



Current

THE PROFESSIONAL
SOCIETY FOR THOSE
WHO MANAGE MEETINGS

MESSAGE FROM THE PRESIDENT

Sally Gibbons

The new year is upon us and many challenges appear daily. A few candid "poetic" thoughts...

"The Year of the Meeting Planner"...
You hear them say...
As they begin to sell today.

"We're way off forecast
We're oversold
The projectors broken
The rooms are too cold"

But tell the planner, "All is well"
Just book that group
Or you'll get H---!

Some phrases heard in '83,
"We're better than we used to be."
"We'll comp your room, reduce group rates,

We'll buy you dinner and juggle your dates."

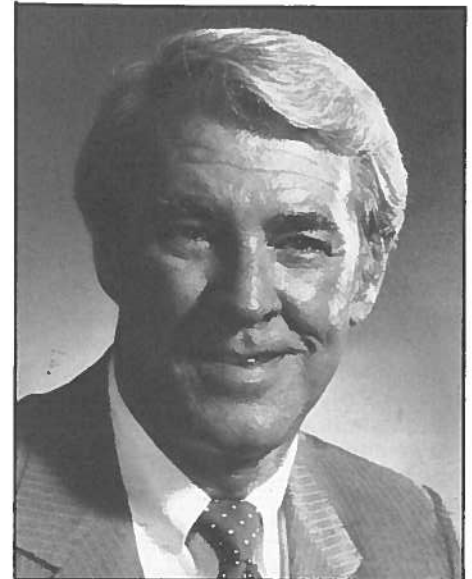
You can site inspect 10 times a year...
We'll provide each guest a case of beer.

We NEED your group,
We NEED your money,
We think your bosses jokes are funny.

Just meet my quota!
Please book my place!
I've got fifty thousand square feet of space!

Don't get me wrong...
The space is *tight*
Each date you've chosen
Has been a *fight*.

But, I've worked it out...
It's taken time
Hey, afterall, we're on *your* dime.



JOE NICHOLSON

JOE NICHOLSON TO SPEAK AT OUR JANUARY MEETING

by Jerry Swiggart

Our January meeting is set to begin at 4:30 p.m. on January 27 with a site inspection of the new Marriott DFW/North. For those planners and other interested members, the tour of the new property should prove very interesting.

The cocktail reception begins at 5:30 p.m., and at 6:00 p.m., Bob McCarthy, Regional Director of Marketing, Marriott Hotels, will speak to us on hotel trends.

After our business meeting and dinner, Mr. Joe Nicholson of Dale Carnegie will speak to us. His topic is "The Medicine Man."

Mr. Nicholson has motivated and enthused audiences throughout the country. The president of a very large insurance company wrote to the

President of the United States telling of the qualities of Mr. Nicholson. He stated in his letter — "his speaking ability can only be matched by a handful of men in this country." He is a great speaker — he is a dedicated American.

This success-minded salesman, executive and community leader has the rare ability to pass on to others his inspiration, enthusiasm and motivation. He is Past-President of the Dale Carnegie Sponsors Association. He is President of Joe Nicholson and Associates, presenting the world famous Dale Carnegie Courses in Dallas, Fort Worth, Central, North, and East Texas. During the time he has been associated with the Dale Carnegie Courses, he has spoken to many

national conventions throughout the United States.

As an associate sponsor for the company, he received all possible production honors, including the very prestigious Dale Carnegie Presidents' Club, achieved by only six sponsors in the entire world.

This ex-marine combat veteran of the Korean War has held membership and offices in many social organizations and professional organizations, including Lions, Jaycees, Veterans of Foreign Wars, Sales and Marketing Executives. He has been active in working with boys, as head coach of a championship football team. He is a member of the International Platform Association,

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



Patrick O. Dooley — Keynote speaker.



Sally Gibbons, Plaza of the Americas and Ed Jordan, Anatole Hotel.



Dinner — Ole Mexico Style.

FOOD FOR THOUGHT

by Judith Houghton

We tried something new at one of our large receptions at a recent National Association meeting that went over very well. In addition to being tasty and at least as nutritious as most reception food is, this choice gave us an opportunity for an outstanding presentation along with some special showmanship — which always adds to a party.

Tempura.

We offered four kinds, beef, chicken, shrimp and assorted vegetables. These were all assembled (raw) onto long skewers which were then stuck into watermelon halves. The assortment of bright colors, especially the fresh vegetables, made an eye appealing picture.

There were two chefs at \$35.00 each for the entire evening who dipped the food into the tempura batter and then fried them in hot oil at a special station set up in the room for this purpose. The guests watched with interest, made special requests and asked questions like, "Which ones are the mushrooms?" (They do tend to look somewhat alike after the batter puffs up to its golden brown.)

Budget-wise, this turned out to be a good selection for us. Since the "meats" were double the cost of the vegetables, we ordered twice as many vegetables with no problem, since the guests didn't have an opportunity to see how many of what were ordered. As we ran out "on one watermelon" another was simply brought in to replace it. This kept our cost per piece below that of most of our other hors d'oeuvres, an important factor when you are entertaining five or six hundred people.

Because they were steamy hot and had to cool off a little before they could be comfortably eaten, guests tended to eat more slowly, and therefore, less than usual. We did offer other foods, but using the tempura as the "show" we could still have a nice party filling in with some less expensive foods...and in this day of \$2.00 to \$2.50 per shrimp, we definitely have to find alternatives.

No one went hungry and no one complained. In fact, guests were highly complimentary.

There is one slight problem, however, that you will need to keep an eye out for. Some of the people had not seen this sort of thing before and, noticing all of the pretty colors, would take a skewer of raw chicken or such and begin chewing before they could be stopped.

Oh well, made for interesting conversation.



TREASURER'S REPORT

by Brian Hile

INCOME:

Starting balance Dec. 14 . . .	\$6,172.65
December meeting income . . .	<u>1,786.00</u>
	\$7,958.65

BILLS PAID:

Hilton luncheon	-2,541.91
½ profit paid to HSMA for November meeting	<u>- 210.00</u>
Balance	\$5,206.74

BILLS NOT YET RECEIVED:

Four Seasons - Mandalay (estimated)	<u>-2,000.00</u>
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ESTIMATED YEAR END

BALANCE	\$3,206.74
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SPECIAL THANKS

by Jerry Swiggart

First, thanks to all of you who helped with the December meeting. A special thanks to Armin Hooman, Robert Rodrigues and the staff of Cafe Cancun, for hosting our special December meeting. A big OLE! And remember what Patrick O. Dooley said about those idle chit chat and insincere greetings such as "How are you?" "Oh, I am fine." You should come back with your response, "TERRIFIC..." Thanks Patrick, for uplifting our thoughts and sights. Plus, a very warm thanks to Joyce Martin, our MPI Secretary, and Sunbelt Motivation and Travel staff member, for leading us to the handbell choir of which Joyce is a member. Your music was beautiful.

Members, thanks for your contribution of gifts and food to help make Christmas '82 more special to those in need. The First United Methodist Church in Irving was kind enough to distribute those items for us.

MPI HELPFUL HINTS

by Virginia Smock

1. Send out the initial announcement well in advance with a theme which will be carried through in all future mailings. This first mailing should include an early registration discount promotion, as well as the convention discount rate for the hotel. This should be followed by an early registration reminder a few weeks later. A personal letter from a staff member is always a good touch. The registration and response devises must be easily understood and streamlined to avoid any confusion.
2. All communiques from the home office should include reminders of the meeting both visibly and verbally. Including a poster or notepad with a graphic depiction of the theme can be a visible, constant reminder to the prospective attendee. Personal telephone calls can also be very effective.
3. Offering post-convention package trips can also generate more enthusiasm for the meeting. Promote these with the first mailing until the cut-off deadline.
4. As the meeting date approaches, publishing the agenda as well as promoting exciting speakers and educational advantages can prove to be excellent incentives.
5. Another device is sending telegrams to those who will be receiving awards telling them that they will be recognized at this meeting and should attend.
6. To prevent those who plan on departing before the meeting is over, have the final speaker give a tee-up to make them want to stay for the entire presentation. This should be given before lunch on the final day. This proves very effective, since this speaker is usually the most important one on the program. Finally, when planning a large meeting, the key words are: Advance Notice, as well as constant reminders.

IN SIGHTS

by Greg Elam
**ESTABLISHING
THE PURPOSE
OF YOUR MEETING**

Every once in a while a publication contributor gets an idea that just may not fit the purpose of the column assigned to them. Such was my dilemma this month. So I decided to ask the illustrious editor of this deluxe publication for permission to proceed.

He was kind, alert and encouraging (I've known him for a lifetime) and said "do it." Here goes.

It seems to me that there is a relatively inexpensive item that a planner can add to most meeting's plans that help strengthen the theme, inform the participants and compliment the intended "tone" of the sessions.

This wonderous item is a printed program. An attractive calendar of events; a sequencive listing of subjects...and presenters; and a list of attendees. There are lots of shapes and sizes available. One of the most clever is to have the first several pages of a scratch pad preprinted with the program material with scratch paper pages below. Thus everyone has a note pad and also a program — all in one.

A single sheet folded to be a "pocket-size" piece works wonders. We used such an item recently. We found some art (or symbol) that had been used before and tied it into our theme. We listed all invitees, and gave the full program of subjects, presenters, and times for meals.

There must be a thousand ways to come up with a printed agenda that looks planned, polished and professional. Aren't those three "P's" important image objectives for your company? If you have a great many meetings and/or many last minute changes, don't cop out by saying that "we don't have a chance to do something nice...so we just type something." You can pre-design and pre-print a "shell" — company name, general theme, some art or some color. Then you can xerox or overprint your last-minute and up-to-date program on the shells that sit ready for you to use.

We all know a meeting is more than just a meeting room. Surely it is also the content...the program. Are you making that part look good also?



Happy door prize winner.

BIO-LINE

by Bill Mitchell

J. Phillip Cobb — Planner
Manager, Sales Training Program
FRITO-LAY, INC.
Frito-Lay Tower, #1029
Dallas, Texas 75065
(214) 353-2177

Phil is a former professional baseball player with the California Angels, and has been meeting planning for the past eight years. Originally from California, Phil has been with Frito-Lay for one year.

Vicki S. Dodson — Planner
Project Coordinator
GREAT AMERICAN
RESERVE INSURANCE
2020 Live Oak
Dallas, Texas 75221
(214) 655-7227

Vicki has been meeting planning for three years and devotes 10-15% of her time working along with Greg Elam in planning national and regional meetings. She is single and a native of Ft. Worth.

Kenneth G. Kalish — Supplier
HYATT REGENCY
Dallas, Texas 75207
(214) 651-1234

You may know Ken from the Sheraton or the Regent Hotels. Originally from New York City, he and his wife, Alicia, moved here three years ago when she transferred with American Airlines. They have a new son, Matthew, three months old.

Mary M. Ronchetto — Supplier
Sales Manager
SERENDIPITY TRAVEL
611 Ryan Plaza Drive, #144
Arlington, Texas 76011
(817) 265-4211

Mary's boss, Joe, says "you can catch her here from Monday to Thursday working hard as my Sales Manager". Mary takes Friday off to ready her household for a weekend with her children and husband, who is Vice President of Shoreline Products.

Albert E. Wiggins — Supplier
Senior Vice President
BAUER AUDIO VIDEO, INC.
607 W. Mockingbird Lane
Dallas, Texas 75235
(214) 630-6700

Al, a retired officer stationed at Andrews Air Force Base, flew in the communications plane that followed Air Force One. He started with Bauer in New Orleans and became Senior Vice President in July of 1982.

BYE-LINE

Nancy C. Alles — Supplier
Sales Manager
HYATT REGENCY
Dallas, Texas 75207
(214) 651-1234

Nancy was promoted to the new Hyatt Hotel in Orlando, Florida.

OFFICERS

President	
Sally Gibbons	747-7222
Vice President Membership Involvement	
Pat King	630-8900
Vice President Programming Education	
Jerry Swiggart	429-3803
Vice President Administration	
Rosemary Hall	634-4080
Vice President Finance	
Brian Hile	747-2011

BOARD OF DIRECTORS

Ellen Beckert	634-9060
Bruce Jaster	353-7187
Marilyn McGuire	980-5482
LaTrelle Smart	817-870-1000
Harmon Hodge	931-0020

INTERNATIONAL DIRECTORS

Greg Elam, Planner	655-7285
Harmon Hodge, Supplier	931-0020

MPI/DFW CURRENT

Bill Boyd	258-0210
Committee Chairperson — assisted by Joyce Martin of Sunbelt Motivation & Travel	
Greg Elam	655-7285
Editor — assisted by Jan Beaty of Great American Reserve Insurance Company	

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MARK YOUR CALENDAR

MPI Meetings for next 6 months
(Subject to change)

January 27 — 6:00 p.m.

Marriott DFW

Two 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

Woodcreek MPI Retreat

Sponsored jointly between

Houston, Hill Country and

Dallas/Ft. Worth Chapters

May 26 — 11:30 a.m.

Location to be announced

Luncheon

June 23

The Registry Hotel

Time to be announced



MPI NEW YORK FALL CONFERENCE HAS RECORD ATTENDANCE

Over one thousand MPI members attended the fall educational conference in New York City, December 5-8, 1982, breaking all records for attendance at any previous fall conference. The Dallas/Ft. Worth chapter was well represented with over twenty attendees. The closing banquet was held on Tuesday evening, December 7, at the Grand Hyatt Hotel. Pictured are some of our chapter members who attended the closing gala event. From left to right: Jerry Swiggart, United Fidelity Life Insurance Company; Marilyn McGuire, Texas Credit Union League; Bruce Jaster, University Computing Company; and Suzie Oliver, Dallas Visitors Bureau.

FROM THE EDITOR

Greg Elam

WHAT ONE PERSON CAN DO

A thought for 1983

Meeting planners are among an elite and privileged group of citizens of the world...because they can affect the lives of others. They deal directly with people; with their comfort, their well-being, even their dreams and aspirations. Their efforts can alter others' ambitions and certainly can invade their comfort zone in direct and immediate ways. Most "jobs" cannot. Think of your own company and consider how few functions actually "touch" clients or customers in a personal way.

Does it matter? You bet your sweet bippie it does. Consider that you do shape and directly or indirectly affect

several days of some specific peoples' lives. You actually do — right? What is transportation, lodging, food, motivation, inspiration, presentation, enjoyment, challenge, et al, if it isn't affecting other people? Of course it is.

Okay, so what? My dear friends, that is what a worthwhile life is all about — helping, assisting, encouraging, guiding, smoothing the way for others. You see, most people work full time taking care of themselves (and some do a mighty poor job of it). How much better they will be if your professionalism got behind them and helped them also.

There will be cynical citizens reading this message that will believe it to be hogwash. Those poor people will either be ignorant of their rare talent or selfish to the point that their career has or will soon plateau. Nobody long succeeds by only taking care of themselves. We neither live in a vacuum nor can we thrive without the helpfulness of others.

Give yourself away

How can you, a committee of one, really do something worthwhile? Let's take a "given" — one fact upon which both of us agree — that you presently do your job well, I'll give you that as a fact...if you are willing to accept it. But my point goes way beyond your job.

Because of your job, your background, your careers' experiences, you have special talents — special abilities. You can organize and coordinate. You can and do position a meeting in such a way that it will have many reasons to succeed — reasons not fully recognized by others except that they admire your results.

My plea is for you to take your acquired skills and offer them to others — free. Be it a church, a charity, a handicapped acquaintance, a school, a hospital, a neighborhood, a choir, a group of restless youngsters, a home for the aging, a city — you should take yourself and your talents to them and give of yourself.

Silly? Corney? Let me try and make you a believer. Some years ago, a friend of mine read a book. As I recall, it was titled "Giving Yourself Away". The author told of having a hobby of coming up with ideas and sharing them — free — with whoever might use them. This man was an advertising type that had lots of unique ideas that could not all be used by his clients and so, if not a competitor, he'd share something he would enjoy seeing being put to use. He tells in his book of traveling from Chicago to New York City in the 30's on the super deluxe, famed Twentieth Century Limited express train. Actually, there were two matched trains, painted blue. They were the finest in our nation. One left New

(Continued on back panel)



"The Carillon Belles" — First United Methodist Church, Irving.



Lesley Meyer awards door prizes.

And lastly, and hopefully not forgetting anything, let us hear the APPLAUSE again for all of our members and their companies for their door prize donations. The prize list was endless, with something for everyone, from ballpoint pens, cosmetics, umbrellas, flight bags, cameras, many dinners, hotel lodging packages, clothing, wine, etc. Too many to list. Thanks all, MUCHAS GRACIAS.....

DECEMBER MEETING RECAP

by Jerry Swiggart

Cafe Cancun, Caruth Plaza, what a great setting for our December MPI Chapter meeting. Were you there??? 107 members and guests were thoroughly entertained. From the famous frozen margaritas, to the puff tacos, tostados, guacomole, cheese enchiladas with chili, rice, beans, and pralines, and on to our numerous door prizes, then came Patrick O. Dooley's motivational remarks, and topped off with the beautiful handbell music from the First United Methodist Church - Irving, and our own caroling...WHAT an evening!

INNER VIEWS

by Janis Johnson

"AV...NOT JUST ANOTHER VIDEO GAME"

The "in-game" to play is the "video game"...Pac-Man, Miss Pac-Man...you name it, and you'll see it in airports, entertainment centers, hotels.

To meeting planners and suppliers, the "video game" has become an exciting media for meetings and conventions. And there's a new "Chip" in town for some innovative ideas about audio-video. Mr. Chip Bauer, that is, of Bauer

Audio-Video, Inc. in Dallas.

It was my pleasure to have met Chip Bauer at a recent MPI meeting and again to chat at length with him at a social function and at Bauer's new corporate headquarters. What a delightful person he is! I found myself so full of questions about the "Wide World of A-V", and Chip was very enthusiastic about answering my queries.

He told me of the dramatic changes he and the rest of the local AV industry have experience since the early days of the simple manual slide projector. Today there are complex video tape and teleconferencing techniques that can be selectively used to produce a memorable and profitable presentation. Other capabilities available to a meeting planner are the "corner-to-corner technique" room set projection which enable a speaker to present thoughts to the audience with much less distractions from the continuity of the program. The Speaker Ready Room to allow speakers to preview and, if desired, tape their presentation in a quiet atmosphere (how many times have you, as a speaker, wished for a quiet place to rehearse a speech!) The autotutorial technique is a method with multi-learning stations to be set up for programs such as continuing education, widely used by the medical profession.

The thing that impressed me most about Chip was his personal attitude toward the audio-visual industry — so positive and progressive. So full of ideas and enthusiastic steps to be taken to generate up-to-the-minute planning in this growing field. As he so graciously took me on a tour to explain some of the new equipment available, I learned there is so much to *be learned* about this most interesting and fast-moving field.

And Chip is right there as a leader with the company, with the industry. He

radiates a personal satisfaction of the contributions made by him in the implementation of planning and design techniques with client companies. He is proud of the reputation he has helped build in the area of audio-video that maintains a high standard of quality and performance. I liked the family heritage he spoke of so highly and his integrity.

It was a privilege to meet someone so alive who enjoys what they are doing. Many wishes for success in the New Year!

HEARD ON THE STREET

by Bill Boyd

Greg Elam's company has changed its name and telephone number. It was formerly JCPenney Life Insurance Co. and is now Great American Reserve Insurance Company. The new telephone number at Greg's office is 655-7285.

Charlotte St. Martin has received a nice promotion She is now Regional Sales Vice President for Loews.

Ellen Beckert has been promoted to the Freeman corporate staff. Her new title is Director of Corporate Planning.

John Jefferds has moved from the Lincoln Radisson. He is the new Sales Manager for the Wyndham Hotel in Dallas.

Sally Gibbons, our MPI President, has been named the new Director of Sales for the Plaza of the Americas. She was formerly the Sales Manager there.



...NICHOLSON

which is an organization of distinguished and dedicated people, holding on its membership roster such names as Franklin Roosevelt, John F. Kennedy, Lowell Thomas and many distinguished Americans.

Mr. Nicholson, due to his many accomplishments has had the honor and distinction of being included in the distinguished "WHO'S WHO."

He will definitely be a highlight of our January meeting, so please give him your support by attending.

York City in the evening and would arrive at Chicago at breakfast time the next day as the travelers got out of the pullman beds. The other train (you guessed it), would leave Chicago at night and chugg toward New York City.

This man wrote to the New York Central Railroad and asked where the trains met each evening — where did East meet West? Sometime later, he got an answer. Then he wrote back suggesting that a painting be made of the evening meeting of the Centuries and that it would make an interesting calendar. Such a painting was made, and if you're old enough, you'll know that it became the most famous calendar of the thirties and war year forties...because someone worked at offering an idea for nothing. So what? Well, remember that I said a friend of mine read this book? In a very terse brief way, let me tell you about what my friend has done since reading this book: served locally and on the state level for a major health service organization, changing it

since he knew how to put things together better; and when the National Organization of this "charity" had a major advertising program collapse because the movie star being featured became involved in a scandal, he came up with a new theme that covered bill boards across this country and graced the back of more than a million calendar cards...and that theme still shows up some 15 years later; developed a new money sollicitaiton program for a major hospital to help assure services when needed the most; took over the communication challenge of the regional area for a national recreational group that needed more membership commitment to a disabled children's fund drive and more than doubled the results...to everyones' delight; reorganized a church sustination drive, got others involved, and through a series of meetings, caused the largest increse in pledges in the history of the congregation; participates on an annual basis in a series of workshops for entry level employees across the nation on meetings, motivation, communications and "giving yourself away". One person, one job at a time, free.

Be yourself

But what can you do? Just be yourself and be darn proud of it. Nobody else is exactly like you (isn't that neat!). Take of yourself, move to areas of interest that attract you. Don't expect them to request great things of you. You must first serve in routine ways before you know how to serve better. But your chance will come, it really will. Perhaps no one else will know of the important part that you will play, but in it all, there

will be a "silent victory" — one that you will know you alone caused to have happen. You'll walk a little taller, grin a great deal more, breathe fresher air than before and then you'll know why you needed to serve others...you needed it for yourself.

