



METROPLEX CHAPTER CURRENT

MARCH 1981

From Our President



GREG ELAM

Perhaps you have heard me speak of Clods before. Under my definition, a Clod is anyone who disagrees with me or causes me unnecessary inconvenience. It is a privately awarded distinction (?), a very personal judgement bestowed upon others...by me.

Now you must understand that this is no public matter - I don't crown someone who behaves as a Clod (though they may deserve it). A select few are not even aware that they have earned this recognition (?) but, by and large, most of them would know that they have done poorly by me if they stopped to think of it. The trouble is that most Clods don't have enough good sense to realize they are clod-like.

Clod-dom is not a permanent state. A Clod can redeem him or herself merely by changing his or her mind (to agree with me). Even great people have been known to backslide into Clod-dom. (The Methodists believe that a "saved" person can still fail to be perfect and may "backslide" from grace temporarily, then be "saved" again.) This situation has been true of those that I work with or whose help I might seek. Even my Company President, wise as he generally is, has been known to backslide on me on matters I felt were plainly right as I saw them. He isn't aware of ever becoming a Clod but he does know that he has occasionally

disappointed me. And he has certainly agreed with me when I have designated certain irritating or non-responsive other people as "Clods".

Perhaps you have been sheltered from Clods. I doubt it. You probably have some stronger title for them. A Clod can be a hotel representative who won't make any evident effort to help me solve a problem (they "go by the book" and don't make that extra call to see if there is some solution). There certainly are Planner Clods also. I overheard a Clod at work in Los Angeles recently...even though I don't know her name nor was I involved in her meeting. Two hotel convention services people happened to share the same office and I was working successfully with my hotel contact when it became evident that the staff member at the other desk was having a real communication problem with his client. I classified her (the client) as a bonified Clod when I overheard her say "do you still think I am ordering too much food?" and he responded, "Well, for a cocktail reception that merely precedes the banquet, I feel that 18 pieces of food is more than you need." (Twelve pieces is a full meal!) She was, and probably still is, a Clod.

There are those who might suggest that I should reverse things and have some special recognition for the good persons (that's 1980's for "good guys") of the world instead of the bad ones. But I truly do try to salute well done work and I am "public" in my praise. Besides, it is the Clods of the world that are the problem, not the good ones.

People are not born Clods. Everyone is born with the chance to position themselves to be helpful or not. But I must admit that I have met some folks that were Clods to the core and obviously must have become a dedicated Clod at an early age. (Note that the term Clod is **always** capitalized - it is not a generalized term, it has a specific and personal designation - one who has failed to be of assistance to me. (Someone who is a Clod to me may not be a Clod to you...but then again, perhaps you run the risk of being one also).)

It has been my happy experience to see people reborn, to witness their recognition of error and their desire to be helpful. I hold them in high regard. They are deserving of warm praise and I generally give it...on the spot.

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From Our President
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The dictionary recognizes Clods for what they are - stupid. But I feel that a true Clod, a capital "C" Clod is more than stupid. Therefore, perhaps we should have a contest for an acronym of the word C.L.O.D. Perhaps about now it would be wise for me to say that these remarks are not official within MPI or it's local Metroplex chapter. When I privately declare someone a Clod, I don't need, and don't seek, a consensus vote. When a person deserves the designation, I give it freely, promptly, and generally silently (most of the Clods of the world are larger than I am).

Even if unofficial, no doubt some clever minds on our mailing list can properly recognize the true meaning of C.L.O.D. by putting some words together that tell the story. It would be fun to see what develops. In fact, I'll come up with some Anti-Clod awards to give for the best ideas. If acronyms are not your thing, perhaps you have a slogan to share concerning Clods. Together, we can do a beautiful job on them...and it serves them right.

(When my secretary typed this epistle, she submitted her suggested four word meaning - and its a good one. Just goes to prove that I have at least one reader.)

Programs and Education



SALLY GIBBONS

The February meeting could have been a full day of learning about the how's and why's of trade shows large and small. Our Freeman Decorating friends and Don Vaughn, President of the Trade Show Bureau, graciously provided a wonderful lunch and informative presentation about the trade show as it relates to a company or association's total marketing scheme. We all attend, exhibit, or produce trade shows and the goals, especially in our changing economy, should be carefully examined. A special treat was having the meeting in their warehouse; it is amazing what a little creativity can do for a setting.

As program chairperson, I want to mention an observation that concerns me. Our committee works

very hard to bring you good programs and guest speakers in the time allotted. Past surveys show that lunch meetings are preferred over breakfast or dinner meetings, which does put us in a "time bind" to present beneficial meetings for all attendees. I hope that each of you can adjust your busy schedules not only to attend but to stay through the program and any question and answer period following. Instead of rushing our guest speakers, please try to plan on the meeting adjourning at 2:00 p.m. Relax and learn!

For the March meeting we are trying something different to combat the time problem. Our "Table Topic" discussions will start during lunch so that we can exchange ideas together during the meal and present them afterward to everyone. Plan to be there!.

SUBJECT: Table Topics
DATE: Thursday, March 26th
TIME: 11:30 Cocktails
12:00 Lunch/Discussions
1:00 Program

PLACE: Lookout Room - Reunion Tower
Hyatt Regency

R.S.V.P.: Suzie or Shari - 655-1412

You name it, we will probably talk about it during Table Topics. From site selection to spouse programs, travel agents to job strategy, and from housing traumas to audio visual tricks. Everyone is needed to make this meeting a success.

NEW SCHEDULE

DATE	TIME/PLACE	PROGRAM
April 23	Lunch Dallas Market Center	Kim Dawson Presents
May 28	Pending	Airlines/ Deregulation
June 25* (Date Change)	Lunch/ Amfac	Golf & Tennis Tournaments
July 23	Pending	Installation of New Officers

1980 - 1981 METROPLEX CHAPTER OFFICERS

President:	Greg Elam, 655-7253
VP. Member Involvement	Harmon Hodge, 655-5446
VP Program:	Sally Gibbons, 747-7222
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

MEETING ROOM SETUP

Design of your meeting rooms is one of the most important aspects of your convention planning. You'll want to consider delegate comfort, audiovisual feasibility, speaker focus, traffic flow, accessibility of rest rooms, and whether or not any food or beverage service is involved, etc. Traffic patterns and possible conflicts are especially important in this day of numerous concurrent sessions.

With your program design in hand, work with the hotel executive to block sufficient space for each of your sessions. Have him provide scaled diagrams for each meeting room that you will use. (After you've diagrammed your room setup, make sure the hotel executive receives a copy for each session).

Establish early in the game whether or not any charges are applied to meeting space — used or blocked. At the same time establish a cut-off date when you will release any blocked space which you know you will not need.

As soon as your convention pattern is determined, whip a complete schedule off to the hotel executive. This should show him which meeting rooms you will use and for what periods on what specific days. Note which rooms will require rearrangement for various sessions, and which will remain the same throughout the convention.

Don't forget those board meetings and wrap-up sessions held before and after your convention, your own convention or office space, press rooms, etc. The hotel executive should know that you will expect to use a certain amount of space for this purpose if that is part of your convention pattern. But, it is an easy item to overlook when you normally concentrate on just those events that occur during the specific dates of your convention.

Use Function Sheets

It is a good idea to develop a set of function sheets for **each event before, during or after your convention**, including rehearsals, that will require public space. On this sheet give the date of function; its name and/or number if you also code functions; room and floor on which it will be held; time room is to be set up; time function is to begin; approximate time function will end; expected attendance, and who is in charge.

Devote a special section of your function sheet to (1) special services or facilities required and who is responsible for providing them; and (2) detailed setup instructions with diagrams for any special arrangement.

Provide the site executive with a complete set of these function sheets, along with updated sheets, if changes are made. Then it will be easier for you both to work out special requirements.

For example, it might be customary at your hotel for setup to begin at a certain time each day. Perhaps you will need this service earlier or later than usual. When you examine these function sheets one at a time with your hotel executive, you can both determine how the special problem areas will be handled. This avoids problems later.

Keep Labor In Mind

By following this procedure, you'll also know whether or not it is customary for hotel personnel to be available at the hours you need them. If not, you'll know well in advance what special arrangements have to be made, and what those arrangements will cost.

If you have special policies about authorized-events-only during your convention, let the hotel executive know it. Give him a list of the functions approved by your organization.

It is also a good policy to arrange advance clearance with the hotel executive about outside services you might bring in during a meeting. A full list should be made available to him in conjunction with each individual function sheet.

If coffee breaks are involved, advise caterer or hotel executive when, how, where and how much. Avoid disruption by clattering carts and cups arriving at a high interest point during the meeting.

Other Checkpoints

Your meeting schedule may go awry if the hotel, civic center or auditorium where your sessions are held changes any of its facilities, equipment or service capabilities. Maintain close communication with the executive at the site to determine whether or not changes take place. Periodic queries from the time you commit yourself for space until your meeting approaches will keep you informed on this important planning aspect.

Similarly, it is vital to keep your site executive as well as the convention bureau posted, if you change plans. What may seem a minor adjustment on your part could call for an entire new personnel schedule at the site including additional housemen, waiters, etc.

Possibility also exists that your space needs will change. If you find that you need more meeting space and it is not available at your hotel, ask the convention bureau to help you locate and contract for space.

You will also want to seek the convention bureau's assistance in locating additional services and equipment you might need. Bureau keeps close tabs on who has what in its city. It is your best resource.

The above article on Meeting Room Setup was printed thanks to CLC from their Convention Liaison Manual.

MARCH METROPLEX CHAPTER MEETING

DATE: Thursday, March 26, 1981

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

PLACE: Lookout Room
Reunion Tower - Hyatt Regency

SUBJECT: Table Topics

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



Everyone will be "speaker" for this meeting. Our "Table Topic" discussions will start during lunch and discussed afterward. Topics will range from site selection to spouse programs, travel agents to job strategy, and from housing traumas to audio visual tricks.

Everyone must have a particular subject they would like to discuss, now is the time for it. Come exchange your ideas with us. Help us and help yourselves by contributing - make this meeting a success!

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

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

DEADLINE FOR RESERVATIONS: March 24th - noon

Please make _____ Reservations for the March 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 March 24th.