



METROPLEX CHAPTER CURRENT

NOVEMBER 1980

FROM OUR PRESIDENT *It Costs a Bunch to Munch Lunch!*

He didn't exactly say it that way but his point was that our newly announced meal costs were greater than he desired them to be. Since he is a dues paying member and held in high regard (we hold all dues paying members in high regard), the Executive Committee discussed the matter again. It is not a new subject. Perhaps I ought to say that it has almost been a traditional subject at Executive Committee meetings for years.

In the past, your club did not have any income from the meals. Our total income was the once a year dues that went to National with a part coming back to us. Our newsletter, speaker expenses, mailings and other mundane things - non exciting, exceeded that source of funds. To make ends meet, the club has had "supplier nights" where we charged our friends to show their wares . . . and hopefully give us some income. The results were not great and it seemed a "heavy" way to get money from only part of our members. Last year, your club asked for outright donations to keep us afloat. Some of you came through. We also came into our new year broke.

That is why we raised our luncheons. Our hosts said costs were up (but we still get a bargain because they have the propensity to show off) and we deliberately added a few shekels to put into our kitty. Thus, those enjoying the meetings help pay our expenses.

Not all speakers cost us money - in fact, few do - but we intend to have the **best** programs, **not the cheapest**, thus we need to have some funds accumulating to do that.

It may be that some would prefer monthly dues. But I know that there is one very important point that your Executive Committee has a concern about. If there are members who find the meeting costs too high and find some discomfort in reporting it at the office (or paying out of your pocket - as the case may be) we sincerely need to know about it. I, for one, remember when I was younger (much younger) and less experienced (much less experienced) and the function of "planner of meetings" was not held in high regard. I was frowned upon by older, wiser (?) bosses for excessive expense activity. This can be a fact of life. Even worse, we aspire to serve the newer, less experienced meeting planner most of all and they may be the most threatened by our actions. Therefore, if our new luncheon and dinner price schedule is causing you or some member you know a problem, please let me know so that we can strive for some helpful solution. But please be fair - give us two solutions; a way to reduce meal charges plus a way to have some income.



GREG ELAM

PROGRAMS AND EDUCATION

by Tony DiRaimondo

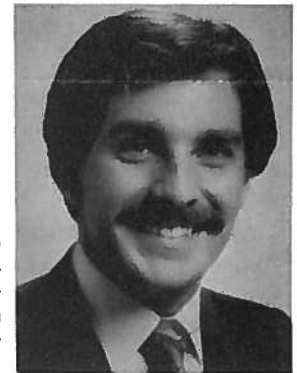
For the second month in a row, the Dallas/Fort Worth Chapter set a new attendance record for a monthly meeting. The October meeting was the largest meeting that our Chapter ever had. Our sincerest thanks go out to Ed Simmons and Susie Oliver for their program on "What you can do in Dallas". Also, we want to thank Julian Abio, General Manager of the Fairmont Hotel, for his gracious hospitality in the Venetian Room. We also want to thank Director of Catering, Pedro Prado, for an outstanding dinner.

We have been saying all along that the November meeting would be a blockbuster. In a joint effort with HSMA, the program will concentrate on that nasty subject: "Contracts and Cancellations". There is nothing pleasant about losing a piece of business on short notice or being bounced from a hotel in favor of another group. So our industry is trying to figure out what to do with this problem. Are we to become attorneys? Are we to become so rigid that we lose all our flexibility? How do we protect ourselves from those who would flagrantly disregard an agreement?

These are some of the questions that our esteemed panel will try to address. Keep in mind that our intention is simply to discuss a common problem facing both sides of this industry. We are **not** attempting to come up with a universal solution. We are not attempting to come up with **any** solution. Because of the antitrust laws, we cannot establish policies, but we can discuss a problem. And we expect it to be quite a conversation.

"Who will be on our panel?", you ask? The President of the Society of Company Meeting Planners, and Director of Meeting and Conventions for State Farm Insurance Company, Randy Kerfoot; the chief elected official of ASAE, the Chairman of the Board-elect, and President of the Texas Motor Transportation Association, Terry Townsend; and from the hotel industry, Vice President of Sales and Marketing of the Opryland Hotel, Mike Diamond.

To say the least, we hope you will be there to meet with the hotel executives from around the country, the meeting planners from SCMP, as well as our own chapter members. Take an active role in the conversation. Make some substantial contribution, but by all means, **BE THERE!**



Tony DiRaimondo

Metroplex MPIInformation

by **Bruce Jaster**

*Manager, Meetings & Conventions
University Computing Company*

Are you an average member of the Metroplex MPI Chapter? If so, the following is a description of you:

*you've been a meeting planner or supplier for 8.5 years

*your annual salary is \$27,921

*you're responsible for approximately \$750,000 in annual business.

*you travel 64 days a year

*you supervise 15 people

*you've been a member of the Metroplex Chapter for 2.15 years

*you attend 6.4 Chapter meetings each year

*you've attended 1½ MPI Annual Conventions and ½ Winter Meeting

*you're pleased with the Chapter meetings and communications, but you are unhappy with MPI national meetings and you are disgusted with MPI national communications

*you joined MPI primarily for business and/or educational reasons and you feel that those purposes are basically being met

*you definitely want the planner/supplier teaming for membership plan continued

*you're basically undecided about whether or not the MPI national office should be moved or should stay where it is

*your overall opinion of the MPI staff is leaning toward the negative

These are the averages determined from the recent survey of MPI Metroplex members. Of the questionnaires mailed, exactly 50% were returned and tallied. Planners returned a slightly better percentage than did vendors - 55% return for planners to 46% return for vendors. The surveys were calculated **separately** for planners and vendors to give us exclusive results for the membership categories. For the summary above, both planner and vendor results were combined.

At the top of the next column is a statistical summary of the individual planner and vendor surveys. Gradient scores were determined by a modified Likert scale. The **lower** the number, the **more** favorable the rating. A higher number indicates problems, with a shift of only .1 in either direction indicating a move of significance; the higher it goes, the more negative the opinion. Any score **under** 2.00 is a show of significant approval. Any score **over** 3.00 is an indication of disaster. A high score with an apathy factor of more than 15% should strike terror into the hearts of those responsible for the item or service being rated -they've been seriously challenged by the group doing the rating (the apathy factor is the percentage of those responding to the questionnaire who choose to give no answer to that particular question).

PLANNERS SALARY AND EXPERIENCE

years of experience	# of responses & percentage of the total responding	average salary for this experience category
less than 1	2 — 7%	\$13,750
1-3	3 — 10%	\$19,167
3-6	5 — 17%	\$23,500
6-10	6 — 20%	\$30,000
10-15	7 — 23%	\$38,571
more than 15	4 — 13%	\$30,000*
no answer	3 — 10%	

*lowered average salary reflects several retired individuals still working but on a reduced salary or for no salary

FINANCIAL RESPONSIBILITY

how much do you administer annually?

dollar value	# of responses & percentage of the total responding
less than \$100,000	2 — 7%
\$100,000—\$300,000	9 — 30%
\$300,000—\$500,000	5 — 17%
\$500,000—\$700,000	2 — 7%
\$700,000—\$1,000,000	4 — 13%
more than \$1,000,000	6 — 20%
no answer or not applicable	2 — 7%

HOW MUCH DO YOU TRAVEL EACH YEAR?

A range of answers from 1 day to 200 days a year — Average 72.5

HOW MANY PEOPLE DO YOU SUPERVISE?

A range of answers from 0 to 41 — Average 5.4

WHAT BENEFITS DO YOU HAVE?

(figure given is the percentage of those responding yes)

benefit	fully paid	partially paid
life insurance	63%	23%
health insurance	67%	27%
accidental death & disability	57%	23%
dental insurance	17%	3%
retirement plan	57%	17%
automobile	40%	
travel expenses	93%	
first class airfare	7%	
savings plan with company contribution		43%
savings plan with no company contribution		0%
sick leave	83%	
personal leave	77%	
sponsored educational programs	67%	
professional memberships	90%	
social club memberships	30%	
additional benefits (each mentioned once):		
long term disability insurance		
salary continuance plan		
travel cancellation insurance		

AVERAGE LENGTH OF MPI MEMBERSHIP

(excluding two charter members)

2.3 years

AVERAGE NUMBER OF CHAPTER PROGRAMS ATTENDED EACH YEAR

6.0

AVERAGE NUMBER OF MPI ANNUAL CONVENTIONS ATTENDED IN THE LAST 5 YEARS

1.5

AVERAGE NUMBER OF MPI WINTER MEETINGS ATTENDED IN THE LAST 5 YEARS

.6

OPINION OF THE MPI ANNUAL AND WINTER MEETINGS

Gradient Score—2.33

Apathy factor—33%

OPINION OF MPI INTERNATIONAL OFFICE COMMUNICATIONS

Gradient Score—3.33 Apathy factor—20%

OPINION OF MPI METROPLEX CHAPTER COMMUNICATIONS

Gradient Score—2.22 Apathy factor—10%

OPINION OF MPI CHAPTER PROGRAMS

Gradient Score—2.19 Apathy factor—13%

WHY DID YOU JOIN MPI?

(percentages greater than 100 caused by multiple answers)

business reasons	15	—	50%
educational reasons	13	—	43%
social reasons	0	—	0%
all three reasons	12	—	40%
no answer	0	—	0%

OVERALL OPINION OF MY MPI MEMBERSHIP IN GENERAL

Gradient Score—2.12 Apathy factor— 3%

SHOULD THE SUPPLIER/PLANNER TEAM PLAN FOR MEMBERSHIP BE CONTINUED?

yes	29	—	97%
no	0	—	0%
no answer	1	—	3%

SHOULD THE MPI INTERNATIONAL OFFICE BE MOVED TO ANOTHER CITY?

moved	12	—	40%
not moved	9	—	30%
no answer	9	—	30%

OVERALL, WHAT KIND OF JOB IS THE MPI INTERNATIONAL STAFF DOING, IN MY OPINION?

Gradient Score—2.88 Apathy factor—17%

VENDORS

SALARY AND EXPERIENCE

years of experience	# of responses & percentages of the total responding	average salary for this experience category
less than 1	1 — 3%	\$13,500
1-3	1 — 3%	\$17,500
3-6	8 — 28%	\$22,625
6-10	6 — 21%	\$22,667
10-15	7 — 24%	\$35,714
more than 15	3 — 10%	\$36,667
no answer	3 — 10%	

FINANCIAL RESPONSIBILITY

how much do you administer annually?

dollar value	# of responses & percentage of the total responding
less than \$100,000	3 — 10%
\$100,000—\$300,000	1 — 3%
\$300,000—\$500,000	2 — 7%
\$500,000—\$700,000	1 — 3%
\$700,000—\$1,000,000	3 — 10%
more than \$1,000,000	8 — 28%

HOW MUCH DO YOU TRAVEL EACH YEAR?

A range of answers from none to 144 days a year—Average 55.4

HOW MANY PEOPLE DO YOU SUPERVISE?

A range of answers from 0 to 600—Average 24.9

WHAT BENEFITS DO YOU HAVE?

(percentage of those responding yes)

benefit	fully paid	partially paid
life insurance	62%	31%
health insurance	62%	34%
accidental death & disability	52%	28%
dental insurance	21%	7%
optical insurance	7%	3%
retirement plan	31%	34%
automobile	34%	7%
travel expenses	93%	
first class airfare	14%	
savings plan with company contribution		45%

savings plan with no company contribution		10%
sick leave	90%	
personal leave	55%	
sponsored educational programs	66%	
professional memberships	93%	
social club memberships	45%	

AVERAGE LENGTH OF MPI MEMBERSHIP

2.0 years

AVERAGE NUMBER OF CHAPTER PROGRAMS ATTENDED EACH YEAR

6.9

AVERAGE NUMBER OF MPI ANNUAL CONVENTIONS ATTENDED IN THE LAST 5 YEARS

1.5

AVERAGE NUMBER OF MPI WINTER MEETINGS ATTENDED IN THE LAST 5 YEARS

.5

OPINION OF THE MPI ANNUAL AND WINTER MEETINGS

Gradient Score—2.35 Apathy factor—21%

OPINION OF MPI INTERNATIONAL OFFICE COMMUNICATIONS

Gradient Score—2.69 Apathy factor—10%

OPINION OF MPI METROPLEX CHAPTER COMMUNICATIONS

Gradient Score—1.63 Apathy factor— 7%

OPINION OF MPI CHAPTER PROGRAMS

Gradient Score—2.02 Apathy factor—21%

WHY DID YOU JOIN MPI?

(percentages greater than 100 caused by multiple answers)

business reasons	18	—	62%
educational reasons	9	—	31%
social reasons	0	—	0%
all three reasons	8	—	28%
no answer	2	—	10%

OVERALL OPINION OF MY MPI MEMBERSHIP IN GENERAL

Gradient Score—2.08 Apathy factor—10%

SHOULD THE SUPPLIER/PLANNER TEAM PLAN FOR MEMBERSHIP BE CONTINUED?

yes	27	—	93%
no	0	—	0%
no answer	2	—	7%

SHOULD THE MPI INTERNATIONAL OFFICE BE MOVED TO ANOTHER CITY?

moved	6	—	21%
not moved	11	—	38%
no answer	12	—	41%

OVERALL, WHAT KIND OF JOB IS THE MPI INTERNATIONAL STAFF DOING, IN MY OPINION?

Gradient Score—2.50 Apathy factor—17%

In addition to these statistical results, there were many interesting comments made on the questionnaires. We'll take a look at that in next month's MPIInformation.

MARK YOUR CALENDAR FOR THESE MEETINGS:

December 7-10 MPI's 1980 Fall Educational Conference. Fontainebleau Hotel, Miami Beach

December 16th Metroplex Chapter Meeting, Tuesday noon "Airlines, and What Deregulation Can Mean to Us"

NOVEMBER METROPLEX CHAPTER MEETING

DATE: Wednesday, November 19th

PLACE: Double Tree Inn
8250 N. Central Expressway
(between Campbell Towers)

TIME: 5:30 Cocktails
6:00 Dinner
7:00 Program

COST: \$15.00 per person, advance reservation
\$17.00 per person, at the door

PROGRAM: "CONTRACTS AND CANCELLATIONS"

SPEAKERS: See Tony's article elsewhere in this issue.



We are looking forward to a great meeting in conjunction with the members of HSMA. Let's show our guests what a great Chapter we have in the Metroplex by participating in this very educational meeting on how to deal with contracts and cancellations.

MPI Metroplex Chapter
P.O. Box 25104
Dallas, Texas 75225

DEADLINE FOR RESERVATIONS: Monday noon, 11/17/80
Call: Teri Dres, 369-2354

Please make _____ Reservations for the November Metroplex Chapter Dinner. The following will attend:

name

company

name

company

If you make advance reservations, the cost for the dinner is \$15.00 and may be paid at the door. If you prefer, you can pre-pay by sending your check in the proper amount payable to MPI to be received by November 17th.