

NOV 14 1983

MPI Current

NOVEMBER 1983

THE PROFESSIONAL
SOCIETY FOR THOSE
WHO MANAGE MEETINGS

MESSAGE FROM THE PRESIDENT

Jerry Swiggart

"HOW CAN MPI HELP ME?"

At a time when our International Board of MPI is considering an increase in the annual membership dues, many of us are concerned with the value of our membership vs cost. We all certainly are aware of rising costs of doing business in just looking at our proposed '84 budgets for our own companies.

This quick re-evaluation of the why I need MPI, and how it can help me hopefully will remind us of the importance of this professional society for those who manage meetings. The following statement of purpose and objectives is still very valid:

WHEREAS: MPI was initially organized as a professional organization for those persons engaged in the business of planning meetings, this concept should not be diluted or altered, but in fact be perpetuated.

WHEREAS: The melting into one category of membership and the resulting equal status of planner and supplier should not be construed as a departure from our original theme and purpose, but only as a device to perpetuate and share in education for better meeting management.

BE IT RESOLVED: The strength of our organization (MPI) is dependent upon our (the members) affirmation of this purpose.

First and foremost, MPI's purpose is education. The meeting planning field before MPI had little formal training available other than trial and error. Meetings of all types are large investments in time and funds. MPI assists the meeting planner with many services, tools, references and benefits which can be summed up best as continuing education. This continuing education is constantly changing to stay abreast with the changing needs of the meeting planning business.

Some of the many areas where MPI is there for you to use:

MEETINGS

- *Annual June International Conference
- *Fall December Educational Conference
- *Regional Educational Seminars
- *Chapter Organization
 - Local
 - Regular meetings
 - Peer exchange
- *Interface
 - Planner/Supplier Exchange

EDUCATION

- *MPI Institutes
 - Three year, three levels
 - Basic, Intermediate, Advanced
 - Week-long, resident program
- *Chapter Leaders Seminars
- *Certification Program
- *Chapter Workshops

SERVICES

- *Surveys of the planning field
 - Salary/Benefit Studies
 - Site Evaluations
 - Profile Studies

BENEFITS

- *Code of Ethics/Professional conduct
- *Awards
 - International
 - Chapter

PUBLICATIONS & REFERENCES

- *Meeting Place Monthly Magazine
- *Membership

*Chapter

*Source

*Convention Liaison Manual

MPI can help you in your business, but you must become involved in MPI to receive that help. As we all know, but need to be reminded occasionally, you receive more if you give more. Become active in your local chapter, attend the annual conferences, be a participant. Your MPI Chapter needs your involvement.

OCTOBER MEETING SITTING BY A DOCK IN THE BAY

For a moment, we thought we had arrived at the Hyatt Embarcadero or Fisherman's Wharf. The foghorns, fish nets, and other dockside trappings provided by Freeman-AVW were very convincing. The Reunion Foyer of the Hyatt Regency Hotel had been transformed to set the mood for the business portion of our October meeting. After two sips of champagne, we were ready to cross the boarding ramp and learn some interesting details about the "Pros and Cons of Meeting at Sea".

Representatives from Princess Cruises, Sitmar Cruises, American-Hawaiian, and Carnival Cruises were led by our own Pat Smith of the Ft. Worth Convention Bureau, (herself an ex-cruiseline representative) in a detailed discussion of costs, capabilities, flexibility, travel coordination, and tax considerations of meeting at sea. If you are interested in the cruise ship concept for your next special meeting and want to learn more, call any one of our guest panelists. They will be happy to help you with additional information. If you missed the meeting at the Hyatt, you will be interested to know we've got it on tape! Contact our Vice President of Programming and Education, Ellen Beckert.

A recap of October's meeting would not be complete without tipping our hats to the Hyatt's Executive Chef, Rene Mettler, and Faustos Manager, Jean Thysiss. They gave us an excellent introduction to the "new" Faustos Restaurant and did a fabulous job that deserves all of the praise we can offer.

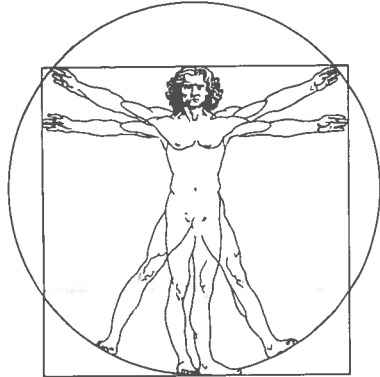


John Hicky, Randy Duncan, Pat Smith, Mary Burn, and Tom Fucaloro participate in panel discussion at Hyatt Regency.

PROFESSIONAL CONFERENCE EDUCATION UPDATE

RISE AND SHINE, IT'S MEETING TIME!

by Judith Houghton
Dr. Pepper Company



EFFECTIVENESS: A LEARNING PROCESS

DEC. '83 CMF TO FEATURE RECRUITING CHAPTER LEADERS

As in the past, MPI will run a series of programs aimed at the local chapter leaders during the winter conference. Don't forget, our local leadership is all volunteer. These programs are aimed at sharing Middletowns expertise with the membership.

The December '83 Chapter Management Forum (CMF) will again feature Tom Dezelsky, Arizona State University. Based on excellent evaluations from the June CMF, Dezelsky will conduct a seminar on the important area of Nominating and Recruiting Chapter Leaders.

This topic is paramount to chapter effectiveness.

Membership retention will be the topic at the afternoon session with open discussion by MPI President Steve Powell and Exec. Vice President Doug Heath and the Membership Committee.

The Chapter Management Forum (CMF) Committee, chaired by Al Sears, National Fire Protection Assn., Boston, has put together another informative CMF. Al is being assisted by Mary Hammond, the American Cancer Society, NYC; Helen Comer, Marriott's Tan-Tar-A Resort & Golf Club, St. Louis and Nancy C'Angelo, University of Michigan.

As the '83 Professional Education Conference builds momentum toward Dec. 4-7, the interest in the educational side of the program is apparent.

This recent meeting was a large one—five hotels in all. Therefore, for three days we transferred, we shuttled, we loaded, we unloaded, we bused, we shuttled some more . . .

One big objective was to start the Monday morning meeting precisely on time — nine o'clock sharp. The theatre was located about thirty minutes away in L.A.'s morning traffic, but the theatre was a necessity because none of the hotel ballrooms could accommodate our show *and* our people. Besides, this show was extremely theatrical and required equipment that theatres have and ballrooms don't, for instance battons, the pipes on which scenery is hung and lowered in or taken out as needed. There is the nice raked floor in the audience so every seat is a good one. The hundreds of lighting instruments, the excellent sound system, and even a trap door in the stage allowed us many special effects not possible in a ballroom.

But how do we motivate our folks to get out of bed early and get there on time? After all, they are our customers — not our employees.

What works for us is a free meal, even if it's just a simple continental breakfast. If they eat at their hotel, they pay. If they eat in the dining room at the theatre,

Remember: You should single out one professional training need and sign up for a "blend" of workshops to address that need. Advance signup is for workshops only except that there will be an on-site signup for "Getting Acquainted with Computers".

You should also consider which two-hour overviews combined with your workshop choices will best provide the information and interaction you require. Information-exchanges, with pre-selected discussion leaders and recorders will maximize your chance to "speak to the point" with your professional peers.

Saver Fares To San Francisco Available From American Air

Call American Airlines number 800-792-1160 for a special Meeting Saver Fare equal to:

- 1.) any American special promotional fare for which passengers qualify
- 2.) the BE77 Super Saver fare (with minimum stay waived) whichever is lower on the date the tickets are purchased.

Be sure to give the MPI Star File Number #6485.

it's on us. (Also, when it's listed on the schedule as a function, they feel more obligated to show up at the appointed time.) So a 7:00 a.m. — 8:15 a.m. complimentary breakfast was announced, buses stood by at 6:15 a.m., and by 8:00 a.m. the majority of our people were already at the theatre.

True, not all theatres have dining rooms — or dining areas large enough to accommodate a large group. Convention centers, however, do usually have an area that would work. A good example here in Dallas is our convention center theatre or arena, both of which are near meeting rooms or outdoor patios which can easily be set up for catered meal functions.

The continental breakfast, by the way, was refreshingly unique, thanks to a creative caterer. Not the usual orange juice, coffee and sweet roll, there were instead a nice assortment of juices from which to choose, bagels and cream cheese, cheese blintzes, and non-sweet breads to accommodate those who could not have sugar or did not wish to. For those with an early morning sweet tooth, there was a lovely assortment of fruit and cheese danish.

We barely missed our goal. Everyone was at the theatre on time — BUT by the time our ushers could clear the dining area (Just one more little danish) and get everyone seated downstairs so we were able to begin the show, it was 9:04 a.m.

Travel must be between December 1 and on or before December 12. No minimum stay or specific travel days are required.

Also, tickets must be purchased 7 days prior to departure but no later than 10 days after reservations are made.

IMPORTANT

The dates of the 1984 Annual (June) Conference for Washington, D.C. have been changed to June 21-14.

The change of dates also requires a program change to a Thursday-to-Sunday format from the previous Sunday-to-Wednesday style.

- Activities will be as follows:
- Tues., June 19 - Exec. Comm. Mtg.
 - Wed., June 20 - MPI Board Mtg.
 - Thurs., June 21 - CMF, Opening Reception
 - Fri., June 22 & Sat., June 23 - Meetings all day
 - Sun., June 24 - A.M. Meetings, check-out

BIG(GER) D

by Bob Mitchell

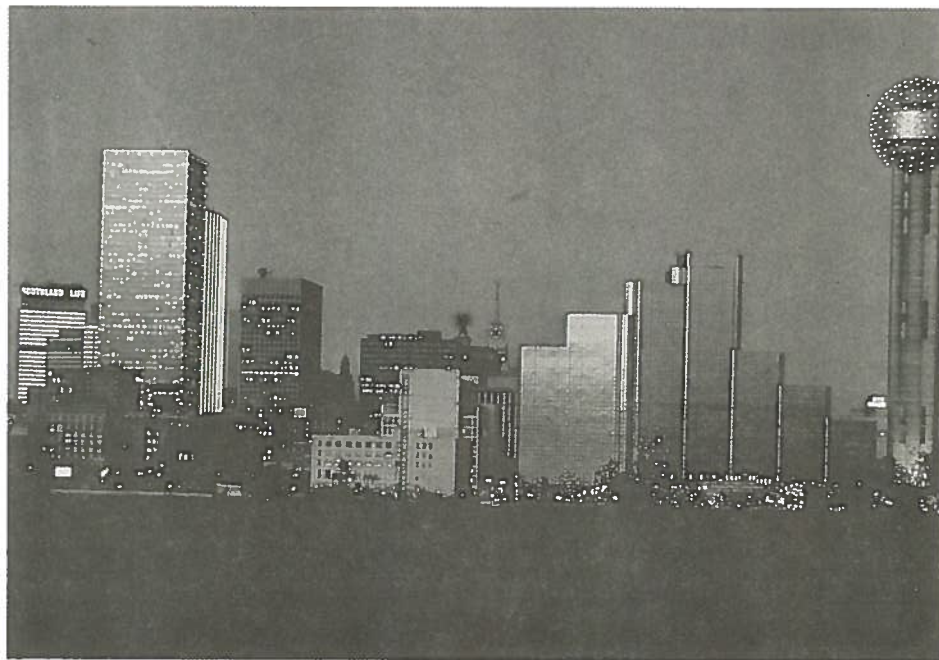
"The City of the 80's" as hyped by city and Chamber of Commerce officials, appears to be all that and more. Could "City of the 21st Century" be far behind? It would come as no surprise to me if Dallas emerges as one of the world's model cities.

Dallas is in a enviable position, too . . . still young enough to control it's own destiny and with good planning can avoid mistakes made by other major cities, such as Los Angeles and Houston, as well as some older established cities in the country. The Republican National Convention scheduled here next summer may be perfect timing for Dallas to "strut-its-stuff" to the world.

Rapid growth has always been a Dallas hallmark . . . figures now indicate Dallas has surpassed Houston as the nation's fastest growing city . . . it currently leads all others in office space construction. Rumor has it the "Construction Crane" has replaced the mockingbird as the new state bird. And, provokes statements such as "It's going to be a great city, whenever they finish it", my guess is they never will.

Downtown Dallas is where the greatest amount of building activity is now taking place. They say as much square footage will be added to downtown Dallas in the 80's as currently exists in downtown Miami, Florida. It is a little wonder that visitors who have not been to Dallas for even six months, are in awe of all the new skyscrapers. They are changing the Dallas skyline so dramatically. Vanishing is the old "kleenex box standing on end" skyline, as once described by a prominent architect. Many exciting new striking edifices will be joining Reunion Tower and Pegasus as new landmarks. Tallest of these is the new 70-story Interfirst Plaza scheduled for completion in 1985. Located on the western side of downtown, Interfirst with its stair-step pyramid top and art deco night lighting will be Dallas' most visible skyscraper. The 50-story LTV Center, first skyscraper to be built in Dallas' new Arts District (which we will cover later), resembles a European Clock Tower and will open its doors next year.

It almost seems that I.M. Pei and Phillip Johnson, two of Americas most distinguished architects, are having a contest to see who can out do the other in designing a future Dallas skyline. Two of their most exciting projects to date were announced last month . . . each begins construction next year. Phillip Johnson's 60-story Mercantile Bank Tower, to be located diagonally across from Neiman-Marcus, will be topped by a criss-cross vaulted roof. Pei's new Fountain Place, to be constructed adjacent to the Fairmont Hotel, reminds one of a Buck Roger's



interplanetary rocketship base, sporting two 60-story glass angular and prism shaped towers.

Most encouraging to those of us involved in the hospitality industry, is that downtown Dallas is now directing attention towards visitor attractions, finally putting to rest the often heard statement "there's nothing to do in downtown Dallas".

Probably the most ambitious project undertaken by this city or any other, is the new Dallas Arts District. Destined to become Dallas' centerpiece, the Arts District will span 20 square blocks on the northwest side of downtown. The opening of the Dallas Museum of Art in January of 1984, (the museum's Sculpture Garden opened last month) marks the completion of the first district project. The Concert Hall, another design by I.M. Pei, is now under construction. Eventually the district will boast approximately 500,000 square feet of restaurant and retail space. A design group was hired by the city to set guidelines for the district, setting up strict building codes adhered to by both public and private developments. Serving as the spine for the district will be a beautifully landscaped pedestrian-oriented 100-foot wide avenue.

The Dallas Historical Preservation League has tenaciously tried to hold onto a collection of a precious few number of buildings of historical significance. The West End District is a prime example of their efforts. This group of turn-of-the-century buildings is emerging as a colorful and nostalgic entertainment area. The city has already invested several million dollars into the West End District in special landscaping, lighting and street-scaping to create an atmosphere to attract private investors to the area. The West End District has been a successful venture, as already many of the old buildings have been renovated, plus several more scheduled to be soon. New restaurants,

some already media rated at 5-stars, are blossoming in the district. Within a year the restaurant count should grow to around 20. An area with a growing identity is Uptown Dallas, located just across the new Woodall Rogers freeway, bordering the northside of downtown. Uptown Dallas offers the visitor a wide variety of some of the city's finest gourmet and eclectic restaurants. Dallas' heaviest concentration of antique shops and galleries also thrive in this section . . . just a few blocks away from visitors staying downtown. This area is also known as the Vineyards. It may not be long before charming trolley cars will carry Dallas visitors from the Arts District through Uptown via the area's main thoroughfare, McKinney Avenue.

Uptown received a big boost with last month's announcement of the Crescent. This mixed use project covers 10 acres and is bordered by McKinney, Pearl, Cedar Springs and Maple. With it's Texas ginger-break-style architecture (mansard roofs, limestone facades and iron-work balconies), the Crescent will offer the Dallas visitor still more restaurants and shops.

And, looming on the horizon is the Southland Company's City place expanding Uptown Dallas by another 130 acres.

What's that you say, another 50-story tower, a new shopping and restaurant complex! Ho Hum . . .

Bob Mitchell is a Sales Manager at the Fairmont Hotel, and has long been a supporter of downtown development. If the Editor hadn't stopped Bob, he would have filled the entire Current.

*Thanks Bob.
Editor*



FOOD FOR THOUGHT

TASTY TREATS FROM TEXAS

Ken Kalish

For the past thirteen years, Gerd Lundowski, the Fairmont Hotel pastry chef, and his staff have been producing the pastries, bread, cakes, and other delicacies that the Fairmont Hotel Dallas has become famous for.

During my recent visit with Gerd, I immediately noticed that the kitchen smelled sweet with the aroma of chocolate, and was told that guest amenities of boot-shaped chocolates were in the process of being prepared, along with assorted cookies and candies.

While touring his kitchen, Gerd informed me that he is prepared for any challenge that tests his ingenuity with pastries, including the creation of welcome gifts for VIP's, corporate logos made of chocolate, or tasty items relating to a theme party or holiday event. For instance, for a Western theme party of VIP gift, a chocolate arrangement of cacti or a cowboy boot might be provided. When Gerald Ford was President, a life-sized cowboy on skies made entirely of chocolate was the centerpiece for a banquet, and for Lyndon B. Johnson, a chocolate replica of horses was used as a theme.

The ability to personalize gifts for VIP's and other special occasions adds an extra degree of class that the hotel itself, as well as the meeting planners, can both take advantage of. Groups and individuals are sure to remember that "extra something" about their meeting when twists like these are used to set it apart from all the other meetings. Visit with your catering manager when planning your menu to see what specialties their kitchen can offer.



Chef Mettler prepares for the MPI Oct. luncheon at the Hyatt.

UPCOMING DFW CHAPTER MEETINGS

Tuesday, November 22 –
Luncheon/Program
Wyndham Hotel
"Making Tax Laws Work for You"

Monday, December 12 –
Dinner/Show
Sheraton Dallas
"Holiday Showcase of
Local Entertainment"

MPI Professional Education Conference
December 4-7, 1983
San Francisco, California
Deadline for early registration
discount: November 4

New Date
MPI Annual Conference
June 21-24, 1984
Washington, D.C.

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MPI/DFW CURRENT

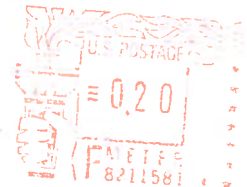
Paul Iacovino 214/651-1234
Committee Chairman – assisted by Elaine Hampton of Hyatt Regency Dallas. For information or editorial contributions, write to Paul c/o Hyatt Regency Hotel 300 Reunion Blvd. Dallas, Texas 75207 or call

NOTICE

Reservations for November D/FW MPI Luncheon should be directed to:
Ms. Leslie Radock
M.P.I. Reservations
c/o United Fidelity Life
Box 1778
Ft. Worth, Texas 76101
Metro 429-3803

Dallas/Fort Worth Chapter MPI
c/o Hyatt Regency Hotel
300 Reunion Blvd.
Dallas, Texas 75207

800-228-8100
Gals You Hyatt
World Wide and Toll Free



CHAPTER MEETING

DATE: Tuesday, November 22, 1983

PLACE: Wyndham Hotel
Ballroom

TIME: 11:30 am Registration and Cocktails
12:00 pm Luncheon
12:45 pm Program
2:00 pm Adjourn
2:00 pm Board Meeting

PROGRAM: "Tax Law Update as it Relates to Meetings and Conventions"



All you ever wanted to know about meeting deductions for you and your participants will be covered by Michael Jon Deppe. Where can you go? Where can't you go? What do you do about it? Mr. Deppe will provide you the untarnished truth, expose the myths, and explain the real rules (as of to date!). Domestic, International, and Carribean meetings will be covered.

Mr. Deppe is a nationally recognized speaker in the area of taxation and was one of the authors of a statewide seminar for the Economic Recovery Tax Act for 1981. He has won many continuing education awards and is currently serving on the Board of Directors of Dallas Chapter, Texas Society of C.P.A.'s.

MEETING

COST: Advance Reservations — \$15.00
Late Reservations and walk-ins — \$20.00
(on a space available basis only)

**ADVANCE RESERVATIONS MUST BE RECEIVED BY
NOON, NOVEMBER 18!**

It is preferred that you prepay by sending your check in the proper amount to be received by the cut-off date.

For Phone Reservations Call:
Leslie Radock
Metro 429-3803

For Reservations by Mail, Send To:
M.P.I. DFW Chapter
c/o United Fidelity Life
Box 1778
Ft. Worth, TX 76101

RESERVATION AND ATTENDANCE POLICY

*Advance reservations must be received by cut-off date; late reservations and walk-ins will be accepted on a SPACE AVAILABLE BASIS ONLY.
*CANCELLATIONS must also be received by the cut-off date - NO-SHOWS WILL BE BILLED!
*Guests are limited to attending two meetings per chapter year before membership is required to attend future meetings (spouses not included)

Please make _____ reservations for the MPI November luncheon for:

NAME _____ COMPANY _____
ADDRESS _____ CITY/STATE/ZIP _____
ADDITIONAL GUEST NAMES _____



meeting planners international

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