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Dallas/Ft. Worth Chapter
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We Did It Together!!

by Harmon Hodge

As our 1981-1982 chapter year nears its conclusion on August 1, perhaps it would be a good idea for us to glance over our shoulders to see what we have accomplished during the past year. We take great pride in our achievements as the Dallas-Fort Worth Chapter of MPI, and also, in what we have accomplished as individuals. I feel privileged to know and be associated with each of you. You make me proud to be a part of our chapter and our industry.

Shortly after you elected me as your president last year, I wrote an article for this newsletter titled, "Let's Do It Together". I outlined our chapter objectives for the 1981-1982 chapter year and expressed confidence that we could achieve those objectives and that we could "Do It Together". What were those objectives, and did we achieve them? Let's take a look:

1. INCREASE AND MAINTAIN QUALITY OF CHAPTER MEMBERSHIP. I admit to a bit of prejudice, but I firmly believe that our members, both supplier and planner, are of the very highest quality in the world. I compliment you on your professionalism and your desire to become even more professional. I compliment you, also, on your willingness and desire to serve and take an active role in your chapter meetings and activities. A high quality membership is never content to sit back and "Let Joe Do It". WE DID IT TOGETHER!
2. MAINTAIN A HIGH LEVEL OF PROGRAMS OF VALUE AND INTEREST TO ALL MEMBERS. Can there be any doubt concerning our excellent programs the entire year! They have been varied and excellent, blending excitement, imagination, education, and entertainment. Truly, there has been something of value for us all this year. I have only one disappointment — I wish we could have found the time to plan and conduct a full day's seminar for new meeting planners in this area. This is a very worthwhile idea — perhaps this can be done next year. Our programs have been super — WE DID IT TOGETHER!
3. HELP ALL MEMBERS DEVELOP A HIGH LEVEL OF PROFESSIONALISM. Our programs, chapter meetings, and visits with each other have enabled each of us to become

more professional during the past year. The willingness of our members to help each other is, perhaps, the key ingredient in each of us becoming true professionals. Yes, WE DID IT TOGETHER!

4. MAINTAIN GOOD COMMUNICATIONS WITHIN OUR CHAPTER AND WITH NATIONAL HEADQUARTERS. Marilyn McGuire has done an excellent job in the area of communications with national headquarters. Rick Alexander, as editor of this newsletter, is doing a good job of keeping us up to date on chapter news. These, along with announcements and general information at our chapter meetings, are all designed to maintain good communication. In addition, various committee meetings, planning meetings, and board meeting have been held throughout the year. Our communications have been excellent. WE DID IT TOGETHER!
5. BECOME MORE VISIBLE IN THE DALLAS — FORT WORTH AREA. MPI is becoming more visible and recognized as an outstanding organization in this area. Much has been done, including an MPI meeting in Fort Worth (the first one) and speeches to organizations and associations, but we need to develop a very strong program to become more visible in the future. WE DID IT TOGETHER!
6. LET'S BE THE NO. 1 CHAPTER IN THE UNITED STATES. It was a sincere pleasure for me to give our chapter report in Denver last month at the MPI Annual Convention. I know of no better chapter in the United States when measured by the following:
 1. Quality of Membership
 2. Programs
 3. Increase in Membership
 4. Professionalism
 5. Financial ConditionWE DID IT TOGETHER!
7. ENJOY OURSELVES AND HAVE A GOOD TIME AT ALL CHAPTER MEETINGS AND FUNCTIONS. Those of you who have actively participated in our chapter meetings and attended on a regular basis, know that you will enjoy yourself and have a good time at our meetings. If you have not been attending the

meetings — shame on you! WE DID IT TOGETHER!

Since this is my last month to serve you as your president, I would like to formally acknowledge and commend our outstanding Board of Directors and officers for their commitment, dedication, and superb contribution. I extend my deepest gratitude, respect, and admiration to these very fine and talented professionals.

To all of the members of our committee and to the suppliers who provided services, my sincere thanks for your fine efforts on behalf of our chapter.

And finally, to all the members of the Dallas-Fort Worth Chapter, thank you for the opportunity to serve you as your president. Thank you for your confidence, encouragement, and support. I look forward to continuing to serve you as a Board Member on the MPI International Board for the next two years. Also, as past president, I will be a member of our Dallas-Fort Worth Chapter Board of Directors. I look forward to continuing to be a very active member of our chapter. I feel very privileged to know and be associated with each of you.

YES — "WE DID IT TOGETHER!"



“A Day in the Lives of the Stars of Dallas’— OOPS — The Meeting Planer Professional”

A behind—the—scenes exclusive report on the stars of the new MPI movie which premiered in June.

Our own Edward R. Murrow, Ted Olson, practiced his pipe antics so well, that they are considering starting a “Ted Olson Hour”.

Duffey Keys, our “Star” Convention Services Director, was asked “Why didn’t you get room rental on those breakouts your Director of Sales was so willing to give away?”

Harmon Hodge, our slow talking Texan President, broke the record for talking the longest on film without saying anything. Since John Wayne’s departure from the scene, he’s being considered as the star for the next version of “True Grit”.

The “Ladies” dressing room was less than “union standard”. There were no chairs for make up application, although the lady stars certainly did not need the makeup. One thing concerns me though, and that is the key to our

dressing room certainly passed around the male “stars” that day.

Debonaire Bill Gilmore had a really hard time being a “spouse”, even on film. When Lisa Jolley pulled out her credit card, he almost had his first “lovers” quarrel.

When time lapsed between filming, our two walkie-talkie ladies, Anne Lawrence and Ellen Beckert, were overheard telling dirty jokes. The only problem was that many other people in the hotel got on the same frequency. Word has it, that on occasion, work was stopped!

The only “unprofessional meeting planner” and professional actor, Oliver Reed, was overheard asking Bill Masheter and George Gallagher how he can get into our business. His comment was that he had never seen such good looking people have so much fun and get paid for it!



Food For Thought by Judy Houghton

In this time of health and nutrition consciousness, it is most refreshing to see many of the hotels suggesting an alternate to the “cookies and danish” coffee breaks.

Just as accessibility is important to remember for those who are confined to a wheelchair, we should not forget the attendees who might be diabetic or hypoglycemic. Those who are trying to take off some weight (and who isn’t) and the many who have an interest in foregoing “sweets” for healthier foods will appreciate your thoughtfulness.

Fresh fruits are high on the list and a nice variety makes a pretty picture during the morning or afternoon. Assorted raw vegetables with interesting dips are also popular now.

During the warmer months, especially, frozen yogurt can be a real winner. Dried fruits and nuts can make an interesting break. Assorted cheeses, served with a variety of crackers provide energy building protein.

In addition to coffee, which is almost a must in the mornings, many people enjoy sampling different kinds of teas. There are many now with added flavors, like mint. An attractive assortment of tea bags gives a choice. Offer it hot or with ice. If soft drinks are served, be sure to include sugar free products as well. Fruit juices are always good. Sometimes, though, nothing is more refreshing than ice cold mineral water or sparkling soda, topped off with a squeeze of lime.

Now, what are we going to do about all that sugar and starch in the customary “Continental Breakfast”? . . .

Inner Views

by Janis Johnson

The staff of CURRENT, the D/FW MPI chapter newsletter, is a dedicated group who strive to be creative and stimulating in the presentation of each article to their fellow chapter members. This Inner-View presents all of us on the staff because it is important for you to know who we are. We sincerely request you to share your ideas and suggestions with us so CURRENT becomes a publication representative of all chapter members. We NEED input from you! Call or write us with your thoughts.

HARMON HODGE: Harmon’s enthusiasm is almost legendary in MPI. That enthusiasm has provided the DFW chapter with qualified leadership while he has been president this past year. Harmon accomplished this while making a major career change; leaving his long-time post at Southwestern Life Insurance to form his own independent meeting planning company. And in these difficult times, he’s as successful as you would expect.

Away from meeting planning, Harmon and his wife, Betty, grow a pretty fair crop of edibles behind their country home north of Dallas. And he is about the “neatest” grandfather you could ever imagine given the enthusiasm of his grandkids.

JUDY HOUGHTON: A background in theatrical productions led Judy into the meeting planning field. She has produced Dr. Pepper’s International Bottler meetings for fifteen years and

also handles all production and arrangements for every Dr. Pepper meeting from small to gigantic.

Since Dr. Pepper makes frequent use of live talent and multi-media in its large meetings, Judy’s knowledge and training in theatrical production are useful tools in planning and executing the meetings. She is in her fifth year as choreographer for the Miss Universe and Miss U.S.A. telecasts. Judy produced and choreographed the Miss Teenage America Telecast for 13 years.

She believes theatrical work and meeting management go hand, in hand saying, “A meeting, after all, is a presentation and is theatrical.”

SUSIE OLIVER: What could be more appropriate for this native Dallasite than the convention and visitor’s bureau? For the past 4½ years she has been sales manager there.

Susie is well-known to planners all over the United States. She can take a lot of the credit for Dallas’ ever increasing importance as a meeting location.

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IMPORTANT!

There will be no August chapter meeting. Officers will be forming their committees and planing for an exciting year starting next month. The September CURRENT will announce the next chapter meeting.

Current Staff

Rick Alexander, Editor
Janis Johnson, Assistant Editor and Inner-Views
Susie Oliver and Jef Russell, Heard On The Street
Judy Houghton, Food For Thought
Charlotte St. Martin and Greg Elam, In-Sites
Pat King, Chapter Meeting Coverage
Sally Gibbons, Membership Bio-Line/By-Line
Bruce Jaster, Financial Reports

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Always taking a major role in MPI, Susie has just completed two years as the D/FW chapter Vice President-Administration. Susie is also a member of a number of other related professional organizations, including TSAE, NAEM and HSMA. In fact, she has been president of the Texas Chapter of HSMA. In 1980, she was named HSMA's Outstanding Young Woman in America.

Her "outside" activities include the Board of Directors of Love For Kids, Inc.

BRUCE JASTER: Bruce is head of the Special Events section at University Computing Company. He and his staff produce nearly 400 events annually for UCC's Software Group.

Bruce's career started in broadcast journalism following graduation from The University (of Texas). He quickly became exposed to meeting planning through an ad agency he worked for in Austin. His first professional meeting planning position was with the Texas Nursing Home Association followed by his move to Dallas and UCC.

CHARLOTTE ST. MARTIN: Confidence, enthusiasm and expertise are good words to describe Charlotte's contributions to MPI. As a Board member, her views have helped shape the organization into the recognized group it has become today. She has been Director of Sales and Marketing of Loews Anatole since its opening. Her influence there has made it and kept it one of the finest hotels anywhere.

In addition to her heavy involvement in the meeting industry, she is also an Associate Board Member of SMU's School of Business and a Director of TACA. She also is involved with state and local distributive education programs.

PAT KING: Pat is another leader in the meeting planning field. She established the meeting department of the Texas Society of CPAs and now directs the arrangements for about 700 meetings annually.

For the past year, Pat has been the D/FW MPI vice president - programs and will be the new vice president membership involvement.

She will undoubtedly succeed in her new MPI post as well as she did in the previous one. Pat has some pretty strong opinions about members' contributions because "their wisdom and knowledge would be appreciated and put to good use".

JANIS JOHNSON: A real people person if there ever was one, Janis is Chairman of the Janissary Corp.; an employee leasing company; Vice President of Wright, Walker & Johnson Personnel Consultants, Inc. and former Director of Training for Heritage Corporation of America. She continues to be a distributor for Heritage products.

Heritage provided Janis' initial exposure to meeting planning as she

put together incentive programs, training seminars and workshops. She also co-authored Heritage's Distributor Manual and edited monthly newsletters.

Janis is a member of American Business Women's Association, International Association of Financial Planners as well as MPI. And since joining MPI Janis has committed herself to the organization. She says "by representing dependable and creative meeting planning" she can help put "Dallas on the world map".

RICK ALEXANDER: Rick's meeting planning skills were kicked off less than 6 months out of college when he was given responsibility for a major show exhibit by two bosses tired of traveling. He liked the work and developed his skills in meeting and show management over and above the normal public relations/advertising responsibilities he had.

Now, nearly 12 years later, he has a long list of accomplishments with those related to meeting planning at or near the top of the list. Among them are handling arrangements for some of the first technical delegations to visit the U.S. from the People's Republic of China, the creation of a communications department of a division of Rockwell International and creating a meeting and trade show department for three major corporations.

Rick's hobby is aviation history. His aircraft slide collection numbers over 12,000. He actively pursues increasing that collection by copying photos loaned by former military flight crew members.

Two "invisible" members of the CURRENT staff are Rick's children who help each month with address labels and stamps.

Heard On The Street

by Susie Oliver & Jef Russell

●Two long time members are departing our ranks for the sunny shores of Florida. Mike Stajdel and George Gallagher will both be missed by all!

●Past President Greg Elam, was recently named "Barbershopper of the Year" of the Southwestern District of SPEBSQSA. This District included 38 chapters and over 1900 members! Congratulations!

●Wedding bells continue to ring! August 21st is the date Jerry Swiggert will take a bride. Much happiness, Jerry.

●Dallas welcomes Steve Gold. Steve has recently joined the Registry Hotel as Director of Sales. He was formerly with Fairmont Hotel Corporation in San Francisco.

●Betty Francis is the new Director of Sales at the Holiday Inn-Central and Bonnie Decker is now Director of Sales at Holiday Inn Downtown.

●Lana Perkins is Director of Sales for Days Inns of America-Southwestern Division.

●Sherry Miller, Dallas Convention and Visitors Bureau, has recently been promoted to Director of Administration. Congratulations!

Insights

by Charlotte St. Martin

If a Site is so Great . . . Why Don't You Give Your Delegates/Attendees Time to See It?

Denver is a beautiful site for a convention. The weather and the mountains are great! And it is a great site for MPI's International meeting. Yet, I did not get to see more than an 8 block area and I was there for five days and four nights.

There was a great deal of discussion in coffee breaks and even in one breakout session about this ongoing problem or "opportunity". We, as professionals, work hard to select not only the right hotel site for a meeting, but the right destination. And yet...with the high cost of time away from the office, we feel obligated (and yes, even guilty) if we do not put together a jam packed schedule of meetings and opportunities to exchange ideas. And to reward those attending meetings, a culinary feat at every open moment.

So, the end result is, we could hold the meeting almost anywhere.

Some ideas for helping to solve this dilemma include:

1. Starting the program one day earlier with free time interspersed throughout the meeting.
2. Providing social activities "In the mountains" or "on the river or ocean" etc.
3. Providing post convention activities which are planned in the same city/area. (Although this is a catch 22...as all the good intentions in the world can not keep a dedicated person from leaving to get back to the hustle—bustle!)

I encourage members of our sales staff to go a day early or stay a day late to take in the "sites" when they make a week or two week sales trip. Yet, I can count too many cities that I have just seen the airport, the taxi and the hotel. Later I look back and say, "Why didn't I do that?"

Share your ideas and solutions of what has worked with you...with your meetings...with me. We will print them....and maybe all learn something! (Is not this a great way to see who reads a column?!)

Membership Bio-Line/By-Line by Sally Gibbons

A lot of questions came up on who does what for M.P.I. and where to find them. Therefore, a "roster" of the Incoming new officers for 1982 - 83. I urge you to think about what you might want to get involved in and call or write the new officer accordingly. They are forming their committees now!

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