



METROPLEX CHAPTER CURRENT

NEW COMMUNICATIONS TOOL LAUNCHED!

This marks the first issue of the MPI Metroplex Chapter newsletter that we have called "Current". The officers of the Metroplex Chapter, headed by our president Charlotte St. Martin, along with the editor and immediate past president, George Gallagher, hope that this new newsletter for the 115 members of the Metroplex Chapter, will prove to be most beneficial. In addition to the copies going out to regular and supplier members of the Chapter, we are also using it as a recruiting tool to communicate how well the MPI program is working here in the Metroplex. Members and prospects will learn much of the activities of the Chapter and the great educational programs that are being put on each month. The writing will be concise and to the point so that everybody, with a minimum amount of reading effort, will know what's going on in the MPI Metroplex Chapter.

In addition to the news on each monthly meeting that will be occurring between now and next summer in the Metroplex Chapter, we will keep you informed of some of the things that are happening to our members in the way of promotions and changes. In this and future issues, we will also help promote the attendance at national and international meetings by our Chapter members. You will notice in this first issue that we have put in a reply coupon on the fourth page to assist in getting a better head-count for the monthly meeting. One of the highlights of this issue of the "Current" and subsequent issues, will be the column written by our President, Charlotte St. Martin hopes, through the column, to keep everyone in the picture on Chapter operations. Be sure and read Charlotte's column. She is asking for questions that she wants to answer in regard to future programs and your particular needs.

Where we have had a particularly outstanding monthly meeting from an educational point of view, we will summarize in the next issue that story. This will make a file reference on that program that a lot of planners and suppliers will want to keep. From time to time the "Current" will also feature a personality of the month. In the personality feature, we will attempt to introduce a well-known planner or supplier to the Chapter readers. As new members join the Chapter, biographical sketches and hopefully photographs of those new members will be published. In a future issue we will also attempt an educational column on some aspect of meeting planning that is important to our Chapter members.

So, now we launch the "Current" and we wish it success and a good reception by all who read it. Of course, in launching a newsletter, we solicit your input. Direct your questions, of course, to Charlotte St. Martin as the President of the Chapter, but if you have an opinion on some phase of Chapter operations that you would like to share with other readers, send it along. If there is an educational feature that you are well-versed on that you would like to share with others, then send that along. We will be accepting a limited amount of advertising from supplier

members in good standing of the Metroplex Chapter. You can read about this under the story titled "Advertising Policy". The "Current" newsletter will be published approximately ten times a year, once each month during the regular meeting period and possibly once during the summer when the Chapter operations take a vacation.

PRESIDENT'S MESSAGE



We in the MPI Metroplex Chapter are quite lucky! Within the ranks of our membership we have some of the most talented people in the industry as was represented by our October program. Those of you who missed the October meeting missed what will probably be one of our finest meetings this year.

We will continue to draw from within the membership for programs in the upcoming year. And because of this reason, it is even more important that we continue to get more of the talented individuals involved in the meeting planning (both supplier and planner) in our Metroplex Chapter. The November meeting will be an excellent time to invite prospective members and I sincerely hope that you will take advantage of this opportunity.

Details on this meeting are included within this newsletter. Please mark your calendars now to be in attendance for the November 19th meeting.

From time to time each of you will be asked to contribute your ideas as to how we can better serve you. Just drop me a note or give me a call if you have any ideas of subject matters you would like covered in one of our open meetings, or in our newsletter. While it is impossible to please everyone all the time, we are doing our best to reach every area of interest of our Metroplex Chapter members, and the way we could handle this best is to hear from you. Let us all participate in MPI so that we can have fun and learn together.

Charlotte St. Martin

mpi
★ **U** ★
Class of the '80's
MPI UNIVERSITY . . . '80's
THE CLASS OF THE '80's

CURRENT

This is an intensive four-day educational conference. It's for those who want an educational experience that gets to the point quickly and deals with the real nuts and bolts issues that planners and suppliers face every day. MPI University is just that, It's practical. No-Nonsense. Bottom-line oriented. Plan to attend.

"Audio Visual Ideas"



W.J. (BILL) MASHETER
Executive Vice President
Bauer Audio Video
Dallas, TX

THE CITY OF ANGELS UNIVERSITY

Meeting Planners International's Fall Conference will be held this year in Los Angeles. By now a lot of our Metroplex Chapter members and friends have certainly heard about this unique educational experience. The MPI Fall Conference takes place in Los Angeles, California, The City of Angels, and the theme of the meeting is a University Education in the Profession of Planning Meetings. Meeting dates are December 2-6, 1979, and the meeting headquarters is the Century Plaza Hotel. With over 100 members in the Metroplex Chapter, our organization certainly needs to be well represented at this unique conference. Following on the heels of the greatest MPI meeting in history, from an attendance point of view in Dallas last June, the Los Angeles conference is shaping up to be a fine experience.

Meeting Planners, like everyone else, have to justify the expense of attending a meeting like the MPI Fall Conference. In this case, it is easy to do, because education is written all over the program. Whether you are a new meeting planner or one of those old pros, there is something to be learned at the Fall Conference. The educational program covers almost every aspect of meeting planning, from a back to basics program, through audio-visual, and a workshop for people new to the meeting planning field.

There is some very interesting pre and post convention trips out in the California area, and one even to Hawaii, that already has a couple of dozen people signed up to go. We look forward to seeing a great representation from the Metroplex chapter in Los Angeles in early December.

SOME THINGS YOU NEED TO KNOW

This newsletter "Current" will be published once a month, except during the summer, if the executive committee decides not to hold summer meetings. The deadline for each issue for advertising and for articles to be considered for publication is the 1st of each month. The deadline for next month's issue will be the 1st of December, and it should be in the mail by the 10th of each month. Your cooperation in getting material in on time would be most appreciated.

CURRENT

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

OFFICERS, 1979-1980 TERM

President: Charlotte St. Martin
Vice President: Tom DuLaney
Secretary: Suzie Oliver
Treasurer: Dick Schein
Past President: George Gallagher
(Immediate)

COMMITTEE CHAIRMEN

Program E. Harmon Hodge
Sites Evelyn Flores
Membership Marilyn McGuire
Publicity Mike Stajdel
Cummunications Ruth Larson

DIRECTORS (Chapter)

Ron Trammell George P. Gallagher

INTERNATIONAL DIRECTORS

George P. Gallagher Ron Trammell
Bill Masheter

ADVERTISING POLICY

In all future issues, we will be taking a limited amount of advertising for those supplier members of the Metroplex Chapter who wish to advertise. Advertising will be limited to fifty percent of the two middle pages, page two and page three. Out of the total of four pages, this will be one full page of ads. This proportion will be maintained no matter what size the publication is in future issues.

The rates are as follows:

1. One-half page, one color ad, casual insertion.....\$200.00
2. Quarter page, one color ad casual insertion.....\$100.00
3. One-eighth page, one color, casual insertion.....\$50.00

Please Note: there are no full page ads allowed and no classified ads. Insertion orders with earliest postmark will command position. Send negatives or camera-ready art work. No agency commission allowed. Payment on insertion or net thirty days. Questions should be directed to Teri Dres at 369-2354

FUTURE METROPLEX CHAPTER MEETINGS

December 27, 1979	Music and Stress
January 24, 1980	Metroplex Interface, Speakers: Charlotte St. Martin and George Gallagher
February 28, 1980	Table Topics
March 27, 1980	Taming the Cost Monster
April 24, 1980	Election of Officers for next year Speaker: Jimmy Jones, past president of MPI International
May 22, 1980	Open
June 26, 1980	Open
July 24, 1980	Installation of Officers The Mystery of Wines, Speaker: George P. Gallagher
Wild Card Programs:	Airfares Verbal Communication Working with Irate People Jim Andrea Co.

NEW POLICY!

The new policy for name badges at the Metroplex Chapter meetings this year dictates that only the members will wear the printed laminated plastic badges and the guests and prospective members will wear the hand-printed ones.

We want to encourage all members to make special effort to make our guests and prospective members welcome at all meetings by introducing yourself and seeing that other members meet the guests. With the new name badge policy, it will be easy to determine who the guests are.

CURRENT



HAPPENING

METROPLEX CHAPTER
P.O. BOX 25104
DALLAS, TEXAS 75225

NOV 12 1979

NOVEMBER METROPLEX CHAPTER MEETING

DATE: Monday, November 19, 1979

TIME: Noon

PLACE: Dallas Convention Center

COST: \$7.50 per person, cash bar

PROGRAM: The Meeting Planner (30 minutes)
MPI Annual Symposium for
New Meeting Planners (3 hours)



SPEAKERS

H.A. "BOB" POTEET
Texas Cotton Association

TED OLSON
Specialty Advertising

V.L. HOOPER
Southland Life Insurance

EARL J. BAUER
American Urological Association

CRESTON CATHCART
Fidelity Union Life Insurance

HARMON HODGE
Southwestern Life Insurance

RON TRAMMELL
Mary Kay Cosmetics

**RESERVATIONS MUST BE MADE BY
FRIDAY, NOV. 16, 1979**

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

Please make _____ reservation(s) for the November Metroplex Chapter Meeting. The following people will be attending:

_____ name

_____ company

_____ name

_____ company

_____ name

_____ company

The cost is \$7.50 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.