



MESSAGE FROM THE PRESIDENT

Sally Gibbons

"Catch the Spirit" and meet us in St. Louis! The 1983 Annual Conference is picking up steam with pre-registration topping last year. For those of you who are not familiar with the MPI Annual Conference, it is a fun and exciting way to increase knowledge of all aspects of meeting planning. This year, the educational workshops will be geared for beginner, intermediate, and advanced planners — something new and certainly more beneficial to every participant. You may be a pro in some areas, but a beginner in others. Now, there is a much better choice.

"Interface" during the annual conference has become a tradition of one on one meetings between a supplier and planner. This year the format has been modified somewhat — one day instead of two afternoons and the planners will go to the computer-selected suppliers they need to see. There have been many comments about Interface, but we are all hoping that this year's session will be the best ever.

Fun and games are in the conference, too! Excellent ideas for theme parties, entertainment, city tours and even a sports event for the entire convention — every minute is a learning experience.

If you have any questions about the Annual Conference June 26-28 in St. Louis, please call me or Meeting Planners International at 513-424-6827. This will be my fifth meeting, and I would not miss the opportunity of learning new ideas and meeting new friends. "Catch the Spirit."

SPECIAL NOTE: For those already registered, there will be a Texas Sport Team with the DFW, Houston, and San Antonio/Austin groups competing as one team against the other chapters.

(cont'd on back...see PRESIDENT)



STEPHEN D. POWELL



CHARLOTTE ST. MARTIN



DWIGHT LOKEN



LUCY ELLIOTT



C. DAVID COUNTIN



LINCOLN H. COLBY

MEETING PLANNERS INTERNATIONAL ELECTS NEW OFFICERS

by Bill Boyd

Our national organization in Middleton, Ohio, has announced newly elected officers for 1983-84. The officers-elect will be installed June 27 at the 11th Annual Conference in St. Louis, Missouri. Stephen D. Powell, Executive Vice President of CCR Inc. — Convention Service, Denver, Colorado, is President-Elect. Powell is a charter member of the Rocky Mountain Chapter, the first chapter organized in MPI. He is completing a term on the Board of Directors as Treasurer.

Vice President-Internal for the 1983-1984 term will be our own Charlotte St. Martin, Regional Vice President of Sales and Marketing, Loews Hotels. Charlotte is past President of our own chapter, and

she currently serves the Board representing the Dallas/Ft. Worth group to the International Board.

Vice President Elect-External is Dwight Loken, Associate Director for the Office Education Association, Columbus, Ohio. Currently serving on the Board, Loken also is President of MPI's Ohio Valley Chapter which covers the triangle region of Indianapolis, Columbus, and Cincinnati.

Lucy Elliott will serve next term as Secretary. Her post as Secretary will mark her fifth year on MPI's International Board as officer. Elliott is Manager-Conference Planning for

(cont'd on back see...OFFICERS)



JIM WESTBURY of Creative Communications Group, shows us how to enhance a speaker's performance with audio-visual support.



PAT SMITH gives us a sneak preview of next month's meeting — a Fort Worth Showcase.



Members **DAVID GISLER** of Freeman Decorating, and **PENNY YOST** of the Dallas Convention Center.

APRIL MEETING RECAP

by Jerry Swiggart

The Dallas Marriott Hotel-Quorum Center is definitely up-town. Our thanks to Director of Sales, Stephen G. Ryan, and all the staff at the Marriott Quorum for assisting us with this April luncheon meeting. Those of you missing the meeting missed your chance at seeing the Quorum in action. We thank those 110 members and guests for their attendance.

Our program, brought to us by James R. Westberry, Chairman of Creative Communications Group of Dallas, was most interesting. It was quite an eye-catching visual show. Jim's visual presentation underscored his point that there is no reason for executives addressing audiences not to take advantage of 20th Century technology to get across their messages. Westberry cited video projection, slide support, music, film clips, laser technology, and other contemporary visual devices as being available for company presentations. He cited examples of exciting and dramatic presentations to audiences which can be the high point of the executives' presentations.

Thanks Jim for a most visual and informative program.

TREASURERS REPORT

by Brian Hile

Balance 4/28/84 \$4,243.48
(April banquet bill still outstanding.)

MAY FORT WORTH SHOWCASE SET

by Jerry Swiggart

You must not miss our next MPI meeting, May 26. Come on and "tie one on in Footwrth!" With coordinating efforts of Pat F. Smith and the Fort Worth Convention and Visitors Bureau and participating establishments, our MPI members and guests are in for a real treat.

Plan now to be there and bring a guest. In store for MPI that evening of May 26 are numerous events. Dress western if you like.

- 5:00 PM Meet at Dallas Granada Royale for registration, and traveling cocktail.
- 5:30 PM Depart by Gray Line Motor Coaches for "Footwrth."
- 6:20 PM New Omni Theater 360 degree video and sound show on Fort Worth.
- 7:05 PM Welcome "Footwrth" reception at Fort Worth Hilton.
- 7:45 PM Dinner at Fort Worth Hyatt Regency, business meeting and program.
- 9:15 PM Dessert at Fort Worth Americana.
- 10:00 PM Optional visit to Fort Worth Stockyards and Billy Bob's (no cover charge to see The Pointer Sisters).

Your attendance will help make this May Fort Worth MPI meeting a success. More information is in the May Meeting Notice, with RSVP. Join us May 26 for our Fort Worth Showcase.

NEW OMNI THEATER OPENS IN FORT WORTH

by Jerry Swiggart

Omni Theater, the world's largest, most advanced film and multi-image super 70mm theater, opened April 19 in Fort Worth. MPI members and guests attending our May Fort Worth Showcase meeting will get to see first hand the Omni, located at the Fort Worth Museum of Sciences and History.

The \$8.5 million Omni Theater seats 356 and features an 80 foot dome, tilted at a 30-degree angle to the horizon. Viewers feel virtually surrounded by sights and sounds of unsurpassed clarity and brilliance.

The projection room is designed as a high-tech exhibit in itself. Patrons get to look at the theater's impressive projection room which features the 1,200 pound Omnimax projector, take-up film reels that are four feet in diameter, and a quarter-million dollar sound system control panel that covers an entire wall.

MPI members and guests will view the 15 minute multi-image and film presentation on the history of Fort Worth entitled, "The Legend of the Sleeping Panther."



HAVE A FORT WORTH FLING

(Fort Worth Showcase and Progressive Dinner)

MARK YOUR CALENDAR NOW: THURSDAY, MAY 26th!
M.P.I. FORT WORTH MEETING

INNER VIEWS

by Janis Johnson

"Susan Ward Wagner — a Pacesetter in the Futures Market"

Susan Ward Wagner is a name you will want to remember and a new face you will learn to recognize in Dallas. Her accomplishments will not only serve as the torches to light her road to fame and fortune, but they will play an integral part in declaring Dallas a much more influential city as a trading capital in the field of energy.

As President and Chief Executive for the newly-formed World Exchange Commission, Susan is setting in motion the vital plan to begin trading contracts for futures in crude oil, heating oil and unleaded gasoline, and developing a Dallas-based futures market in the energy industry. This will be the first exchange with computerized trading to provide the same knowledge at the same time to traders. If the futures "pits" give you an almost sixth sense about the market, computerized trading may be the "cherry" that records those emotions so the variables can be tracked to capitalize on the percentages in favor of the odds.

Susan Wagner is a unique lady in many respects. It was my expectation to meet someone whose experience and knowledge would more equally match her age. Instead I met a delightfully vivacious and most attractive young woman with a down-to-earth attitude toward her life. Her moral fiber is as strong as her code of ethics, and her direct determination is exceeded only by her feminine charm and sincerity.

Susan is the mother of two very active children and clearly has her business and personal priorities in line. I believe that is one of the main reasons success in her many endeavors has been achieved: She does not compromise what she believes and backs it with an honest appraisal of the facts at hand.

When H.C. Sibley, Gary W. Sibley and Jimmy W. Wolff, founders of the World Energy Exchange, first met Susan they realized she had the credentials to assist in starting a commodity futures exchange in the field of energy. Susan worked for a year as executive director of the Commodity Futures Trading Commission in Washington, D.C. Her past experience as Special Assistant to the Comptroller of the Currency (where one of her assignments was the investigation of the events relating to the silver market in March 1980); and Associate Director of the U.S. Regulatory (where she was responsible for various projects in banking, housing and hospitals).

She comes from a newspaper-oriented

family and has a nose for the futures news.

As I listened to Susan share some "off-the-record" experiences in her life with me, I was deeply touched by a compassionate and human individual whose valuable wisdom and expertise have been borne out of turning some pretty difficult stumbling blocks into stepping stones. These stepping stones became the aces dealt to her by "the Hand of her shoulder". And she knows when to hold 'em, and when to fold 'em!

What her career means to meeting planners and suppliers is a new area of exploration in providing meetings that will attract the energy companies to Dallas and compliment the other markets Dallas is becoming well-known for as being their gracious hostess.

MARK YOUR CALENDAR

*MPI Meeting for the
Next 6 Months
(Subject to change)*

May 26

Ft. Worth Showcase
Meet at Dallas Granada Royale 5:00 p.m. for registration
Depart Granada 5:30 p.m. by Gray Line for Fort Worth
Progressive meeting at the Omni Theater, Hilton, Hyatt, Americana and the Stockyards and Billy Bob's!

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

The Registry Hotel — P.M. meeting with Banquet Manager Pedro Prado and exciting program on "Food and Beverage."

July 28

6:00 p.m. — Plaza of the Americas
Installation of Officers
Mel Hosanshy — "Scope and Trends of the Meeting Market"

August

No Meeting — vacation month

September 22

The Melrose Hotel
Full details later



Jim Westbury's crew demonstrates how live video can dramatize a meeting.

BIO-LINE

by Bill Mitchell

Judy Sandidge
Human Resources
Administrative Assistant
SAM P. WALLACE
P.O. Box 35828
Dallas, Texas 75235
(214) 357-4561

Judy is a native of Dallas. She attended East Texas State University. She plans two managers meetings a year; Spring in Dallas and Fall outside of the area. Judy is also involved with the College Recruiting Program.

Eugene E. Rondeau
National Manager-Company
Meetings and Conventions
American Airlines, Inc.
P.O. Box 61616
DFW Airport, Texas 75261
(817) 355-1212

Gene has been with AA 23 years, starting as a Reservations Agent and he is now National Manager of Company Meetings and Conventions. He has been with a symphony orchestra and had a brief career as a pro baseball player.

Ellen Conatser, Sales Manager
The Melrose
3015 Oaklawn
Dallas, Texas
(214) 521-5151

Ellen has been in Dallas for 20 years which makes her an "almost native." She previously sold electronic telephone equipment and now enjoys the hotel business at the Melrose.

Lindsey Iacovino, Sales Manager
AVW Audio Visual
2241 Irving Blvd.
Dallas, Texas 75207
(214) 634-9060

Lindsey worked in Washington, D.C. for two major hotels, Hyatt Capital Hill and Loews L'Enfant Plaza. She tried personnel in the retailing business but got back into meetings when she moved to Dallas and began working for AVW.

Wanda Williams, Administrative Assistant
American Paint Horse Association
P.O. Box 18519
Fort Worth, Texas 76118
(817) 439-3400

Wanda started with the association part time by helping a friend with her workload. It is now 18 years later and because of growth, she is still not caught up. She's a native of the area and has been meeting planning seven years.

FOOD FOR THOUGHT

by Judith Houghton

Back to back meetings — one for our bottlers, one for our stockholders, one for our sales force — all important and all during the same two week period! Now immediately staring me in the face is another major project, involving much preparation. I found myself thinking, "There's no way!"

Then, as if somebody was trying to tell me something, as I reached into my desk drawer, I accidentally stumbled across this.

We all hit those pressure periods when it seems there will never be a light at the end of the tunnel. Perhaps this might serve as an inspiration at that time when you need a boost.

"IT COULDN'T BE DONE"

by Edgar A. Guest

Somebody said that it couldn't be done,
But he with a chuckle replied
That "maybe it couldn't", but he would be one
Who wouldn't say so till he'd tried.
So he buckled right in with the trace of a grin
On his face. If he worried he hid it.
He started to sing as he tackled the thing
That couldn't be done, and he did it.

Somebody scoffed: "Oh you'll never do that;
At least no one ever has done it";
But he took off his coat and he took off his hat,
And the first thing we knew he'd begun it.
With a lift of his chin and a bit of a grin,
without any doubting or quiddit,
He started to sing as he tackled the thing
That couldn't be done, and he did it.

There are thousands to tell you it cannot be done,
There are thousands to prophesy failure.
There are thousands to point out to you, one by one,
The dangers that wait to assail you.
But just buckle in with a bit of a grin,
Just take off your coat and go to it;
Just start to sing as you tackle the thing
That "Cannot be done", and you'll do it.

*Courtesy of
Everett D. Watson, International Speaker and Management Consultant
Everett D. Watson & Associates
Suite 205, 1840 N. Farwell Ave.
Milwaukee, WI 53202
(414) 271-5430*

HELPFUL HINTS

by Debi A.C. Cantoni

Meeting planning is a big job. You work for months with all kinds of professionals choosing a beautiful hotel or convention center, arranging for fun activities for your group, and selecting interesting and up-to-date programs and seminars for your attendees. Probably the most important factor you deal with, is getting the message across to the audience. In most cases this objective lies almost solely on your speakers. No one likes to listen to a boring or unorganized speaker. If no one benefits from the presentation you have already defeated the purpose of your meeting.

Since we know that a meeting can be an exciting, beneficial median for conveying new ideas, MPI helps you to look at better ways to accomplish this goal. One of these, was presented most successfully at our last luncheon of April 28, at the Marriott Quorum Hotel. We had the extreme pleasure of listening, looking and "getting the message" from Mr. Jim Westberry, Chairman of Creative Communications Group, of Dallas. The details are numerous. The main idea was "How to effectively get the point across."

The list of services to both planner and speaker is continuous. This involves everything from script writing and speech coaching to consultation on what clothes to wear and the degree of AV equipment needed as well as covering techniques of computer graphics, video taping, tele-prompters and character generators.

Of course one very important point was brought up. How much would all of this cost? Now there are two sides to look at in considering the financial end of it. How important is the message? How necessary is the equipment or service being considered? and Will it ultimately be effective in getting the Message across?

Some of the procedures that we recommend at Bauer Audio Video have certainly proven to help to answer these questions. For lack of going into too much detail let me focus in on three categories that will help to accomplish this goal. First of all you've got to have a way to communicate with the speaker to find out his exact needs. We use what is called a "Speaker Audio Visual Request Form." It lists the most commonly used equipment to simply be checked off, and returned to the planner for verification. This not only becomes an aid to the speaker but also covers the planner when surprise requests turn up. Of course knowing that there will always be additions once the sessions begin, your AV supplier should be prepared with back up equipment.

Now that you know what tools the speaker will be using, you must consider how to use the equipment to provide the

best advantage to speaker and audience.

1. We place the screen in corner of the room. Using a matte white screen with its 90 degree effective radius, this means that with exception of one row of chairs, (which would be removed if maximum capacity was not needed) entire audience has good screen visibility.

2. We place the presenter in the center of the room. Notice that even he is in the very edge of acceptable viewing area.

3. Projection table is placed in the opposite corner of the room. In larger rooms we place the table on a riser to project over the heads of the audience even when they are standing. This moves all the confusion, noise and light to the rear of the room giving select seating to the audience instead of equipment.

Lastly, you can have the perfect room set up and still have problems with the slides or transparencies being seen if it is not prepared properly. Herein lie the secrets that can be used in preparing slides or transparencies to prevent from ruining the event so long awaited.

1. SIMPLIFY. The secret to legibility is to see how many words you can *cut out* of a slide. Use key words instead of sentences.

2. USE CONTRASTING COLORS. To be legible, lines, symbols or letters must have distinct contrast. An example would be white letters on medium blue or red. Another good contrast would be black letters on medium yellow. Never use black letters on dark blue, green or red, unless they are large and bold and the slides correctly exposed.

3. STANDARDIZE. If you are interested in a professional-looking presentation, choose one type face and stay with it, using various point sizes for emphasis. Also standardize the size of your artwork. We like to work with 10" x 12" for production of 2x2 slides, because it is large enough to give you freedom in working area, yet small enough to be placed in a standard letter size file folder for storage.

If in preparation you adhere to these three basic rules, you will be pleased with the results.

In conclusion, you can see that there are many ways to accomplish a meeting planners one true goal. The best idea is to work hand in hand with your audio visual supplier or production company. Let them be the professionals for you. For further information on "PRO'S GUIDE TO AV", please feel free to contact me for a copy of Mr. Earl J. Bauer's articles reproduced from Successful Meetings magazine.

...PRESIDENT

You do not have to be a super star to participate, and we do need your support. We are ordering shirts, so please call if you are interested. The Texas Team can beat the World!

...OFFICERS

Burger King Corporation, Miami, Florida.

Treasurer for next year will be C. David Countin, Director of Development, Kentucky Credit Union League, Louisville, Kentucky. Countin is completing his term as MPI Secretary and as President of the Kentuckiana Chapter of MPI.

Immediate past President will be Lincoln H. Colby, Manager, Field Meeting Services, Mercksharpdohme, West Point, Pennsylvania. Colby is a charter member of MPI and has served several terms as a Board member and as Secretary-Treasurer.

FROM THE EDITOR

Greg Elam

TRAVEL TABLE

Having just returned from taking an incentive group to Europe it brings to mind something that our Company shares with our qualifiers whenever they are going to an unusual location (such as a resort in Hawaii or a trip to Europe). We remind them to put out a travel table.

The concept is very simple. A card table is put up in some room in the house and a pad and pencil placed on the table. Anytime someone thinks of something they will want to take with them on the trip, the suggestion is that they either go get the item and place it on the table or

write the item down on the pad. The net result being that a collection of medicine, special bathing suit, suntan lotion, paperback novel, passport, deck of cards or a growing recognition of wardrobe needs becomes accumulated.

We also suggest that as it becomes packing time some of the items on the list may want to be eliminated but it is certainly a much more comfortable position to be in to be eliminating what you decide you don't want than to get on location and be angry or annoyed that you have failed to do something. The travel table solves those problems and makes us look good in having suggested it.

In connection with packing, there is one other item that should be shared with your people. Delta Airlines has a "how to pack" illustrated brochure that is simply superb. It is not new and the art and graphics prove it but it still remains the best item this writer has ever seen on that subject and for your newer qualifiers it is extremely useful and appreciated as evidenced by the abnormally high number of comments concerning it when arriving at locations.

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