



# METROPLEX CHAPTER MAY 1981 **CURRENT**

---

---



## **AIRLINES DEREGULATION**

### **The Effects It Has On You!**

Is the airline industry confusing you? How can you plan and budget for future meetings when fares and routes change daily? Plan to be there to hear and question the industry leaders.



**GREG ELAM**

### **YOU KNOW YOU'RE GOING TO HAVE A BAD DAY.....**

You call Suicide Prevention and they put you on hold... You put your bra on backward and it fits better... You turn on the news and they're showing emergency routes out of the city... Your twin sister forgets your birthday... Your boss tells you not to bother to take off your coat... You walk to work and find your dress is stuck in the back of your pantyhose... You call your answering service and they tell you it's none of your business... Your income tax check bounces... Your wife says, "Good morning, Bill" and your name is George... You've been home only two days a week for a month due to honor meetings you run across the country and realize that the deadline for the **MPI CURRENT** has passed and you must now, right now, write a useful column, even though your boss is standing in your office trying to get your attention, your wife is holding on the phone and there is this ominous message that your banker must see you in his office within the next 20 minutes and for you to "bring cash".

Have you read this far? Only if you have been enjoying it. I've gone through this routine to prove a point that relates to meetings — if the experience is useful, helpful and enjoyable — as seen by the participant — then the meeting will prove to be worthwhile. So many young (inexperienced) planners are ever so pleased if the chairs are set up and the microphone works. They (these younger

# THE CORE OF MEETINGS: AN APPLE?

by  
Steven Wong,  
Association Meeting Planner,  
San Francisco, California



Can the computer really help a Meeting Planner? When you first ask that question, it is tough to give an affirmative answer. That is, if you know very little about computers. As a Meeting Planner, when I first encountered the idea of computer-assisted meetings, I did a research and investigation program. What I discovered was surprising. The varied uses that I have been able to put my computer to, as a Planner, is good information that should be shared with MPI members.

My research uncovered the fact that there are three general types of computers. Incidentally, I won't guarantee the accuracy of my survey. The first type of computer is a Mainframe. The second type is a Mini-Computer. The third type is a Micro-Computer. The Mainframe type computer would be an IBM or similar make that has a lot of memory capacity and has a minimum price tag of \$25,000. The Mini type Computers fall into the price range of \$10,000 - \$25,000, while the Micro Com-

puters (personal computers) are generally under \$10,000. For the purposes of this article, my target area is the Micro-Computer. Among the various computers available in this category are: the Apple, Radio Shack's TRS-80, TI's 99/4, and others. I understand that you could even use an Atari game computer for a limited amount of programming. In my investigation I looked at the Apple, the TRS-80, the TI 99/4, and the Commodore. For my many purposes, including Meeting Planning, I chose the Apple II Plus.

Since I acquired my Apple II Plus, I have learned one thing about computer operations. If you are logical and have a reasonable amount of intelligence, you do not need to know how to program a computer. It never hurts to understand the inner-workings of a computer but it isn't necessary to be a technician. I will explain this just a little later. What have I been able to do with my computer for Meeting Planning? Plenty! I am able to prepare a room list from my registrations on the computer by data entry of the necessary information when the registrations are received. Information that tells us the delegates name, home address, office address, City, State, Zip Code, home and office phone numbers, names of those accompanying the delegate, arrival and departure dates, along with credit card numbers and expiration dates. With the same information, you can now print labels for mailing, a room list that includes arrival dates of all delegates, departure dates of all delegates, and using a specially programed line printer, large type name badges. That same computer can be used around the office for such neat things as keeping your general ledger and cash disbursements, printing income and expense reports, as well as balance sheets. In my



office, I also have a check writer program so that coupled with my cash disbursements, I can issue checks very quickly and accurately.

In addition to my Apple II Plus Computer, I have two disk drives, an Epson MX-80 Dot Matrix Line Printer. I also have a tape recorder because some computer programs come on cassette tapes. Finally, I have a connection (modem) which allows me to send and receive messages over the telephone lines. With the purchase of an Apple you get a set of game paddles and a great deal of documentation to assist you.

There are two expressions that everyone has probably heard. Hardware and Software. Hardware, quite simply, is the Apple Computer, the monitor (TV), the line printer, the disk drives, the tape recorder, the tapes, and disks. Software, on the other hand, is the Computer programming that generally comes on disks, tape, or in the documented books.

When I first got my computer I wanted to understand the operation of the computer completely. I started out like a novice programmer. I soon became semi-skillful in Apple Soft, Interger Basic, and some of the rudimentaries of assembly language.

It may be of some interest to note that assembly language is the operational language which operates the computer. The point that I wanted to make in regard to computer programming is a simple one. You do not need to know these complex languages to be able to operate your computer easily.

When we started putting our mail list on the computer, we put the software (Data Base Management Program) into the computer and got it all ready for the configurations that our Association needed. When it was entered properly and working well, one of the clerks in our office then sat at the terminal and began the data entry of names, addresses, City, State, and Zip Codes, phone numbers, the dues paid, meetings attended and other pertinent data that our Association needs to have on each member. By terminal, I mean the computer and the TV monitor, along with the disk drives and other equipment needed to operate the computer. In addition to labels, the Data Base Management System can print a roster of members formatted in just about any style needed. Other Software that I own includes a program called Super-Text. This is a so-called test writer program but allows you through entry to format the data into letter form, report form, just about any imaginable printed format. Along with the text program and the Data Base Management System, I possess a general ledger accounting system. I consider those three programs to be the foundation of any computer system. The programs are so-well documented with clear, easy to understand instructions, that almost anybody can operate a program with a minimum amount of preparation.

Most of the planning work for a meeting can be done in your office. This would include room lists, pre-registration lists, name badges, and agendas. It would be a simple matter to set up your computer at the registration desk of the headquarters hotel for your meeting. The Apple II Plus is a portable unit and can be easily carried to your hotel. It connects, through a device called the modulator, to any North American television set, thus giving you a computer monitor in every hotel in North America. It might not work with European television sets, though I haven't tried it and I am not sure. It does work in Hawaii, the Virgin Islands, and in Canada. I have not tried it in Mexico.

Let me assure you that there is no need to fear a computer. It is a very dumb machine. It only does what you tell it to do. **The secret of operation is in that statement.** You only need know the instructions to operate it. You don't need to know programming. To repeat — the program or Software, available on disk or tape, is fed into the computer and gives the Apple all of the information and parameters it needs to know to do the particular task. Personally, I feel the computer takes the place of about two people when it comes to preparing for a meeting or a convention.

If you are interested in finding out about how a computer may assist your meeting planning, then the best idea is to spend a complete afternoon at a local computer store. Most computer stores will feature a wide variety of computers, such as Apple, TRS, TI, and Commodore, to name a few of the more popular models. Ask to have a demonstration of all models. Get a demonstration of the various Software programs that include: A Data Base Management System; a Text Writing Program; a General Ledger Accounting System...and, an apple a day....can help!

MARK YOUR CALENDARS		
Thursday, May 21	Dinner "Airlines & Deregulation"	Centre Plaza
Thursday, June 25	Lunch "Golf, Tennis & Bridge Tournaments" Joint meeting with HSMA and afternoon at Bear Creek Country Club.	Amlac Hotel & Resort
Thursday, July 23	Dinner Installation of officers and special guest speaker.	The Mansion on Turtle Creek

## YOU KNOW YOU'RE GOING TO HAVE A BAD WHEN.....

planners) will mature into accomplished professionals when they learn to be concerned with the participants. A smoothly run meeting is even more than well located rooms of adequate size, wisely selected menus and interesting routine breakers. It begins with attractive pre-promotional material, clear and helpful travel and arrival information, and a well informed hotel staff. It works its way through well developed meeting kits (attendee lists, program, note pads), and carefully selected presenters. It can include a gift in the room, a flower on the pillow, or a walk-in barbershop quartet after dinner. The joy of planning meetings comes from doing things that you know will help your people and your company have a better experience and then watching it happen. I call it a "silent" victory. No one may know that it all has worked so very smoothly because of my personal, concerned, professional involvement, but I know. The happy thing is that, in time, my boss (or bosses, as the case may be) has noticed also.

## APRIL "FASHION" Program In Style

By  
SALLY GIBBONS



April's meeting was a great success in attendance and programming — and all the credit goes to our friends at the Market Center. We were treated to cocktails in the Great Hall of the Apparel Mart, a fabulous lunch in the Fashion Theater, and a dynamite "show" by Kim Dawson. It is no longer a secret that the facility is more than suitable for many occasions and meetings and that Kim Dawson offers a wide range of talents such as fashion shows, speaker's bureau, and self-improvement seminars. What a place — what a lady!

Special thanks to Evelyn Flores and Celia Martin for planning and telephoning. We could not have done it without you and your staff.

We are back to a dinner meeting in May at the new Centre Plaza Holiday Inn. The "airlines program" is especially timely with so much confusion about fares, routes, bankruptcy rumors, and marketing strategies — all brought about by deregulation. This will be your chance to hear first hand from the top executives of American, Delta, and Braniff, to mention a few. Bring your questions and suggestions along - they need to hear from us.

## ELECTIONS!!

At the May 1981 meeting of the Metroplex Chapter of MPI you will be called upon to help elect our Officers for the coming term. Past President Charlotte St. Martin is the Nominations Chairman and will preside. She will be presenting a slate of candidates from the Committee. It's understood that there will be more than one candidate for each office. Nominations from the floor will be in order. The Election will follow immediately after the close of Nominations. The candidates will be presented but convention-style electioneering and dull speeches by candidates are verboten!



DATE: Thursday, May 21, 1981  
TIME: 6:00 p.m. Cocktails  
6:30 p.m. Dinner  
7:30 p.m. Program  
PLACE: Centre Plaza - Holiday Inn  
Midway Road at LBJ Freeway  
PROGRAM: "Airlines and Deregulation -  
The Effects It Has On You"  
COST: \$15.00 with reservations  
\$18.00 walk-ins  
RSVP: Suzie Oliver 655-1412

# MAY METROPLEX CHAPTER MEETING

Is the airline industry confusing you? How can you plan and budget for future meetings when fares and routes change daily? Plan to be there to hear and question the industry leaders.

As always, reservations are a **MUST**. Please call Suzie or Shari by **noon on Tuesday, May 19, 1981** **655-1412.**

-----  
**DEADLINE FOR RESERVATIONS: May 21st - noon**

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

Please make \_\_\_\_\_ Reservations for the May Metroplex Chapter luncheon. The following will attend:

name \_\_\_\_\_ company \_\_\_\_\_

name \_\_\_\_\_ company \_\_\_\_\_

If you make advance reservations, the cost for the dinner is \$15.00 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 May 19th.