



Current

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THE PROFESSIONAL
SOCIETY FOR THOSE
WHO MANAGE MEETINGS

MAXIMUM VALUE FOR YOUR TRAVEL DOLLAR

By Nora Weaver, Marketing Representation
Delta Air Lines

Early investigation and careful planning can help you significantly reduce travel costs and, at the same time, increase the amount of service you receive for your travel dollar. Airlines, through their convention sales departments, offer special services for both corporate and association meeting planners. Ask your airline marketing representative or your travel agent to discuss further the following methods of securing maximum value for the money you invest in travel.

1. Cost analysis of air fares to several potential meeting sites can assist in the final decision on location for future meetings. With computerized tariff information, airlines can give comparisons on your total air costs to various locations. Recently a corporation in New York saved \$60,000 by changing their national meeting to four smaller meetings in carefully chosen locations. This was done with the cost analysis provided them by an airline.
2. Deregulation of the airline industry has increased the ability of airlines to respond quickly to market demands in pricing. Ask what fares and discounts might apply for your meeting location, date, and number of people.
3. Encourage attendees to make reservations and purchase tickets well in advance of the travel date. Significant amounts of money can be saved by

purchasing tickets prior to fare increases. The price of the ticket is then guaranteed if no change is made in the originating flight. For most fares, a full refund is available if the ticket is not used.

4. The frequent flyer programs offered by major airlines can cut travel costs for your corporation or association. When award levels are reached, the travel benefits can be transferred to other travelers within the organization to reduce overall travel costs. In addition to air travel awards, there are hotel and car rental benefits in the programs of some airlines.

The following three suggestions may help secure maximum value for travel expenditures.

1. Special meals, at no additional cost, are offered on flights where meals are served. With advance notice, meals ranging from low-sodium to kosher can meet the needs of your traveler.
2. Advance seat selection can assure your passenger his preference in seating.
3. In certain airports, group rooms are available to groups of ten or more people traveling together. Complimentary coffee, juice, and soft drinks are offered on request.

In a time when controlling costs is increasingly important, these suggestions can help meeting planners obtain maximum value from their travel dollars.



NORA WEAVER

HEARD ON THE STREET

By
Jef C. Russell

Patrick Cowell, former General Manager of the Hyatt Regency, Ft. Worth, is now in Phoenix. Don Henderson is the new G.M. from Flint, Michigan.

Steve Murrin, Mayor of Ft. Worth Stockyards, received the Texas Hospitality Award during the Texas Tourist Development Agency's annual Tour-con meeting in Houston. The award was presented by Governor William Clements.

Tim Laska moved to the Northpark Inn from Kahler Greenoaks Inn — Lisa Bretton from Quality Inn, Tallahassee is now Director of Sales.

The Ft. Worth CVB hosted a National Fam Trip which included 15 meeting planners and guests from Washington, D.C., Chicago, and New York City during Pioneer Days, and will exhibit a Ft. Worth trolley at the State Fair of Texas October 8 through 24th.



MIKE DEVINE — Vice President of Texas Stadium



PAT WOLFE — Dallas Communication Complex, Las Colinas



RICK DOUGLAS — President of Las Colinas, Corp.

LAST MEETING'S RECAP

By
Jerry Swiggart

What a setting and what a show...Where were you when 112 MPI members and guests covered September 23rd at the Mandalay Four Seasons Hotel for the start of our new year? Those attending were treated royally by the staff of the Mandalay.

The program consisted of Irving Highlights, MC'ed by Mike Benton, Executive Director of the Irving Convention and Tourist Bureau, with Mike Devine, Vice President Texas Stadium, Rick Douglas who is President of Las Colinas Corporation, and Pat Wolfe, General Manager of Dallas Communications Complex. Our hats are off to this group for presenting an excellent overview of the tremendous growth being experienced in the Irving and Las Colinas area.

FOOD FOR THOUGHT

By
Judith Houghton

This is being written in Boston, the scene of the Dr. Pepper International Bottler Meeting to take place soon.

As sets and exhibits are being moved in, performers and executives arrive. The past several days have been spent with many food associated people, from the hotel banquet department to the outside caterers, who will be doing the food for our special event, "A Revolutionary Evening."

Being in Boston, the star of the

menu for this evening will be whole lobsters, this being the "low price" season and the fore-named lobster a New England specialty. There will be chicken (for the chickens who are afraid to try to crack a whole lobster even though we will have service personnel dressed in colonial attire there to show them how). In addition, steamers (that also come with "teachers") and clam chowder, along with corn-on-the-cob and other Boston favorites will be featured on this elaborate New England seafood buffet.

Guarantees were figured in the usual way, taking into consideration the expected number of guests and the 5% average factor. "Be very careful" warned our caterer. "If only 5% of your group decides to come back for another lobster, you're going to be about a hundred short."

"Are you willing to take the chance?" He correctly pointed out that if we were dealing with prime rib, we could slice it a little thinner if we began to run low...but one lobster is one lobster, and when you're out, you're out.

So now the guessing game starts. How many will eat more than one? How many will not want any at all? Do you take a chance that you won't run low and give a very tight guarantee, or do you buy extras and ruin your budget on the chance that you could have several hundred left over?

Food for thought, indeed!

Wish me luck on this guarantee!

SPECIAL THANKS

Thank you, Mandalay Four Seasons Hotel, for hosting our September MPI Chapter meeting. Your food, service, and property were all outstanding. You are a welcome and definite new asset to the Irving and Las Colinas area. A special thank you to Layne Royal Lauck for all her coordinating efforts with the facilities, services, and the program. Layne is Sales Manager of the Mandalay, plus a member of our MPI Programming/Education committee.

INNERVIEWS

By
Janis K. Johnson

We are privileged to have Sally Gibbons as our honored President of MPI this next year. Her excellent business reputation as being one of the best in her field, as Assistant Director of Sales of the Plaza of the Americas Hotel in Dallas, is just one of the many reasons Sally shares the distinction with Charlotte St. Martin of being the only two women to hold the office of President of the Dallas/Ft. Worth MPI chapter.

Sally has the unique capability of blending her excellence in professionalism with her charm and vivacious femininity. She makes her accomplishments in her area of expertise seem so natural and simple to achieve. Her confidence in her abilities comes from a deep and sure desire to be an important part of the hotel industry since her youth.

Born in Middletown, Ohio (hometown of MPI), she set her goal to be President of MPI and



MIKE BENTON — *Irving Convention & Tourist Bureau*



OUR HOSTESSES FOR THE EVENING — *Barbara Faulkner (left) and Layne Royal-Lauck — Mandalay Four Seasons.*

made a commitment to give her best to MPI and give back as much as she feels she has received from MPI since her first convention in June, 1979. In the last 3½ years, she has held three officer positions and was responsible for many new members last year with her position as head of the Membership Committee.

Sally started with the Hyatt House in Sales with Mickey DeVito for a year. She then decided to teach school in Dallas, but soon realized that her heart belonged to the hotel world. After working with the Princess Hotels until the office closed, she became the Regional Salesperson for Royal Viking Cruise Line for 2½ years. She admits her first obstacle there was learning the difference between boats and ships (or floating hotels). After being tracked down by Bill Gilmore on a tip from Mike Stajdel, she started with the Plaza of the Americas Hotel 1½ years before it opened and says, "I'll stay there until I'm a little ol' lady on ice skates."

If you have not had the pleasure of meeting her, do so.

MPI HELPFUL HINTS

*By
Jerry R. Swiggart*

At each meeting, and than repeated in the newsletter, new "MPI HELPFUL HINTS" will be given. Your Programming/Education committee wanted to emphasize the educational aspect of MPI at each meeting. Thus the "MPI HELPFUL HINTS" idea was born.

1. Try a taped message to your incentive meeting qualifiers, next

time, for an unusual approach. Thirteen top life company producers qualified for their President's Cabinet meeting and a trip to New York City. This was an all-expense, three night/four day meeting, spouses included. In addition to the annual meeting, there would be receptions, tours, shows, etc.

A taped cassette message was personalized for each of the qualifying thirteen couples. First, on the tape was the voice of the Executive Vice President of Marketing with a welcome to New York City, plus a note of thanks for their great sales efforts the past year. The Vice President then introduced the tune "New York, New York," which was duplicated on tape. Next, the Company President spoke to the qualifiers, by name, and said he and his wife were looking forward to being with them in New York City soon. The President, with a few more remarks, then introduced the meeting planner who proceeded to update the qualifiers on the schedule of activities they would be involved in when in New York City.

The response from the qualifiers about the taped message was tremendous.

2. Another taped message idea for use is when you may have a transfer from airport to the meeting property. Consider taping a message from the company officials plus the meeting planner welcoming your qualifiers, plus reviewing the schedule of activities. This taped message could be played over the bus sound system when the participants were being transferred from the airport to the hotel.

This could help pass the time of the bus ride and help to continue the mood and excitement of the meeting and give valuable updated information on the various activities.

3. And a helpful hint from a nonsmoker; consider setting any and all meetings with No Smoking sections. Include buses designated as No Smoking. Two-thirds of the population nowadays are nonsmokers. You will be thanked by many for your thoughtfulness.



HONORED GUESTS — *Mr. and Mrs. Harry Field, Irving Convention and Tourist Bureau.*



NEWLYWEDS IN THE BUSINESS!

— Lindsey (Williams) Iacovino,
AVW Audio Visual and Paul
Iacovino, Registry Hotel —
Married September 4, 1982.

MEMBERSHIP BYLINE

*By
Bill Mitchell*

The following are new MPI members for August:

Michael Benton, Executive Director, Irving Convention & Tourist Bureau; **Roy D. Duckworth**, President, Global Enterprises, Inc; **Sherry Epperson**, Meeting Manager, Robert Epperson & Assoc.; **Connie Gray**, Assistant Meetings Mgr., Society of Petroleum Engineers; **Ellen Kolb**, Sales Manager, Dallas Regent Hotel; **Kevin McMahon**, Director of Marketing, DFW Airport Hilton & Executive Conference Center; **Mary J. Ryals**, Ryals and Associates; **Ceil Warner**, Executive Director, Southwestern Furniture Manufacturers Association; **Jeannine Wyss**, Corporate Meeting Planner, Bonanza International, Inc.

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



Our president has her hands full with this Chapter!

WORDS FROM THE PRESIDENT

Sally Gibbons

I have made it as President of the Dallas/Ft. Worth Chapter of MPI! What does this mean to me, or more importantly, to you as a member of the chapter? Personally, I am honored that the nominating committee selected me and look forward to working with the other officers and board members as a direct link between them and our chapter as well as national headquarters. Having "worked my way up" in what sometimes seemed like the hard way, does make it easier for me as President to give a helping hand and lead our chapter in a continued place of prominence nationally.

Important to you and the chapter are the goals for 1982-1983:

1. Increase membership involvement
2. Publication and public relations support
3. Innovative and educational programming
4. Establish M.P.I. Institute
5. Joint meeting with other Texas chapters
6. Local student involvement in membership

I was told to be brief on my statements, but I promise to expand upon the chapter goals in the months to come. Should you have any comments, I am certainly available and willing to listen or do whatever it takes to make our chapter the best in "the professional society for those who manage meetings." As President, I need your help and involvement.

FROM THE EDITOR

Greg Elam

IN CASE OF FIRE

Last month I was attending a convention in Philadelphia. On the first morning, the drums rolled, a fife and drum band brought in a Betsy Ross flag, a dramatic multi-carrousel slide show did its thing, the mayor welcomed us and an important speaker began his fine presentation. Things were going well.

Then the fire alarm went off — about 9:30 a.m. No one moved — we have all experienced false alarms. The widely spaced buzzer noise stopped in a while. As the speaker got to his climactic point the general chairman of the convention stepped up to the other microphone on stage, interrupted and asked us to leave.

There had been a fire on the 15th floor, a small one put out with a hand extinguisher. Forty-five minutes later we got permission to reconvene. Some didn't come back.

The speaker could not effectively rebuild, so he simply closed. The next speaker was gaining momentum when the alarm went off again. Folks got up and moved out. Ten minutes later it was announced as a false alarm. Ten or fifteen minutes later a very much smaller audience reassembled.

Meanwhile a scheduled speaker, who had another local commitment, was eliminated. An elaborate "talk-back-to-the-speaker" climax to the morning was scrapped and, basically the



(From Left) Teri Dres — Drilling Shaft Contractors, Mitzi Baird — currently "available", and Suzie Oliver — Dallas Convention/Visitors Bureau.

morning program had lost its luster.

As a meeting management person, I learned some important lessons. There needed to be a pre-established communications link between an informed hotel staff member and the convention general chairman. The hotel staff had lots of concerns, for sure. But some five hundred people had spent a great sum to be together and if the right information ("please exit, stay on the Jones Street side"; or "this is a false alarm") had been available and if a speakerphone or lobby PA system had announced the all clear, a meeting could have been saved. I've never had a "Plan B" for being run out of a convention room. I'm sure going to have one now. I hope my facilities suppliers will have a well equipped plan too.

FOUR SEASONS MANDALAY

There simply isn't anything finer than a good meal in a good property. One of the great advantages of being in the Dallas/Ft. Worth MPI is seeing facilities at their best. Several times in the past year, local facilities have benefited from my recommendation to others based on MPI exposure. The Four Seasons Mandalay is a happy addition to our area.

G.E.

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