



# Current

**JULY 1984**

THE PROFESSIONAL  
SOCIETY FOR THOSE  
WHO MANAGE MEETINGS

## MESSAGE FROM THE PRESIDENT

Good day MPI DFW membership. And farewell and thanks. July 31 your new slate of officers will be installed. Your current Board of Directors/Officers thank you for allowing us to assist in the leadership of your local Chapter. Your new leadership under Ellen Beckert and new Directors/Officers will continue in our efforts to make your local Chapter a prized and valued membership. Please lend them your total support in all areas: committee involvement, ideas, and attendance at all functions of MPI.

Our annual Conference in Washington was a success. Many of your local Chapter members participated in a "Platform for Success". Quoting from this meetings material:

We seek to...

1. Establish the meeting manager's professional identity with executive level performance, including acceptance of responsibility for short term and long range goals.
2. Understand the controversial issues behind national policy decisions and how they affect the meeting manager.
3. Equip the meeting manager to face the realities of global pressures and anticipate the impact these have on the meetings industry.
4. Identify and learn how to use human and technological resources available to the meeting manager.

Develop an awareness of how the meeting manager's decisions today can affect the future global community.

The speakers were excellent, along with interesting work sessions, plus the fun and games of SuperSports III was of big interest to Team Texas. Thank you DFW Chapter members for your support of the Annual Meeting by your attendance in Washington.

Everyone mark your calendar for Dec. 9-12, 1984 for the Annual Education Conference, at the Shamrock Hilton Hotel, Houston, TX. Our Chapter should work at having the largest representation. See you at our July 31 Installation of Officers meeting, The Adolphis Hotel...

## JUNE MEETING RATES A-

The D/FW Airport Hilton and Executive Conference Center was more than just the site for the June 28th MPI Chapter meeting — it was also the ideal setting for the speaker's presentation of Conference Centers.

The meeting received an overall rating of A- by those MPT members in attendance. Cocktails and dinner were served in the International Ballroom. Susan Winters, Director of Sales, introduced her sales staff, who then led MPI members into the "conference center" facilities and the Commerce Ampitheater. Here, David Smith, President of Southern Sites in Atlanta, and Andy Dolce, President of the Dolce Company in Houston, presented an informative program on conference centers. Their presentation covered the organization of the conference center concept; the main differences between conference centers and hotels; and the future in stake for conference centers. Andy Dolce supplemented his presentation with slides of various conference centers around the country. A question and answer period was followed by a brief tour of the facility ending up in the game room where cordials, coffee and deserts, consisting of bannanas foster, crepes suzette and cherries jubilee, were served.



## MPI GOES ACAPULCO!

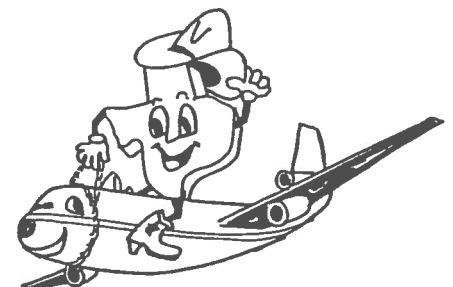


**Mark Your Calendar Now  
September 27-30, 1984**

The Texas MPI Chapters are sponsoring a "Special retreat" to Acapulco September 27-30! Headquarters Hotel will be the Hyatt Continental Acapulco offering special \$37.00 single/double rate for this MPI retreat. Registration fees will be \$75.00 for membes, \$35.00 for spouses and \$85.00 for non-members. So feel free to invite potential prospects for MPI membership

Air transportation will be provided by Mexicana Airlines! Watch for more information on "special MPI Retreat air fares"! Highlights of the retreat will include: an in-plane meeting; Brainstroming in the Beach; Two afternoons offering five different round table discussions; receptions and a closing Black and White banquet with Terry Chapman, Director of Education for MPI - as guest speaker.

Registration forms will be forthcoming. For additional information, contact D/FW Chapter Coordinator: Pat Smith at the Fort Worth Convention and Visitors Bureau, (817/336-8791).



## MPI NEEDS YOU!

A recent chapter newsletter of the Toronto Chapter featured an article advocating belonging to and participating in a professional organization. Much of the article draws on work done by Anita Gates in her books "21 Steps To A Better Job" and "Ninty Most Promising Careers In The '80's". (Both Monarch Press)

Some obvious techniques for achieving success in business were outlined in the Toronto publication. Be natural not negative, look your best, carry business cards etc. However, one observation stands out above the rest...volunteer to work on a committee!

The benefits to an individual who gets involved in association committee work are numerous. Visibility and the ability to build a reputation within your industry, education and enhanced networking opportunities are major reasons for involvement. Committee involvement pays dividends.

As the terms of our 1983-84 Chapter officers draw to a close, it seems appropriate to take this opportunity to tip our hats to the people who donated so much of their time to bettering our chapter and MPI. As a whole they did a great job. Thanks to:

Latrell Smart of Ramada Hotels. As V.P. Administration Latrell oversaw the implementation of new monthly meeting reservations procedures. The closer supervision of guest reservations, no-shows and advance registration ment a lot to the success of our monthly meetings. It also ment a lot to the chapter treasury. Rosemary Hall of Mary Kay Cosmetics. Our V.P. of Finance kept us in the black. Not an easy task at a time when the international organization was tightening it's belt. Because of cut-backs in our dues income from Middletown, Rosemary performed a true balancing act when balancing our books.

Ellen Beckert of Freeman Companies. The duties of our V.P. for Programing and Education are among the most demanding of the leadership positions. From the October meeting on the pros and cons of meeting on cruise ships to our recent meeting on conference centers, our chapter events have been entertaining and very educational.

Brian Hile of the Fairmont Hotel. The most successful membership drive in the chapters history is among the major achievements of our V.P. of Membership. This program will come to a close during the July meeting. It has lead to a much stronger and active membership.

Jerry Swiggert of United Fidelity Life. Mr.

President's leadership and experience was a prime factor in the implementation and success of all the chapter activities. Jerry has donated time and efforts to the chapter matched by none. He has led the chapter at a time when budgets, income, membership, program content and planning, and chapter communications have become a greater challenge to manage.

Jerry's leadership in promoting a second Texas chapter educational retreat (Hyatt Continental Hotel, Sept. 27-30) has been a big factor in the early success of that program. Of course our President did a great job of leading Dallad chapter in the activities during the recent national conference in Washington D.C. He'll be a tough act to follow.

Our Board of Directors and International Representatives also contributed a great deal. Please take time during our July meeting to thank Bill Beaty, Teri Dres, Lesley Meyer, Virginia Smock, Harmon Hodge, Marilyn McGuire and Charlotte St Martin.

Finally, your Editor of The Current and V.P. Public Relations would like to thank the members of the "P.R." committee for their support and contributions. Their involvement has been the key reason that The Current has remained an interesting, educational and usefull service of our chapter.

Judith Houghton, Penny Yost, Connie Vaughn, Marilyn McGuire, Connie Grey, Virginia Smock and Elaine Hampton; they must have read Anita Gates books! Again, thanks to everyone who has served the chapter. We hope all our members will begin thinking now about committee involvement for the 1984-85 year. It's important and beneficial. MPI NEEDS YOU.

## INTERNATIONAL BOARD SELECTS SITES FOR 1987 AND 88 CONFERENCES

MPI's International Board of Directors convened during the annual conference in Washington D.C., June 21, 1984. Among the agenda items discussed were annual and educational conference sites for 1987 and 1988, a repayment schedule for reimbursement of local chapters, for dues income with held earlier this year and an admission fee for new members. The MPI Board approved Winnipeg for the 1987 annual conference and Seattle for the 1988 meeting. Miami and Nashville were choosen to host the 1987 and 88 educational conferences respectively. The much sought after position of "Headquarters Hotel" was awarded to both Marriott and Omni for the '87

educational conference. No hotel was announced for the annual.

As most of our members know, there have been some financial problems in Middletown, as of late. However, it now appears that the International Treasury is bouncing back. In the Boards latest attempt to stabilize the situation, they ratified an executive committee action to establish an admission fee of \$25.00 for new MPI members. This fee becomes effective September 1st, 1984. In a related matter, the Board approved executive committee recommendations on reimbursement of local chapters, for dues income held up as a result of the shakey financial picture in Middletown. Chapters are being repaid over a six month period effective May 1984.

In other Board actions, Doug Health Executive Vice President of MPI, was given a raise. His new salary and the amount of the increase were not disclosed, And a commitment was made to provide for better communications between local chapters and international. The Board meets again in Houston, this December.

## TEAM TEXAS! SPIRIT WASN'T ENOUGH TO TURN IT IN '84

By Marilyn McGuire

The spirit of MPI Supersports III is alive within Team Texas! Thanks to dedicated and enthusiastic participation, Team Texas brought in a perfect score in the spirit category (chew tobacco, chew tobacco...).

The Team finished, at the least, exhausted and with some "injuries", but we "obstacle coursed", "trivia-ed", "run chugged", "butt-butted", "water balloon-ed", "uniform relayed", "tug of war-red", and yes, even bravely played the dreaded Monster Ball with the best of them. Even though our overall finish in Supersports was tenth, no team captain had a better and more cohesive team than Texas. I thank all my team-mates for your support.

My personal thanks go to these individuals who gave me invaluable advice, insights and perspectives (and condolences?!) on this years competition: (in alpha order)

Kenna Balch, Greg Elam, Sally Gibbons, LaTrelle Smart and Jerry Swiggart. Extra special thanks, and without whose efforts Team Texas would not have happened, to David Ainslie, team co-captain from Houston Chapter of MPI and Golgie Sautters, team co-captain from Hill County/ MPI. And, of course, thanks to the event

captains who handled the "special teams" coaching: Kenna Balch, Greg Elam, Sally Gibbons, Kathleen Ham, Sheri Harris, LaTrelle Smart, Ron Trammell and Bill Withaus.

And even more thanks go to team sponsors: Days Inns (team shirts); San Antonio Convention & Visitors Bureau (team socks); Houston Area Chapter of MPI (visors, wristbands, pom poms and megaphones); AVW Audio Visual, Inc. (power megaphone); The Freeman Companies (Texas flags and flagpoles); Creative Communications (team banner); Lowes Anatole Hotel (team practice session) and United Fidelity Life Insurance Company (team logo).

By the way, for those who are interested, the final results were: 1) New York, 2) St. Louis, 3) Kentucky/Ohio Valley, 4) New England/Yankee, 5) Sunbelt.

Also note that the Supersports III videotape will be on view at our July 31st meeting.

GO TEAM TEXAS.....SUPERSPORTS IV!!!

## NON-TRADITIONAL MEETING SITES.... ...OR ISN'T THAT MICHEAL JACKSON BEHIND THAT PODIUM?

Our request earlier this year for a list of non traditional meeting and banquet sites around the Dallas Fort Worth area was well received. We have always thought that our chapter membership was somewhat non-traditional anyway. But, we now know that we are also rather creative. All the contributions we received were super!

Our list of non-traditional sites in Dallas Fort Worth is too long to include all the creative gathering places submitted. So, we've listed only a few this month. We will attempt to offer a complete listing in a later edition of the Current or through hand outs at a future monthly meeting.

Our thanks to Judith Houghton for compiling the list:

Site: Los Colinas Sound Stages

Location: Irving, Tx

Contact: Betty Buckley, Production Mgr. (214) 869-0700

Remarks: Use one or all three sound stages. There are also other areas that could be utilized. Perfect for creating your own environment. You will need to bring in a caterer.

Site: Dallas Public Library

Location: Young at Ervay, Dallas, TX

Contact: Ms. Jackie Taylor (214) 749-4368

Remarks: The Library has a dining room

with nearby kitchen available for rental. You would need to bring in a caterer. In addition, there is an auditorium and several meeting rooms.

Site: Dallas City Hall

Location: 1500 Marilla, Dallas, TX

Contact: Steve Mayer

(214) 670-5680

Remarks: Mr. Mayer can supply details. Both the Plaza outdoors plus certain inside areas can be made available for special events.

Site: Texas Hall of State

Location: Fairgrounds, Dallas, TX

Contact: Elizabeth Rouse

(214) 421-5136

(Dallas Historical Society)

Remarks: Owned by the City of Dallas and leased to the Historical Society. Several room for rental. Can accommodate up to 300 maximum for seated dinner. No Catering facilities, but expect to by next year. Presently, caterers must block off workspace and mask the area. There is also a lecture hall with auditorium seating for 400. This is a very beautiful and elegant site.

Continued on back page . . .

## IN MEMORY OF JOYCE MARTIN

One of our friends, Joyce Martin, of Sunbelt Motivation and Travel, Inc., passed away Friday, July 13th. Joyce served as secretary of the Dallas/Fort Worth Chapter in 1981 and 1982, as well as assisted in the coordination of the MPI Current newsletter in 1982 with Bill Boyd.

Joyce contributed a great deal to the success of the Dallas/Fort Worth Chapter of MPI through quiet dedication and unflappable professionalism. Many may not have noticed her, always behind the scene, working to make things run smoothly. She is remembered for her helpfulness and genuine enthusiasm. She sincerely enjoyed working with us all and only resigned due to her illness.

Joyce is survived by her husband James, and three children, Kim, Kara and Michael, who reside at 612 Cox Lane, Irving, Texas 75062.

DFW MPI has made a contribution to the American Cancer Society in memory of Joyce Martin. For those who wish to make a personal contribution, please forward your contribution to Vicki Dodson, Sunbelt Motivation and Travel, Inc., 104 Decker Drive, Suite #300, Irving, Texas 75062 or call 214/258-0210.

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## Calendar Update

**Tuesday, July 31**

*Evening* - Adolphus Hotel

*Program* - "Annual Installation of Officers"

**August - NO MEETING**

**Friday, September 14**

*Evening*

*Program* - "Fort Worth Exploration — Continued"

**September 27-30**

Texas Retreat

Acapulco, Mexico

Hyatt Continental Hotel

**December 9-12**

Fall Education Conference

Houston, Texas

Shamrock Hilton Hotel

Continued from page three . . .

Site: Cotton Bowl, Coliseum or Band Shell

Location: State Fairgrounds, Dallas, TX

Contact: Gayle Kirby

(214) 421-8702

Remarks: Ms. Kirby is the contact for these three properties only. For information on other rentable buildings at Fair Park, see the next listing.

Site: Exhibit Buildings

Location: Fairgrounds, Dallas, TX

Contact: Marge Sumrow

Remarks: Mr. Sumrow handles all but the above three sites and the Texas Hall of State on the Fairgrounds. (Call the Dallas Music Hall office for information on the Music Hall.)

Site: Starfest Grounds

Location: Park Central Grounds, Dallas, TX

Contact: Mr. Jack Prince,

The Dallas Symphony

(214) 373-6538

Remarks: Great picnic spot. Near Olla Podrida, a unique arts and crafts shopping complex.

Site: Old City Park

Location: 1717 Gano St., Dallas, TX

Contact: Thomas H. Smith, Director

Remarks: Dallas as it was during the "log cabin" days. A great location for summer evening banquets and parties. The park can accommodate 1000 people for meals, and they do have several tents. Park Docents available for tours and hospitality.

Site: Belo Mansion

Location: 2101 Ross at Pearl

Contact: Nancy Downs or Tambi Phelps  
 (214) 742-4675

Remarks: In order to use the mansion it is necessary to get a letter of recommendation from a member of the Dallas Bar Association. Maximum seating, regulations and other information can be obtained at the above number.

Sometimes the site you want is already booked - or there just isn't a suitable site for the event you are planning. **CREATE YOUR OWN!**

Search out a ware house, an airplane hangar or a large space and create your own environment. There are many companies in the Dallas/Ft. Worth area that specialize in creating themes.

## OFFICERS

### President

Jerry Swiggart . . . . . Metro/429-3803

### Vice President Membership Involvement

Brian Hile . . . . . 214/748-5454

### Vice President Program Education

Ellen Becket . . . . . 214/741-1463

### Vice President Administration

LaTrelle Smart . . . . . 214/368-5212

### Vice President Finance

Rosemary Hall . . . . . 214/630-8787

### Vice President Public Relations

Paul Iacovino . . . . . 214/651-1234

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Virginia Smock . . . . . 214/638-7686

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