

# METROPLEX CHAPTER CURRENT

DECEMBER 1979



## STRONG METRO DELEGATION AT MPI "U"

The 1979 unique MPI University theme meeting in Los Angeles had a great delegation from Dallas present. Included in the delegation were Chapter President Charlotte St. Martin, Secretary Suzie Oliver, immediate past Chapter President George Gallagher, along with Chris Cathcart from Fidelity Union Life Insurance, Pete Link from CAM-I, Kathy Clark of Airport Marina Hotel, Mike Stajdel of Fairmont Hotel, Bruce Jaster from University Computing, Regina Arnold of Budget Rent-a-Car, and Bill Masheter from Bauer Audio-Video.

The educational theme of the conference called "MPI-U" was carried throughout. It showed up in such things as lab sessions, a student union, a sock-hop social occasion, and many other embellishments to carry the university theme throughout. There were approximately six hundred delegates at the Los Angeles meeting which took place at the Century Plaza Hotel. Bill Masheter and George Gallagher, both International Directors, attended the Board Meeting held on Saturday, December 1st. The Board has made a decision to raise the dues to \$125.00 per year for membership. Next Year's Annual Meeting will be held in Philadelphia on June 25-28, 1980.



## E.V.P. Presents "HERO" Awards

Marion Kershner, Executive Vice President of Meeting Planners International, made a special Dallas trip to attend the September Metroplex Chapter Dinner Meeting held at the Fairmont Hotel.

During the meeting, Marion Kershner presented to the Fairmont Hotel, on behalf of the MPI Board of Directors, a "Special Hotel Award" and proclamation, resolving that the "... Fairmont Hotel, Dallas, Texas be recognized by one and all for the superior and exemplary performance of duties during the 1979 MPI Conference."

Additionally, special "HERO" certificates were presented to Metroplex Chapter members "... attesting to this member's dedication to the society in an outstanding performance above and beyond the call of duty." Recipients of the "HERO" certificates were:

Ron Trammel  
Rick Alexander  
Bill Masheter  
Susie Oliver  
Greg Elam  
Dick Covert  
Donna Davis  
Pat Watson  
Kathy Clark  
Ellen Beckert  
Bill McBride  
George Gallagher  
Charlotte St. Martin  
Michael Stajdel  
Evelyn Flores  
Marilyn McGuire  
Bill Boyd  
Bob Mitchell

Mary Kay Cosmetics  
Rockwell International  
Bauer Audio-Visual  
Dallas Convention Bureau  
Great American Reserve Insurance Co.  
Dallas Apartment Association  
Fairmont Hotel  
Personal Tour Service  
Airport Marina Hotel  
AVW Audio Visual, Inc.  
Freeman Decorating  
Association of Drilled Shaft Contractors  
Loew's Anatole  
Fairmont Hotel  
Greyhound Exposition  
Tax Credit Union League  
Vanguard Travel, Inc.  
Fairmont Hotel





*President, Charlotte St. Martin*



*Treasurer, Dick Shein*



*Program, Harmon Hodge*

**SEASO  
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CHAIR**

## **PRESIDENT'S MESSAGE**

Now that we have had the opportunity to have two very educational meetings back to back, I think you will find our December program more fun than educational. However, it is definitely an educational meeting as well. There has been much comment as to the length of our last two meetings. Please understand that these were strictly for individuals who felt they could take the time and those who attended the last meeting did indicate that while it took most of the day, they did learn from it.

I do want to thank all of the speakers who took so much of their day to remain and be involved in our first Meeting Planners Symposium.

Let me ask your help once again...beginning with our first issue of *Current*, we want your input on what you would like to see included in our monthly issue. We plan to have educational articles, fun articles and anything else which seems appropriate at the time. If you have a subject which you would like to see covered or which you would personally like to cover, please be in contact with either Mike Stajdel, George Gallagher or myself. Let's use *Current* to its fullest!

May I take this opportunity to wish each of you and your families a very prosperous New Year and a Very Merry Christmas!

See you December 27th!

## **FUTURE METROPLEX CHAPTER MEETINGS**

January 24, 1980	Metroplex Interface, Speakers: Charlotte St. Martin, Hyatt Regency
February 28, 1980	Table Topics, Summit Hotel
March 27, 1980	Taming the Cost Monster Sherton Hotel, Dallas
April 24, 1980	Election of Officers for next year: Loew's Anatole Speaker: Jimmy Jones, past Pres. of MPI Inter.

## **New Policy**

In order to save postage and duplication of effort, all future *CURRENT* Newsletters will contain the Official Meeting Notice for the Metroplex Chapter activities. Please watch the back cover and beware that this will be the only notice that you will receive.

## **CURRENT**

"*CURRENT*", a publication of the Metroplex Chapter of Meeting Planners International. Publication mailing address: P.O. Box 25104, Dallas, Texas 75225

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*Sites, Evelyn Flores*



*Membership, Marilyn McGuire*



*Communications, Ruth Larsen*

## October Breakfast Meeting Outstanding Success !

## The First Annual Symposium A Great Beginning

To create a variety of different meeting times, the first MPI breakfast meeting was held on October 25 at The Dallas Hilton Hotel. In spite of the early hour, the program drew an excellent representation of Metroplex members.

Under the direction of the program committee chairman E. Harmon Hodge, five of the workshops that were originally presented for the June convention were repeated. It was recognized that many of the Metroplex members were unable to attend these informative meetings due to their other responsibilities at the annual convention.

In 20 minute segments, the following topics were discussed.

**Booking is not the end of the discussion-it's simply the beginning!** Mike Stajdel of the Fairmont Hotel gave an informative insight of the transition from the courting period to the marriage in meeting planning.

**A one carousel presentation** Greg Elam of Great American Reserve Insurance Co. presented an exciting and colorful program on how to make your own slides and put together a successful slide presentation.

**Understanding and simplifying foreign conventions** E. Harmon Hodge of Southwestern Life Insurance Co. covered the ins and outs of a foreign convention including negotiations, promotions, execution and customs.

**The other audience** Patty Watson with Personal Tour Service suggested creative ideas that work for spouses and special theme parties.

**The 3 C's of food planning** George Cook, Jr. of the Marriott Hotel, Market Center Covered the Contract, control and coordination necessary to deliver a successful food function.

While those in attendance had a lot of material to digest, all found the program to be very rewarding. It was truly an informative and educational program. Our thanks go to those individuals for their very fine presentations.

By Mike Stajdel

For the over fifty MPI members and guests that attended the November 19th meeting of the Metroplex Chapter, it was emphasized again that the Chapter's main objective is education. This, mixed with an enjoyable luncheon, terrific facilities at the Dallas Convention Center, and many good friends, proved to be an exciting First Annual Symposium. Hopefully, it won't be the last.

Program Chairman, Harmon Hodge, presented an array of speakers that was designed to instruct, not only the new meeting planner, but those with experience in both planning and supplying the needs of the industry.


Ted Olson of Speciality Advertising, discussed and provided handout material on "Tell Me What Works So I Don't Have to Reinvent the Wheel". One of our newest MPI members, V.L. Hooper of Southland Life, explained "How to Organize your Convention Staff". Chris Cathcart from Fidelity Union discussed "Site Selection and Hotel Negotiations", followed by Texas Cotton Association's Bob Poteet's presentation on "Promotion, Communications and Budgeting". Earl Bauer of Bauer Audio-Video showed us the importance of "Site and Meeting Room Selection".

All of the speakers are to be congratulated for their outstanding presentations and hopefully they will be repeated in the very near future for those members that could not stay for the entire program.

# DECEMBER METROPLEX CHAPTER MEETING

DATE: Thursday, December 27, 1979  
 TIMES: 11:30 a.m. -Cocktails, compliments of Hilton Inn  
 12:00 -Luncheon  
 12:45 -"Music - Your Stress Thermometer"  
 LOCATION: Hilton Inn, Mockingbird Lane at Central Expressway  
 COST: \$8.50 per person



SPEAKER:  Tony Brigmon, Management Development Specialist Southwest Airlines

During this festive holiday season, your Metroplex Chapter offers you a delightful program, both informative and entertaining, as a gift of appreciation to all our members.

Tony's presentation: "MUSIC - YOUR STRESS THERMOMETER" deals with music and its effect on stress. In addition to identifying specific areas of stress and how music can be used to cope, Tony uses professional entertaining experiences, clean, fun-humorous stories and the art of persuasion to deliver a message that impacts the audience.

There's a better way to take the "distress" out of "stress". Come to the December meeting and learn how. Your guests are always welcome!

*done 12/19*  
 DON'T FORGET - RESERVATIONS ARE REQUIRED. They must be made no later than Wednesday, December 26th by 10:00 a.m. If you have not sent in the attached coupon to reach Teri by that date, please be sure and call her office (369-2354) so that the Hilton Inn can have an accurate meal count. Remember, many offices will be closed on Monday and Christmas Day, so why not mark your calendar now and send in the attached coupon before it gets mixed up with your Christmas lists and cards.

MPI Metroplex Chapter  
 P.O. Box 25104  
 Dallas, Texas 75225

Please make \_\_\_\_\_ reservation (s) for the December Metroplex Chapter Meeting. The following people will be attending:

_____	_____
Name	Company
_____	_____
Name	Company
_____	_____
Name	Company

The cost is \$8.50 per person and may be paid at the door. If you prefer you can pre-pay by sending your check in the proper amount payable to MPI Metroplex Chapter along with this reservation blank.