

MPI Current

JUNE 1984

THE PROFESSIONAL
SOCIETY FOR THOSE
WHO MANAGE MEETINGS

MESSAGE FROM THE PRESIDENT

Good Morning, and howdy from Foatwuth. Welcome to summertime. And a big welcome and congratulations to our new officers. President-elect Ellen Beckert has a very good and dedicated new group of officers, to work for the betterment of your DFW MPI Chapter during the new year.

The standing committees will be re-chaired, and with new and some carry over members, all working toward improved programming and education, membership involvement and expansion and in improving all other objectives stated in our bylaws. Your Chapter is really only as good as you want it to be. Much more membership involvement is the key to our growth and continued success. There is a place for you. Call one of the new officers and offer to help.

Much excitement is being generated toward Super Sports III in Washington, D.C. this June 21. Team Texas, composed of members from our three Texas MPI Chapters (Houston, Texas Hill County ((Austin-San Antonio)), and DFW will be leading the grand march opening Super Sports III. We also plan to capture first place again, and win the GOLD. Todate, several sponsors have been obtained in outfitting Team Texas, in Texas style: logoed golf shirts from Days Inn of America - Kenna Balch; banner from Creative Communications Inc. - Jim Westbury; sox from San Antonio Convention and Visitors Bureau; visors/wristbands/pom poms from the Houston Chapter; power bull horn from AVW. An early *thank you* to our great sponsors. Team Texas will do you proud. Go for the GOLD in DC.

Your Board of Directors has modified our *Reservation and Attendance Policy* as follows: Guest reservations are to be made by a MPI Member. Those non-members calling in reservations will be

referred to the Membership Vice-President to help qualify that guest. No walk-in guest will be allowed unless accompanied by a MPI Member.

Our cancellation policy still is set to bill NO-SHOWS. If you must cancel after the cut-off date, please call our MPI secretary, Della Bolten, with your cancellation. Reasonable cancellation notices after cut-off will be considered with the possibility of the NO-SHOW billing being waived. Just let us know.

We had a very fine luncheon meeting May 24 at the Anatole, with 120 members and guest in attendance. See you June 28, at the DFW Hilton Hotel and Conference Center.

1984-85 D/FW OFFICERS ELECTED

It's unanimous! Ellen Beckert from The Freeman Companies will direct the leadership of the D/FW Chapter during the next twelve months as our president. Taking office with Ellen in July, will be: Paul Iacovino of the Hyatt Regency Hotel, Treasurer; Bill Beaty of Lone Star Life, Vice President Membership; Penny Yost of the Dallas Convention Center, Vice President Public Relations; Latrelle Smart of Ramada Inns, Vice President Programming; Teri Dres of Assn. of Drilled Shaft Contractors, Vice President of Administration.

Our Board of Directors ballot presented the general membership with some difficult choices. The outcome was a *close* election. Taking office as Board Members this July will be Connie Grey, Joan Fleming, Juith Mathews and Brian Hize. Of course our International Board Representatives Marilyn McGuire and Sally Gibbons will join our immediate Past President in rounding out the chapter leadership.

The leadership will need the help and support of the entire membership. Please begin thinking of committees you would enjoy serving on. Get in touch with the

officers and get involved in 1984-85. Chapter Officers and Board Members will be installed July 31st.

A FEW DOLLARS MORE

Keeping a salesman on the road this year will cost employers and average of \$145 a day, including meals, lodging and car rentals. That's the best estimate of Sales & Marketing magazine, which bases its projections on surveys of expenses in 86 metropolitan areas. The 1984 figure represents an increase of about 6 percent over 1983, which was up 6 percent from the year before. It will cost employers an average of \$723 a week this year to keep a person on the road, the trade journal projects. A decade ago, the weekly average was a mere \$272. The 1984 projection includes average daily lodging expenses of \$51 and daily meal tabs of \$31.

INSTITUTE I TO BE PRESENTED IN DALLAS/FT. WORTH

Some of the top names in the field of meeting management - Tony Alessandra, Howard Feiertag, Doug Heath, Jerry Solomon, Jed Mandel, Ken Fischer, Helen Moskovitz, Rickie Hall, Margaret Talburtt, John Seeley, Ed Polvika, All Sears, etc. - are the faculty for MPI Institutes at Snowbird, UT May 6-11 and August 19-24.

The third Institute I will be held October 14-19 at American Airlines Training Facility located near the Dallas/Fort Worth Airport.

If your chapter members are interested in the finest educational program in meeting management *anywhere*, this is it. It's for members whether they are veteran planners are just starting a career. Non-members are permitted to attend on a space available basis.

Registration is \$850 (single occupancy) and \$750 (double occupancy) in U.S. funds which includes everything except transportation - room and board, all course materials and planned social events are included.

INTERCOM '84 SET FOR HONG KONG

MPI's International Conference Management Symposium - with the theme INTERCOM '84 - is scheduled for September 1-5, 1984 in Hong Kong.

The program format is in the familiar MPI style with educational topics conducted in general sessions and in hour-long seminars. All sessions will be conducted in English.

The faculty roster for the program has an international appearance with most major speakers having a direct MPI affiliation. For further information, contact MPI, Middletown, Ohio. (Because space is limited, we suggest registering before June.)

MPI SEMINAR PROGRAM SCHEDULED IN FOUR CITIES

Four MPI Seminars featuring an in-depth, single topic program have been scheduled for: Boston (July 19), Chicago (Aug. 15), St. Louis (Sept. 19) and Los Angeles (Oct. 31).

"Meeting Legalities and Negotiations" lead by Jed Mandel, Jenner & Block and Howard Feiertag, Servico Inc., will be conducted at Boston and Chicago and "Getting Results Through People" will be presented by Dr. Anthony Alessandra in St. Louis and Los Angeles.

The seminars in Boston, Chicago and St. Louis are co-sponsored by MPI chapters in the cities.

For further information, contact Terry Chapman, Manager of Education, MPI Hqdrs., 513/424-6827.

NE OKLAHOMA & CAROLINAS ARE LATEST MPI CHAPTERS

The Northeastern Oklahoma Chapter (centered in Tulsa) and the Carolinas Chapter (which includes North and South Carolina) have joined the growing list of MPI chapters. They expand the roster to 34 professional organizations.

The Northeastern Oklahoma Chapter was formed under the guidance of steering chairman Annette Klinge and Sara Heisten. The formation process started November 10, 1983 when Charlotte St Martin visited the group on behalf of MPI. The chapter chartered with 34 members with a ratio of 64% planners and 35% suppliers.

The Carolinas Chapter was organized under co-chairmen Nancy Holder and Doug Kerr with considerable assistance by Gaye Mason. The chartering process began in Winston Salem in January, 1983. The Carolinas chapter chartered with a 60/40 ratio and a total of 63 members.

MAY MEETING NOTES

"Get Ready, 'Cause Here We Come..." The words in the 1960's tune come to mind as many of us in the Dallas Hospitality Community prepare for the August 19-23 Republican National Convention. It was in this atmosphere that Doug Blazer of the Republican National Committee addressed the D/FW Chapter meeting at the Anatole last month. He had a most attentive audience.

Mr. Blazer gave the chapter some unusual insights to the "Meeting of the Year" in Dallas. From a run down of attendees, media and "V.I.P.'s", to the precautions being considered to combat or confine potential protests and even terrorism. Blazer's challenges are in many respects the same as any meeting planner. Scheduling, press coverage, set-ups, shuttle buses, etc. And in that regard, so are the challenges of participating hotels. However, the Anatole and Hyatt Regency Hotels being Presidential and Convention Headquarters respectively, will find that their meeting planning challenges will be more unusual. Security and a concern for terrorist activities aimed at disrupting the political process are on the minds of many at the RNC and convention hotels. This is a challenge that Blazer feels can be most interesting and the most tiresome or tedious. It certainly is an aspect that everyone involved will remember.

The Republican National Convention will bring 20,000 people and the eye's of the world to Dallas. Everyone in and out of our industry will be affected and involved. And all of us in Dallas will be part of it's success. Still Doug Blazer and his staff have their hands full.

Thank you to Mr. Blazer and the Republican National Committee for joining us in May.



Doug Blazer with the Republican National Committee, address our May meeting. The topic "The Republican National Convention - A Unique Challenge to Dallas"

UPDATE MEMBERSHIP CAMPAIGN

The D/FW Membership Drive enters the sixth month in June., It continues to a complete success. Since January 1, membership has increased by members. Please welcome our newest members:

Raymond Nolen
Executive Vice President
Texas Grain & Feed Association
1107 Sinclair Blvd.
Ft. Worth, TX 76102

Summer Rand
Executive Vice President
Perle Health Services
2534 Royal Lane
Dallas, TX 75229

Nancy Reed
Incentive Meeting Representative
San Born Travel
5601 MacArthur Blvd.
Irving, TX 75038

The latest Standings in the sponsorship category are:

- J. William Boyd 1
- Elaine Dormer..... 1
- Rosemary Hall 1
- Sally Gibbons 1
- Harry Giles..... 1
- Brian Hile..... 1
- Harmon Hodge..... 2
- Bruce Jaster..... 2
- Paul Iacovino..... 2
- Marilyn McGuire 1
- Lesley Meyer 2
- Bill Mitchell..... 1
- Lynette Owens..... 1
- Sue Rufner 1
- Patricia Smith..... 1
- Virginia Smock..... 2
- Charlotte StMartin..... 1
- Jerry Swiggart 4

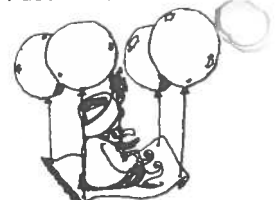
Each time you bring a new member into the Chapter you become eligible to win an exciting and valuable prize, courtesy of one of our supplier members.

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.



CHAPTER MEETING

DATE: Thursday, June 28, 1984

PLACE: DFW AIRPORT HILTON EXECUTIVE CONFERENCE CENTER at HIGHWAY 121 (see enclosed map)

TIME:

- 4:00 PM — Board Meeting
- 5:45—6:30 PM — Registration/Cocktails
International Ballroom
- 6:30—7:15 PM — Dinner
- 7:15—8:00 PM — Program
- 8:00—8:30 PM — Tour with Dessert

PROGRAM: "WORKING WITH CONFERENCE CENTERS — A MEETING ALTERNATIVE"

Speaker: David Smith, President
Southern Sites, Inc.



David Smith is an active member of the International Association of Conference Centers, and currently serves on the International Board of MPI for the Georgia Chapter.

David will bring us in on the "secrets" of conference centers, including what a conference center really is and the basic differences between a conference center and a hotel. We will learn what types of meetings best lend themselves to the conference center concept — and when it may not be appropriate for your group! We will also have the opportunity to tour the DFW Hilton Conference Center to get a first-hand look at this type of facility.

SPECIAL NOTE:

The Conference Center will provide valet parking for MPI members.

MEETING COST:

Advance Reservations — \$18.00
Late Reservations and Walk-Ins — \$23.00
(space available only)

**ADVANCE RESERVATIONS MUST BE MADE BY 5:00 P.M., TUESDAY 26!
NO—SHOWS WILL BE CHARGED**

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:
Between 8:30 A.M. - 5:00 P.M.
Della Bolten
(214) 368-5212

For Reservations by Mail, Send To:
MPI
c/o Ramada World-wide Sales Office
6060 N. Central Expressway, #534
Dallas, Texas 75206

Please make _____ reservations for the June meeting for:

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)

NAME _____ COMPANY _____

ADDRESS _____ CITY/STATE/ZIP _____

ADDITIONAL GUEST NAMES _____



meeting planners international

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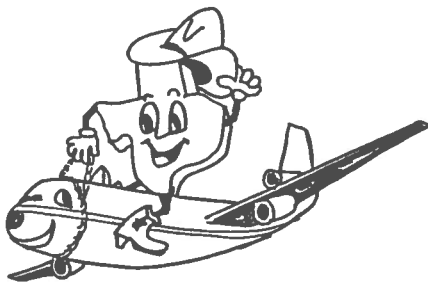
Mark Your Calendar Now
September 27-30, 1984

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 members, \$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; Brainstorming on 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/Chapter Coordinator: Pat Smith at the Fort Worth Convention and Visitors Bureau, (817/336-8791).



RANDOM NOTES

Those of you not recruiting a new member, or not bringing a guest to the meetings might want to call that prospective new MPI member now, and invite them for the June meeting. Our ongoing Membership Campaign is well underway according to our Membership Committee VP Brian Hile. There is still time for you to participate and to be included in the Grand Prize Drawing, the weekend at Magic Kingdome in Orlando, airfare included.

Don't forget the Annual Meeting in DC, this June 21-24. See you at the Anatole the 24th.

New Registration Badge Gives Every Indication of Being The Fastest, Most Reliable Way for Exhibitors to Record Prospect Information

By Darlene Zonea

The Universal Product Code, a computerized bar code which is seen on nearly every packaged item in grocery stores, has made its way into the tradeshow industry. Registration Control systems has introduced an I.D. badge with the printed bar code which will save exhibitors considerable time and effort in recording and retrieving prospect information.

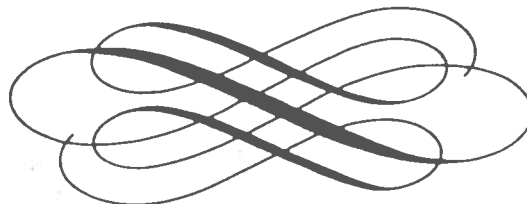
The Easy-Scan Combo Badge™ works like this: Exhibitors use a portable pen-sized scanning wand to "read" and retain the six or seven digit bar code. At any desired time, the exhibitor can have the stored information decoded and printed in list form or on mailing labels by the scanner computer in the show mall. There is one drawback to the system — a minor inconvenience. The wand used to read and retain the information has a maximum capacity of 4,000 characters. If the exhibitor is getting a lot of leads, he may reach the capacity before the end of the show. He then must turn in the scanning wand, get a printout of the leads, and either recharge the wand or get a new one. However, RCS is presently looking at scanning wands with greater storage capacity.

The cost of the bar code badge to show management is comparable to conventional paper badge system, said Roger Ramos, Marketing Manager.

Edgar Bolton, RCS President, pointed out, "Saving, recording and retrieving prospect information in the fastest and most reliable way has long been a major point of concern for exhibitors and show management. The Easy Scan Combo Badge has been proven to be an even faster and more reliable method than any type of system available in the industry in the past."

Sources: Edgar Bolton, President, and Roger Ramos, Marketing Manager, Registration Control Systems, 2368 Eastman Ave., Suite 11, Ventura, CA 93003 (805/654-0171).

Reprint form Tradeshow Week, February 20, 1984



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 300 Reunion Blvd.
 Dallas, Texas 75207

Calendar Update

June 21-24

Annual Conference - Washington D.C. Sheraton
 Washington Hotel

Thursday, June 28

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

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

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1984						
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OFFICERS

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Vice President Finance

Rosemary Hall 214/630-8787

Vice President Public Relations

Paul Iacovino 214/651-1234

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