



Current

THOUGHTS FROM THE PRESIDENT

By Ellen Beckert

Recognition for outstanding achievement is an integral part of our goal to develop professionalism within our industry. At the 1985 Annual MPI Conference in Chicago, awards will again be presented for:

1. CHAPTER OF THE YEAR
2. PLANNER OF THE YEAR
3. SUPPLIER OF THE YEAR

These awards are given on an International basis; in fact, our chapter already has one past recipient. Charlotte St. Martin was honored with the International Supplier of the Year Award in 1984.

However, many chapters are now also presenting these awards on a local basis. Our Chapter Board feels that we have many qualified candidates for both Planner and Supplier awards within our chapter, and that we should recognize the talents and efforts of our chapter members. We are now developing an Awards Committee, who will be seeking out qualified candidates for these awards at our chapter level. Our chapter award winners will then be submitted for the International Awards to be presented at the Chicago Annual Conference.

In addition, the Awards Committee will be preparing our submission for Chapter of the Year nomination.

We will be using the same criteria for the Planner and Supplier Awards as outlined by the International Awards Committee:

"The four basic areas to be considered are:

1. **Planner**- Applied superior management methods in meeting management.
- Supplier**- Outstanding skill in that individual's field (i.e. hotels, AV, transportation, etc.).
2. Demonstrated innovation and creativity.
3. Provided maximum value to employing organization.
4. Proven steps to advance career.

Service to MPI at the Chapter and International level will also be considered, as well as professional recognition and awards. Award nominations are not based on achievements in the 1984-85 year only, but for contributions that may have occurred over several years and have been consistently of a high quality."

We plan to present our chapter awards at the March meeting. If you would like to serve on the Awards Committee or would like to offer a candidate's name for consideration, please call me at 688-1474.



Teri Dres, Vice President, Administration, and Della Bolton, MPI Secretary, regularly staff the registration desk at the chapter meetings and handle many of the critical details each month.



Vice President, Programming—Education Latrell Smart lines up all of the key players for each meeting's program, and keeps track of many of the other chapter logistics as well.

NOVEMBER MEETING SETS RECORD ATTENDANCE

by Janet Loveless

The Sheraton Park Central provided a wonderful lunch on November 29 for the D/FW Chapter meeting. Some said presentation of the salad was a piece of art. This meeting was one of the largest luncheon meetings ever, with 120 members and guests attending. Surviving deregulation was the topic of the program speech by Mr. Donald F. Carty of American Airlines. The contents were primarily overall information on how American Airlines itself survived the deregulation.

The report cards filled out by members attending the meeting as follows (average grades in each category): Overall - B, Content - B, Speaker - B, Relevance - "OK", Timing - A, Food - A, Beverage - A, Service - A, Parking - B.

Several of the comments on the report card were as follows:

"What did his speech have to do with our surviving deregulation? Who cares whether American does".

"Good commercial for American."

"Great company man but could say more about subject matter."

"Speaker was more a commercial than a learning person."

"Do Delta, Eastern, Braniff, etc. get equal time."

"No more American Airlines propaganda".

"I need to know how we as meeting planners survived deregulations."

DECEMBER MEETING TO BE A "FANTASTIC" EVENT

"A Christmas Fantasy" is the theme of the December meeting and party to be held December 17 at the Registry Hotel. Cocktails begin at 7:00 p.m. and the music will play until 11:00 p.m.

Details of the event were scant and mysterious at press time for the newsletter, but this much was leaked: the decorations will be lavish and in two parts, one set for the foyer and one set for the dinner; the guy in the red suit may be there and expect grown people to sit on his lap; dinner will be elegant and will

include some special after-dinner touches, and dancing will be accommodated and encouraged.

Invitations are being mailed under separate cover to all members, so there is no meeting announcement insert in this issue of the newsletter.



GRAND PRIZES TO BE AWARDED AT JULY MEETING

Airline tickets to three wonderful destinations have been donated as grand prizes in the MPI Membership Campaign.

The prizes include:

- Roundtrip coach fare to Phoenix, plus 3 nights at the Loews Paradise Valley Resort in Scottsdale, courtesy of the Loews Hotels and Delta Airlines;
- Roundtrip coach fare to Tampa, plus 5 days and 4 nights of golf or tennis at Saddlebrook, courtesy of Eastern Airlines.

These two trips will be awarded by drawing from the hat which will include the names of all new members and their sponsors over the entire year.

- Roundtrip coach fare for 2 to Paris or Frankfurt, courtesy of American Airlines.

This prize will be awarded to the member who has recruited the most new members over the year.

Our appreciation goes to all of these sponsors for their support and contributions.

NOVEMBER WINNERS OF MEMBERSHIP CAMPAIGN

Two MPI members won prizes in the membership campaign drawing at the luncheon on November 29, at the Sheraton Park Central.

Lynette Owens was the winner of a copy of the best-selling book "The One Minute Manager," and Patty Parker won a Sunday brunch for two at the Sheraton Park Central.

Drawings will be conducted every month at the chapter meeting. Remember that the membership committee set new rules this year so that the names of the new members go into the hat along with the name of the sponsors. In addition, each person who sponsors a new **planner** member will have his/her name in the hat twice.

Prizes yet to be awarded include:

- wine and cordial glasses from Air Canada
- complimentary golf for 2 at Bear Creek Golf Resort, courtesy of the Amfac
- albums & cassettes from BDR Entertainment

- "Canada, A Landscape Portrait" book from the Canadian Consulate General
- dinner and show for two in the Venetian Room, courtesy of the Fairmont
- dinner for 2 at Spinnaker Seafood Restaurant, courtesy of the Lincoln Hotel
- from the Fort Worth Convention & Visitors Bureau, dinner for 2 at Joe T. Garcias, 2 tickets to the Omni Theater's presentation "To Fly," and 2 box seat tickets for the Southwest Fat Stock Show and Rodeo, including a barbeque dinner at the Backstage Club
- dinner for 2 at T'Quilas Restaurant, courtesy of the Fort Worth Hilton
- from Lady Love Cosmetics, 2 Lady Love Bath Paks, 2 Kosmeo Gift Paks, and a Mr. Love Hair Pak, Cologne and After Shave
- from Lone Star Life, Cross pens, a big desk top paper clip, and manicure set
- complimentary suite for 2 for 2 weekend nights at the Marriott Park Central
- dinner for 2 at the Cafe Royal, courtesy of the Plaza of the Americas
- glassware from Specialty Advertising Association
- a goodie basket from Special Arrangements, Inc.
- Sunday brunch for 4 at the Loews Anatole Hotel
- a copy of the new 4th edition of the "American Heart Association Cookbook".

PROFESSIONALISM TO BE DISCUSSED

Not to spill too many beans ahead of time, but the January program may prove to be one of the best. The "hot topic" is Professionalism and the panel members have recently been announced. They are:

Patty Watson, Personal Tour Service; Rom Trammel, Mary Kay Cosmetics; Bill Boyd, Sunbelt Travel; Greg Elam, Great American Reserve Insurance Co.; Charlotte St. Martin, Loews Hotels.

All of the panelists are veterans and will be expected to express strong opinions of the topic of ethics and professionalism in the meeting planning industry.

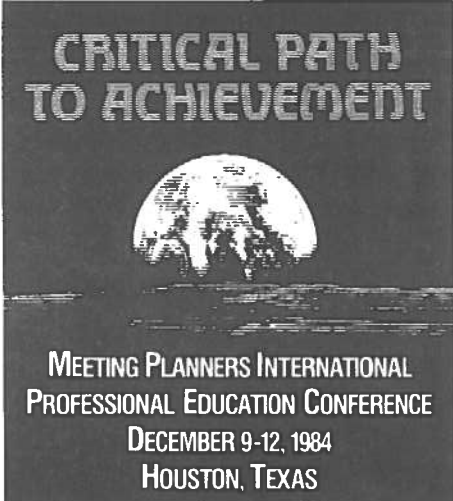
Details of this meeting will be in the January newsletter.

HOW DOES D/FW STACK UP?

A review of the membership statistics provided by MPI show that the D/FW Chapter ranks right in the middle on almost all accounts.

As of September 30, 1984, an analysis of the D/FW Chapter membership showed that 53% of the members are planners and 47% are suppliers. In Comparison, the Minnesota chapter shows a planner membership of an amazing 73.3%, while the Greater Orlando chapter currently only counts 43.8% of its members as planners.

In the matter of size, the major metropolitan areas show up as the largest chapters also. As of September 1984, the largest chapter was the Greater New York chapter with a huge membership of 738. Ranking second and third in size, were respectively, Washington, D.C. and Chicago. D/FW ranked well into in the top 10, reporting 234 members. The smallest chapter is represented by the 39 determined souls in the Canada/Manitoba Chapter.



CRITICAL PATH TO ACHIEVEMENT

MEETING PLANNERS INTERNATIONAL
PROFESSIONAL EDUCATION CONFERENCE
DECEMBER 9-12, 1984
HOUSTON, TEXAS



THE Freeman COMPANIES
The Total Show People



ENTHUSIASTIC NEW MEETING PLANNER IS ALSO ENTHUSIASTIC NEW MEMBER

by Joan Fleming

Note: From time to time this newsletter will feature new members in an effort to give other members a picture of the membership and to introduce the new member. This month's featured member is Leslie Radock, Sales Promotion Manager at K-Mart Insurance Services.

Leslie Radock has been in her position at K-Mart Insurance Services for one year and is responsible for meeting planning, incentive programs, sales promotion and sales aids. She joined MPI only seven months ago.

Leslie became interested in the meeting planning profession and MPI through her association with Jerry Swiggert a former president of the MPI Chapter. Before joining K-Mart Insurance Services, Leslie was Jerry's administrative assistant at United Fidelity. "I learned a lot about meeting planning from Jerry," Leslie said, "Whenever he received information on meeting planning, he always gave it to me to read. I learned by just watching him do his job, and his enthusiasm was very catchy," She added, "Jerry made sure I was involved and had responsibilities. I soon discovered that the organizational skills I learned from my educational background were a big help to me in meeting planning."

Her educational background is considerable. Leslie has an undergraduate degree in Secondary School Educa-

tion and a Masters in Secondary School Administration from Edinboro State College in Pennsylvania.

Leslie has found that the most challenging part of her job is to help managers define the purpose of a meeting. She explains, "They know they want to have a meeting, but they haven't decided what they will do at the meeting or what results they hope to achieve." "I now have a checklist that I review with these managers, and it helps me find out what they want so we can establish certain criteria."

When asked why she joined MPI, Leslie said, "To try to learn through other peoples' experiences. I listen to what is said about sites and hotels, what has gone right and what has gone wrong. I hope to avoid the same problems I hear about from other members of MPI." "The programs we have at our meetings help me to be better prepared and to know what resources are available to me."

SOME HOUSEKEEPING REMINDERS

Members are urged to remember that reservations for the December Christmas party at the Registry on December 17 must be made **AND PAID** in advance by **December 11**. Also note that the fee, because of the dinner and party arrangements, will be \$20.00.

Contrary to the announcement made at the November luncheon, guests may attend only **two** meetings as guests of members, and a guest's reservation must be called in or sent in by a member. The membership committee is making a concerted effort to provide membership information and applications to all guests who have indicated an interest in joining MPI by attending the monthly meetings.

Please note that the dinner meeting for January will be on **January 24** at The Mansion, NOT January 31 as listed on last month's newsletter calendar.

AROUND THE TOWN

By David Geesler

The big news for the D/FW Chapter of MPI is the promotion of one of our most active members, Paul Iacovino. Paul was formerly Sales Manager for the Dallas Hyatt Regency, and he is now Director of Sales for the Minneapolis Hyatt Regency. Lindsey Iacovino, another of MPI's most visible members will be moving to Minneapolis as well, but plans are still top secret.

Paul's current position as Vice President, Finance, for MPI will be filled by Connie Grey of the Society of Petroleum Engineers. Connie's new duties on the MPI Board require that she give up her position as a Director. The Board voted at the November meeting to give Connie's seat to Pat Smith of the Fort Worth Convention and Visitor's Bureau.

With Paul's departure, a new author for this column was needed, and the position has been filled by yours truly, of Freeman Decorating. News and information items will be welcome at any time for inclusion in this, hopefully regular, feature in the newsletter.

Other items of note locally:

- Jim Handzel, Director of Sales and Marketing, has been promoted to acting Director, Trade Shows and conventions for the Dallas Market Center during the absence of Evelyn Flores who is still recovering from back surgery.
- Steve Wilkening, National Sales Manager for Freeman Decorating, recently left Presbyterian Hospital after his own bout with back surgery.
- DiAnn Rogers, formerly Sales Manager at the Dallas Hilton is now the Director of Sales at the Grenelefe Hotel, replacing Ruth Stark who is moving to Corpus Christi to be the Director of Marketing at the Marriott there.
- Jeanne Nichols has been promoted to Regional Corporate Sales for Hilton, and Jude Hettick is the new Director of Sales at the Dallas Hilton.
- Don Defeo hasn't strayed from the mid-cities area, but is the new National Sales Manager for the Irving Convention and Visitor's Bureau, formerly Sales Manager for the Mandalay Four Seasons at Los Colinas.
- Patty Watson made a healthy looking appearance at the November luncheon meeting after recent surgery, and reports that recovery is going well.

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CALENDAR UPDATE

December 9-12, 1984 Professional Education Conference Houston	June 27, 1985 D/FW Chapter Meeting Circle R Ranch
December 17, 1984 Dinner-Christmas Party D/FW Chapter Meeting Registry Hotel	July 25, 1985 Dinner-Installation TBA
January 24, 1985 Dinner D/FW Chapter Meeting The Mansion	December 8-11, 1985 Professional Education Conference Phoenix
February 13-14, 1985 MPI International "Meeting Management Skills" Seminar Loews Anatole	June 15-18, 1986 Annual Conference Boston
February 28, 1985 D/FW Chapter Meeting Society of Petroleum Engineers	December 7-10, 1986 Professional Education Conference San Diego
March 28, 1985 Luncheon D/FW Chapter Meeting Infomart	June 7-10, 1987 Annual Conference Winnipeg, Manitoba
April 25, 1985 TBA	December 6-9, 1987 Professional Education Conference Miami
May 23, 1985 Luncheon D/FW Chapter Meeting Amfac Hotel	June 19-22, 1988 Annual Conference Seattle
June 6-9, 1985 Annual Conference Chicago	December 4-7, 1988 Professional Education Conference Nashville

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