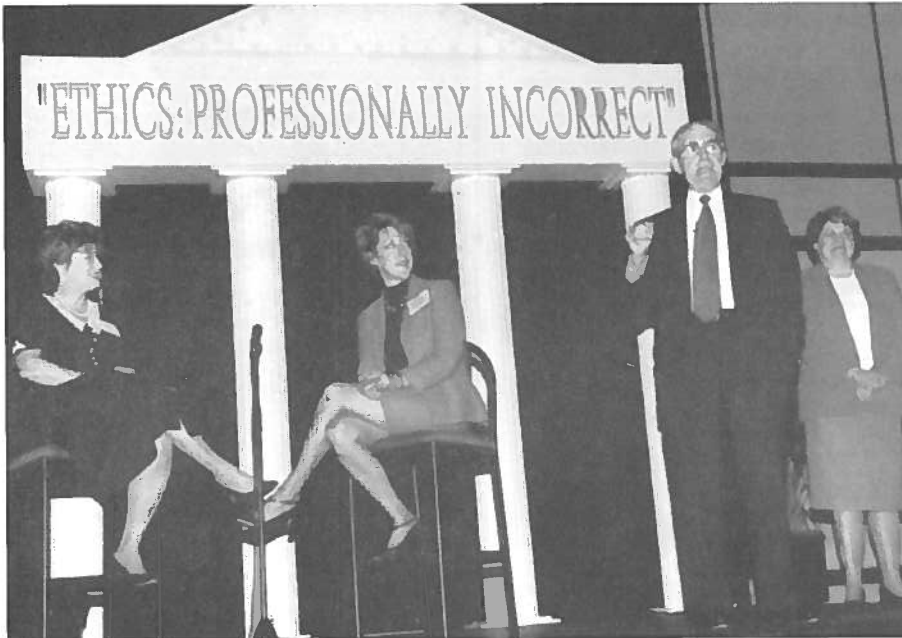
4455 LBJ FREEWAY, SUITE 1200  
DALLAS, TEXAS 75244-5903  
PH: 972.702.3000  
FAX: 972.702.3070  
<http://www.mpiweb.org>

## February Meeting Highlights

# American Airlines Sponsors Session on Ethics

"Ethics: Professionally Incorrect" was the theme of the February MPI D/FW chapter meeting at Plano Centre. Sponsored by American Airlines, the program featured William Brown, Ph.D, a clinical psychologist and president of The Ethics Institute in Washington, D.C.

Brown is the author of "The Right Thing: ethics inaction/ethics in action" (rev. 1995). He and his spouse, Nett, frequently speak to and consult with corporations and associations on ethical issues.



MPI D/FW chapter members **Sherry Cook, CMP** (Sherry Cook & Associates) and **Sandi Galloway** (Canadian Tourism Commission) served as "ethics panelists" in the program presented by **William Brown, PhD**. Assisting Brown is his wife, **Nett Brown**. Galloway, who recently served on MPI International's Professional Conduct Task Force, unveiled the MPI D/FW Ethics Wall at the February meeting (see front page).

### Ethical Yardstick

Applying the following six steps to an issue prior to making a decision should increase the odds that a given decision will be ethical, i.e., culminating in doing the right thing.

1. Does your chosen course of action seem logical and reasonable? Forget what others might say. Does it make sense to you? If so, it is probably right.
2. Does the solution you choose pass the test of sportsmanship? If everyone followed this course of action, would the results be beneficial for all?
3. Where do you think your plan of action will lead? What effect will it have on others? What effect will it have on you?
4. How well will you think of yourself when you look back at what you have done?
5. Separate yourself from the problem. Imagine it is a problem affecting the person you most admire. How would that person respond to this problem?
6. What difference would it make if everyone knew about your decision? Especially consider how you would feel if your family members and friends knew what you have done or plan to do. Chances are decisions made in hope that no one will find out are not ethical.

—from *The Right Thing: ethics inaction/ethics in action*

William D. Brown, Ph.D., (Rev. Edition), 1995

### Photos by VISTA

## ETHICS: PROFESSIONALLY

LEFT: Fun Factory Decorations and Special Events provided the backdrop for the February meeting. Representatives from Fun Factory included: **Pam Madewell**, **Debbie M. Zbieszkowski** and **Terry Sue Bowman**.



LEFT: **Phyllis Firebaugh, CMP** (SEI Incentives), announced that the Education Committee has renamed the Professional Growth Awards program the Jan Pollard Award for Professional Growth (JPAFPG). Pollard, a board member during Firebaugh's term as MPI D/FW president, died in February (see "In Memory," page 12.) Present for the announcement was Jan's father, **Bill Lasater**. At right is **Patty Stern** (Five Star Limousines), chair of the JPAFPG committee.





Hosts at Plano Centre included **Lou Dean Canake, II**; **Lillian McLauray** and **Cathy Nolte**.



LEFT: Using IRIS Interactive Audience Response System handsets chapter members responded to ethical situations and questions. **Keith Champeau** explained use of the handsets. Results were instantly tabulated and displayed, allowing meeting attendees to immediately gauge their position on ethical circumstances.



Fort Worth and Arlington area MPI D/FW Chapter members and guests enjoyed complimentary transportation to the February chapter meeting at The Plano Centre. Expecting a bus, those who took advantage of this service were pleasantly surprised by limousine transportation, provided by Ramada Plaza Hotel Fort Worth. Representing Ramada Plaza were **Tammy Levy**, corporate group sales manager, second from right; and **Pete Arenas**, corporate sales manager, center. Thanks to **Melanie Arguello** (Fort Worth CVB) for coordinating the transportation and reservations.

## Hall of Fame

Please salute the following companies and individuals for their contributions to the February meeting at The Plano Centre

Featured Speaker  
**DR. WILLIAM BROWN, Ph.D**  
The Ethics Institute

Official Meeting Sponsor / Airfare for Speaker  
**RICK WEBER**  
American Airlines

Official Meeting Sponsor / Response Pads  
**KEITH CHAMPEAU**  
IRIS Response

Facility, Reception, Luncheon & Audio/Visual  
Plano Convention & Visitors Bureau & Plano Centre

**LILLIAN MCLAURY**  
Sales Manager

**CINDY BOSWELL**  
Event Coordinator

**ROBERT FULLER**  
Food Sales & Service Manager

**COLLIN KENNEDY,CTS**  
Audio / Visual Technician

Additional Audio Visual  
**ROB KEATING**  
AVHQ/Event Staging

Program Panelists

**SANDI GALLOWAY**  
Canadian Tourism Commission  
(MPI D/FW Ethics Wall Sponsored by Canadian  
Tourism Commission)

**SHERRI COOK, CMP**  
Sherri Cook & Associates

"Professionally Incorrect" Stage Decor  
**TERRY SUE BOWMAN**  
Fun Factory Decorations & Special Events

Guest Accommodations  
**MARK WILDER**  
Harvey Hotel Plano

Guest Transportation  
**DONNA JOHNSON**  
SuperShuttle

February Program Committee

**WENDY FOSTER**  
Circle R Ranch

**ESTHER WIGLEY, CAS**  
Appointments Professional Advertising

**BETTY GARRETT, CMP**  
Garrett Speakers International

**Photos by VISTA**



## The MPI Kids Charity Ball

Produced by Meeting Professionals International  
Dallas/Fort Worth Chapter

May 9

Charitilly Ballroom  
Wyndham Anatole Hotel

Chair, Cheryl L. Beasley, CMP

TMKCB Sponsorship Committee is pleased to  
announce the following sponsors:

Derse Exhibits	Silver
Ignition!	Bronze
Wyndham Anatole	Silver In-Kind

The Committee has also received four tables sales:

Adam's Mark Hotel-Dallas  
I.M.A.G.E.  
Wyndham Anatole Hotel  
Wyndham International

Gift of Love checks have been received from:

Markem Printing  
Wholesale Distributors Association

Thanks to all of these supporters of the 1998 Ball.

To date 75 items have been received by the Auction Committee. An evening in the Penthouse Suite at Lone Star Park is just one example of the great items you'll have to bid on at the Ball. Please contact Committee Chair Stephanie Schroeder (ITT Sheraton), phone 972-238-1008 or fax 972-238-9290, if you have an item to contribute.

Tickets for the Hilton Hotel Hawaiian Getaway are still available. Contact Steven or Wendy Foster at Circle R Ranch (817) 430-1561, or come to TMKCB table at the next Chapter meeting.

## New Member Profile

# Jay Marsh



**Company:** Adams Mark Dallas

**Title:** Sales Manager

**Phone:** 214/922-0306

**Fax:** 214/922-0308

**E-Mail Address:** Adamsmark.Dallas@InternetMCI.com

**What I like best about my job:** Selling a great hotel product and negotiating.

**What I like least about my job:** Internal meetings that last over one hour.

**Education:** BA @ Ball State Univ. in Speech Communications & PR w/ minor in International Marketing

**Advice to someone starting in this field:** Be prepared to work long hours.

**Other organizations I'm a member of:** HSMAI, AIDS Interfaith Volunteer

**MPI Member since:** 10/97 (supplier)

**Advice to new MPI members:** Take advantage of all resources of MPI. The more you give the more your get!

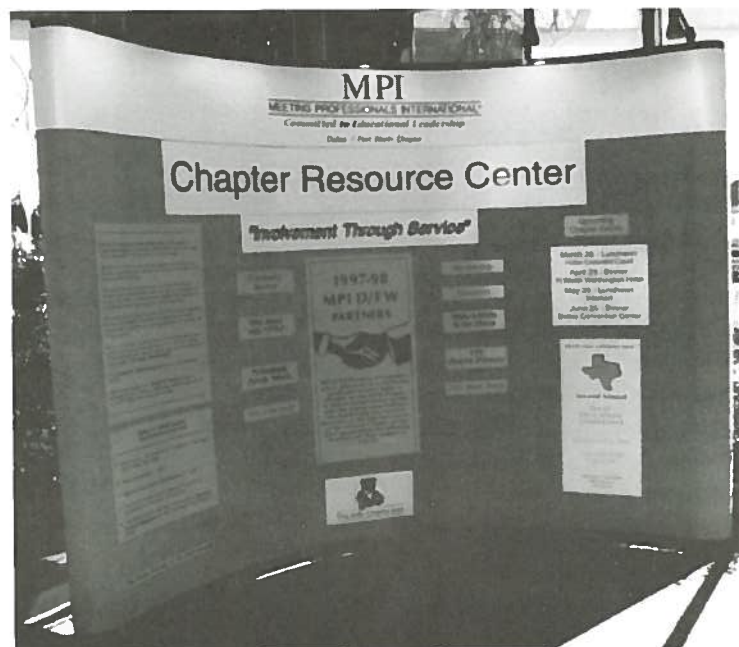
**MPI Involvement:** Membership Committee

**Favorite leisure activity:** Exercising, going out to dinner w/friends, going to movies

**Ideal vacation:** Anywhere without phones and faxes

**Fantasy luncheon/dinner guests:** Barbara Walters, Barbara Streisand, & Elton John

**Person(s) I admire most:** My grandfather; he never has a bad word to say about anyone



### Chapter Events Information Headquarters

Check out the chapter resource booth (thanks to the Trade Group) at pre-meeting receptions for information about chapter events and activities.

## Exceeding All Expectations....The Next 25 Years

# MPI Professional Education Conference North America

By Wendy Ezernak  
Wyndham Anatole Hotel

Marriott's Orlando World Center in Orlando, Florida, was the host for the January 1998 MPI-PEC.

"Exceeding All Expectations—The Next 25 Years" was the theme.

An explosive three-dimensional show of laser lights kicked off the opening general session which featured Gladys Knight without "The Pips" in an inspirational commentary on "Music and Motivation."

MPI International President Anna Lee Chabot spoke of the need to devote oneself to a "lifetime of learning."

A push for meetings in the European marketplace was presented by Robert F. Cotter, President of ITT Sheraton's Europe Division.

The opening general session ended with award presentations. Chapter of the Year Award (more than 250 members) went to Southern California.

The D/FW Chapter, along with the Georgia chapter received an "Honorable Mention" based on accomplishments in administration, communication, marketing, public relations, membership, growth and retention.

Each evening was filled with Orlando charm and excitement! From Sunday evening's opening reception sponsored by Walt Disney World at Pleasure Island—complete with Super Bowl "watching

station"—Monday evening at Universal Studios to experience "Back to the Future" and "Terminator"-style thrills.

The Hard Rock Cafe once again sponsored the Foundation. HRC always "rocks" and so did a few of the D/FW members as they sang "Stop In The Name of Love" with full voice while choreographing a dance routine on tape! (Rumor has it there is a reward to anyone who has a copy.)

There was much education to be had in Orlando as well. Topics included Internet Basics, Creative Event Production, Contract Negotiations and a full day session on "Understanding Meetings in the New Business World of the 21st Century."

The newly appointed Aloha Chapter in Hawaii, along with the Hawaii Convention and Visitors Bureau, sponsored a luncheon that was a Polynesian extravaganza, complete with authentic foods and music.

"An Encore Performance" was the theme for a luncheon sponsored by Vancouver, the city that will host PEC in 1999—for the second time in five years.

"Salsa, Soul and Rock 'n' Roll," the final night gala, featured Mary Wilson of the Supremes, the Orquesta Identidad band, and the dance band of Tommy Dean & The League of Decency and



Some of the MPI D/FW Chapter attendees gather at PEC in Orlando.

KID. It provided a hot and steamy ending to a great conference!

What did we gain? Educational enlightenment, a glance into the future, solid knowledge of Orlando's finest hospitality, many new friends and stronger bonds with existing colleagues. Overall, "a dime well spent!"

Plan to be in sunny San Diego July 12-15 for the education, networking and overall "superfantastic" experience of the MPI World Education Conference!

### 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!
-  Bluebonnet Brass - Marching Band, Jazz, Dixieland, Opening Sessions!
-  National Acts, Speakers & Celebrities - Absolutely! Give us a Call!

carol.marks@carolmarksmusic.com or Visit Our *MUSICAL* Website at [www.carolmarksmusic.com](http://www.carolmarksmusic.com)

**Carol Marks  
Music** 

Since 1971

972.231.4091

800.388.4091



**M.T. Hickman**  
Richland College  
'Grapevine' Columnist

# Heard it through the Grapevine!



**Mitchell Cathey**  
Old San Francisco Steak House  
'Grapevine' Columnist



**Linda Byars Swindling**, Mediator/Attorney/Consultant, *Withrow Schraeder & Swindling*, was selected for Who's Who in American Law.

**Bill Matyastik** has left the meetings industry to become a sales representative with *Total Training Network*, an on-demand training company.



bear costume at the LFK Christmas party.

**Charlotte Gannon** is the new sales manager for *Double Diamond, Inc.*

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](mailto:mthickman@dcccd.edu)  
Cathey can be reached at 214-357-0484; fax 214-357-6592.

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

**Jyll Bishop** joined the staff of *Travel Trade Marketing (USA), Inc.* and represents Melbourne Convention & Marketing Bureau



**Luana Stoutmeyer**, owner of *Encore Productions Entertainment*, was awarded the National Association of Catering Executives' 1997 Affiliate of the Year.

For the second consecutive month, **Marcy E. Roitman**, *Grapevine CVB*, was the first person to call with the answer to "What's My Line under the Grape Leaf?" She correctly identified Rob Keating (AVHQ Event Staging) as the person in the celebrity

**Carmen Murphey, CMP**, has accepted the position of operations manager for the *Bobbins Group, Miller Freeman Inc.* She was formerly with Associate Locksmiths of America.

*Plan a site inspection,*

**South Shore Harbour**  
**10th**  
ANNIVERSARY  
1998  
Resort & Conference Center

2500 South Shore Boulevard  
League City, Texas 77573

*and prepare to be impressed!*

Shore Harbour Resort & Conference Center is perfectly located between Houston and Galveston, on Clear Lake across from NASA/LBJ Space Center. If you haven't been here before, you'll soon see why the resort has become one of the Lone Star State's most popular meeting sites.

To arrange for your site inspection, or to request more information, including a video, call our Sales Office:  
**(281) 334-1000**

[www.sshr.com](http://www.sshr.com) e-mail: [SSHRSales@ghg.net](mailto:SSHRSales@ghg.net)  
Managed by Gal-Tex Hotel Corporation.



# In Memory...

## Jan Pollard

Longtime D/FW MPI Chapter contributor and previous board member, Jan Pollard, died of stomach cancer February 5, 1998. It was a very recent diagnosis and treatment, yet so serious she could not recover.



It is with fondness that we recall Jan's warm, contagious smile; whimsical sense of humor and tenacious "hang-in" spirit. All committees, board meetings and events of which she was a part were merrier and greater for her winsome support! She was a *contributor*.

From her most recent days as vice-president of Hospitality Marketing Solutions, training hospitality professionals; as recent Southwest Region Director of Sales for Omni Corporation and all the way through her hotel career in Philadelphia, Jan was known and respected for achieving high results and having fun in the process! She was a *leader*.

MPI D/FW proudly renames the Professional Growth Award—benefiting ongoing professional educational needs of chapter members—the Jan Pollard Award for Professional Growth.

## Nancy Calico-Cunningham

Former MPI D/FW Chapter member and good friend to the industry, Nancy Calico-Cunningham, died suddenly of an aneurysm at her home on January 30, 1998.



Nancy was a contributing member of the meetings industry for more than 25 years, most recently as director of sales & marketing for J&S Audio Visual, Inc. She was previously director of sales for two Dallas hotels.

Nancy and her husband, Tom, moved to Springdale, Arkansas in late 1996, where they owned and operated a distribution company.

Nancy was one of those rare people who never met a stranger and was immediately taken in to the hearts of those who crossed her path. Her enormous sense of fair play and easy laughter will be remembered by all who were fortunate enough to call her friend or mentor.

## Tidbits from the Top

## News from MPI International

### Regional Technology Program Debuts

MPI's initial "Focus on Technology Regional Program", sponsored by the Charlotte Convention & Visitors Bureau, GES Exposition Services, and AT&T Capital Corporation, will be held March 4-5, 1998 at the Charlotte Convention Center, Charlotte, North Carolina.

MPI is taking its commitment to educational leadership into the field with three additional programs planned for the next year during 1998-99. For more information call 1-972-702-3030.

### PEC Europe set for April

The 1998 Professional Education Conference-Europe is scheduled for April 19-21, 1998 in Copenhagen, Denmark. For more information call 1-972-702-3030, access MPI's website or contact the European Bureau in Brussels, Belgium.

### 1998 Joint Special Interest Group Forums

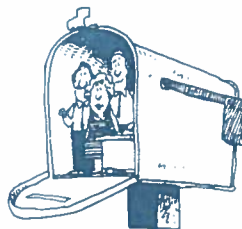
The 1998 MPI Joint Special Interest Group Forums are scheduled March 19-21, 1998 in Chicago, Illinois. For more information call 1-972-702-3032.



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

## 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!

## Di\$count Advertising Opportunity!

## Chapter Resource Handbook

MPI D/FW offers a 25% discount on advertising in the 1998-99 Chapter Resource Handbook. Discount applies to advertising contracted through May 31. For more information contact Marsha Singer (The Dallas Directory, Inc.), 214-823-4370.

# Opinion, Please!

**Q: If I aspire to serve as an officer or director of the MPI/DFW Chapter, how should I best prepare?**



**Colleen Rickenbacher, CMP • Dallas CVB**  
Attend the monthly meetings and special education sessions. Get involved. Once you commit to a committee, see it through.



**Marilyn Manby • Marketing Equities International**  
To prepare for leadership and to serve on the Board of Directors, join a variety of committees. It is the best way to meet new people and also learn about various areas of MPI.



**Charlotte Merrill-Davis • Event Source Professionals**  
Prepare by getting involved with as many committees as time will permit. Learn about all aspects of the organization. Most important, find a current or past board member and use them as a mentor or role model. Their knowledge will assist you on this "leadership path."



**Karen Fogle • Star Brand Ranch Executive Retreat Committee work!**



**Debra Lakin • Freeman Exhibit Company**  
Before one can be a leader, one must first be a servant. Develop a servant's heart. Volunteer to help in areas of need, not just in one's areas of interest. Commit; then *follow through*.



**Gracie Hilton • The Write Stuff**  
The power to make and keep commitments to ourselves is the essence of developing basic habits of effectiveness—habits essential to leadership. When you commit to do a thing, *do it!* And do it on time!

## Write Tight



CURRENT Editor  
Gracie Hilton  
The Write Stuff

During Franklin D. Roosevelt's presidency, government memo writers issued this gem about the 1942 blackout order:

**Such preparations shall be made as will completely obscure all federal buildings and non-Federal buildings occupied by the Federal government during an air raid for any period of time from visibility by reason of internal or external illumination.**

On reading this, Roosevelt (imagine him rolling his eyes) said:

"Tell them that . . . in buildings where work is ongoing, put something across the windows!"

### **Grab that red pen and try your hand with this one:**

In this article of the *CURRENT* you will find the program goals of the community awareness committee of MPI D/FW, and objectives that have been identified and prioritized. Evaluative procedures for the objectives were also established based on acceptable criteria.

### **...and this one:**

In the administrative year ahead we seek to provide enhanced positive learning environments. Seeking to provide educational experiences in an atmosphere that is conducive to learning and while at the same time taking into consideration the various interests of the wide variety of our members, we call your attention to the meeting at MPI Headquarters. We personally invite you to join us for the tour that will include a stop at the learning resource center—where wide varieties of instructional materials are available to suit all styles of learning. This, we believe, will answer a number of our desired educational objectives.

### **How can an "average" writer avoid some of this verbal clutter?**

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

### **Remember:**

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.*

—ghh ©  
gracie@eaze.net



**A UNIQUE TWIST ON GROUP THERAPY.**



Be it a group of 25 or 1,000, our world-class horse racing facility is the place to entertain. We have options such as Box Seats, Penthouse Suites, landscaped outdoor areas and a trackside dining terrace, all of which are available for charitable events, social gatherings or corporate functions. It'll do more for your group's collective psyche than all the psychiatrists in Vienna. For more information about group entertainment, please call Mike McCoy.



**LONE STAR PARK**  
*at Grand Prairie*

*North of I-30 on Belt Line.  
For more information, call 972-263-RACE.*

# MPI

MEETING PROFESSIONALS INTERNATIONAL®

*Committed to Educational Leadership*

Dallas/Fort Worth Chapter  
4020 McEwen • Suite 105  
Dallas Texas 75244

FIRST-CLASS MAIL  
U.S. POSTAGE  
PAID  
DALLAS, TX  
PERMIT NO. 1930



## DALLAS/FORT WORTH CHAPTER

Del Lago's all-suites conference center and golf resort is the type of meeting location you'd expect to find only at more expensive destinations. Conference facilities are flexible and roomy, with 60,000 sq. ft. of function space. For water sports enthusiasts, we've got a 300-slip marina with a white sand beach and every imaginable type of watercraft. Beautiful Lake Conroe, surrounded by forests, provides great fishing. Our championship golf course features waterfalls, fountains and an island tee box. A lakeside gazebo, sports bar and outstanding restaurants are perfect places to relax and unwind. You'll retire to one of 357 luxurious Lakeside Tower Suites, Lakeside Villa Suites or Golf Cottage Suites. Give us a call and we'll tell you more. Like Texas, Del Lago is worth bragging about.



 **DEL LAGO**  
GOLF RESORT & CONFERENCE CENTER

600 Del Lago Boulevard  
Montgomery, TX 77356  
Call 1-800-DEL LAGO (335-5246)  
for free video and information.  
e-mail: [dellago@dellago.com](mailto:dellago@dellago.com)  
<http://www.dellago.com>



**For the best of Florida and Arizona, meet in Texas.**



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

<p><b>Sylvia Cantu-Smith</b> Association Sales Manager Omni Hotel Richardson 701 East Campbell Road Richardson, TX 75081 972/231-9600 972/231-7384 (fax)</p>	<p><b>PO<sup>4</sup>D 2</b></p>	<p><b>Brannon Jahnke</b> Marketing Specialist Nortel 2203 Promontory Point Plano, TX 75075 972/684-0342 972/685-3074 (fax)</p>	<p><b>PO<sup>4</sup>D 2</b></p>
<p><b>Dorothy L. Casteel</b> Sales Manager Rough Creek Lodge 2350 Airport Fwy #280 Bedford, TX 76022 800/864-4705 817/571-3988 (fax)</p>	<p><b>PO<sup>4</sup>D 9</b></p>	<p><b>Stephen W. Janicek</b> General Manager SuperShuttle DFW 729 East Dallas Road Grapevine, TX 76051 817/329-2035 817/329-2050 (fax) E-mail: sjanicek@aol.com</p>	<p><b>PO<sup>4</sup>D 9</b></p>
<p><b>LaDenna D. Franks</b> Conference Manager American Airlines Training &amp; Conference Center 4501 Highway 360 S MD 929 Fort Worth, TX 76155 817/967-4571 817/967-4867 (fax)</p>	<p><b>PO<sup>4</sup>D 9</b></p>	<p><b>Laura T. LeFlore</b> General Manager Texas Sumo Party Service, Inc. 2615 Brenner Dallas, TX 75220 214/357-7077 972/432-9461 (fax)</p>	<p><b>PO<sup>4</sup>D 6</b></p>
<p><b>Deborah L. Frarer</b> Meeting Planner Bill Communications/Successful Meetings 3790 Brookhaven Club Drive Dallas, TX 75244 972/788-0337 972/788-0350 (fax)</p>	<p><b>PO<sup>4</sup>D 1</b></p>	<p><b>Joyce N. Lonquist</b> Events Coordinator Rent Roll, Inc. 2395 Midway Road Carrollton, TX 75006 972/250-8340 972/250-7830 (fax)</p>	<p><b>PO<sup>4</sup>D 1</b></p>
<p><b>Marlene M. Garrett</b> Manager of Education Services &amp; Meetings American Fire Sprinkler Association 12959 Jupiter Road #142. Dallas, TX 75238 214/349-5965 214/344-8898 (fax) E-mail: mgarrett@firesprinkler.org</p>	<p><b>PO<sup>4</sup>D 7</b></p>	<p><b>Shane Massey</b> Marketing Director Advance Team Concepts 2312 Brennan Plano, TX 75075 972/963-1084 Email: atconcepts@aol.com</p>	<p><b>PO<sup>4</sup>D 2</b></p>
<p><b>Robert D. Harvin</b> Vice President Marketing Sprint 5420 LBJ Freeway #1700 Dallas, TX 75240 972/405-5505 972/405-5002 (fax)</p>	<p><b>PO<sup>4</sup>D 3</b></p>	<p><b>Donna S. Nordyke</b> Administrative Assistant Ernst &amp; Young LLP 104 Decker Court Irving, TX 75062 214/665-5224 214/665-5005 (fax) E-mail: donna.nordyke@ey.com</p>	<p><b>PO<sup>4</sup>D 4</b></p>
<p><b>William B. Hurst</b> Account Executive Orlando/Orange County CVB 6400 Forum Drive #100 Orlando, FL 32821 407/363-5808 407/370-5014 (fax) E-mail: bill.hurst@orlandocvb.com</p>		<p><b>Nicole Northrop</b> Sales Manager Hyatt Regency DFW International Parkway DFW Airport, TX 75261 972/615-6810 972/615-6825 (fax)</p>	<p><b>PO<sup>4</sup>D 9</b></p>

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

**Donald R. Parsons**  
Senior Sales Manager  
Marriott Resort & Golf Club  
400 South Collier Blvd.  
Marco Island, FL 34145  
941/642-2613  
941/642/2682 (fax)

**Julie A. Vora** PO<sup>4</sup>D 9  
Meeting Planner  
Sabre Event Marketing  
4200 American Blvd. #3109  
Fort Worth, TX 76155  
817/963-7425  
817/963-1622 (fax)

**Beth O. Pettus** PO<sup>4</sup>D 7  
Sales Manager  
The Dallas Arboretum  
8617 Garland Road  
Dallas, TX 75218  
214/327-8263  
214/324-9801 (fax)

**Virginia A. Winiger** PO<sup>4</sup>D 2  
Senior Specialist  
Nortel Northern Telecom  
2221 Lakeside Blvd MS: CO623  
Richardson, TX 75082  
972/685-5250  
972/684-3948 (fax)

**Sherry Schlachtun** PO<sup>4</sup>D 1  
Assistant Staff Manager  
Lucent Technologies  
4851 LBJ Freeway #900  
Dallas, TX 75244  
972/858-4817  
972/858-4839 (fax)  
E-mail: ssschlachrun@lucent.com

**Temple Wynne** PO<sup>4</sup>D 6  
Owner  
Meetings & Events Unlimited  
8627 Lakemont  
Dallas, TX 75209  
214/712-7262  
214/651-0018 (fax)

**SUBSCRIBER MEMBERS:**

**Cathy L. Schuster** PO<sup>4</sup>D 2  
Manager of Special Events  
Mannatech, Inc.  
600 South Royal Lane #200  
Coppell, TX 75019  
972/471-7780  
972/471-7783 (fax)

**Beth Belt**  
Salt Lake Convention & Visitors Bureau  
90 South West Temple  
Salt Lake City, UT 84101  
801/521-2822  
801/355-9323 (fax)

**Matthey J. Sciarrino** PO<sup>4</sup>D 8  
Sales Manager  
Hyatt Regency Dallas  
300 Reunion Blvd  
Dallas, TX 75207  
214/712-7262  
214/651-0018 (fax)

**Steven H. Green**  
Sheraton Birmingham Hotel  
2101 Civic Center Blvd  
Birmingham, AL 35203  
205/307-3036  
205/307-3043 (fax)

**CHANGES:**

**Sal Sessa** PO<sup>4</sup>D 2  
Photographer  
Event Photography  
4913 Thorntree Drive  
Plano, TX 75024  
972/618-6363  
972/618-9633 (fax)  
Email: sal@eventsphoto.com

**Randie Charnes**  
NCR Corporation  
Correct Phone #972/783-7524  
Correct Fax #972/231-2657

**David T. Tapley** PO<sup>4</sup>D 4  
Owner  
Tapley Entertainment Inc.  
2324 Kings Country Drive  
Irving, TX 75038  
972/255-3967  
972/255-7400 (fax)  
Email: elvis8@lx.netcom.com

**Michael Hamilton**  
Mystery Dinner Playhouse  
Correct Phone #972/783-7524  
Correct Fax #972/231-2657  
Email:4murder1comuserve.com

**Patti Wilke**  
Independent Planner  
Correct fax #214/361-0735

**1998 MEETING PROFESSIONALS HANDS-ON TECHNOLOGY INSTITUTE**

**sponsored by MPI D/FW CHAPTER**

**(4 Time Chapter of the Year & Education Excellence Award Winner)**

- Purpose:** To provide performance based hands-on software training geared toward Meeting Professionals with established software performance objectives. Each participant will perform real world computer software "work" scenarios and challenges hands-on at the computer. Learn with and from your peers. These intensive courses will cover Beginner & Intermediate/Advanced levels.
- Participants:** Open to all. We have a great time learning together. Come join us!
- Location:** Richland College, 12800 Abrams Road, Dallas, TX 75243-2199 (North of 6-35, Abrams exit)
- Courses:** 6 software courses will be offered April – June on the following dates (✓ desired courses below):
- |   |                              |
|---|------------------------------|
| 1. <b>Internet Basics</b>   | <b>April 3 (Fri.)</b> _____  |
| 2. <b>Internet Intermediate</b>   | <b>April 17 (Fri.)</b> _____ |
| 3. <b>MS Word Intermediate</b>  | <b>May 1 (Fri.)</b> _____    |
| 4. <b>MS Access Beginner (Database/Meeting Management Software)</b>     | <b>May 16 (Sat.)</b> _____   |
| 5. <b>MS Access Intermediate (Database/Meeting Management Software)</b> | <b>June 6 (Sat.)</b> _____   |
| 6. <b>MS Excel Beginner (Spreadsheet)</b>                               | <b>June 26 (Fri.)</b> _____  |
- Day/Time:** Fridays/Saturdays, 9:00 AM - 5:00 PM (with breaks and 30 min. Lunch break...can bring brown bag or purchase food in Richland's cafeteria open until 1:00 p.m.)
- Cost:** MPI members – Smart Card for \$75 to attend all Educational Courses (including Tech Institute)  
\$59 per course individually (7 hrs. of instruction per class)  
\$99 for series of 2 courses  
\$199 for all 5 courses  
Note: Course reference books may be offered and additional \$5 - 7 depending on course.
- Note:** Microsoft Courses are taught on Windows '95 with Office Suite '97. Comparable Software courses (not geared to Meeting Professionals) cost between \$79 - \$150 per course for 6 - 7 hrs. of instruction through Career Trak, Comp USA, Fred Pryor, colleges, etc.
- Substitutes:** Are allowed and a number of persons may sign up under 1 pkg. class with 1 check payment (except for Smart Card). Must advise Sherri of any substitutions prior to the class.
- Sign-Up:** **Please complete this form (1 per person) and fax to Sherri Cook, CMP at (972) 732-9398 for registration. Mail check payable to: MPI D/FW Chapter and mail to: Sherri Cook, CMP, 1805 Keats, Plano, TX 75093-4551 or bring to 1<sup>st</sup> class (if not available until class). For Smart Card use, you must your card at the class. For any questions, contact Sherri Cook, CMP at (972) 732-9396. No shows will be billed.**

REGISTRANT: \_\_\_\_\_ ◆ # COURSES ◆ \$ \_\_\_\_\_ DUE ◆ \_\_\_\_\_ SMART CARD

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY/STATE/ZIP: \_\_\_\_\_

TELEPHONE: (     ) \_\_\_\_\_ ◆ FAX (     ) \_\_\_\_\_ ◆ E-Mail \_\_\_\_\_



# WALK-A-WHILE IN MY SHOES...

## DFW Chapter of Meeting Professional International

Join us for a behind-the-scenes look into the many facets of the meeting industry.

**Cost:** \$75.00 members, \$85.00 non-members, \$50.00 students

### Smart Cards Welcome

**Class schedule:** Classes meet each Tuesday from 5:30-7:30 p.m.

Participants must be able to attend a minimum of five classes for CEU credits.

#### April 7

Meeting Planner Panel

#### April 14

Utilizing a Convention Bureau

#### April 21

Operations of a Hotel

#### April 28

Functions of an Airline

#### May 5

How to make a special event fun!

#### May 12

How a unique facility accommodates Meetings/Conventions

---

**Registration Form - Deadline March 31, 1998**

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Please return to: Denise Howieson

IGNITION! Creative Group, Inc.

201 Regal Row

Dallas, TX 75247

Phone: 214-819-3150 Fax: 214-638-5629 E-Mail: dhowieson@vlint.com