

MPI Current

APRIL 1984

THE PROFESSIONAL
SOCIETY FOR THOSE
WHO MANAGE MEETINGS

MESSAGE FROM THE PRESIDENT

Good Morning....Did you start off your day being cheerful, optimistic, positive and enthusiastic? If so you have learned to COPE with your world.

Our membership campaign is well underway, and your Chapter is growing in numbers and spirit and experience. There are so many prospects in the Metroplex just waiting for you to approach them about MPI membership. Bring a guest to the next Chapter meeting.

Just a note about our administration of your Chapter, and our meeting reservation and attendance policy. It is very important that you observe the stated policy in helping with our monthly meeting guarantees, etc. This policy is stated monthly on the Chapter Meeting Notice.

* Advance reservations must be received by cut-off date (generally 48 hours prior to the meeting); 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).

Della Bolten at 214/368-5212 is our MPI secretary to handle your reservations, etc. Please do not call the local hotel or site property to make reservations.

A note about exhibits, presentations or pass out literature. All such items must be cleared by your Board of Directors in advance of a meeting.

Your Programming/Education Committee has been having some excellent meetings. You are missing out if you have not been attending on a regular basis. Your MPI Chapter needs you.

And finally, a note about Washington, D.C. We know many of you are planning on attending the 1984 MPI Annual

Conference, set for June 21-24. The program is built around a "Platform for Success". The conference will address a need for a broader, more worldly view of factors that impact the 27 billion dollar meetings industry. Registration and Housing Forms were mailed last month. Need one, call one of your Board members.

In closing, remember how to COPE. It'll make you feel better. See you at the next Chapter meeting, April 26th....

1984-85 MPI NATIONAL OFFICER ANNOUNCED

The announcement of the 1984-85 MPI officer election was made public March 16.

Joseph W. Bow, Executive Vice President of Single Service Institute, Washington, D.C. was elected MPI President. Bow, an MPI member since 1976 was the first President of the Potomac MPI Chapter (PMPI).

Dawn A. Jansen, Asst. to the Director of the Wisconsin Bankers Association, Madison, WI was chosen MPI's Vice President-Internal and Michael J. Dimond, Vice President of Marketing for Opryland Hotel, Nashville, TN, was named Vice President-External.

Charlotte St. Martin, Dallas, TX was elected Treasurer and Dwight D. Loken, Columbus, OH will serve as Secretary. St. Martin and Loken are presently Vice President-External and Vice President-Internal respectively and they remain as the carryover members of the Executive Committee. Stephen D. Powell, CCR, Inc., Denver, stays on the Executive Committee also as Immediate Past President. Of the six voting members on the 1984-85 Executive Committee, Bow, Jansen, Loken, Powell and St. Martin are or have been chapter presidents.

NOTICE

Many of our members may have heard and others may want to know, that Ms. Bonnie Decker has been very ill with cancer. Bonnie is Director of Sales of the Holiday Inn in downtown Dallas and an active member of the D/FW Hotel Community. Because of this, she has many friends that have organized a fund to assist her with the many expenses she has. If you would like to offer a donation to the Bonnie Decker cancer fund, please contact Jerry Swiggart. He will pass your request on to the appropriate people handling the fund.

"Platform for Success" is Theme of Annual Conference June 21-24

MPI's Annual Conference in Washington, D.C., June 21-24, has "Platform for Success" as its theme with the program emphasizing the global aspects that impact on our industry. Washington as a site, suggests national and international viewpoints and the sweeping program content addresses our industry's social, political and economic perspectives.

Early registration (before May 21) is \$300 for MPI members only. It's \$350 after that date. The Washington Sheraton is the headquarters hotel.

Pre- and Post-conference events are scheduled for Old Town Alexandria, Baltimore Harbor and Colonial Williamsburg. The entire District of Columbia is a sightseer's dream.

Plan now to attend a **meeting planners' meeting** that features over 60 educational and social events that will provide an unlimited number of suggestions for personal "Idea File". Super Sports? Of course!

A detailed conference brochure along with application is in the mail and will be in your hands shortly.



UPDATE MEMBERSHIP CAMPAIGN

The D/FW Membership Drive enters the fourth month in April. So far its been a total success with thirty-two new members joining since January 1 st. Please welcome our most recent new members.

Fred H. Knieberg
Assistant to the President
JERELL, INC.
1365 Regal Row
Dallas, TX 75247

Quito H. Crum
Account Executive
COLONIAL JETTONS, INC.
1700 Rogers Road
Ft. Worth, TX 76107

Donald W. Dillon
President
DON DILLON ASSOCIATES
15080 Beltwood Pkwy E/108
Dallas, TX 75381

Leslie Radock
Sales Promotion Manager
LONE STAR LIFE INSURANCE
COMPANY
P.O. Box 35047
Dallas, TX 75235

The latest standings in the sponsorship category are:

Ellen Conafter - 2	Marilyn McGuire-1
Elaine Dormer-1	Leslie Myer-3
Sally Gibbons-2	Pat Smith-1
Harry Giles-1	Charlotte St.Martin-1
Rosemary Hall-1	Lynette Owens-2
Brian Hile-1	Susan Ruffner-1
Harmon Hodge-2	Jerry Swiggart-5
Judy Houghton-1	Nora Weaver-1
Bruce Jaster-3	Virginia Smock-2
William Mitchell-1	

Each time you bring a new member into the Chapter you become eligible to win an exciting and valuable prize, courtesy of one of our supplier members.

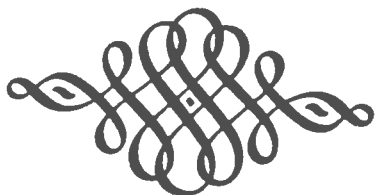
The Grand Prize for the campaign will be awarded at our July meeting. The member sponsoring the most new members will have the best shot at winning.

The Membership Committee is proud to announce the Eastern Airlines & Walt Disney World have teamed up to sponsor the grand prize.

GRAND PRIZE

Round Trip Airfare for Two.

Accommodations at Walt Disney World Village Hotel. Passes for two at Walt Disney World.



HEATH ON MPI

by
Connie Vaughn



DOUG HEATH

Vaughn: What services does MPI plan for its individual members, i.e. correspondence programs, certification program, and job placement?

Heath: MPI is restructuring its entire educational thrust. So that all facets of it, whether Annual Conferences, Institutes, One/Two Day Seminars or Chapter Programs, will be a part of the total education program. As resources become available, Home Study Programs will be developed and portions of our Conferences, Institutes, and Seminars will become part of the Home Study Program. With regard to certification, it is being handled by the Convention Liaison Council of which MPI is a member. It will affect our education efforts because we will structure our programs so that a person will be prepared to take the test to become a Certified Meeting Professional. With regard to job placement, I feel it is a high priority that MPI assist people to have a career in meeting management. At the present time, Dr. Terry Chapman, Manager of Education, is coordinating and providing limited career counseling. Hopefully down the road, we will be able to make it more of a placement bureau, and assist our members in securing jobs and staying in the industry.

Vaughn: How would you anticipate the recent dues increase affecting these services?

Heath: As most of our members are aware, 1982 was the worst financial year in MPI's history. A number of successful programs and projects that were implemented left us with a sizeable deficit in 1983. The first part of 1984 sees us paying off debts from 1982. A dues increase was needed to keep pace with inflation that has occurred over the past four years since our last dues increase, and to make certain that the ongoing programs and projects would be continued. An

association such as MPI needs to have income other than dues income to survive. Sources of non-dues income must be investigated to support activities such as the Home Study Program in the future.

Vaughn: Will it affect the services and/or plans of our local chapter?

Heath: Yes. The dues increase will definitely affect the services and/or plans of local chapters. One area of emphasis in restructuring is to provide more administrative and educational support to the chapters, thereby allowing the chapters to do a better job of managing and providing quality education which is part of the total picture of MPI.

Vaughn: What has been the reaction to the dues increase? Has it affected membership retention?

Heath: To date I see no effect on the membership. MPI membership is presently at 6050, which means we have had a growth of over 250 since the dues increase was announced. As far as losing previous members, thus far it appears that the majority have renewed their dues and there has been minimal fall out.

Vaughn: Could you give details and a time schedule of the Meeting Planners Certification program under the leadership of CLC? And, what is MPI's involvement?

Heath: As I mentioned earlier, the Convention Liaison Council (CLC) is a group of seventeen associations in the industry, MPI being one of them. This group has taken on the project of providing certification of meeting professionals, and has established a Board of Directors composed of one member from each of the meeting planning groups and other groups such as American Hotel & Motel Assn. and Hotel Sales Management Assn., combined with one representative for a total of twelve (12) with a Chairman and a Vice Chairman. MPI's past president, Lincoln Colby, is the Vice Chairman of the Board. The time schedule is to identify the body of knowledge; write the exam, and have it ready and available for testing the first of 1985. I am told that the time schedule is being adhered to and the first candidates will be able to take the exam in the early part of 1985.

Vaughn: What are the plans for replacing Interface program at the Annual Conference? Will it affect the supplier/planner ratio?

Heath: At the present time there are no plans to replace Interface. Interface in its initial concept was a very innovative and workable program. Over the years through trying to improve and change it, it became a nightmare to the organization. The Executive Committee felt to continue trying to alter it was not in our best interest. If we can come up with another novel approach where buyers and sellers can meet in a neutral territory to discuss facilities, we would be receptive. At the present time, no one has come up with such a program. As to how it will affect our supplier/planner ratio, if the suppliers are coming to our conferences only to sell

ELECTION SPECIAL

Elections for D/FW Meeting Planners International Officers & Board of Directors will take place Thursday, May 24, at our regular monthly meeting. So that our members will be aware of the nominees for these offices, we are providing you with a brief look at members that have been nominated by the nominating committee.

The continued success of our chapter depends heavily upon those individuals you select for leadership positions. Please review the contenders and be sure to attend the May meeting to VOTE.



President - Ellen Beckert

Ellen became a member of M.P.I. in 1977. She has served on our board for two terms including her current term as Vice President of Programming & Education. Ellen has been very active in M.P.I. locally and on a national level. Most recently she served as a Seminar Leader during the Chapter Leaders Conference at the M.P.I. Fall Educational Conference. Now as Director of Corporate Planning for the Freeman Companies, Ellen is involved in communications, planning, marketing and special projects for the four Freeman Companies.



Vice President, Membership - Bill Beaty

Bill is presently a member of our Board of Directors. As such, he has been very involved with many of the projects and decisions that have been the responsibility of this year's leadership.

Since 1965, Bill has served as Vice President of Market Relations for Lone Star Life Insurance. And, presently serves on the Board of Directors for View of Health—Medical City & McKinney Country Club. He is Advisory Board member of the Food Industry Association Executives.

Vice President, Programming - Latrelle Smart

Latrelle presently serves the D/FW chapter of M.P.I. as Vice President, Administration. She has been involved with M.P.I. as a Board or Committee member since 1981; serving as a Board member during the 1982-83 year and Program Committee member in 1981.

As Director of National Accounts for Ramada Inns Worldwide, Latrelle is involved with Corporate & Association Meeting planning.



Vice President, Administration - Teri Dress

Teri is in her first year as a Board member for the D/FW chapter of M.P.I.

As Executive Secretary of the Association of Drilled Shaft Contractors and Managing Editor of their monthly publication, Teri has been involved in all facets of meetings management.



Vice President, Finance - Paul Iacovino

Paul has been a member of M.P.I. since 1979. He served as Editor of The Potomac Chapter Newsletter "Between Us" in 1979 and '80. He presently serves the D/FW chapter as Vice President of Public Relations and Editor of "The Current".

As sales Manager at the Hyatt Regency Hotel, Paul handles the Washington, D.C. and Los Angeles Association Meetings Market. He is a member of the Greater Washington Society of Association Executives. Paul has been in the hotel industry for seven years.



Vice President, Public Relations - Penny Yost

Penny presently serves our chapter as an active member of the Public Relations Committee. She has authored a number of articles for "The Current".

As Assistant Manager of the Dallas Convention Center, Penny is responsible for event coordination and the Convention Services staff. She is a member of the Internal Association of Auditorium Managers and has been involved in the Convention Trade Show Industry for six years.

1984-85 Board of Directors

(Three planners; one Supplier to be Elected)



Jane Ketcham - Planner

Jane has been an M.P.I. member for three years. She is the Meeting Coordinator for Home Box Office Services, Inc., responsible for conventions, meetings and special events for the South Central Region.



Leslie Black - Supplier

Leslie has been a member of M.P.I. since 1982. She has been a sales manager at the Sheraton Park Central since October, 1983. Previous to the Sheraton, Leslie held sales positions with the Registry and Doubletree Hotels, handling the National Corporate Meetings Market.



Judith Mathews - Planner

Judith is very involved with M.P.I. both locally and nationally. She is a member of M.P.I.'s National Education Committee and the D/FW Program Committee.

A graduate of the Masters Degree Program in Linguistics at the University of Essex in England, Judith presently works for Xerox, managing the EDGE USERS GROUP.



Kenna Balch - Supplier

Kenna has been an M.P.I. member since 1982. Most recently she served on the Program Committee in 1982-83. As Divisional Director of Sales and Marketing for Days Inn in the Southwest, Kenna directs, plans and executes all advertising, promotions and direct sales activities for the region.



Bill Boyd Jr. - Supplier

Bill has been an active member of M.P.I. since 1978. Most recently, Bill served as the 1982-83 editor of "The Current". A Lamar University graduate, Bill is president and founder of Sunbelt Motivation and Travel.



Mary Cowart - Planner

Mary has been a member of M.P.I. for three years. For the past nine years she has been involved in all aspects of meeting management at University Computing Company. Current responsibility as Meeting Specialist includes coordinating over 250 meetings per year.



Pat Smith - Supplier

Pat joined M.P.I. in 1981. Since she became a member, Pat has attended every annual M.P.I. conference; this year serving on the D/FW chapter, Program Committee. She is Director of Marketing for the Fort Worth Convention and Visitors Bureau.



Connie Gray - Planner

Connie has been a member of M.P.I. since 1982. She currently serves as a member of the Public Relations Committee and staff photographer of "The Current". As Assistant Meetings Manager for the Society of Petroleum Engineers, Connie is responsible for coordinating eight regional meetings and three Board meetings per year.



Joan Fleming - Planner

Joan has been a very active member of M.P.I. since joining the D/FW chapter. She presently serves on the Program Committee. Joan has been with the General Electric Company for seven years and is presently a Regional Sales Program Counselor.

Officers - Continued on "Board" Story by Rose

at Interface, then I feel they have come for the wrong reason. Our statistics have shown that planners come to MPI meetings not to buy, but to learn. I think that through interaction with their peers who have a commitment to the meeting industry particularly the suppliers, their education will be assured.

Vaughn: How and when will the regional education seminars be held and what will be the program content? What will be the part of the local chapter in planning?

Heath: At the present time we have asked the chapters if they would be interested in co-hosting one of our regional seminars. Seminars are intended to bring the portions of our Annual Conference that we feel are outstanding to a regional membership. Thus far five (5) chapters have responded including the Dallas/Fort Worth Chapter. We will look to the Chapter to help us promote the seminars within the area and to assist with the on site management. In return we will share the profits with the chapter. As far as the program content, thus far we have identified that the first ones will be Meeting Legalities and Communications /Career Development.

Vaughn: As a result of a survey of chapter leaders, how does MPI plan to implement the suggestion and improve on communications to chapters and chapter leaders?

Heath: As part of an ongoing administrative project, every activity at International has been looked into and a definition written as to why we are doing it, how we are doing it, and who it is intended for. In doing so we are trying to come up with a more comprehensive management plan so that our communications can be improved with less duplication and be more timely. As a result of this we are seeing how much overlap and confusion exists with many of our communication pieces. Through the Chapter Leaders Letter more management information will be conveyed and through the Chapter Management Manual more resources will be available for reference on Chapter Management. We are also developing a self-contained training module that will serve as an orientation to new Chapter Leaders and help them become better Chapter Leaders the day they get involved in Chapter Management. Hopefully this will evolve into a regional Chapter Management program where Chapter Leaders can discuss common problems and programs among themselves.

Vaughn: MPI is planning a national video conference later this spring. Does this indicate a belief on the part of MPI, that teleconferencing will become a major force in the meetings and convention industry? What is MPI doing to train its members to utilize video conferencing techniques?

Heath: Yes - On May 23, 1984 the Minnesota Chapter has arranged through

a cable network and a local television station to produce a teleconference which will be up linked to satellite Westar V and available to any of our chapters who choose to downlink it. I feel teleconferencing is going to become a major part of the meeting and convention industry and will serve as another medium for producing meetings. I do not feel that it is going to become the answer to all meetings, because there will always exist the need for people to get together in person to discuss and resolve issues. Body language is still a very important part of our communication process and this can not be perceived totally by Teleconferencing. Teleconferencing however, will allow a greater number of people to be brought together for dissemination of information on a regional or local basis that would not have been possible otherwise.

Vaughn: What are your views on key topics for 1984 that need to be addressed by inter national and chapter leaders?

Heath: I think the most important thing facing the meeting management profession right now is to get our members to see themselves as being professional and to provide them with the necessary skills and tools to do their jobs efficiently and professionally. Once we have pride in ourselves, our corporate offices will recognize the part that we play in the objectives of each of our individual companies or associations. We can't convince others of our important role until we truly believe that we are what we propose to be. I think that the International and Chapters have to make a commitment to support this professionalism in all aspects and in all planning of our activities and programs. With the growing influence of MPI in the meeting world, it is important to the D/FW Chapter to stay in tune with the International office, its changing role, and direction of our leadership. Doug Heath, as the Executive Vice President, is playing a major role in formulating the structure of the organization and the future of meeting planning as a profession. Doug Heath joined the MPI staff in 1982, after serving as Director of Meetings for The American Institute of CPA's in New York City.

Connie Vaughn, a student member of the Chapter, has conducted an in-depth interview with Doug which we feel will be beneficial to the D/FW Chapter.

EDITORS NOTE: *The May 23rd teleconference which Mr. Heath discussed in this article will not be available for D/FW Chapter members due to scheduling conflicts with the May Chapter meeting and problems revolving around speakers for the meeting. This was a unanimous decision of the Board.*



MOTHER'S DAY AT THE FAIRMONT



For further information and reservations
call 748-5454.

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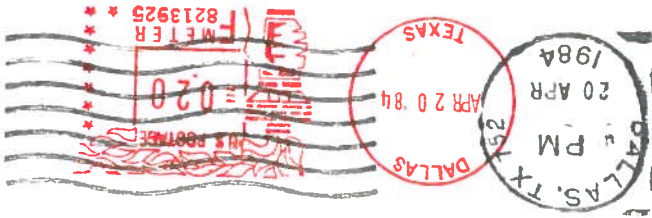
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 300 Reunion Blvd.
 Dallas, Texas 75207

Calendar Update

Thursday, April 26

Evening - Las Colinas Sports Center/Mandalay
Program - "Planning Meetings with Health in Mind"

Thursday, May 24

Lunch - Loews Anatole - New Expansion
Program - "The Republican National Convention - A Unique Planning Challenge"

*Note: *MPI CHAPTER ELECTION OF OFFICERS*

June 21 - 24

Annual Conference - Washington D.C. Sheraton
 Washington Hotel

Thursday, June 28

Evening - DFW Hilton Conference Center
Program - "Working with Conference Centers"

Thursday, July 26

Evening - Adolphus Hotel
Program - "Annual Installation of Officers"

August - NO MEETING

Thursday, September 27

Evening
Program - "Fort Worth Exploration — Continued"

Fall Educational Conference

Houston, Texas
 Shamrock Hilton Hotel

MARCH MEETING IN REVIEW

Congratulations to our Program Committee and The Sheraton Mockingbird Hotel! The March meeting was among our best yet. The meeting received an overall rating of "A" from those in attendance.

As has been done all year, our membership was asked to rate the program on a **Program Report Card**. The March remarks gave favorable reaction to Michael Brown, our speaker. His remarks were presented in a most interesting fashion and will be useful to all of us at some point in our meeting planning careers. Mr. Brown also did an exceptional job of staying within the time frame established for our speaker.

The Sheraton's staff did a super job. The food quality received good marks as did the service and timing at the luncheon.

See you in April at the Las Colinas Sports Center and Mandalay Four Seasons.

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Dallas, TX 75207

or call.

TEXAS "SUPERSPORTS" SQUAD ASSEMBLING

The 1983 World Champion Super-sports Team is reassembling. Join your Texas Associates at The Washington Annual meeting, as we re-capture the title. Contact: Marilyn McQuire.

