



THOUGHTS FROM THE PRESIDENT

By Ellen Beckert

*Those of you who attended the MPI Annual Meeting in Philadelphia may still remember one of the most lively general sessions in the history of MPI — the subject was "The Ethics of Clout". Even though the program was centered around a speaker's planned presentation, it also involved much open and candid conversation by the attendees about the sometimes unprofessional and unethical behavior they saw within our industry. What impressed me the most is that **both** planners and suppliers had valuable examples of how they felt their peers and counterparts abused working relationships, and many people in that session admitted guilt at having committed those abuses!*

Whether it is a planner who purposely "pads" his room night block to negotiate better rates or to "protect" himself, or a supplier who knowingly double books his ballroom hoping for a later cancellation or a group to shrink in size, I think those who attended that session and heard the other side came away realizing that we often create our own monsters in future working relationships.

Our local chapter program this month will also address the issues surrounding ethics and professionalism, and is being held due to many suggestions by our members who feel this is one of the reasons we belong to MPI — to learn from each other.

Some specific topics to think about:

- ** "Comps" on site trips — Should they be expected?*
- ** Treating women as professionals — Over 55% of MPI's membership is now women, many of whom are relatively new to our industry. What should be expected — and avoided — on both sides to encourage professionalism?*
- ** Honesty — Should you really tell someone why they lost your business, even if it may affect future dealings with that individual? How "straight" are you in telling a client that their group just won't fit in your property?*

These are some of the topics mentioned by members, and we've got a strong panel of professionals to lead the discussion. Since this is the new year, and time for resolutions, please resolve to attend the program, offer your thoughts, and learn from your peers!

PANEL OF INDUSTRY EXPERTS TO DISCUSS PROFESSIONALISM

The topics of professionalism and ethics are not often discussed in a formal way at industry meetings. MPI will break a new ground by hosting a panel of local experts at the January chapter meeting.

The meeting will be January 24 at The Mansion. An optional tour will be available at 5:00, registration and cocktails will begin at 5:30, dinner will be served at 6:30, and the program will begin promptly at 7:30.

The panel will be composed of: Patty Watson, Personal Tour Service; Ron Trammel, Mary Kay Cosmetics; Bill Boyd, Sunbelt Travel; Greg Elam, Great American Reserve Insurance

Co.; and Charlotte St. Martin, Loews Hotels.

The panel will be moderated by chapter guest, Edward G. Polivka, director of the Tourism Management Department at Northeastern State University in Tahlequah, Oklahoma. NSU is one of only 2 universities in the U.S. offering a degree program in meeting management. Included as special areas of study in the Tourism Management Curriculum are tourist destination development, marketing and operations and travel management programs.

Check the enclosed registration form for details.

CHRISTMAS MEETING RECEIVES RAVE REVIEW

by Betty Thomas

On December 17, 1984, the exquisite Lalique Ballroom at The Registry Hotel hosted MPI's Christmas Fantasy which was a complete success despite the monsoon. The 151 people who attended (68 were guests) experienced an elegant evening of fun, food and frolic.

The Christmas decorations far surpassed anything MPI has had in the past and our hats are off to Magic by Personal Tours. The decorations in the foyer outside the ballroom portrayed the typical Christmas setting of holly, bows, decorated trees, gaily wrapped packages and of course St. Nick sitting in his North Pole castle. Pictures were donated by Magic while Santa listened to MPI members and guests requesting their perfect Christmas package. Santa (who was our own Steve Powell from The Anatole) reports that the ladies were especially creative in their wishful thinking.

Cocktails were served during this "get acquainted" time to all those who were thirsty and to help settle the jittery nerves of those who braved the weather conditions.

At precisely 8:00 p.m. the doors to the Lalique Ballroom were gallantly opened to a scene of grandeur and elegance. Magic created an atmosphere of "awe" by spot lighting the silver mylar curtain which was a backdrop for the stage, and by burning candles inside brandy snifters enhanced with white and silver branches resting upon mirrored bases as centerpieces for the elaborately set tables. White garlands and silver tinsel entertained with twink-

(Continued on page 2)

LOOK FOR A NEW LOOK NEXT MONTH

The MPI **Current** will undergo some design in the next month. Look for a new masthead and a more contemporary typeface, and if the budget holds out, the addition of color.

Just a reminder that suppliers can reach the entire membership by buying advertising space in the **Current**. One-column ads are \$50.00 each. Contact Cliff Dworkin at 742-8200 for more information.

CHRISTMAS MEETING

(Continued from page 1)

ling lights bedecked the perimeter of the room. Last but not least, the pivoting mirrored ball spotlighted above the dance floor, created a magical effect throughout the entire ballroom. As the members and guests proceeded to their tables, the St. Rita's Children's Choir provided appropriate Christmas music. A special thanks is extended to The Registry, Magic by Personal Tours, St. Rita's Children's Choir, Ray Block Productions for providing the dance music, Freeman Companies for their assistance with the stage presentation, Hoover Audio Visual for their expertise in the handling of the various sound systems, David Elis for donating the Christmas stickers for our invitations, Bill Crow of Ramada Worldwide Sales and Chuck Whalen with The Fairmont and all "worker bees" for helping with the actual decorating of the gala event. However, MPI's Christmas Fantasy would not have been possible had it not been for the hard work of Joan Fleming of General Electric. This extravaganza will be a hard act to follow for the 1985 Christmas party.



Young MPI members? No, this is the St. Regis choir which donated its time and talents to the MPI Christmas party.



Ed Jordan and Jim Bressler of The Registry welcome MPI board member Marilyn McGuire of Texas Credit Union League to the Christmas party.

MEMBERSHIP PRIZES STILL AVAILABLE

Winners of the membership campaign drawing at the December meeting included Jeff Fuller, who won a Panasonic Walkman, donated by The Freeman Companies and Gene Johnston who won a brunch for two at The Registry Hotel.

Many prizes are yet to be won. They 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
- 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.
- a copy of the new 4th edition of the "American Heart Association Cookbook".
- tote bags from the Society of Petroleum Engineers
- an evening for 4 at the Westfork Ranch.

The grand prizes will be awarded in July. They 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 and the George Graves Group.

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.



Charlotte St. Martin and Ed Howard confer during the coffee break at the Houston MPI Conference session, Charlotte was a presenter of the session called "Sales, Convention Services and Meeting Management."



Greg Elam introduced Rodney E. Abraham, the speaker at another Houston MPI Conference session. This one was called "The Independent Meeting Manager: Marketing Your Services."

MPI CONFERENCE MOVES MEMBERS ALONG THE PATH TO ACHIEVEMENT

Nearly 1000 MPI members met December 9-12, 1984 at the Shamrock Hilton in Houston for the annual Professional Education Conference. This year's conference was themed "Critical path to Achievement."

Jesse E. Jones Hall for the Performing Arts in downtown Houston was the site of the opening sessions which included the "Roger V. Show" and a keynote address by Eugene Jennings. After the session, attendees walked across the street to a reception held in the Republic Bank building. Area hotels and attractions and the Houston Association of Catering Executives hosted a lavish buffet and multiple entertainments.

Luncheons on two of the conference days were planned as informal roundtable discussions, with participants seated with other MPI members of similar interests.

A variety of guest speakers presented a heavy schedule of educational sessions, mornings and afternoons. Some of the most highly rated sessions included "Negotiating the Contract" presented by Jed Mandel, an attorney, and Howard Feiertag, a hotel executive; "Marketing the Meeting" presented by Ed Polivka of Northeastern State University in Oklahoma; and "Managing People" presented by Matt Weinstein, PhD., a consultant.

Social activities included a Cabaret Supper and a Fiesta party and numerous post-conference activities. A late-afternoon fitness session was attended by about 50 attendees who stretched under the guidance of Chris

Silkwood from the famed Phoenix spa in Houston.

Coffee breaks included alternate foods such as fruit and juice and meals were planned around light menus.

Other services to members included a video-display message service, audio cassette duplication of all sessions, an airline service desk and an MPI resource library where books and publications relevant to meeting planning were available for browsing or ordering.

BOARD MAKES A CHANGE

Due to increasing professional responsibilities, Bill Beaty has resigned as Vice President, Membership. At the regular meeting in December, the MPI Board elected Lynette Owens of the George Graves Group to be the new Vice President, Membership. Lynette has been active on the membership committee for several years and has been especially involved in the new member campaign this year.

CORRECTION:

In discussing the Supplier of the Year awards, we stated that Charlotte St. Martin received the International Supplier of the Year Award in 1984, when it was in fact 1982.

D/FW CHAPTER TO HOST MEETING MANAGEMENT SEMINAR

The Dallas/Fort Worth chapter of MPI will host a 2 day seminar called "Effective Meeting Management Skills" February 13-14, 1985 at The Anatole Hotel.

The seminar will be produced by the educational staff of MPI in Middletown, Ohio. Manager of Education Terry Chapman is responsible for planning the seminar.

A press release detailing the seminar and MPI's role as sponsor went out to 70 area newspapers and associations during the first week in January.

The seminar will teach specific skills, such as negotiating, budgeting, and contracting. Some guest speakers from the area will be included in the program.

The cost of the seminar is \$285.00 for members and \$350.00 for non-members.

Additional details will be presented at the January 21 chapter meeting at The Mansion. Or for more information, members may call Judith Mathews at 689-6392 or Sally Gibbons at 748-1200.



Dallas/Fort Worth Chapter MPI
 c/o Ramada Worldwide Sales Office
 6060 N. Central Expressway
 Suite 534
 Dallas, Texas 75206

CALENDAR UPDATE

January 24, 1985

Dinner
 D/FW Chapter Meeting
 The Mansion

February 13-14, 1985

MPI International
 "Meeting Management
 Skills" Seminar
 Loews Anatole

February 28, 1985

D/FW Chapter Meeting
 Society of Petroleum Engineers

March 28, 1985

Luncheon
 D/FW Chapter Meeting
 Infomart

April 25, 1985

TBA

May 23, 1985

Luncheon
 D/FW Chapter Meeting
 Amfac Hotel

June 6-9, 1985

Annual Conference
 Chicago

June 27, 1985

D/FW Chapter Meeting
 Circle R Ranch

July 25, 1985

Dinner-Installation
 D/FW Chapter Meeting
 Fairmont Hotel

December 8-11, 1985

Professional Education Conference
 Phoenix

June 15-18, 1986

Annual Conference
 Boston

December 7-10, 1986

Professional Education Conference
 San Diego

June 7-10, 1987

Annual Conference
 Winnipeg, Manitoba

December 6-9, 1987

Professional Education Conference
 Miami

June 19-22, 1988

Annual Conference
 Seattle

December 4-7, 1988

Professional Education Conference
 Nashville

OFFICERS

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Ellen Beckert 688-1474

Vice President Membership

Lynette Owens 458-2021

Vice President Programming-Education

LaTrelle Smart 368-5212

Vice President Administration

Teri Dres 681-5994

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Joan Fleming 688-6217

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Brian Hile 748-5454

Judith Mathews 689-6392

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International Directors

Marilyn McGuire 980-5111

Sally Gibbons 748-1200

International Officers

Charlotte St. Martin 750-5388

Steve Powell 748-1200

MPI/DFW Current

Penny Yost 750-5388

Committee Chairperson —
 American Heart Association
 7320 Greenville Avenue
 Dallas, TX 75231



CHAPTER MEETING

DATE: THURSDAY, JANUARY 24, 1985

PLACE: THE MANSION ON TURTLE CREEK
2821 Turtle Creek
Dallas, Texas

TIME: 5:00 PM - 6:00 PM Site Inspection (optional)
5:30 PM - 6:30 PM Registration/Cocktails
6:30 PM - 7:30 PM Dinner
7:30 PM - 8:30 PM Program
8:30 PM Adjourn

PROGRAM: PROFESSIONALISM AND THE MEETING PLANNER

PANEL: BILL BOYD representing Travel and Incentive
GREG ELAM representing Planners
CHARLOTTE ST. MARTIN representing Hotels
RON TRAMMELL representing Planners
PATTY WATSON representing Special Events
ED POLIVKA, Moderator, representing Northeastern State Univ.

MEETING COST: ADVANCE RESERVATIONS \$18.00
LATE RESERVATIONS AND WALK INS \$23.00
(Space is limited — MAKE YOUR RESERVATIONS EARLY!!!)

**ADVANCE RESERVATIONS MUST BE MADE BY NOON, TUESDAY, JANUARY 22, 1985
NO SHOWS WILL BE CHARGED.**

PLEASE MAKE CHECKS IN ADVANCE IN THE PROPER AMOUNT TO BE RECEIVED BY THE CUT OFF DATE

For Phone Reservations Call: Della Bolton, MPI Secretary
Between 8:30 AM - 5:00 PM
(214) 368-5212

Enclosed please find my check for _____ reservations for the January meeting.

NAME _____ COMPANY _____

ADDRESS _____ CITY/STATE/ZIP _____

ADDITIONAL GUEST NAMES _____

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).

MAIL TO: MPI
c/o Ramada Worldwide Sales Office
6060 N. Central Expressway, #534
Dallas, TX 75206



Meeting Planners International

PROFESSIONAL MEETING PLANNER CODE OF ETHICS

PREAMBLE:

THESE PRINCIPLES OF PROFESSIONAL CONDUCT ARE ESTABLISHED TO GUIDE THE MEETING PLANNER IN HIS RELATIONSHIP WITH HIS EMPLOYER, SUPPLIERS AND PEERS.

I, AS A MEMBER OF MEETING PLANNERS INTERNATIONAL, WILL BE GUIDED IN ALL MY ACTIVITIES BY TRUTH, ACCURACY, FAIRNESS AND THE HIGHEST INTEGRITY.

I PLEDGE TO MAINTAIN COMPLETE LOYALTY TO MY ORGANIZATION AND TO AGGRESSIVELY PURSUE AND ENHANCE ITS OBJECTIVE.

I WILL AT ALL TIMES PROVIDE A QUALITY PROFESSIONAL, SERVICE THAT ASSURES THE MAXIMUM POSSIBLE PROFIT FOR MY ORGANIZATION'S EXPENDITURE OF PEOPLES' TIME AND MONEY.

I WILL KEEP FULLY INFORMED ON THE LATEST TECHNIQUES, DEVELOPMENTS AND KNOWLEDGE THAT PERTAIN TO MY PROFESSION.

I WILL ACCEPT OPPORTUNITIES TO HELP MY ASSOCIATES REACH PERSONAL AND PROFESSIONAL FULFILLMENT BY EXTENDING AND SHARING MY KNOWLEDGE AND EXPERIENCE AT ALL TIMES.

I WILL UTILIZE EVERY OPPORTUNITY TO ENHANCE THE PUBLIC IMAGE OF THE PROFESSIONAL MEETING PLANNER.

Member