

# METROPLEX CHAPTER CURRENT

SEPTEMBER 1980



## Great Programs Planned for 1980-81

by Tony DiRaimondo

The Program Committee has been hard at work lining up an outstanding year of educational and enjoyable programs. The first meeting, on September 25 at 11:30 a.m. will be held at the brand new, elegant, Plaza of the Americas Hotel. The subject of the meeting will be Specialty Advertising, what it can do for planners and suppliers alike to promote attendance and to get a message across. Make reservations early. Contact Teri at M.P.I., P.O. Box 25104, Dallas, Texas 75225 or call her at 369-2354.

Coming on October 23, at an evening function at the Fairmont Hotel will be an answer to the question: "What can you do in Dallas?" This program will show the vast activities that are available in the city. Following the program, all attendees are invited to be the guest of the Fairmont Hotel for cocktails and show in the Venetian Room, featuring Paul Williams.

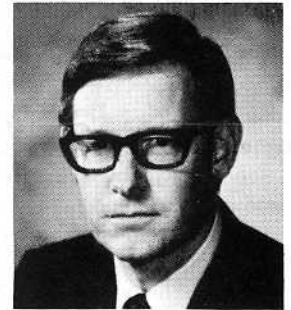
In November we will address one of the most difficult and controversial subjects facing everyone in the business of meetings: Contracts and Cancellations. That meeting will be a joint meeting with HSMA in mid-November. You are encouraged to attend all meetings this year, but if you can attend only one, make it this one.

In December we will have a program on Airlines and what deregulation will mean to us.

Other programs that are being formulated are: How to organize golf and tennis outings (followed by a golf and tennis tournament); How to deal with medical emergencies (followed by a CPR course); How to set up trade shows, large and small, and what comes next; How to put on theme parties, an Idea Fair; the Back of the House--critical areas that planners should know about; Personal Development. Of course, we will have a program on any hot subject that comes about. Also, if you have suggestions on any different programs, please call Tony DiRaimondo at 748-5454.

## Why MPI - Metroplex

by Greg Elam, President



GREG ELAM

MPI claims some unique distinctions. One is that it will not be a "supplier" centered organization. It is to be the one organization within the meeting planner/meeting supplier trade that serves educational needs rather than sales needs.

It was also designed (MPI that is) where supplier members are full members, not separate members. We do not "lean" on them as sources of "freebies" but as equal and talented craftsmen and craftswomen.

Is it working? Perhaps you have noticed that long ago this chapter stopped seeking free meals. You pay each time you eat, right? There are many occasions where the facility has enhanced the meal or offered the wine, etc. But that is a choice they choose to make. It may be a small point, but it is important to know that we choose our sites because our members may benefit from the exposure. We do not ask for any special privileges.

And, as must be evident, we have built our membership around alert, successful practitioners in the art of meeting planning. Our programs have been special in that they've served a very select audience--those involved with meeting management.

Why MPI Metroplex? There are all kinds of special groups serving unique audiences. A person may choose what he or she desires. There is one group that intends to serve people responsible for meetings; the site, program, travel, housing, feeding, entertainment and attendee encouragement. That is the place of MPI in North Texas. As a planner, I have found the greatest asset of the organization is in developing the professional contacts I so often needed--especially in the local area (where I less frequently run my meetings). It has been a priceless asset to me. Others would vote for program content as the best part of the meeting. I do know that our local group will only serve its members if the members will give their own support.

It reminds me of a story worthy of retelling: A pig and a chicken were walking down the road visiting with each other, as friends will do. Finally, they came to the end of their journey at the back door of a restaurant that had a big sign out on the street proclaiming 'World's Best Ham and Eggs'.

The chicken said, "Well, let's go into the kitchen." The pig hesitated. "It's all right for you to say that, for you're just going in to make a contribution. I'm going to have to make a total commitment."

We'll welcome "total committers" and be pleased to have "contributors" as well.

## Membership Involvement

I am looking forward with great enthusiasm to the privilege of serving the metroplex chapter as vice president-membership involvement during the next year. The most important single ingredient that we have in our chapter is our various members and the responsibilities that each of them have in planning and conducting meetings of various types. I have been asked to define "membership involvement" and I think it can be very easily defined. Essentially, I will be working with all current members of the metroplex chapter as well as prospective members encouraging each individual to participate fully in our metroplex chapter and to develop to the highest degree possible their expertise in the planning and conducting of meetings. I think, together, we can all increase our abilities and achieve the highest degree of professionalism that has ever been achieved.

Specifically, I believe my responsibilities can be summarized in three areas of importance:

1. We need to work very hard to increase the numbers of our new members, both supplier and planning members, during the next year. This will involve closely coordinating all membership applications of planner and supplier members, and we will work together on this. We, of course, also will be very interested in encouraging all present members to renew their membership and continue to be very active.

2. We need to encourage all members to attend each and every meeting. We cannot possibly be involved and active in our chapter unless we attend the meetings. Last year, our supplier members were very active and attended most of our meetings whereas our meeting planners did not. One of my major objectives is to increase the number of meeting planners attending each of our meetings. Each meeting planner can benefit tremendously from participating, and we would like to achieve a balance of supplier members and meeting planners at each meeting.

3. I would like to receive ideas and input from each member of the metroplex chapter concerning things that could be done in order to encourage complete involvement in the metroplex chapter by our members. For example, we have under consideration the idea of forming a "Meeting Planners Advisory Board" which would be comprised of four or five meeting planners who have had many years of experience in planning both corporate and association meetings. Individuals on the Board could be called or contacted by any member of the metroplex chapter desiring to receive information, advice, or counsel concerning convention sites, convention arrangements, transportation, and all other items which need to be planned as a part of the meeting. We believe such a Board could be very helpful to individuals who are relatively new in the meeting planning field. There are other ideas under consideration at the present time, and we would welcome any suggestions from our members.

It has been said that "the busy people are the individuals that get things done." Personally, I believe that is a fact and all of us are extremely busy with our various responsibilities. I believe, however, that all of us can find a bit of time to improve our professionalism in the responsibilities that we have concerning meeting planning. We will be calling upon various members of the metroplex chapter to help us achieve a high degree of excellence in membership involvement. I look forward to working with each of you during the next year.

E. Harmon Hodge



**HARMON HODGE**

## Wine Tasting - A Report

by Catherine Cook

The largest attendance of the year was on hand for our July meeting at the Anatole Hotel for the installation of the new officers.

Perrier water flowed freely and acquaintances were renewed before proceeding into the dining room. Highlighting the meeting, however, was George Gallagher's "school" on wine tasting. George began the meeting with some explanation on the different types of wine — where it came from — and how it was made. To begin with things were a little subdued. After clearing our palates with bread and fruit to titillate our tastebuds, the party began.

George patiently watched and listened to see how the audience was responding, and he would hear the "this is delicious" . . . "too sweet" . . . "very light" . . . everyone's comments seemed to vary. It wasn't until after tasting the second wine that you could hear a few snickers and soft laughter from the back of the room — another tasting and a ripple or so more laughter began across the room — and then suddenly the party seemed to come to full bloom!!!

Then the third, fourth and fifth tastings — the room was aglow!!!! George finally had to surrender

Then the third, fourth and fifth tastings—the room was aglow!!!! George finally had to surrender his explanations since the banter around the room had become a little too explosive.

The wines kept coming, 10 in all. Between each tasting the palates were always cleared with the bread and fruit — the color of the wine checked carefully — the swirling around in the glass to look for texture — the sniffing for true aroma, the final tasting and then the exclamations!!

The delicious dinner hosted by the Anatole members of MPI had to take second place, but what could you expect when some had already consumed their number of allowed calories with the bread and fruit! It was not a night to worry about weight.

It was a delightful evening . . . I'm sure glad I didn't miss it. Don't ever let yourself be caught on the other side of the fence — come to all the meetings and don't miss the chance for "BIG NIGHT OF THE YEAR."

## DOOR PRIZES

At the September 25th meeting of the Metroplex Chapter of MPI, two door prizes will be offered:

1. Budget Rent-A-Car's Regina Arnold announced that she will make available a Lincoln Continental on a weekend of your choice.
2. Walls of Dallas will continue their policy of providing a "sweet treat" door prize at each of the meetings again this year. Bonnie Day is our member there.

If any other supplier would like to offer a door prize at any of our future meetings, please contact Suzie Oliver at the Dallas CVB.

# Metroplex MPInformation

by Bruce Jester

This article is the start of something new for **Current**.

You may have noticed information in other sections of this month's issue of **Current** outlining the new features and the acceptance of advertising. Each month, the new MPInformation column will bring you something added, as well.

MPInformation is intended to be the "technical" feature in **Current**. Significant people will be asked to contribute articles throughout the year highlighting the issues that mean business to meeting planners.

These articles will **not** just be from members of the Metroplex Chapter. We'll be inviting people of national and international expertise to contribute. The goal of the publications committee is to make this feature one of the most valuable segments of this newsletter. We want you to be able to learn some things here that you may never have found out about otherwise; or we want this place to at least be the place you heard it first.

Some of the articles planned include:

Where in the World is the Best Meeting Buy? Why?

Incentive Travel in the 80's--Up & Away or Down & Out?

Tips, Taxes & Liabilities

Do They Pay Me What I'm Worth? What Am I Worth?

In a Trade Show, What Should I Show?

Breaks. Coffee? Or Coffee and. . .?

Where Do My Texas Bucks Do Best--Dallas, San Antonio, El Paso. . .???

Promos that Really Promote

Will a Computer Help? Can an Apple Add?

We need to know what you think before we really dig into this ambitious project. What do you want to see in this section **Current**? Do you feel strongly enough about it to write? Do you know someone who can write what you want to read here?

Contact the members of the publications committee with your thinking — George Gallagher, Cathryn Cook, Bruce Jaster.

## 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

## AD POLICY

### RATE CARD

**"Current"** - The newsletter of the Metroplex Chapter of Meeting Planners International

(Publishing ten issues annually, one preceding each MPI Metroplex Chapter meeting)

Page size--8½" x 11"

Maximum of 30 column" per page

Three columns per page aligned vertically.

Advertising ratio (maximum) to copy ratio. (minimum)--25% to 75%

**Ad copy format**--as desired by the advertisers with any questions answered by and the final decision resting with the MPI Newsletter Committee. Decisions subject to revision only by a majority vote of the MPI Metroplex Chapter Executive Committee.

**Format for delivered copy**--camera ready line art in paste-up ready status; halftones must be prepared in dot matrix format and ready for final camera.

**Art deadline**--on the 1st of the month in the month of the issue featuring the advertisement.

### Business Card Ads

One time \$19 per column "

Three or more times (same ad) \$15 per column "

### Quarter Page Ads

One time \$100

Three or more times (same ad) \$80 each time

### Half Page Ads

One time \$195

Three or more times (same ad) \$150 each time

### Full Page Ads

One time \$375

Three or more times (same ad) \$300 each time

## PERSONALITY PARADE

Lady Love Cosmetics in Addison, Texas, is one of the newest members of MPI, being recruited this summer by Dianne Gibb of The Mansion on Turtle Creek. Members Don and Jerry Lovelace incorporated their firm in August 1973 which manufactures and distributes approximately forty aloe vera based skin and hair care products through 30,000 Independent Beauty Consultants.

According to Don Lovelace, President and Chief Executive Officer, the corporation is finding its annual meeting budget significantly increasing and, therefore, is hopeful that its association with MPI will be an investment by helping the company conduct higher quality meetings in the future.

We welcome Lady Love Cosmetics to MPI.

### Mark Your Calendar For These Meetings:

September 25th-luncheon	Plaza of the Americas Hotel Specialty Advertising
October 23rd-dinner	Fairmont Hotel "What Can You Do In Dallas?"
November	time and place to be announced "Contracts and Cancellations" (Joint meeting with HSMA)



SEP 17 1980

# SEPTEMBER METROPLEX CHAPTER MEETING

DATE: Thursday, September 25, 1980

TIME: 11:30 - cocktails, compliments of  
Plaza of the Americas  
12:00 - luncheon  
1:00 - program

PLACE: Plaza of the Americas Hotel  
Ballroom level

COST: \$11.00 per person

PROGRAM: "Specialty Advertising: What It  
Can Do for the Meeting Planner"

SPEAKER: Rick Ebel



As reported in the August 25th issue of ADVERTISING AGE, marketers are placing greater emphasis on targeted media such as specialty advertising in hopes of getting more mileage from their ad dollars in today's tight economy. Rick Ebel, vice president of Public Relations of Specialty Advertising Association International, will explain how those ballpoint pens, keytags and some of the more exotic advertising-imprinted articles of merchandise are being employed in campaigns to communicate successfully to specific audiences in a way that mass media cannot.

His presentation will illustrate promotions which have helped hotels, convention bureaus and other organizations and businesses to achieve marketing objectives. Don't miss this very interesting speaker with a most timely topic.

Reservations are **required** by noon on Tuesday, September 23rd. Please call Teri (369-2354) or send in the coupon below.

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

**DEADLINE FOR RESERVATIONS: Tuesday noon, 9/23/80**

Please make\_\_ Reservations for the September Metroplex Chapter Luncheon. The following will attend:

_____	_____
name	company
_____	_____
name	company

The cost for the luncheon is \$11.00 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.