

# METROPLEX CHAPTER CURRENT

OCTOBER 1980



## FROM OUR PRESIDENT

### *New Rules for the Meetings and the Reasons.*



GREG ELAM

At the last (grand and glorious) meeting of our chapter, it was announced that the rules on attendance and the cost of the meetings had been reviewed. For some time, your past and present officers have struggled with the problems of:

How many times may a person attend as a guest (and enjoy the benefits of membership without becoming a member)?

How can we get a reasonable head count of anticipated attendees (since our host facility makes an extra effort to have a special treat and cannot easily "cook up more" in a hurry)?

How can we encourage the bringing of guests (and therefore meet prospective new members)?

How can we locate new planner members and entice them to join (since we have a waiting list of supplier applicants)?

Therefore, henceforth the following guidelines have been established (to be fine tuned as experience suggests).

- 1) Blessed are those members that make advance reservations by mail or phone. They shall be revered above all others. Their costs shall be less:
  - a) Currently \$12 per luncheon meeting
  - b) Currently \$15 per dinner meetingThey need not pay in advance, but will be billed as a no show if they do not cancel in advance.
- 2) Walk-in members are indeed welcome, but they shall pay more — initially \$2 dollars more and subject to upward revision.
- 3) Also blessed are prospective members — they may attend two meetings as a paying guest prior

to joining. (A supplier who has applied for membership and is seeking a planner will be considered a member.)

- 4) A very simple guest registration form will be filled out as a guest arrives so that we might better recognize them (and perhaps invite them into the fold).
- 5) Out of town guests are welcome — out of town MPI members shall be treated as old friends.

To enhance our effectiveness in attracting new members, Harmon Hodge, Vice President of Membership Involvement, is developing a Meeting Planners' Advisory Board to help us serve our members and to help us locate new members. And Tony DiRaimondo, Vice President of Programs, and his committee are planning a seminar on meeting planning. Our chapter will then invite all known non-member planners to the seminar. It will give MPI/Metroplex good exposure to prospective members, and it will help us reach out to people who need practical help in planning meetings.

Step by step, we are trying to serve those that serve others through the effectively run meetings. If some of this may appear to be self serving, it brings to mind the story of the travelling minister who made his rounds each Sunday. He served small, widely scattered congregations. His income came from the collection taken up so he decided to add yet another congregation to his list of several each Sunday. His day was already full so he made a new group meet early Sunday morning so he could still preach to all the other groups as the day passed on.

The first day he came before the newest "early morning" congregation, he took his son along. They arrived to find a sparse group of semi-awake country folk. The minister was not yet warmed up either, so he cut his preaching short to save his strength. When it was collection time, he reached into his pocket and put in a quarter and a dime to get things rolling. The plate went around the room and as he left, the deacon at the back door handed him an envelope with the collection inside.

As they drove to the next church, he asked his son to open up the envelope. The boy did so and out slid one quarter and one dime. The lad looked up at his dad who was silent for a while, then finally said, "I guess I should have put more into it."

Let us not be guilty of not trying.

# HELP!

If this newsletter is not reaching the right person in your company, would you please let us know. Suzie Oliver is making every effort to keep our mailing list up-to-date, but unless YOU let her know a change in your status or address correction, the error will continue. Please HELP us so we can HELP you!!!

## DOOR PRIZES AT OCTOBER MEETING

In addition to the delicious "sweet-treat" provided by Walls of Dallas each month, the special door prize for this month's meeting will be "Dinner for Two at Victoria Station", compliments of Lenore Goldman.

If your organization would like to provide a door prize for a future MPI Metroplex Chapter meeting, you are invited to contact Suzie Oliver at the Convention Bureau.

## Mark Your Calendar For These Meetings:

October 23rd Thursday evening	Fairmont Hotel (see back cover for full details)
November 19th Wednesday evening	Metroplex Chapter Meeting in conjunction with HSMA, "Contracts & Cancellations", Double Tree Inn
December 7-10	MPI's 1980 Fall Educational Conference. Fontainebleau Hotel, Miami Beach
December 16th Tuesday noon	Metroplex Chapter Meeting, "Airlines, and What Deregulation Can Mean to Us" site: unknown

## 1980 - 1981 METROPLEX CHAPTER OFFICERS

President:	Greg Elam, 655-7253
VP. Member Involvement:	Harmon Hodge, 655-5446
VP. Program:	Tony DiRaimondo, 748-5454
VP. Finance:	Dick Schein, 750-5483
VP. Administration:	Suzie Oliver, 655-1410
Immediate Past Pres.:	Charlotte St. Martin, 748-1200
International Board:	Ron Trammell, 630-8787 (Planner)
International Board:	Charlotte St. Martin, (Supplier)
Vice President, MPI:	George Gallagher, 369-2354

## Incentive Travel For The 80's Up & Away or Down & Out?

By Bill Boyd

It wasn't too many years ago that the term "incentive travel" was relatively unknown. This is certainly not true today. For many, exposure to incentive travel has now been either direct, through planned programs conducted by employers, or indirect, through friends, neighbors, and relatives who participate. With incentive travel's rapid rise in popularity during the 70's, it becomes germane to address its future. What is the outlook for incentive travel in the 80's? Can it continue to be the best motivational tool used by both large and small companies? To answer these questions, we must look at the constants — attributes of incentive programming and incentive travel that have kept it so popular, and the variables — the trends of the 80's.

One of the biggest challenges facing employers and managers in the 80's will be to motivate their organization and the people within its sphere of influence. As we rely more heavily on machines and computers to do our work, special attention must be given to "repersonalizing" the work force. Special programs must be designed to eliminate job fatigue, increase productivity, stimulate sales, improve attendance, enhance safety awareness, and build the image of the employer within the family unit. One tool used repeatedly in implementing these programs is incentive travel.

Incentive travel historically has been used to motivate sales organizations to sell more. It offers many benefits other types of motivational programs do not. For example, incentive travel is easily "promotable." Everyone gets excited at the prospect of an all-expense-paid trip to Acapulco, Hawaii or the Orient. With an exciting destination, constant promotional expense becomes unnecessary. "Promotability" will be important in the 80's as companies screen advertising and promotion budgets to enhance the bottom line.

Incentive travel offers the security of numbers and a trip staff present to handle the details. Few of us would feel comfortable venturing to foreign lands on our own. Through group travel, fears of lost passports, foreign languages, airline connections, etc., can be put to rest. As our leisure time increases (a sure bet for the 80's), incentive travel will continue to gain in popularity and significance, offering destinations to occupy that leisure time, security in numbers, and an accompanying staff to handle the details. With travel fears gone, the world becomes a portfolio of potential destinations.

Lasting memories—that's what incentive travel offers. A chance to build new friendships and improve old ones. It offers the opportunity for participants to get to know company officials, for executives to get to know employees, and for the organization to improve its "esprit de corps." A successful incentive travel program keeps on working long after everyone returns home.

In the 80's, incentive travel programs will enjoy expanded roles in areas other than sales. Perfect attendance programs, team safety awards, sales support rewards, production efforts and inventory shrinkage control to name a few. However, these kinds of programs will not be designed for large numbers of people traveling to faraway destinations. They will be limited to smaller numbers going to close-in destinations. But the significance is that they will involve a wider spectrum of a company than in the past.

Of course, sales organizations will continue to be the largest users of incentive travel programs, and the 80's will see participation by more management teams along with the sales organizations. Trends will be toward a number of small groups rather than one large group, in order to increase the sponsor's exposure and to promote an inter-personal exchange of ideas.

As our economy begins to strengthen and climb through the 80's, incentive travel will continue as an important motivational tool used by business. It will see more participation than ever before in more diverse areas than ever before. Ten years ago the term "incentive travel" was limited to sales incentives. Today, it is an unlimited term that includes sales incentives plus a variety of other incentives imaginatively designed in cooperation with company management.

Is the outlook good for incentive travel in the 80's? You bet!

# PERSONALITY PARADE

The smiling face and pleasant personality of our Vice President of Administration is enjoyed at almost every Metroplex Chapter meeting as well as international meetings of MPI. In addition, Suzie Oliver was elected President of the Texas Chapter of HSMA at their 25th annual convention this past September. She's only the third woman president of the chapter in their twenty-five year history.



**Suzie Oliver**

Suzie has been the Sales Manager for the Dallas Convention & Visitor's Bureau for the past three years and prior to that was in the hotel business, for a total of eleven years in the meeting planning industry.

One of her favorite jobs is serving as Vice President of "Love For Kids, Inc.," a non-profit organization which sponsors various projects for underprivileged children during the year, but most famous for their Christmas Party at Ranchland for 1500 children, now in its fifth year.

When asking Suzie about her own kids, she very proudly said that they were the greatest. John and Suzie have three children, ages 15, 14, and 11. It's easy to understand why she has great kids — they have a great mother and Dallas has an outstanding Sales Manager in the Bureau.

Thanks Suzie, for all your help with MPI!

## A RECAP - SEPTEMBER 25th MEETING

*by Ted Olson*

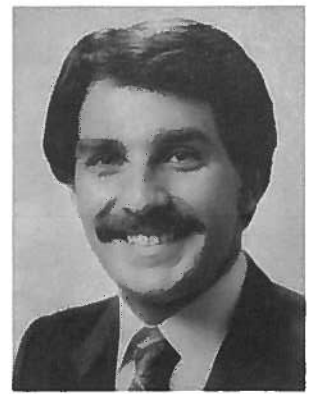
Our September speaker was Rick Ebel, Vice President/Public Relations, of the Specialty Advertising Association International located in the Las Colinas Business Park in Irving.

"Specialty Advertising - The Targeted Medium" was the theme of Mr. Ebel's presentation. After an explanation of the tremendous versatility of specialty advertising items as a marketing, advertising, promotional, and traffic builder, he showed a slide presentation of case histories of hotels', corporations', suppliers', and trade associations' usage of specialty advertising promotions to accomplish their advertising or marketing objectives.

Mr. Ebel indicated that specialty advertising sales for 1979 reached nearly \$3 billion and there are some 15,000 to 20,000 different items used in the nation's fifth largest form of advertising. He further indicated that there are nearly 50 specialty advertising distributors or "counselors" in the Dallas/Ft. Worth area whose principal mission is to assist you in solving a marketing or advertising problem through the use of specialty advertising. He stressed the importance of the ad specialty having a good "theme fit" to the objective of your campaign and not merely selecting what may be new on the market.

# PROGRAMS AND EDUCATION

*by Tony DiRaimondo*



**Tony Di Raimondo**

The September 25th meeting, held at the new and beautiful Plaza of the Americas Hotel, was the largest group to ever attend a Metroplex Chapter luncheon. Our sincerest thanks go out to Bill Gilmore and Sally Gibbons for an outstanding meal, and to Rick Ebel of the Specialty Advertising Association for an enlightening program on the use of Advertising Specialties for promoting our facilities and services as well as attendance at our meetings and conventions.

Our next meeting will be on Thursday evening, October 23rd, at the Fairmont Hotel. The program for the evening will be: "What Can You Do In Dallas?" The evening will begin about 5:30 p.m. with cocktails, followed by dinner and program from 6:00 to 8:00 p.m. Everyone attending the dinner will be the guest of the Fairmont Hotel for cocktails and show in the Venetian Room. The performer is scheduled to be Vikki Carr.

In other news, the Program Committee has announced the formation of a Meeting Planners Institute that will be open to everyone who plans meetings. It will be geared to new, part time, and occasional meeting planners. Specifically, the target market are those individuals such as secretaries, administrative assistants, sales managers, etc., who have been given the responsibility of planning a company function. The course will concentrate on the fundamentals: the jargon, what to look for, what to ask for, and how to make their program successful.

The one day Institute will be held in late Fall or early Winter and *will not* be in conjunction with the monthly meeting. Members have been asked to compile a list of individuals who will be contacted and invited to attend. The Institute will also be offered to the members of Sales and Marketing Executives of Dallas. There will be a nominal charge for the Institute.

Members are asked to begin preparing their list of potential attendees and submit the list to Harmon Hodge or Tony DiRaimondo. More news on this will be given in the next issue of CURRENT.

NOTE: Due to space limitations, you are urged to make reservations early for the October meeting!

# OCTOBER METROPLEX CHAPTER MEETING

DATE: Thursday, October 23, 1980  
PLACE: Fairmont Hotel  
Ross and Akard — Dallas  
TIME: 5:30 cocktails  
6:00 - 8:00 dinner & program  
8:30 Vikki Carr Show  
COST: \$15.00/person, advance reservation  
\$17.00/person, at the door  
PROGRAM: "What To See and Do in Dallas"  
SPEAKER: Ed Simmons



After you have taken your out-of-town visitors to see the assassination site, then what? Our guest speaker this month will present an interesting slide show of things to see and do while in Dallas, including the State Fair, Old City Park, possibly the Belo Mansion, Turtle Creek — and don't forget the ranch at South Fork!

Ed Simmons has been the Director of Sales and Marketing for the Dallas Convention and Visitors' Bureau for the past five years. He is also an active member of the National Association of Exposition Managers as well as the Professional Convention Managers Association.

This program will be helpful for planner and supplier alike, as well as native or naturalized citizen of Big D. Of course, the special treat of Vikki Carr in the Venetian Room is really one of the nice things to see and do in Dallas.

FIRM RESERVATIONS ARE A MUST — AND — RESERVATIONS WILL BE LIMITED. Call early, and certainly no later than Tuesday, October 21st.

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

DEADLINE FOR RESERVATIONS: Tuesday noon, 10/21/80  
Call: Teri Dres, 369-2354

Please make\_\_ Reservations for the October Metroplex Chapter Dinner. The following will attend:

\_\_\_\_\_ name

\_\_\_\_\_ company

\_\_\_\_\_ name

\_\_\_\_\_ company

The cost for the dinner is \$15.00 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.