



DALLAS/FORT WORTH CHAPTER NOVEMBER '81
CURRENT



Harmon Hodge

LET'S DO IT TOGETHER

from our President-
Harmon Hodge

Your officers and board members have been working very hard to provide effective leadership for the Dallas-Ft. Worth chapter of Meeting Planners International. We can and will provide good leadership but if we are to accomplish our objectives for the 1981-1982 chapter year we must **Do It Together**.

Perhaps it would be a good idea to review those objectives. We think they are each very important and deserve your 110% support.

CHARTER OBJECTIVES

1. INCREASE AND MAINTAIN QUALITY OF CHAPTER MEMBERSHIP. Our members are of the highest quality in the United States. We want to encourage all members to be very active and participative in all chapter meetings and activities. We also encourage every one to participate fully in the chapter membership drive now underway for the months of November and December. Certainly we should be very grateful to Sally Gibbons, Vice President - Membership Involvement for her leadership this year. With the fine leadership of Sally and her committee we can **Do It Together**.

2. MAINTAIN A HIGH LEVEL OF PROGRAMS OF VALUE AND INTEREST TO ALL MEMBERS. Those of you who have attended our first two chapter meetings in September and October are well aware of the fine job our program committee is doing. Pat King, Vice President - Programming-Education is doing a fine job. She and her program committee have planned some great programs thus far and their future programs will even be more exciting. As you know good programs are not

accidental and we must **Do It Together**.

3. HELP ALL MEMBERS DEVELOP A HIGH LEVEL OF PROFESSIONALISM. This is a constant challenge to us all and we can all help each other **Do It Together**.

3. MAINTAIN GOOD COMMUNICATIONS WITHIN OUR CHAPTER AND WITH NATIONAL HEADQUARTERS. Good communications require constant and continuous effort. Marilyn McGuire, Vice President - Administration, is doing a great job in the area of communications with national headquarters and in our chapter. She cannot, however, do the entire job so let's **Do It together**.

5. BECOME MORE VISIBLE IN THE DALLAS-FT. WORTH AREA. Plans are underway to have our November meeting in Fort Worth. Other plans are underway for special programs to make our members and chapter more visible in the entire

*Article continued
on page 2*

Charter Objectives

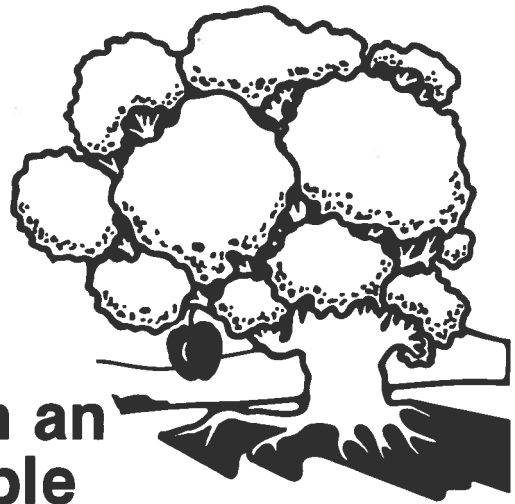
Dallas-Ft. Worth area. Let's **Do It Together**.

6. LET'S BE THE NO. 1 CHAPTER IN THE UNITED STATES. If we **Do It Together** we can have the best chapter in the United States measured by:

1. Quality of our membership
2. Programs
3. Increase in Membership
4. Professionalism

7. ENJOY OURSELVES AND HAVE A GOOD TIME AT ALL CHAPTER MEETINGS AND FUNCTIONS. We can **Do It Together**.

We look forward to seeing each of you at each of our monthly chapter meetings. It is very important that you and I attend each of them during the remainder of the 1981-1982 chapter year. We are all depending on you to be very active so that we can accomplish each of our chapter objectives and so that we can **Do It Together**.



Can an Apple Add?

by Bruce Jaster, V.P. Finance

Yes. And more.

These pictures show a single example of mini-computer's vast capabilities.

This Apple was programmed to imitate a "Monopoly-type" game. The properties were UCC's banking software products. The railroads were replaced by banks and the chance cards were financial hazards. Nice toy, you say? More than that.

This "computer-game" became one of the most



successful attention-getters in the history of banking and financial trade shows. Executives were standing in line to play the UCC Banking Game.

The idea was to let the computer throw a random dice selection. It would then automatically move the player to the correct space. If the player had enough operating capital in his or her account, he or she could purchase a banking software product if the

continued

1981-82 Officers Elected

At our last meeting the officers for the next term were selected by written ballot. They are:

President	Harmon Hodge
	President, Meeting and Travel Consultants
Vice President	Sally Gibbons
	Plaza of the Americas Hotel
Vice President of Administration	Rosemary Hall
	Zale Corporation
Vice President of Programming	Pat King
	Texas Society of CPA's
Vice President of Finance	Bruce Jaster
	University Computing Company

Congratulations to each of them!

SUPPLIER'S SHORT COURSE

Four Secrets to Working a Trade Show

1. Obtain the pre-registration list and call or write important prospects to let them know you want to get together with them at the show. If you can't get the list until the day before the show, leave notes at the front desk of their hotel.
2. Find out which of your current customers will be there and arrange to see them. There are always details you need to discuss with them face to face.
3. Arrange to have someone who is well known, such as an officer of the association, take you around the floor of the trade show and introduce you to the top contacts he has.
4. Keep thorough notes and follow up with each new prospect the first day you are back in the office.

Courtesy "between us" - Potomac Chapter

Can an Apple Add? *continued*

correct space was the one rolled. Purchase of that product would increase that player's Return on Equity. If the player then landed on a chance card, a specific product-related hazard would come up at random. If the player owned the product that solved that problem, ROE would be increased. If the player did **not** own the correct product, ROE would be decreased. At the end of the game (automatically timed according to the number of players), the person with the highest Return on Equity at that time became the winner.

Fun. Exciting. Product related. Of interest to the bankers we were trying to reach. Simple, but technically interesting and effective.

The total cost for designing the program that made the game work was about \$5,000.00 (UCC hired an outside consultant to do the work.) The total cost for the Apple equipment to take around to the trade shows was slightly under an additional \$5000.00 Not a huge expenditure by today's trade show standards. But the payback was outstanding.

The game's been retired. But the Apple still adds. Now the little computer is being used to maintain mailing lists, work on financial forecasts, etc. (see Current, May 1981.)

The main point is worth repeating from the article last May. Don't let the machine intimidate you. Some amazing things can be accomplished with one of these little devils that can save a bunch of your time and let you accomplish record-keeping, reports, forecasting and more that you could ever dream possible just a few years ago.

And the future holds even more.....

82 in '82 YOU CAN DO!



Sally Gibbons

The most important part of any organization is the members and their active involvement. The Dallas-Ft. Worth Chapter of M.P.I. is very fortunate to have significant membership from all business areas as well as having busy people who do take the time to make our chapter the great one that it is.

As of September 30, 1981, the status of membership is as follows:

Planner Members	46.6%	62 people
Supplier Members	53.4%	71 people
Total	100%	133 people

In the last few months that I have been involved with membership, there have been as many new members as those who leave the chapter due to job changes, etc. - approximately two to four people per month. The membership committee is bound and determined to change this in 1982.

WE ARE CHALLENGING THE CHAPTER TO 82 NEW MEMBERS IN '82!

We think it can be done and want you to prove us right and make the Dallas-Ft. Worth chapter one of the largest and best in the country.

LONDON OR HAWAII!!

As an added incentive, the grand prize for the person bringing in the most new members will be a trip for two awarded by Braniff to London or Hawaii. Hotel accommodations will also be arranged for the lucky winner.

Points will be awarded according to classification of the MPI member bringing in the new member:

Planners get two points for each new member.

Suppliers get one point for each new member.

Each application must be returned to me (c/o Plaza of the

Meeting Planners International Fall Conference

Atlanta -
Dec. 9-12, 1981

A Producer's Role in Entertainment

The following article is reprinted from the August issue of the Ohio Valley MPI Chapter's newsletter and was written by Ernie Kerns, Ernie Kerns and Associates, Indianapolis, IN.

Entertainment is critically important to a meeting, especially when one considers that entertainment is usually the last thing to take place and will be the most remembered. If the entertainment is challenging, innovative and sophisticated, meeting participants will leave happy and will remember the meeting warmly.

There are three distinct areas for entertainment: 1) the banquet or recognition event, 2) the main room situations where everyone is brought into a room and presented a message, marketing plan or product revelation, and 3) the "break out" area—workshops, seminars or similar sessions. More and more organizations are using entertainment and show biz techniques in place of the traditional audio/visual techniques.

With all costs escalating, it is important to watch the investment in entertainment and to consider the purpose of using it at each separate event. As a planner, you might want to consider working with a full service production company that is capable of handling the entire package—music, performers, lighting, sound, scenery, development of special materials and on-site supervision. In addition, these companies can produce and market trade shows.

A professional producer's fee represents but a small portion of the cost of the show and may actually save the planner money. The producer knows prevailing prices. If an agent, or the artist's management is contacted directly by one who is not familiar with the business, the revelation of the budget could possibly result in the performer's fee being upped to meet the ante. An independent producer, on the other hand, depends on repeat business from the planner . . . business that would be lost if an unsuitable performer was pushed on the planner.

An agency is out to serve its own best interests and those of its clients, the artists. And it should. Consequently, the agency is out to obtain the *highest* possible price for its clients. Further, agencies may not recommend artists that belong to another agency's roster even though the other artist may be more appropriate for the event.

Perhaps the most important point to remember is that an agency does NOT produce the show, but just supplies the talent. An independent producer takes responsibility for the total package—the orchestra, transportation, airport pickup, rehearsals, lighting, audio, staging, knowing where to find a set of drums at the last minute, and the thousand and one little details necessary to an outstanding show.

In addition, the producer buys entertainment at wholesale, not at retail. A producer who uses the artist and works with their managers many times over the years usually pays less for the performer than one who is negotiating directly for a one-time appearance. The artist also depends on repeat business and the producer is a prime source for him.

The producer's position in the industry makes him an important customer to the artists and their managers. An artist might cancel a single appearance for a corporation or association, but would hesitate to do it with

a producer who represents many potential engagements.

The producer knows how to get the job done quickly and effectively with knowledge of the general budget range, the date, location, and purpose of the meeting, age range, composition and tastes of the attendees, the basic requirements and some of the past show history. He knows thousands of performers and can customize a show to the specific needs of a planner. His experience tells him that what might appeal to a college audience may not appeal to a medical convention.

The producer understands entertainment contracts with special provisions and riders. He knows what can be stricken from a contract and what cannot. He is accustomed to dealing with unions, stagehands, musicians, etc. He is aware of correct lighting, sound, staging and the myriad of details that make the difference between a satisfactory performance and an outstanding performance.

A producer is an important working partner to a meeting planner and to the hotel people working with planners. When in search of a professional production company, look for a good track record. Ask for a client reference list, what types of shows have been produced where they have been produced.

Remember when the house lights dim and the overture starts, you want to know that your producer is there and that all details have been taken care of for another outstanding performance . . . all you want to take is a bow, not an aspirin.

82 in '82 You Can Do!

continued from page 3

Americas Hotel, 650 N. Pearl, Dallas, Tx. 75201) so that proper point credit can be given. I will then forward them on to M.P.I. headquarters for processing. Also, extra applications are available - just call.

It is your chance to really get involved in **your** chapter. To help you "remember" about potential newcomers, please keep a few things in mind...

"A **planner** is a person who derives his/her income from planning meetings and does not sell services or products to the meeting industry."

"A **supplier** is a person or representative of a company who supplies products or services to meeting planners."

And remember that a supplier **must** join with a planner; however, a planner may join separately. This keeps the organization in proper ratio and must be adhered to.

Start calling and writing now to win the fabulous trip. We will keep you posted on the progress each month - 82 in '82! YOU CAN DO!

Membership Committee

SALLY GIBBONS	747-7222
JERRY SWIGGART	931-0644
SUZIE OLIVER	655-1410
BILL BOYD	258-0210