



FEBRUARY 1981

METROPLEX CHAPTER CURRENT

FROM OUR PRESIDENT

"The Little Things Count"

Last month our speaker, a physician, was explaining that when you had an emergency, and needed help - the critical thing was to give an accurate address. He dramatized the point by identifying that there were 64 Dallas County addresses of "100 Main Street". (My memory may be off by a few numbers). It turns out that every town or community in the country has a Main Street and each street has two ends - North and South or East and West. Thus you need to say "100 South Main in Garland...near the intersection of _____ street" if you really want help to arrive.



GREG ELAM

It brought to mind a rather powerful illustration I've used on occasion whereby you prove that one small degree, 1/211th of a whole, matters. You see, 211° of heat is merely hot water, very hot water. But it has no power. It does nothing useful. One more degree, 212°, becomes steam - it will move trains, ships, make electricity. It makes power. A little extra effort, a little extra commitment on top of the previous effort, matters. One degree more can in fact move mountains.

Speaking of little things, while it doesn't matter a whole heck of a lot, there is no rule saying you can't end a sentence in a preposition. Nor was it Mrs. O'Leary's cow that started the Chicago fire (a reporter named Michael Ahern admitted he made it up), and, nowhere in any of the 56 short stories and four novels that Arthur Conan Doyle wrote about his Sherlock Holmes does Holmes ever say "Elementary, my dear Watson".

It is clearly foolish to feel that the little things don't matter, yet how many times do we let some small matter slip by...and thus run the risk of losing something "big" also. Professionalism is built in little steps, not big leaps.

PROGRAMS AND EDUCATION



SALLY GIBBONS

The January meeting on Medical Emergencies was well attended with many new faces that we all hope will join us as regulars. Dr. James Adkins, President of the Dallas Emergency Physicians, presented a very informative program about how emergencies are controlled in Dallas County and offered suggestions on handling them quickly and efficiently. Timing is the most important life saving factor. Do you know the emergency numbers in your part of town or where you host your meetings?

It was unfortunate that only nine people could take part in the CPR class. In 2-1/2 hours, we learned the basic principles and techniques, practiced on life-like dummies, and took a written exam. I would not have missed this learning experience for anything and I personally urge all of you to investigate other local courses for yourself or your company.

Last, but certainly not least, the Marriott deserves a big thank you for the outstanding luncheon.

The February meeting will be another not to miss. Whether you plan a trade show for 10,000 people at a convention center or a simple table top display area for a sales meeting, the "hows" and "whys" will be discussed in detail. The location of Freeman Decorating is another important consideration because we will have a chance to see first hand the latest in exhibit materials.

Plan to be there!

1981 METROPLEX CALENDAR

Date	Program	Location
Thursday, March 26th	Lunch Pending	TBA
Thursday, April 23rd	Lunch Pending	Dallas Apparel Mart
Thursday, May 28th	Lunch "Airlines and Deregulation"	TBA
Thursday, June 18th 95	Lunch "Setting up Golf/ Tennis Tournaments"	Amfac Hotel
Thursday, July 23rd	Lunch "Idea Fair"	TBA

1980 - 1981 METROPLEX CHAPTER OFFICERS

President:	Greg Elam, 655-7253
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VP Program:	Sally Gibbons, 747-7222
VP. Finance:	Dick Schein, 750-5483
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International Board:	Ron Trammell, 630-8787 (Planner)
International Board:	Charlotte St. Martin (Supplier)
Vice President, MPI:	George Gallagher, 369-2354



The photographer caught a few of the many Metroplex Chapter members that attended the December meeting of MPI in Miami Beach. Standing from the left are: Nita Sisul, Suzie Oliver, Mike Stajdel, Kathy Clark, Dick Schein, Anne Lawrence and Charlotte St. Martin. Kneeling are: Bill Masheter, Ron Trammell and George Gallagher.

Audio Visual Presentations

If your convention program calls for audio visual presentations, these three guidelines are important to you:

- 1) Consider your audience; can they hear and see clearly.
- 2) Rehearse speakers and projectionists.
- 3) Check equipment for operational faults and safety.

First guideline concerns your function room. When you key meeting space to your program, give a-v presentations first choice whenever possible. Do this because you must account for these factors:

- 1) **Obstructions.** Will pillars, posts or chandeliers obstruct the view of any portion of your audience?
- 2) **Dimensions.** Does ceiling height restrict size of screen or projection distance?
- 3) **Lighting.** Are switches easily accessible for instant control? Can remote switches remove control to your projectionist?
- 4) **Windows.** Can windows or glass doors be screened or draped sufficiently to darken the room or eliminate distracting reflections?
- 5) **Noises.** Is the room far enough removed from heavy hotel or auditorium traffic to eliminate noises that will compete with presentations? What about ventilation? Will noisy vent fans or air conditioners interfere?
- 6) **Doors.** Consider disruptive effect of late arrivals in relation to location of screen and projection equipment.

Beware of Speakers

When your speakers will provide their own visuals, check both their choice of medium and material. For instance, a university professor is to speak. He says all that he needs is a blackboard. He used them for years, but blackboards or green chalkboards are poor visuals for a convention.

A good rule for any meeting over 50 persons: no blackboards.

Suggest to any speaker who requests a blackboard (unless he is to conduct a small group session) that he use a large easel pad or an overhead projector. If he is unfamiliar with either, provide rehearsal time. He can write on a large easel pad and have his message seen by a much larger audience. For a big audience, an overhead projector is an ideal medium to use when a speaker wants to write.

Slides are First Choice

Slide presentations are the most popular visuals used at conventions. However, not everything can be made into a good slide. Poor color choice, intricate diagrams, cluttered charts and wrong size type or lettering, can leave your audience red-eyed and discouraged. It is necessary to have good color contrast and clear details that are kept at a minimum.

Use these steps to develop your own slides or evaluate those to be used by a speaker:

- Measure the widest part of the material being considered for a slide.
- Provide a reasonably wide border and measure the border on both sides.
- Add items 1 and 2 together.
- Multiply the total by 6 to obtain a final total in inches or et.
- Hold the slide material the distance of the above total, in inches or feet, from your eyes or from a person with eye vision of 20-40.

If you or your 20-40 substitute can easily read the material and see all the pertinent details, material is okay for slides.

Here are some additional important tips:

- 1) Use a dark-colored background. It is better than black or white.
- 2) Limit each slide to one main idea.
- 3) Use a slide series for progressive disclosure.
- 4) Limit each slide to 15 or 20 words, or 20-30 data; include no more than you will discuss.
- 5) Leave space, at least the height of a capital letter, between lines.
- 6) Include titles to supplement, not duplicate, slide data.
- 7) Use several simple slides rather than one complicated one, especially if you must discuss something at length.
- 8) Use duplicates if you need to refer to the same slide at several different times in your talk.

About Artwork

Artwork prepared for 3-1/4" x 4" slide projection should be prepared in 3 (high) to 4 (wide proportion, because image should be masked down in photograph and slide bind to 2-1/4" x 3" which is 3 to 4 proportion.

Artwork for 35mm double frame slides (2 x 2's) should be prepared in the proportion of 2 (high) to 3 (wide); and art for 35mm filmstrip should be prepared like that for 3-1/4" x 4" slides in proportion of 3 (high) to 4 (wide).

Which Screen?

Select an appropriate screen for your presentations based on this formula: Screen size should be such that the distance between back row of viewers and screen is no more than 6 times the image width (w) of the screen.

Ceiling height places very definite limitations on the size screen you select. A 14-ft. ceiling limits the screen size to 12-ft. wide x 9-ft. high.

Charts which accompany this section will help you determine several of the factors discussed here. **And one final note: always have a supply of extra projection bulbs and extension cords on hand!**

Slide Lettering

1) The lettering on a slide should, whenever possible, be at least as large as the size indicated below.

2) In preparing black-on-white slides from typed material, it is important to get maximum contrast on the copy to be photographed. Using a carbon paper backup helps. Recently it has been noted that even with this precaution the use of modern electric typewriters seems to yield intrinsically poorer contrast than can be obtained with manual typewriters.

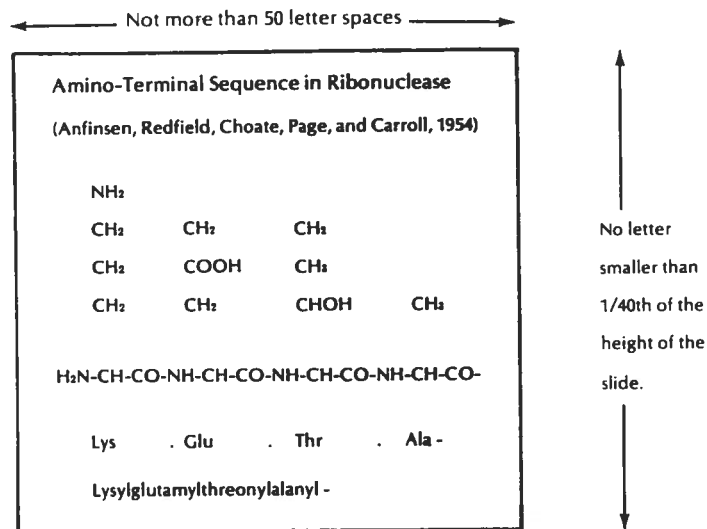
3) "Negative Slides" (black background) of typed or lettered material or of line drawings have the advantages that (a) the projected images show up better in dimly lighted rooms and (b) they can be color-coded.

Guide to Screen Size and Placement

Screen Size	Furthest Seat from Screen	Closest Seat to Screen	Audience Capacity	Square Feet Seating Space
43" x 58"	30'	5'	88	531
54" x 74"	36'	6'	125	755
63" x 84"	42'	7'	169	1018
72" x 96"	48'	8'	224	1345
7½' x 10'	60'	10'	350	2100
9' x 12'	72'	12'	502	3010
10½' x 14'	84'	14'	684	4110
13½' x 18'	108'	18'	1175	7050
15' x 20'	120'	20'	1400	8400

Comparison of Most Common Presentation Methods

METHOD	IMPACT	CONTROL	FLEXIBILITY	ERROR POSSIBILITY		COSTS	
				Human	Mechanical	Original	Copies
Flannel Board	High	Good	High	Some	Little	Medium	High
Blackboard	Low	Good	High	None	None	Low	Low
Written Handout	Medium	Poor	Low	None	None	High	Low
Filpcards	Medium	Good	Medium	Some	None	High	High
Business Theater	High	Excellent	High	High	Little	High	High
Slides	High	Good	Medium	Some	Some	Medium	Low
Filmstrip	High	Excellent	Low	None	Some	Medium	Low
Overhead Proj.	High	Good	High	Some	Some	Medium	Low
Opaque Proj.	Medium	Good	High	Some	Some	Low	Low
Motion Picture	High	Excellent	Low	None	Some	High	High
Closed-Circuit TV	High	Excellent	Low	Some	Some	High	High
Videotape Recording	High	Excellent	Low	Some	Some	Medium	Low
Professional VTR	High	Excellent	Low	Little	Some	Medium	Low



The above article on Audio Visual Presentations was printed thanks to CLC from their Convention Liaison Manual.

FEBRUARY METROPLEX CHAPTER MEETING

DATE: Thursday, February 26, 1981

TIME: 11:30 - cocktails
12:00 - lunch
1:00 - program

PLACE: Freeman Decorating Company
1300 Wycliff Avenue
(on Wycliff between Stemmons and
Irving Blvd. Parking directions
will be posted.)

SUBJECT: "Trade Shows"

SPEAKER: Don Vaughn

COST: \$12.00/person, advance registration
\$14.00/person, at the door



Our February speaker will be Don Vaughn, President of the Trade Show Bureau. His topic, as well as the panel discussion that will follow, will feature the whys and wherefores of Trade Shows.

Since our meeting will be held in one of the area's leading decorating company's showrooms, you will have the perfect opportunity to see the latest in all sorts of exhibit materials and designs. Mark your calendar now for another excellent educational meeting for both suppliers and planners.

As always, reservations are a **MUST**. Please call Suzie or Shari by **noon on Tuesday, February 24, 1981 at 655-1412**.

MPI Metroplex Chapter
c/o Dallas Convention & Visitors Bureau
Attn: Suzie Oliver
1507 Pacific, Dallas 75201

DEARLINE FOR RESERVATIONS: February 24th - noon

Please make _____ Reservations for the February Metroplex Chapter luncheon. The following will attend:

_____ name

_____ company

_____ name

_____ company

If you make advance reservations, the cost for the lunch is \$12.00 and may be paid at the door. If you prefer, you can pre-pay by sending your check in the proper amount to MPI to be received by February 24th.