

Current

JUNE, 1983

THE PROFESSIONAL
SOCIETY FOR THOSE
WHO MANAGE MEETINGS

MESSAGE FROM THE PRESIDENT

Sally Gibbons

Involvement, involvement, involvement!!! I seem to always be preaching the same old song, but this time the need seems to be greater. With the new officers having been elected and my term rapidly coming to an end, it *does* seem more important now to have an active chapter membership. Perhaps it is an ego matter to me in that I, hopefully, inspired new members or non-active members to want to get involved in the chapter and take a leadership role in M.P.I.

Yes, I got involved almost as soon as I joined M.P.I. four years ago. I started serving on the program committee and in a few months was the program committee due to a job transfer for the Vice President-Programs. I have learned a lot in the few years of my membership that can be applied to my work and personal goals. There were disappointing times when people let me down and times when I did not make myself clear on what needed to be done...and the good times of watching the officers and their committees prove themselves successful in their endeavors.

Get involved now in something you know you can be an asset to (and only *you* know!)...or join in and learn something now that might benefit your company or organization. There can never be too many helping hands or minds. Be a real member of the Dallas/Fort Worth chapter and get involved. We have even enclosed a handy form just for you to let us know.



JERRY SWIGGART TO HEAD D/FW CHAPTER

by Bill Boyd

At our regular meeting held in Ft. Worth on May 26, the election of officers for our 1983-84 year was held. Jerry Swiggart, meeting planner for United Fidelity Life Insurance Co., was elected president. Jerry has had many years active involvement with the local chapter including the position of Vice President-Programming this past year. Jerry and all the other officers were elected by acclamation. The other officers elected that will serve the year under Jerry's able direction include:

- VP-Membership
Brian Hile/Wyndham Hotel
- VP-Programming
Ellen Beckert/Freeman Companies
- VP-Administration
LaTrelle Smart/Americana Hotel
- VP-Finance
Rosemary Hall/Mary Kay Cosmetics
- VP-Public Relations
Paul Iacovino/Hyatt Regency
Dallas

FOATWUTH WE LUV YOU

by Jerry Swiggart

Was that a fling, or was it???? Those of you missing our last MPI meeting at our Ft. Worth Showcase really missed one of the most enjoyable and entertaining MPI functions in a long time. 101 adventurous people did enjoy!

Many, many thanks are needed to all of those who participated in the making of our Ft. Worth meeting a success. Hopefully the following will catch all of the participants. When anyone of you come in contact with these people or places, let them know of your appreciation and enjoyment.

First, a super thanks to the Ft. Worth Committee composed of Pat Smith and

The new Board of Directors, in addition to the above officers, also elected on the same evening, are:

- Virginia Smock Avacare Cosmetics
- Teri Dres/Associated Drilled Shaft Contractors
- Bill Beaty/Lone Star Life Insurance
- Lesley Meyer/Sunbelt Motivation and Travel

The nominating committee did an excellent job in choosing our chapter's leaders for the forthcoming year. All of them deserve our support as they strive to make the next year the best ever for our chapter. Jerry Swiggart has some outstanding ideas for growth and supported by such an able staff he should have a banner year. Congratulations to all the newly elected officers and board members.



Tim Hemphill - Ft. Worth Convention and Visitors Bureau; Lisa Campbell - Hyatt; LaTrelle Smart - Americana; Tom Gensler and Susan Winters - Hilton; George Bray - Billy Bob's; Omni Theater; Kenna Balch - Granada Royale; Liz Stuart - Graylines of Dallas, and Pat Kelley and Jeanne Duket - Special Arrangements. Plus many others behind the scenes who assisted in hosting MPI.

From the complimentary drinks at the Granada Royale, to the Longnecks on the Grayline buses, to The Legend of The Sleeping Panther at the Omni Theater, then the excellent food and drinks and entertainment at those great Ft. Worth Hotels: Hilton, Hyatt, and Americana. Then for those late owls on

(cont'd back pg. see...FOATWUTH)



Tim Hemphill of the Ft. Worth Convention and Visitors Bureau explains to the members what great things are in store for the evening in Ft. Worth.



Harmon and Betty Hodge and Becky Elam (wife of Greg Elam) board the Ft. Worth Trolley for transfer between hotels.



Sally Gibbons and Ellen Beckett enjoy a "cool one" at the Granada Royale before boarding the buses for Ft. Worth.

FOOD FOR THOUGHT

by Judith Houghton

Last week I was at "The Meeting Place," St. Louis, for a "survey meeting" (same as our "site inspection") for the next Miss Universe formalities which will take place in the same city at the same time as M.P.I.'s big conference there.

I mentioned this coincidence to some of the city officials who were showing us around and you should have seen the smiles! They are very proud to be hosting M.P.I. and told me that as a matter of fact, M.P.I. will be hosting the contestants one evening at a special reception.

Since I am fortunate enough to be choreographing my seventh Miss Universe Pageant and telecast, I have by now caught onto a few things (about what one might expect when meeting about eighty beautiful young women from that many different countries all over the world) which I would like to share with those of you who will be in St. Louis at that time.

First of all, only about a third of them will speak fluent (or any) English. But you can have some delightful "conversations" with the girls by both of you making attempts at one another's language. (They will have had more practice at this than you by the time you meet them.) Don't get your feelings hurt, however, if the whole time you are trying to be a charming American host or hostess, representing the best of our country for these foreign guests, they continually chatter with someone else and seem to ignore you (despite your charm). Most likely, she is getting an interpretation of your wit and charm from a chaperon or one of the other girls, some of whom speak up to seven or eight languages.

If you should have the opportunity to assist any of the contestants at the buffet table, be prepared to have Miss Israel ask, "Is it pork?" and at the same time for Miss India to inquire, "Is it beef?" And then there are the many girls from tiny islands or remote parts of the world who will simply want to know, "What is it?"

As I have found it to be, it can be for you a wonderful time of learning more about the many different cultures that make up our world — the different tastes in food and clothing, the wonderful customs of the various countries — even the very different standards of beauty.

Though my work does not permit me to attend the Conference, which I really would like to do, perhaps I'll see some of you there.

Just promise me one thing — *Please*, even if well-meaning, avoid saying anything such as, "you look lovely tonight, Turkey" to "Miss Turkey, if even one American is within hearing distance. It might not only show the difference in cultures — but your lack of it.

*NOTE: The young ladies are identified only by banners bearing the name of the country they represent. Therefore, Miss Turkey (whose real name may be very beautiful) wears a banner which reads simply, TURKEY.

NEW SOURCE BOOK ANSWERS MEETING PLANNERS QUESTIONS

What's a Planner Worth? The Future of Resort Meetings. Speaker Selection. Theme Power. Who Says It's a Buyers' Market? These titles and hundreds more are listed in the just published 6th edition of the SOURCE BOOK FOR MEETING PLANNERS, a selected

bibliography compiled and printed each year for us by Meeting Planners International in Middletown, Ohio.

The SOURCE BOOK lists books, directories, pamphlets, and magazines currently available through direct order or bookstores. Many of these publications are displayed at the MPI Annual and Fall Conferences in the MPI Traveling Resource Library.

Included in the SOURCE BOOK is an index to selected 1982 periodicals important to the industry such as Health Care Conference Planner, Insurance Conference Planner, Meeting News, Meeting Place, Meetings & Conventions, Meetings & Incentive Travel, and Successful Meetings.

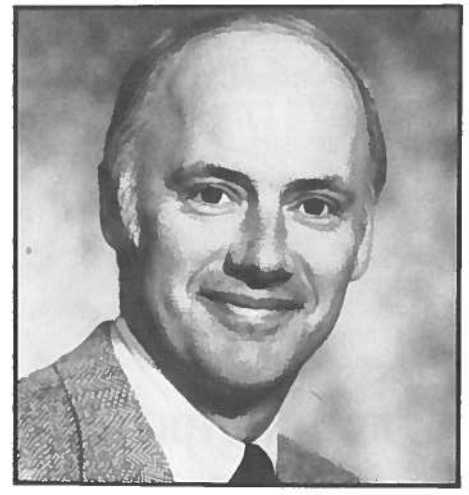
The new edition of SOURCE BOOK FOR MEETING PLANNERS will be sent to all MPI members without charge as one of MPI's continuing membership services. Additional copies are available at \$10, the price to nonmembers of MPI.

Collections of meeting planning publications and materials are sponsored and maintained by MPI's regional chapter in Denver, Colorado, the Rocky Mountain Association of Meeting Planners International. Ruth Ann Zook, an MPI member, is the Meeting Resources Coordinator.

For further information on the 6th edition of the SOURCE BOOK FOR MEETING PLANNERS, contact MPI, 3719 Roosevelt Boulevard, Middletown, Ohio 45042, telephone 513/424-6827.



Doug Heath — Executive Vice President of MPI and **Bob Hamilton** the Texas Hill Country Chapter's first president.



Terry Chapman, Ph.D. — Manager of Education, MPI.

MPI CHAPTERS NOW NUMBER 31

The Texas Hill Country Chapter is the newest chapter organization in MPI, our 5500-member worldwide association of professional meeting planners and suppliers. The Chapter's regional area ranges from Austin to San Antonio.

The Texas Hill Country Chapter is the 31st chapter formed in the eleven-year old MPI association, and the third chapter in Texas, the first state to have three affiliates. Other Texas chapters are the Houston Area Chapter and our own Dallas/Ft. Worth Chapter.

"Growth of chapter organizations benefits individual MPI members by providing continual professional educational opportunities close to home," said Doug Heath, MPI Executive Vice President, at chapter installation ceremonies. "Members can focus on their own specific needs and tap experts among their peers for assistance quickly and sometimes on a one-to-one basis."

Newly installed officers of the Texas Hill Country Chapter are President Robert H. Hamilton, National Spa & Pool Inst., San Antonio; Vice President-Membership and Involvement Edward J. Parnell, Non-Commissioned Officers Association, San Antonio; Vice President-Finance Becca Price, Local Arrangements, Inc., San Antonio; Vice President-Communications and Administration Dianne E. Carminati, Texas Soc. of Assn. Executives, Austin; Vice President-Programming and Education Jackie Browning, Texas All Market Assn., Austin. Other members of the Board of Directors are Joel Hueske, Hilton-Austin; Kathy Couch, Hyatt Regency, San Antonio; Carlisle A. Pearson, Texas Bankers Association, Austin; Judith Noer, Wide-Lite, San

Marcos; and Alice Vargas, San Antonio Convention & Visitors Bureau.

"Future plans for the new Texas Hill Country Chapter include a state-wide, tri-chapter meeting with our chapter and Houston (recently put on hold for a future date). The state-wide meeting will be the first of its kind for MPI, and recognizes industry trends towards smaller, regional meetings to cut travel and time-away expenses in corporate and association meetings," said Bob Hamilton.

HEARD ON THE STREET

by Bill Boyd

Rosemary Hall is enjoying her new position at Mary Kay Cosmetics. Previously Rosemary was with Zale Corporation.

Greg Elam has now recovered 100% from his recent hospital bout.

Joyce Martin continues to recover from her operation and is expected to return to her duties in three weeks.

Vicki Dodson has just returned from a very interesting trip to New York.

Anne Lawrence has moved to Baton Rouge to the Regional Sales office of Granada Royale Hotels. Anne was previously with the Adolphus Hotel.

Brian Hile is the new Director of Sales and Marketing for the Wyndham Hotel in Dallas. Brian was previously with the Dallas Hilton.

Jeanne Parker is the new Director of Sales for the Dallas Hilton Hotel. Jeanne has been with the Dallas Hilton for a number of years in a sales capacity.

Scott Walker continues to recover from an accident sustained at the Tennis Championships.

MPI NATIONAL APPOINTS EDUCATION MANAGER

Terry Chapman, Ph.D., will join the staff of Meeting Planners International as Manager of Education effective June 1. The appointment was announced by Douglas A. Heath, Executive Vice President of the 5500-member professional society of meeting planners and suppliers.

"We are very happy to have a person of Dr. Chapman's background on board. His appointment is the first step toward making MPI's educational program what it should be," said Heath.

Dr. Chapman will be responsible for the educational curriculum of the Basic, Intermediate and Advanced Institutes, the regional one-topic seminars soon to be implemented, the educational content of the Annual and Fall Conferences, and coordinating the industry move toward an accreditation program.

Dr. Chapman comes to MPI from the University of Missouri Hospital and Clinic where he was responsible for educational and management consultation to professional services departments. As training coordinator, he assessed management and staff training needs and designed the appropriate programs.

He holds a master's degree from Springfield College, Massachusetts, a bachelor's degree in sociology from the University of Maryland, and a Ph.D. in adult education from the University of Missouri.

Dr. and Mrs. Chapman and their two sons will relocate to Middletown, Ohio, headquarters for Meeting Planners International.

HELPFUL HINTS - MOVING ON - TRANSPORTATION

by Patty Watson

Transportation is vital and expensive. Because of these two very important facts of life, a planner is wise to maximize his/her transportation but simultaneously minimize costs. Whether a simple trip to an event or an elaborate dine-around is planned, coordination and expert logistics are required.

For simplicity's sake, listing suggestions seems the most appropriate.

1. Cheapest, or what appears to be cheapest, is not always so. If buses are lost and people are inconvenienced the "savings" are very costly.
2. Without sounding commercial, please consider using or at least consulting a ground operator. Ground operators, in many cases, save you enough in dollars and sanity to absorb their fees.
3. In lieu of ground operator's services always place a host or hostess, familiar with the itinerary and equipped with a route sheet, to escort each bus. Provide this escort with, in addition to a route sheet, a list of pertinent phone numbers and contact names...bus company, destination and emergency transportation desk, if provided.
4. More than three buses necessitate a transportation monitor. Also check transportation company to determine whether their equipment is radio monitored in case of emergency breakdowns or passenger problems.
5. Alert passengers to always board the same bus, if possible. Urge them to write down the bus number and the escort's name. Color coding is also effective. In the event of lost articles or forgotten belongings, this information is invaluable.
6. If you are providing refreshments on your vehicles, always provide receptacles for disposal purposes.
7. Make sure escorts account for *all* passengers. Do not rely on hearsay. The passenger you leave will invariably be your president or other important dignitary.
8. When tours or information is part of the transportation "experience" be sure to *order* and *inspect* microphone systems. Checking the air conditioning and ventilation systems is also mandatory.
9. Most transportation is based on 3 to 5 hour minimums. Once the minimum is passed, hourly rates go into effect. Also remember, you are charged from the time the equipment leaves the garage

until it returns to the garage. To cut expenses, do not hold extra equipment any longer than necessary and for the comfort of your passengers, and a savings to you, provide early returns to the point of origination, providing buses are full, and dismiss the equipment or re-use it to shuttle, which requires fewer buses anyway, providing distances are not too great.

10. Always load your buses to the maximum comfortable capacity. Empty seats represent lost dollars...but overcrowding means angry and uncomfortable guests.

Hopefully, some of these tips will save you dollars and sense. There are many other suggestions, with regard to double using shuttles for special programs and so forth, but space does not allow.

Unfortunately, transportation is a necessity and an expensive one. Also unfortunately, your attendees take it for granted, not realizing the large expense involved. Bus transportation, in the past, has been synonymous with cheap transportation. No more; and when service is mediocre or bad you will hear about it. When someone is stranded or has stood in the rain or snow for thirty minutes, he would not complain that his convention registration could have been \$5.00 higher to provide more efficient transportation. At that point, the person would pay anything to get his hands around your neck. Consider beefing up your transportation budget in determining your convention registration fee. But if you do beef up the service, people appreciate honesty, and an explanation would be an honest gesture on your part.

JUNE MEETING PLANS

by Jerry Swiggart

Mark your calendar for June 22, for an evening meeting at the uptown, North Dallas location, The Registry Hotel. No, this is not a date error; June 22 is a Wednesday, not our usual fourth Thursday date. Because of a possible conflict with the opening of TSAE that Thursday in Ft. Worth, we moved our date ahead one day.

Our tentative agenda for June 22 is:

- 0pm - Registration and hotel site inspection
- 7:45pm - Hosted welcome cocktail reception
- 8:15pm - Dinner in the ballroom
- 9:15pm - Program and kitchen tour
— Pedro Prado, Director of Convention Services, The Registry
- 10:00pm - Break
- 10:30pm - Malachite Showroom seating
- 11:00pm - Performance by "The Spinners"

Please plan on attending, and bring a guest, friend or spouse. Better still, bring a new prospective MPI member to this Main Event. See you there.

...FOATWUTH

to Billy Bob's Texas. Thanks again one and all.

Planners, remember Ft. Worth when you are working on your up coming meetings, whether you house your attendees in Ft. Worth or not, there are many optional tours and attractions for you to look at for your people, just 30 miles to the East of Dallas.

Foatwuth, we luv you.....

FROM THE EDITOR

Greg Elam

DOING YOURSELF A FAVOR

Do you enjoy your job, your take-home pay, work? Isn't it pathetic if you answer "no" — or even "maybe not"? What don't you like? Can you actually name it? (Now come on, don't build a long list, I mean — wow. Let's not destroy a good thought before you even hear it.)

Most of us do not like something about our job. Honest. But there-in lies an interesting opportunity. Have you noticed that you do well those things you enjoy doing. Right. (Isn't it easy to put first things first. The problem is that it is awfully hard to put the next thing next.) But the key word in doing well those things you enjoy — is the word enjoy. Therefore, consider a solution to your dissatisfaction. Find a way to enjoy the unpleasant tasks. It can be done. Set your sail to either overcome your distaste, or creatively alter the problem or find a way to "gain on" the problem. If you don't set out to find enjoyment in the area of your job you dislike, the feeling of annoyance will gain on you. You certainly owe it to yourself to make your career more pleasant, don't you?

Don't sit there and say there is no solution "cause that really only means you haven't succeeded in developing a solution. If it is a person — find a reason to visit them, discover them or relate to them. You certainly don't have to like everybody but you can appreciate them, value them or assist them.

If your hangup is some chore you'd rather not do, is it an embarrassment, a skill failure or a lack of confidence? All of those are solveable by you, easily.

But what if it is a more major obstacle? Well then, darn it, find ways to have victories. Little victories at first, perhaps, but steady, improving victories. You'd be amazed at how much nicer it is to do something if you feel some success in having done it.

Don't do yourself in — do yourself a service — find enjoyment in your daily work.

* * * * *

Ideals are like stars — we can not reach them but we profit from their presence. Sometimes a person is judged by what they look for, not by what they find.

MARK YOUR CALENDAR

(subject to change)

June 22 (Note this is a Wednesday, and not a Thursday evening.)

The Registry Hotel - dinner show "The Spinners"

July 28

6:00 p.m. Plaza of the Americas dinner and Installation of Officers

August

No meeting — vacation month

September 22

The Melrose Hotel
Details later

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Jerry Swiggart 429-3803

Vice President Administration

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Vice President Finance

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