

THE PROFESSIONAL
SOCIETY FOR THOSE
WHO MANAGE MEETINGS



Current

THOUGHTS FROM THE PRESIDENT

By Ellen Beckert

**"CERTIFICATION - ONE OF THE
MOST INTEGRAL ELEMENTS IN
RECOGNITION OF THE MEETING
PLANNER AS A PROFESSIONAL."**

Until recently, several individual organizations like ASAE and HSMA have developed certification programs for their own members. After two years of work, the Convention Liaison Council has developed a comprehensive Certified Meeting Professional Program which will be consistently recognized among all 20 CLC member organizations - MPI being one of them.

CLC's main purpose is to provide a focal point for the convention, meeting, trade show and travel industry, and to work collectively to develop programs like the CMP Program that cross over all industry related interest areas.

As you may be aware, the first CMP Program Examination will be held just prior to our MPI annual meeting in Chicago this June. The request for applications has been overwhelming, with the deadline for applications being March 15.

If you have missed this deadline, don't despair. As a result of the great response, CLC has added several examination sittings to the original schedule for 1985. They have been scheduled to tie in with some other industry meetings that you may be planning to attend:

June 6 Chicago (MPI)
November 7 Boston
November 7 Washington, D.C.
November 7 Honolulu (coinciding with
Insurance Conference Planners)

The Program consists of two parts, each of which requires a fee to cover the costs of exam preparation and program administration. First, you must submit an application, which will be reviewed for qualification to set for the exam. Basic requirements include currently working in the field and having had three years of experience in our industry.

Once accepted, you will be provided with references for study; the exam itself consists of approximately 150 questions relating to 25 general functions of meeting plannings. And we bear it's tough!

We will have a chapter program at our May meeting to further explore the CMP Program and how MPI can help you prepare for it through our education programs. In the meantime, contact CLC for applications if you are interested.

Convention Liaison Council
1575 Eye Street, N.W., Suite 1200
Washington, D.C. 20005



Harvey House chef adds the finishing touches to the shrimp for the reception prior to the February Chapter Meeting at the SPE offices.



Donna Anderson, SPE Exhibits Mgr., was one of the speakers who described SPE's computer operation at the February Meeting.

MEMBERSHIP IMPRESSED WITH SPE COMPUTERS

by Betty Thomas

Everyone attending the February MPI meeting at the Society of Petroleum Engineers sat in a state of awe listening to a description of SPE's computer system.

Connie Gray, SPE Meetings Manager and Ken Conner, SPE Data Processing Manager, gave a brief history of the use of computers at SPE. In January 1978, their first inhouse program was designed to facilitate exhibit management and that led progressively to the development of a package for the control of the organization's membership roster among other things. Now in 1985, SPE will handle registration of the Off Shore Technology Show being held in Houston, which 60,000 to 75,000 are expected to attend. For the first time ever, SPE will use a system which scans the attendees bar-coded badges

at each booth and automatically transmits to the vendor the registrant's name, company, address, and all other pertinent data.

After a live demonstration via video camera, SPE's Exhibit Manager Donna Anderson then commented that her philosophy is that computers enhance staff members - not replace them. Computers allow SPE to provide more professional statistical information and help in many ways to build marketing strategies both for her department and the exhibitors.

Our appreciation is extended to SPE as well as Ed Rowllins of Harvey House and to the entire Harvey House catering staff for a generous selection of hot and cold hors d'oeuvres prior to the meeting.

NEW INFOMART SITE OF MARCH MEETING

by Judith Mathews

Infomart, the newest addition to the Dallas Market Center complex, offers state-of-the-art meeting space and facilities and will be the site of the March Chapter Meeting. Our V.I.P. progressive luncheon and tour of the building will include the meeting space, trade show space, tenant floors, catering area, and the Resource Center.

At the Resource Center, after lunch, you will be able to have a personal/

business needs analysis done, including a print out which will indicate what type of equipment and software would be most useful right now. The needs analysis system does not recommend specific "brand names" but rather lists your priorities, based on your answers, and you can then use the show room floors as an additional resource to visit and compare.

(Continued on page 2)

MEMBERSHIP COMMITTEE UNDERGOES RE-ORGANIZATION

by Lynette Owens

On Thursday February 7, 1985 the Membership Committee held their first meeting of 1985 at the Loews Anatole Hotel. As a result of the meeting several new committees were established to help the effectiveness of the vital membership function.

A Welcoming Committee consisting of Leslie Radock, Brian Hile, Patty Parker and Paula Moss will handle Guest Desk Operations to answer questions, fill out guest cards and maintain the guest and new member easels. Additional emphasis will be placed on recognizing and introducing new members during the meetings so that we can get to know them easier.

Sally Gibbons assumed the Chairpersonship of the Membership Contest Committee and will be responsible for the solicitation of new prizes throughout the membership year. She will be spending each of you a mailing which will include membership application forms and guidelines for winning the contest.

Jeff Fuller is now chairing the New Member Recruitment Committee which will be responsible for contacting guests who have attended prior meetings and encourage their membership.

Linda Hill heads the Monthly Phone Committee which will be calling planner members prior to the monthly meeting to encourage their attendance. Linda has asked to set up a "buddy" system where a member would be assigned a new member for the year and be responsible for introducing them to other members and in general making them feel welcome.

Michelle Sanseverino accepted responsibility as Chairperson of the Membership Retention Committee. This committee will call any delinquent member to encourage them to renew their dues and stay active in the organization. The feedback from this committee will also be useful in determining future programs.

And last but not least, Lynette Owens will Chair the Newsletter Liaison Committee, making sure that all of the wonderful things we accomplish get enough of the right kind of exposure!

Please contact any one of these Chairpeople to volunteer to help with their tasks. There was a membership com-

mittee meeting the week of March 4 when each Committee was asked to report their progress toward their goals. Information on this meeting will be provided later. We need your help and ideas. This is your organization . . . active membership begins with **you!**

MORE PRIZES REMAIN FOR MEMBERSHIP CAMPAIGN

Winners of prizes at the February meeting included Debbie Thornton of the American Heart Association who won the gift pack from Lady Love, and Michelle Sanseverino of the Mandalay Four Seasons who won the SPE tote bag. Members who are eligible for the drawing must be present at the meeting to win a prize.

Prizes and donors are:

- 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
- 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.
- Two nights at The Mansion

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.

NEW INFOMART SITE OF MARCH MEETING

(Continued from page 1)

The purpose of the infomart is to educate us all in what we can do with computers in our own work. Like the Crystal Palace of 1851, which it resembles, the Infomart is the one place to see all the new technologies, learn about them, and start to use them in our everyday life.



NEWS FROM MPI INTERNATIONAL

CERTIFICATION

The Convention Liaison Council is preparing for the first Certified Meeting Professional (CMP) examination to be given in Chicago on June 6, 1985 (see Ellen Beckert's column for more information). Applicants must submit qualifying data by March 15, 1985, to CLC. Call CLC for details and application forms (202) 626-2764. MPI is preparing a Meeting Professionals' Handbook, which will contain selected readings and resources on the 25 functions and 17 conditions identified by CLC as the skills and knowledge necessary to be a "Certified Meeting Professional." The handbook is expected to be available in late spring, or early summer.

ANNUAL MEETING

The Annual Meeting this year will have some of the ol' favorites: Super-Sports, Annual Business Meeting, Planner and Supplier of the Year Awards, Chapter of the Year Award and a gala dinner dance. Several sessions are geared to an exchange of

information among planners and suppliers. General sessions will present what's happening in our industry, and what the future industry trends appear to be.

WORLD CONGRESS

MPI will again cooperate with the Society of Incentive Travel Executives to provide educational programming for the World Congress Exposition on Meeting Management and Incentive Travel. The World Congress will be held at New York Coliseum, July 23-25, 1985. Helena Born (New York Chapter) is co-chairing the program committee representing the MPI education committee. More information will be available shortly.

NEW MPI PINS AVAILABLE FROM MIDDLETOWN

New MPI label pins are now available from International. The pin is the MPI logo with the letters "MPI" raised. It is gold - no other color. The price is \$10 each, prepaid. Order by sending your request and check to MPI, Attn: Sue Painter.

PRELIMINARY RESULTS OF THE MPI EDUCATIONAL NEEDS SURVEY

from *Meeting Manager*, January 1984

To come even close to serving such a large group of people with divergent backgrounds and requirements is a difficult job but it's not impossible. Before anything can be done, however, an association must establish its identity and those of its members.

In a recent Educational Needs Survey, MPI has done just that. We can now study the characteristics of our members — how old they are, their income levels, their professional levels and chiefly, their educational needs. With this information, we are better prepared to close in on just those specific programs and projects that will benefit the most members. We also will reaffirm or adjust our total image of ourselves as an association.

Salary ranges were interesting. Of those responding, 50 percent were earning over \$30,000 per year. According to a recent Meeting News survey, the average salary for meetings planners has just topped the \$30,000 mark. It should be noted however, that all respondents were not planners. 28.5 percent of them were suppliers or considered themselves both planners and suppliers.

Only 3 percent of MPI members answering the survey were earning less than \$15,000 annually, 11 percent are at \$15-20,000; 36 percent earn between \$20-30,000; 26 percent between \$30-40,000 and 24 percent between \$30-40,000 and 24 percent earn over \$40,000.

MPI has arranged for further indepth study of the results of the needs survey, to be published in further issues of *Meeting Manager*.

GOT ANY HOT TIPS?

Changed jobs lately? Know someone who has? Received a promotion a few months ago that you would like MPI members to know about? Maybe you're just getting used to a new title and would love to see it next to your name in print. Promote yourself by letting us know of any type of job change for inclusion in the Around Town column of the newsletter. The D/FW MPI membership is interested in its members careers and the newsletter is the perfect vehicle for this type of information. Call David Geesler at 741-1463 or Ed Howard at 631-1150.



Dallas/Ft. Worth Chapter MPI
 c/o Society of Petroleum Engineers
 P.O. Box 853836
 Richardson, Texas 75083-3836

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
 Luncheon
 D/FW Chapter Meeting
 Plaza of the Americas

May 14, 1985
 Luncheon
 D/FW Chapter Meeting
 Amfac Hotel

June 6-9, 1985
 Annual Conference
 Chicago

June 27, 1985
 Installation
 D/FW Chapter Meeting
 Circle R Ranch

July 25, 1985
 Dinner-Installation
 D/FW Chapter Meeting
 Fairmont Hotel

September 26, 1985
 Luncheon
 D/FW Chapter Meeting
 Anatole 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

President
 Ellen Beckert 688-1474

Vice President Membership
 Lynette Owens 458-2021

Vice President Programming-Education 817-335-7000
 LaTrelle Smart 261-4721

Vice President Administration
 Teri Dres 681-5994

Vice President Finance
 Connie Gray 669-3377

Vice President Public Relations 655-6100
 Penny Yost 750-5388

Directors
 Joan Fleming 688-6217
 Pat Smith (817) 836-8791
 Brian Hile 748-5454
 Judith Mathews 689-6392
 Jerry Swiggart 390-1173

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