

## MESSAGE FROM THE PRESIDENT

Sally Gibbons

I am proud to be a part of such a fine professional organization; You should be proud of your chapter and the Executive Committee that you have elected. In our first few months, committees have been formed with many talented and hard working people eager to make DFW/MPI the best chapter in the nation. Innovative programs are in the planning stages, new "seminar" ideas are in the works, membership will be growing (old and new), and the newsletter is back on the right path once again to alert everyone what is happening in our chapter.

The "Current" has been a tremendous project for those involved over the past years. We are very fortunate to have Bill Boyd and Greg Elam as co-editors supervising the team of writers — myself included. Therefore, the Executive Committee has approved that our Chapter Bylaws be amended to establish a new Chapter Officer position of Vice President — Public Relations.

The amendments are as follows:

### ARTICLE VI. OFFICERS

Section I. **Elected Officers.** The elected officers of the chapter shall be a President, Vice President-Membership Involvement, Vice President-Programming/Education, Vice President-Administration, and Vice President-Public Relations to be elected by the Membership as prescribed by the Bylaws and to serve until their successors have been duly elected and assume office.

### ARTICLE VII. DUTIES OF OFFICERS

Section 6. **Vice President-Public Relations.** He/she is responsible for the chapter

publication(s). He/she is responsible for any public relations support or activity and the execution of said plans.

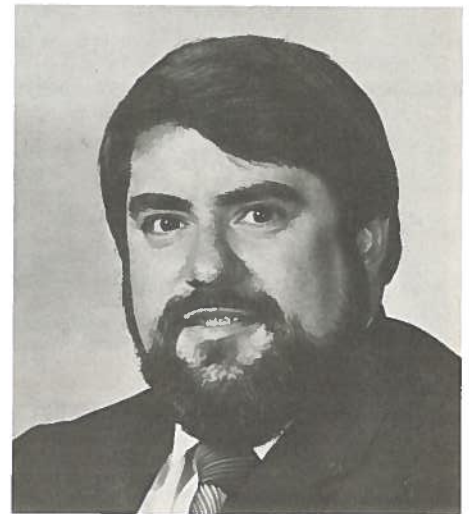
Section 7. **Delegation of duties.** Duties of officers may be delegated to other persons by the Chapter Board of Directors.

### ARTICLE X COMMITTEES

#### f. Public Relations Committee

- (1.) The Vice President-Public Relations serves as chairman
- (2.) The committee plans and executes the public relations of the chapter.

(cont'd. page 6...see PRESIDENT)



DOUG HEATH

## HEATH NAMED TO EXECUTIVE POST AT MPI

Douglas A. Heath has been named Executive Vice President of our 5,000 member Meeting Planners International (MPI). Heath officially began his duties November 1 succeeding Marion Kershner who is retiring as Executive Vice President following eight years of leadership.

Doug is a charter member of Meeting Planners International and was elected Director-at-Large to the MPI International Board of Directors in June of this year. He was MPI's Membership Chairman from 1976-78, Chairman of Arrangements of the 1980 Annual Conference in Philadelphia, and currently is Chairman of the 1982 Fall Conference, being held in December in New York City. He was named Meeting Planner of the Year at the 1982 Annual Conference in Denver.

A graduate of Michigan State University, he majored in Hotel, Restaurant and Institution Management. Prior to joining the MPI staff, he was Meeting Manager

for the American Institute of Certified Public Accountants, New York City, since 1969. He was responsible for 34 major conferences and approximately 1200 meetings while managing a department of 12 including five full-time meeting planners.

In addition, his professional activities include conducting sales and marketing training programs for Hyatt and Marriott Hotels, and served as a speaker for several MPI programs and for the Hotel Sales Management Association, the American Society of Association Executives and numerous hotel marketing meetings. Heath was a volunteer faculty member of MPI's Institute programs in Boulder, CO; Tallahassee, FL and Salt Lake City, UT.

Earlier career positions included corporate sales at the Palmer House, Chicago, and Convention and Service Manager at the Statler Hilton Hotel, Washington, D.C.

(cont'd. page 6...see HEATH)



**HARRY JOHNSON** — Vice President Loss Prevention, Zale Corporation



**STAN LATMAN** — an attorney, makes a point...Gotcha.

## HEARD ON THE STREET

By Suzy Oliver

### The DFW MPI Chapter will miss:

Nancy Alles — leaving Hyatt Regency Dallas for the Hyatt Regency Orlando  
Tom Yorke — leaving Hilton Inn — LBJ for a new opportunity in Chicago

### Old faces in new places:

Ken Kalish —Hyatt Regency Dallas  
Mitzi Vance Baird — Dallas Hilton  
Kim Dinsmoor — Hilton Inn — LBJ  
Mickey DeVito — AMFAC Hotel — DFW Airport

## FOOD FOR THOUGHT

By Judith Houghton

One of my duties when at an out of town meeting is to provide a list of the best restaurants the city has to offer for executive entertainment. Most of the executives, and the people they entertain, really appreciate foods and wines. Atmosphere is always a consideration, too, for convention days and nights are for the most part, hectic and stressful times.

There are several sources you can check out. One of the best is a fellow M.P.I. member(s) in that city. The people you talk to at your hotel will (and well they should!) invariably recommend their own restaurants, but usually they will give you additional suggestions. If your organization has any regional employees who live in and know the area well, it is worth getting an opinion. I have had excellent suggestions offered by our ground operator/tour company personnel. And then, of course, you can check out the local literature and diners' guides to see which places have the most stars and awards.

If it's really an important event, go in

advance and meet the owner and/or Maitre d'. Check out the restaurant with them. Find out what the chef's specialties are. If it's really a fine place they will take pride in answering your questions. If their attitude is less than hospitable, imagine the treatment your client or boss will receive!

Make advance arrangements on the handling of the check and gratuities, and special arrangements like ordering the floral arrangements for the centerpieces. If at all possible, be there when your hosts arrive (usually in advance of their guests) to introduce them to the owner, Maitre d' or person in charge.

Then, with all your advance work done, disappear, unless you have been specifically invited as a guest.

But back to selecting a restaurant.

I wonder how we as a Chapter would "vote" if asked to recommend the best restaurants in our area.

Would you like to find out? Would you like to compare the answers with your own list? I would. I hope you'll join me in this quest for the best in gastronomy.

Just mail your three first choices to me, listed in order of preference, with a very brief comment if you desire. I'll tally them up and give you the results in the next newsletter.

Judith Houghton  
Corporate Meeting Planner  
Dr Pepper Company  
P.O. Box 225086  
Dallas, TX 75265

## BYE-LINE

By Pat King

Daniel J. Sullivan

Daniel and his wife, Bobbie (formerly of Flagship Inn) will open a restaurant back East.

## INSITES

By Charlotte St. Martin

### "Who Says There Is Nothing To Do In Dallas?"

Recently when attending the Incentive Travel Managers Exposition in Chicago, a well-known publisher of a trade publication was shocked to find me there. His comment was, "What in the world is Dallas doing at an incentive show?" Obviously this is not the first time any of us have run across this attitude...and quite often it comes from our own people in Dallas. It is my belief that we have done a poor job in Dallas of making our own citizens aware of the exciting opportunities available on a year around basis. And needless to say, we have not done that great of a job in telling the world what's going on either! For this article I would like to address two very special new sites in Dallas which give us just two of the many opportunities for incentive groups and other meetings. These are the addition of the Big "D" Ranch and the Circle "R" Ranch. While both have many similarities including rodeos, barbeques, swimming, dancing with instruction, hayrides, horseback riding, horseshoe throwing, volleyball, softball, cowchip throwing contests, races, fishing, trap shooting, etc., ...the Circle "R" Ranch offers a "dude ranch atmosphere" and the Big "D" Ranch offers the atmosphere of a western town.

The Circle "R" Ranch just opened and has a year around 17,000 square foot pavilion. The guests have the opportunity to cook their own food and programs can be tailor-made to fit the program and the budget of the prospective customer. Circle "R" Ranch is a private ranch and is never open to the public. They also do small groups with trail dinners, etc. They are only 35



Questions from the floor

minutes from Dallas.

The Big "D" Ranch is a re-creation of a western town with three-dimensional free standing buildings including homes, saloons, stores, and other authentic western buildings. These buildings are all occupied with appropriate professionals such as blacksmiths, storekeepers, etc. There are authentic artifacts and furniture in the buildings. They also have souvenirs for the guests and staged shoot-outs and gun fights. There are also buggy rides. While this is currently a private ranch, there is a plan to make it an open to the public ranch soon. Groups will still be accepted and programs can be tailor-made for them as well. The Big "D" Ranch is 20 minutes from downtown.

These are just a few of the new sites in Dallas.

## MARK YOUR CALENDAR

MPI meetings for next 6 months

**November 18** - 11:30 a.m. - Dallas Hilton  
Joint meeting MPI/HSMA

The Honorable Jack Evans — guest speaker

**December 13** - 5:30 p.m. - Location to be announced

**January 27** - 5:30 p.m. - Marriott DFW

2 speakers: Joe Nicholson — Dale Carnegie  
Top executive of Marriott Hotels

**February 24** - 11:30 a.m. - Westin Galleria  
Emergency Procedures

**March 24** - 7:30 a.m. - Sheraton Park Central  
Breakfast Meeting

**April 22-24** — MPI Retreat

Location to be announced  
Sponsored jointly between Houston, Hill Country and Dallas/Ft. Worth chapters

## LAST MEETING'S RECAP

By Jerry Swiggart

Halloween came a few days early for our DFW MPI Chapter. The Dallas Regent Hotel treated us to a Halloween theme luncheon October 28, with appropriate Halloween decorations. Our thanks to General Manager Arnold Orenstein and Director of Sales Kelly Johnson for being our hosts. We appreciate their efforts in helping to make the October meeting a success.

Eighty-two MPI members and guests were educated by the program entitled "Meeting Planner Liabilities," moderated by Kenna Balch. Our panel of experts were Bill Flannery, Executive Director of the National Association of Manufacturing Opticians; Stan Latman, attorney; and Harry Johnson, Vice President of Loss Prevention of Zales. The program led to a lively discussion of the planner's liabilities, ways to prepare and protect oneself from such problems, and the legalities of such.

Bill introduced the topic citing recent Supreme Court rulings holding associations liable for a host of items heretofore not even thought about. Stan played the part of "gotcha," revealing some of the techniques he has used for successfully placing liability on associations. To the rescue came Harry, who enlightened members to some of the preventative steps which could be taken to save us from the "gotchas" of the world. After the panel discussion, many interesting and thought-provoking questions were raised from the floor.

Our thanks to our panel of experts and Kenna for bringing to us an excellent and timely program.

## MPI NEW YORK CONFERENCE DECEMBER

Have you preregistered for the December MPI Educational Conference to be held in New York City at the Grand Hyatt Hotel, December 5-8, 1982? You saved \$50 if you did so before November 5. If you need a registration form, call one of your Chapter officers.

The BIG APPLE is going all out to provide MPI professionals high-powered speakers, topics galore, and many educational workshops and sessions, all aimed at improving ourselves and our jobs. Our DFW MPI Chapter always has had a great showing at these national meetings. See you in NYC in December...

## JOINT MEETING — MPI/HSMA SLATED FOR NOVEMBER

Mark your calendar now, and don't miss our November meeting at the Dallas Hilton Hotel, downtown, November 18, 11:30 a.m. cocktails, 12:00 noon luncheon. This will be a joint MPI/HSMA meeting. The Mayor of Dallas, the Honorable Jack Evans is our special guest speaker. Assisting the Mayor will be Jerry Barshop, Director of Convention and Event Services, Dallas Convention Center. Their topic: Dallas' Future Role in Convention and Tourism and the Preparation for the 1984 GOP National Convention. Please make every effort to attend this important meeting. What better way to show the Mayor the importance of our business than our having 100% attendance. **Plan now to be there.**



## BIO-LINE

By Pat King

Becki Johnson — Supplier  
Director of Sales  
Sheraton Grand Hotel  
P.O. Box 61765  
DFW Airport, TX 75261  
214/258-4900

Becki has an extensive background in the hotel business, from Reservations Manager to Catering to Sales. The Sheraton Grand is Becki's fifth hotel opening.

Judith E. Mathews — Planner  
Program Manager  
Xerox  
13617 Keepers Green  
Dallas, TX 75240  
214/644-0231

Judith is a full time Planner who has been with Xerox 1½ years. Ask her about the time she planned the first meeting of the Office Automation User Group on six weeks notice!

Arlene O'Malley — Planner  
Meeting Planner  
Southwest Home Furnishings  
4313 North Central Expressway  
Dallas, TX 75206  
214/526-7757

Arlene worked in a furniture store, then for a furniture manufacturer, and has been working for the association for 3½ years. She has only recently become a full time Planner.

Steve Murrin — Planner  
Owner  
Texas Group Sales  
123 Exchange Avenue  
Fort Worth, TX 76106

Steve handles the group parties for Billy Bob's, rodeos, ranch activities — and he is referred to as the "unofficial Mayor of Cowtown".

Arlene M. Peacock — Planner  
Administrative Assistant  
Continental Telephone  
P.O. Box 30098  
Dallas, TX 75230  
214/369-1121

Arlene is assistant to the President and has planned all of the meetings for the Southwest division of Continental Telephone since Spring 1979.

Marjorie A. Penson — Planner  
Facilities Coordinator  
Peat, Marwick, Mitchell & Co.  
2001 Bryan Tower, Suite 1500  
Dallas, TX 75201  
214/747-8911

Marge has taken her job from secretary to full time Planner in three years with "trial and error" on the job training.

Elizabeth Pierce — Planner  
Meeting Planner & Plan Room Manager  
Associated General Contractors  
10211 Monroe  
Dallas, TX 75229  
214/358-5357

Elizabeth has been in the construction/association business for 5 years. She was formerly with Mechanical Contractors Association.

Richard Vannelli — Supplier  
Catering Manager  
Loews Anatole Dallas  
2201 Stemmons Freeway  
Dallas, TX 75207  
214/748-1200

After working for the Fort Worth Hilton and Americana Hotels, Rick took a six month travel/educational tour of Europe before joining the Loews Anatole as Catering Manager.

## OFFICERS

President — Sally Gibbons  
VP Membership Involvement — Pat King  
VP Programming/Education — Jerry Swiggart  
VP Administration — Rosemary Hall  
VP Finance — Brian Hile

## BOARD OF DIRECTORS

Ellen Beckert  
Bruce Jaster  
Marilyn McGuire  
LaTrelle Smart  
Harmon Hodge

## INTERNATIONAL DIRECTORS

Greg Elam — Planner  
Harmon Hodge — Supplier

## MPI-D/FW CURRENT

Bill Boyd — Committee Chairman assisted by Joyce Martin of Sunbelt Motivation and Travel.

Greg Elam — Editor assisted by Jan Beaty of Great American Reserve Insurance Company.

Typeset and Printed by Hicks Printing.

## INNERVIEWS

By Janis K. Johnson

How Do You Spell  
Meeting Planner  
Travel Relief?

### A-I-R-L-I-N-E-S

With modern-day computers and wonderous and willing airline staff flexibility, a meeting planner can get marvelous support.

Mr. Gene Rondeau, Sr., National Manager, Company Meetings and Conventions, for American Airlines in Grand Prairie, Texas, shared a couple of hours out of his extremely busy day to inform me about some very special services he has coordinated to help make meeting planning easier for the meeting planner and your attendees.

Their SABRE (computer system) cuts through stored information faster than the Lone Ranger's silver bullets whenever an attendee calls with an important question about the meeting that can save the meeting planner and the company's coordinator valuable time on the phone.

This check list of services is available for meeting and travel planners or travel agents:

#### INFORMATION

- Coordinate air and ground transportation (at American's group rates!).
- Call attendees to invite them and set up travel arrangements you specify.
- Keep track of your meeting dates, location, hotel accommodations, ground transportation and individual ticketing information in your own special Travel Account file.

#### ESTIMATION

- Cost analysis to determine the most cost-efficient destination, compared to where your people are.
- Special fares and discounts tailor-made if travel schedules flexible.
- Optional travel features include savings on flight arrangements before or after the meeting, for the attendees.
- Fares can be guaranteed within six months of departure date as soon as the contract is evidenced by a



10% deposit, for up to eighteen months.

- Complimentary site inspection for two when travel is coordinated through American.

#### COMMUNICATION

- Customized pamphlets that include your group's name, meeting theme, dates of meeting and its location.
- Travel award displays, brochures, slide shows and promotional material.
- American can work with your travel agent, any airline and most car rental agencies and will coordinate freight arrangements, too.
- Calendar of Events can be provided listing activities in the city or hotel.

#### RESERVATIONS

- Centralized billing in a single, itemized invoice for all travel expenses, or customized billing for each cost center.
- Seats blocked for individual or group ticketing.
- Attendees can be reminded of hotel accommodations, itinerary changes, and can be helped with arrangements for meeting-related freight.

#### ORGANIZATION

- The *Traveler Summary* gives you a chronological breakdown of each flight carrying your attendees, HOW many are on flight, what TIME

they arrive/depart and POINTS of departures, and separate listing of WHERE attendees are staying if at different hotels.

- Expense file for controlling expenses while planning the meeting and to double-check against billing after the meeting.

#### SPECIALIZATION

- Preflight terminal areas, group check-in, and even escort service is available to see your group off.
- Choice of eight special meals and special seating.
- Attendants know beforehand who the attendees are, who their group leader is, and where they are staying to provide last-minute information.
- Custom expense record sheets, group bag tags and credit preferences are part of the special service.

Many airlines have convention services. Some have unique capabilities. All would suggest that you work primarily with one carrier so that you have a single source of united information. Gene feels his airline has made the necessary commitment to do the job right. Their Meeting Services Desk number in Texas is (800) 792-1160. Gene's personal number is (214) 355-2789 (how's that for a commitment!). So the next time you plan a meeting, don't just fly the airline, use them.

**...PRESIDENT**

(3.) A member of the committee shall be designated as the official reporter of news for insertion in MPI Newsletter.

According to our bylaws, the above amendments have to be announced to the Membership 30 days before approval can be made. After 30 days, you will be notified to accept or decline amendments and also to vote on our new Vice President-Public Relations. Bill Boyd has been nominated for the position. Please call me if you have any questions on the amendments or position.

Until next month.....



**FROM THE EDITOR**

*Greg Elam*

**A TIME TO MOVE IT**

Several weeks ago I was in Malaga, Spain, on the Costa del Sol (somebody had to go to plan the meeting). You may recall that some weeks earlier there had been a DC-10 charter plane crash on take-off at Malaga. While there were many survivors, some eighty (I think) passengers were killed. It happened that my ground operator host had been at the airport, less than five hundred feet away, when the plane crashed.

I saw the site, the skid marks, the brand new replacement fence, the point of final impact. Then my friend casually told me some absolutely tragic information. He said there was no significant fire on impact. People walked out of the plane. But many of them stayed in the plane, trying to gather up their souvenirs, their Lladro porcelain, rugs from Tangiers, etc. He said they stayed to get their carry-ons; they blocked aisles trying to save their "things," not themselves. A fire finally spread and the flames and the fumes killed some people, all closest to the rear engine — all by then having difficulty moving down the aisles.

Isn't it incredible that apparently this group survived the crash, could have walked away — then they lost their lives...in the plane, on the ground, because of souvenirs.

.....

On a more upbeat note — while you flex your muscles in front of your morning mirror (or put on your lipstick — as the case may be), and you congratulate yourself on your nimble brain, consider that the light over your mirror was perfected by a deaf man.

While your morning radio plays, remember the hunchback who helped invent it. If you happen to listen to contemporary music, you may hear an artist who is blind. If you prefer classical, you may enjoy a symphony written by a composer who couldn't hear.

Consider that the president who served this nation the longest could hardly walk. And that a woman born unable to see, speak or hear stands as a great achiever in American history.

Each of those people had a limitation you do not have. Anything you choose to do, you can do, and do it better than you do it now. Awareness, appreciation, gratefulness and dedication can move you beyond your present goals.

**...HEATH**

Doug is married to the former Kathryn Brockway of Perry, Ohio and they have two children, Amy and Christopher.

Doug will be an asset to the membership as he moves forward within our organization.

Dallas/Fort Worth Chapter MPI  
P.O. Box 402102  
Dallas, Texas 75240

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