



Current

OCTOBER 1983

THE PROFESSIONAL
SOCIETY FOR THOSE
WHO MANAGE MEETINGS

MESSAGE FROM THE PRESIDENT

Jerry Swiggart

ALOHA . . . Just back from Maui it is still hard to leave that Aloha spirit behind. Those of you having been to Hawaii know. All of our lives would be much more pleasant, every day, if everyone could carry that Aloha spirit 24 hours a day.

Your new board of directors met September 22. Here is some information for you to keep you informed of your Chapter happenings. Please remember these board meetings are open to all members, anytime.

Your programming-education committee is actively working for you with their fall schedule. (see separate article) Any and all program/education ideas are welcome. Please call Ellen Beckert with your suggestions.

Your board approved a new fee schedule for our meetings including non-member/guest policy. (See separate article). We are all either professional planners or suppliers, and should easily understand the need for this revised attendance/fee policy.

Reporting to work on October 1, was Teesky Rowell, your new MPI secretary. Joyce Martin of Sunbelt Motivation and Travel Inc. had to retire due to health reasons. (Thanks again Joyce for your excellent service these past few years). Teesky is Director for Views of Health, a community health learning center located within Medical City, 7777 Forest Lane. Welcome Teesky. We'll see you at the October 27 luncheon meeting at the Hyatt Regency Dallas.

Treasurer Rosemary Hall reported we were solvent, with a September 19 balance of \$2,579.02.

International Board Member Marilyn McGuire made a report on the International Dues Task Force. They are studying the need to increase the annual MPI dues. If you have an opinion either for or against, give Marilyn a call.

Lesley Meyer, tri-chair of the Woodcreek Retreat DFW committee brought us up-to-date on this November 11-13 Joint Texas Chapter Retreat. Registrations are very slow, and unless a much greater number respond, the retreat may be cancelled due to lack of interest.

The registration information about our Fall Educational Conference in San Francisco has been mailed to all members. Those never having attended one of these sessions are missing a tremendous opportunity to learn more about their industry. Clear your December calendar now, and make plans to be in San Francisco December 4-7.

Smile, think positive, do the best job that you can, as you are a professional. See you October 27 . . .

MIDDLETOWN APPOINTS COMMITTEE TO REVIEW DUES STRUCTURE

The membership dues task force, chaired by former International Officer Michael Hausman, was set up last month to determine the need for an increase in annual dues paid by the general membership of MPI. Included on this committee is Marilyn McGuire, International Director from the D/FW Chapter.

The committee has approached the boards of all local chapters for a preliminary response to the dues increase request. According to Hausman, all chapters felt the need for specific membership service changes and a more concrete outline of where MPI expenditures are going, before

RETENTION PROGRAM FOR CHAPTERS RUNS FROM JUNE 1 TO DEC. 1

However you look at it — membership is a two-way street — keeping members is as important as getting them.

For this reason the "Chapter Award for Retention" was established Aug. 19 to cover a 6 month period from June 1 to Dec. 1 and the Award will be presented to the winning chapter at the San Francisco Conference in December.

Computer lists from MPI headquarters will determine the chapter's potential and also the final results on Dec. 1. Chapters will receive a copy of their members having renewal dates between June 1—Dec. 1 and the highest percentage of retention will be judged the winner. Transfers and replacements are not counted.

any endorsements could be made.

Regardless of any future changes, it appears that a dues increase is eminent. Recent cost overruns in annual and mid-year meetings, services and programs such as the MPI film, and other changes have led to a budget deficit in Middletown. Hausman's feeling is that some sort of recommendation on an increase will have to be made by the December meeting of our Board of Directors. The D/FW Board will discuss the subject with Marilyn later this month. If you wish to express your feelings on the subject, feel free to contact any of your officers or board members before October 27.

A U&O, F&O, DP EXHIBIT EXTRAVAGANZA!



As all of our members know, Judith Houghton, Corporate Meeting Planner for Dr. Pepper Co., has been a regular contributor to *The Current*. Somehow, with her busy meetings and travel schedule, Judith has always found time to offer interesting ideas, (as she did last year in *Food for Thought*), comments and insights. This year we removed the restraints of *Food for Thought* and invited her to cover any conference-related topic she wished. As she shares her experiences with us throughout the year, we hope our members will draw comparisons with their own situations. We think we can all benefit from experiences of our colleagues.

by Judith Houghton

We have this problem.

There is a headquarters hotel and four overflow hotels — plus our main business meeting is in a theatre thirty minutes away.

It's especially important that our attendees visit the exhibit area this year because we've made drastic changes in our graphics and packaging and supplier products and this is the first opportunity to see the new "looks." So far it's been confidential so we can't open the displays and exhibits when they come to the headquarters hotel for meeting registration on Sunday. We have to wait until after the announcement is made at the Monday morning meeting.

How do we convince them to spend at least a part of their one free afternoon inside the headquarters hotel looking at exhibits instead of taking advantage of the vast number of ways to spend an afternoon in Los Angeles at the time of year when the weather is usually glorious?

Of course, we'll talk it up and encourage them to make a point to stop by. But then there are the beckoning calls from Universal Studio tours, Knott's Berry Farm, the shops on Rodeo Drive — and so on.

If you can't beat 'em, join 'em.

Ladies and Gentlemen, the unique and original, fun and only Dr Pepper "Exhibit Extravaganza!"

Instead of the usual exhibit area look, our many colored booths will be reminiscent of those at a Renaissance Fair. There will be trees and plants with

twinkle lights, colorful streamers everywhere and park like settings with ice cream tables and chairs and park benches where bottlers, company people and suppliers can sit and talk in a pleasant atmosphere with, of course, an ice cold Dr Pepper served in it's bright new package, switched over that morning from the old graphics used the first day and a half of the meeting. (Side note: In addition to the switchover in the exhibit area, we are talking five hotels, a theatre restaurant and a caterer.)

There will be caricature artists, or if the bottler prefers a more live souvenir, he can pose with a real live, life size dancing Dr Pepper can and walk away in seconds with a framed photo. Those interested in art can observe the Japanese candy sculptor and then take home a little candy unicorn or one of many other delightful designs to the kids. And, of course, there will be live music to help keep the mood festive.

"But," you say, "I thought you wanted them to see the *exhibits!*" We sure do. All of the major items on display will be spotlighted from the ceiling. Each exhibit "booth" will have a ballot box and a supply of entry forms. A bottler may enter at each booth he visits. If he goes to fifty, his name goes in the hopper fifty times. If he should go to only one, then he has only one chance to win in the big prize drawing each day. There will be special strolling entertainers and strategically placed acts, such as one on one magic demonstrations, to control traffic flow.

Maybe we won't get them all the first day, but hopefully the ones that do come will have so much fun, they will come back the next day with all the rest racing to the door.

Ask me in a couple of weeks . . .

YOU WILL NOTICE THE NEW LOOK THIS JUNE

Conference evaluations over the years reflect that MPI's International Conferences were becoming remarkably similar (except for the June business session and Interface) so adjustments are being made to make them "different".

SEPTEMBER MEETING A ROARING SUCCESS

Our first chapter program of the 1983/84 year was a knee-slapping success! And as promised, definitely not boring.

Last month D/FW chapter members enjoyed a playfully presented program featuring Matt Weinstein. As President of Playfair, Inc., Matt has developed a number of seminars and classes on employee stress, tension and boredom in the workplace. He took the opportunity to allow our members to explore the effects of laughter and play on our own personalities. The result was a fast paced fun afternoon. We think everyone left with some worthwhile and useful tools and ideas for breaking the ice at meetings, encouraging attendee involvement and handling our own tension and frustrations as Meeting Managers.

Between laughs we enjoyed the hospitality of the beautifully restored Melrose Hotel. A visit to the property is a must for those of us that have been in town for sometime. They have a super property that really has captured the spirit of Dallas' grand past. We're certain Chuck Carroll — General Manager, or one of his staff would be happy to give you a tour.



Dr. Matt Weinstein Addresses a happy group of M.P.I. members.

June was and is to be the association's annual meeting and the December meeting will be the professional, educational conference with indepth topics in greater number.

Efforts will be made to retain the outstanding features of each meeting with the personal contacts, network building and educational session still available — but emphasized.

CREATORS REALIZE DREAM WITH COMPLETION OF CARAVAN OF DREAMS

This is the first of what we hope will be many articles contributed by our members on new, different, or "old standby" activities in the Dallas/Ft. Worth area. As a result of our efforts, tens of thousands of people will visit the metroplex in the next year. If we want our community to remain an exciting and unique destination for our guests, we must be in a position to take advantage of everything the metroplex has to offer. We hope these updates will assist you when planning your future meetings.

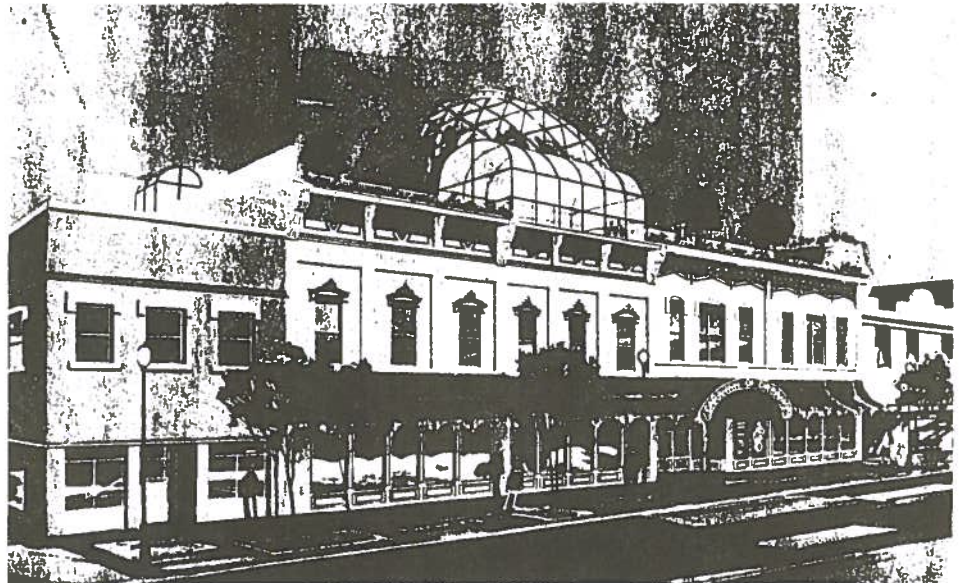
by Marilyn McGuire

Did you ever expect something that takes its name from an Arabian Nights tale would show up in what used to be known as the hell's half acre district of Ft. Worth? On September 29, that's exactly what happened. For the creators of Caravan of Dreams, it seems the dream has become reality.

The \$5.5 million center for Avant-Garde Theater & Music is located in Downtown Ft. Worth in the Sundance Square development. It has been designed as the nation's first performing arts center architected by and for the artist and audience that enjoys the new and experimental jazz, blues, theater, dance, and film. The building will house:

- A 220 seat theater equipped for stage and film productions, as well as live recording.
- A 400 seat nightclub with bandstand and dance floor.
- Restaurant/lounge that can accommodate 100 people.
- Dance and martial arts studio
- Photo lab

While much of the center is designed for group activity and involvement, there is another side that is geared for the individual. For instance, the roof top, which consists of two levels; lower on the East side, featuring the Grotto Bar, and upper level with a geodesic dome housing for desert environments. These environments will give guests an unusual view of the desert areas of Tehuacan, Sonora, Malagasy and Manbi. No armadillos here!



Caravan of Dreams, Ft. Worth.

Known as "where the West begins", Ft. Worth is fast becoming the beginning for many things not related to lawmen, cowboys, outlaws, and cattle. Check it out in person or contact:

Ms. Kathleen Hoffman,
Artistic Director
312 Houston St.
Ft. Worth, TX 75102

Will Rogers wouldn't recognize the place!

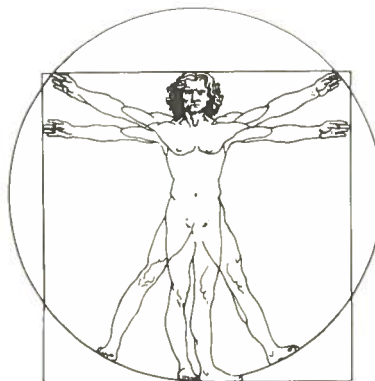


MPI CURRENT

SUPER SPORTS II ... ?

The "trophy jackets" are not missing. Because the Texas Team had so many members, the jackets are being redesigned and specially ordered from the Anheiser-Busch sponsors. Jim Cash in St. Louis has definitely not forgotten the winners and anticipates arrival in December. Anheiser-Busch was extremely generous during the MPI Annual Meeting and is currently working on another sporting event — the 1984 Olympics. I wonder if they need the Texas Team's help!?!

PROFESSIONAL CONFERENCE EDUCATION UPDATE



EFFECTIVENESS: A LEARNING PROCESS

"Effectiveness: A Learning Process" is the theme for MPI's Professional Education Conference in San Francisco Dec. 4-7. It's accurate. Appropriate. Challenging.

Educational highlights include Meeting Planning Essentials, Professional Management, Communication Skills and Special Topics. All areas have 6 or 3-hour Workshops, Overviews and Information Exchanges with an indepth program for "hands on" instruction called Worksessions.

Complete the conference registration form as completely as possible so proper room accomodations can be made. Do so early because sessions will be closed as they fill the allotted room space. The date for a reduced early registration fee is Nov. 4.

Conference Chairman John Dunleavy and his committee are looking forward to seeing you in their City By The Bay. "It will be an experience, you can be certain." John reports.

. . . AND WORTH EVERY PENNY!

A number of changes will be made in the Chapter's fee and attendance policies. Beginning with the October luncheon at the Hyatt Regency, members making *advance* reservations will pay 15.00 for lunch and breakfast and 18.00 for dinner meetings. Walk-in and non-members will be charged 20.00 for breakfast/luncheon meetings and 23.00 for dinner.

All members should be aware that the facility hosting an MPI function receives just 11.00 for breakfast and lunch and 13.00 for dinner. We're sure you will agree that our suppliers are quite generous in their menu selections. The remaining portion of the monthly fee goes to cover costs incurred by the Chapter. (such as Jerry's recent trip to Hawaii . . . *Only kidding!*)

As stated, we are also amending the attendance policy to allow non-members to attend two meetings each Chapter year. At the time of a non-member's second meeting, they will be notified that they must become a member in order to continue attending the meetings.

We also want all members to note our new cancellation policy: The cut-off is 48 hours. We will expect payment for any reservation that is not cancelled, or cancelled less than 48 hours prior to the meeting. We are sure you are all aware that the hotels require guarantees. We do get billed for no shows!



Members of our chapter receive a well deserved hand at the September Luncheon.

UPCOMING DFW CHAPTER MEETINGS

Thursday, October 27 —
Program/Luncheon
Hyatt Regency Dallas
"Ships Ahoy!"
(see enclosed announcement)

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

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MPI/DFW CURRENT


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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

New D/FW Chapter Secretary Retained . .

Ms. Teesky (pronounced Tēēske) Rowell has taken over the duties of our Chapter Secretary. Besides her duties at our monthly meetings, Teesky will handle the reservations for D/FW MPI functions. She can be reached during normal business hours at:

Phone: 661-7547 or
Write to: MPI D/FW Chapter
7777 Forest Ln.
Dallas, Texas 75230

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