



METROPLEX CHAPTER CURRENT

JANUARY 1981

FROM OUR PRESIDENT

A SURPRISE "SURCEY"

An interesting thing occurred at our December meeting. If you were not there (shame on you), Pauline Graivier had done a fine job dealing with verbal communications. As a close, she asked her audience to take a small card for each person at their table - five people plus you meant five cards for you. You were then to put each person's name on a card (looking at their name badge if necessary) and then write something good about them. Then everyone gave everyone else the card with their name on it. Thus you ended up receiving five cards from five different people telling about yourself.

Now I can keep up with the best of them when it comes to saying nice things, and I tried to be honest, individualistic, sincere...and thoughtful. I didn't know each of them well (shame on me), but it was surprisingly easy to describe interesting and pleasant characteristics about each of them. So far - fine.

I got five cards in return. Unsigned cards, you understand (I am still trying to guess the handwriting). But this is where the "surcey" comes in. Surely you know about "surceys" (mind you, I can't spell it or find it in my economy dictionary). They are small, unexpected gifts of modest value. They are pleasant surprises. It is one of those situations where the thought counts more than the cost. My wife is a "surcey" person. She is a great receiver. Size or cost has no relationship to the joy expressed. I might add that she is a thoughtful "surcey" giver also.

Anyway, I read my cards from my tablemates and was very surprised. None of their well chosen comments seemed insincere at all. Some bordered on genius, and each spoke wisely and well about the receiver. The special delight was in some of the things said. Such hasn't been said publically in years. While I had hoped that some of those thoughts had been considered before, they darn well hadn't flowed freely. I was a genuine pleasure to receive and read them.

Now don't misunderstand. I am not seeking unsigned mail or strange notes under my luncheon plate. But one of the



GREG ELAM

PROGRAMS AND EDUCATION

As the new program Vice President, I want to wish you a happy and prosperous New Year. Filling Tony's shoes is a big job, but I certainly appreciate the opportunity to work with all of you in making 1981 the most educational year of MPI yet. Although we have a fantastic committee consisting of Rick Alexander, Marilyn McGuire, Mary Ross, and Suzie Oliver, we can always use new ideas and extra help - get involved by calling any of us. We do appreciate it.

The December meeting was certainly enlightening as presented by Pauline Graivier of Verbal Communications. I am sure that many of us discovered that we do not communicate as well as we thought we did, and when it comes to drawing (or is it listening, Pauline?), I know that I am not Picasso! Thanks again to our friends at Walls and the best kept secret in Dallas. Also, thank you to Suzanne Trammell and Frontier for the early Christmas flight bags and the delightful Christmas tunes from our friends at Ray Bloch Productions.

For the January 22, meeting, one word of caution: Don't miss it! In this day and age, we need to be aware of medical emergencies, how to identify one, and how to live through one! See the back page for important information and early reservation requirements.

Mark your new 1981 calendars now and plan to attend all MPI functions.

CALENDAR

Thursday, February 26	Lunch "Trade Shows & Exhibits"	Freeman Decorating Co.
Thursday, March 26	Pending	
Thursday, April 23	Lunch Program open	Dallas Apparel Mart

Metroplex MPI information

by **Bruce Jaster**
Manager, Meetings and Conventions
University Computing Company, Dallas

"COMMENTS"

What is MPI doing **right** for you?

Among suppliers and planners alike, the most favorite thing to happen for local members was the Annual Convention in Dallas in 1979. We apparently like ourselves a lot.

What is **wrong** with your MPI membership?

Tied for the basement ratings in terms of comments on the recent Metroplex Chapter questionnaire are the 1980 Philadelphia Annual Convention and Interface as a whole. Two of the comments attached to the Interface thinking were "it's become a dismal failure" and "we need exhibits".

In all fairness, though, two of the features on the Philly program last June came through with strong kudos **in favor**—Alessandra's seminar on being a good listener and "The Ethics of Clout".

Local MPI Chapter members followed through on their numerical assessment of the chapter and national opinions with the comments that were added to the questionnaire forms. Where the numbers showed a strong **like** for the Metroplex Chapter and a substantial **dislike** for the headquarters office, the comments in the right and wrong columns followed that thinking right down the line on the part of both suppliers and planners.

"The Dallas Chapter seems to have quality membership"; "enthusiasm...in the Dallas Chapter"; "good opportunity to exchange ideas with local vendors and planners"; never fail to learn something each time I attend"...a chapter meeting; these are all representative comments from the questionnaires. Planners and suppliers alike most favored the "catalytic" aspect of the chapter meetings—providing the meeting ground for local peers. Some of the chapter programs rated as "right" were the Jim Jones program (a real favorite—but he also drew one "most wrong" comment), the roundtable discussions at the Summit Hotel (but this also drew one "wrong" to several "rights"), Ted Drier's assessment on handling irate people, and the Southwest Airline representative's program on music. Panned on the local level (all wrongs—no rights) were the program on specialty advertising at the Plaza of the Americas and, alas, the venerable Gallagher's venture into the fruits of the vine.

But when we leave our own territorial boundaries—"replace the staff in Middletown"; "headquarter execs doing a poor job"; "growing too fast too soon...mailings from Ohio are always too late"; "I do better at NAEM and JCMC, but MPI gives us...local people"; "desperate need for a national professional journal"; "too many peddlers, not enough planners".

There were simply **no strong compliments** specifically directed at the international office of MPI. There were also no specific suggestions for ways the international office could be improved—no positive criticism. All we did was simply criticize.

What do we need? Some general suggestions were made, and some of those are quite thought provoking:

- * Establish a certification program
- * Give us some programs on controlling hotel costs (suggested by both vendor and supplier)
- * Shorten the chapter programs—get the business done with
- * Give us more advance notice of MPI events
- * Publish a source book for suppliers and planners

An ironic twist in the comment area followed the same irony in the answers to the questions about a suggestion for moving the location of the headquarters office. The indecision was apparent there, with almost equal tallies in the "move it", "don't move it" and "don't care" categories. Those who made suggestions for a place to move the office to—from the one-third who thought the office **should** be moved—were almost equally divided **again**. Four planners said move it to Dallas, four said move it to Chicago, and four said move it to **any** major city. One suggested Washington, DC. Of the suppliers favoring a move, four said Dallas, two said Chicago, one said New York and one threw in Washington.

So we got some plaudits, and we got a few deadpans on the comment sheets. But the **overall** feeling, in **my own personal** editorial opinion, and I hope one that is shared almost universally throughout the Metroplex Chapter and beyond is summed up in one warm quote—"it's and excellent organization for the money".

FOR SALE BY SPECIALTY ADVERTISING ASSOCIATION INTERNATIONAL

Switched copy machines. Have quantity of IBM-II toner, paper, etc. for sale half price.

FOR SALE - TWO CONFERENCE TABLES

1 - Modern wood boat shape, 2 triangular legs, 84" x 42". Near new and excellent for small group meeting or for executive table desk. Price: \$250 (paid \$350 in 1978).

1 - Modern wood laminate boat shape, 2 years old and in excellent condition. Size 8' x 4'. Has folding legs for easy storage. Price: \$500 (paid \$650 in 1978).

Contact Ted Olson, SAAI, 258-0404.

Continued from page 1 Programs and Education

Thursday, May 28	Lunch "Airlines & Deregulation"	Location open
Thursday, June 18	Lunch "Setting up Golf & Tennis Tournaments"	Amfac Hotel
Thursday, July 23	Lunch "Idea Fair"	Location open

Please note that at the time of publication, we do have some pending and open programs. Again, get involved and get your suggestions to us for a rewarding 1981!

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A Surprise "Surcey"

important lessons learned was that we do not compliment others often enough. I intend to do better. I do appreciate pleasantness, helpfulness, and professionally done work. Methinks I must share of that appreciation more readily.

You know, we suffer from the flea syndrome. If you put some fleas in a jar and put the lid on, they will jump up and hit that lid a few times. Then, because it hurts, they adjust their jump to not hit the top. You can then remove the lid and none of them will jump out...because they have fallen into the habit of not jumping beyond a certain height. There sure is a lesson there, isn't there? If you turn the jar on its side, they'll all get away because the change causes them to re-discover where the top and side limitations are. I for one intend to flee my past style and be more generous. Who knows, perhaps along the way, there will be a "surcey" to share.

BIG LOSS FOR MPI PREDICTED

As a result of an incident that happened at the closing luncheon at MPI's Miami meeting, it's now predicted that MPI will sustain a great loss in the next six months. The loss will occur at the national staff level, the Executive Committee level and the local chapter. The loss will amount to approximately 120 pounds of blubber.

Delegate George Gallagher, a member of the Executive Committee and of the local chapter, wagered a bet with Bob Radke of the National Staff, Director of Education. The bet? Who would lose the most weight between the Miami conference and the Toronto Annual Meeting of MPI? Each contestant put in \$100.00 and it was reported that each weighed in at the 230-240 pound range. Tom Rich, of the National Staff, assumed the role of judge of the complete contest. He promised to be completely impartial. The winner, the one who sustains the greatest loss, would collect the pot of \$200.00, and would have to buy the loser and the judge a steak dinner on the town in Toronto. The local Metroplex Chapter of course is pulling for our man and if you see George with a dessert at our next meeting, take it away from him.

REVIEW OF SUNSHINE UNIVERSITY: MIAMI MEETING

Approximately 730 delegates gathered at the Fontainebleau Hilton at Miami Beach for the 1980 Mid-Winter MPI educational session. A large contingent of delegates came from Dallas-Fort Worth to Miami Beach to attend Sunshine University. Mother nature cooperated 100% with perfect weather all the way. The days were sunshiney, the nights were cool, and this was important because a number of the educational sessions were held outdoors.

Metroplex member and Vice President, George Gallagher, introduced Mike Vance who made a return appearance after his fantastic presentation in Los Angeles last year. When Gallagher asked who had heard Mr. Vance before, three quarters of the hands in the room, a general assembly, were raised. This was certainly a glowing testimonial to Mike Vance's philosophy.

The education sessions, overall, were excellent from a contents point of view. Metroplex member, Rick Alexander, was a featured speaker on the subject of Fundamentals of Meeting Management. Some of the other highlight speakers and their presentations included:

John Stoessinger, Ph.D. - Where do we go from here?;
Tim Gallway - The inner game of tennis;
Phil Lee - Packing more learning in your meetings.

The attendance at the sessions by all of the delegates including the Metroplex delegates was excellent. This was remarkable in view of the fact that in front of the hotel was a sparkling white sandy beach that stretched north as far as the eye could see. The sun was warm, the water was green and beautiful, and the Hilton has, through the renovations in the pool area, produced one of the most remarkable pool-side settings of any hotel. One employee of the hotel told this reporter that since Hilton took over the Fontainebleau, business has gone from a three to nearly a nine on a scale of 0-10. The setting on Miami Beach is beautiful and probably the major attraction.

Of course, in a report like this, we can't finish it without some constructive critical remarks. In the main and north tower of the hotel, the rooms are beautiful. The south tower in some cases leaves a bit to be desired. The air conditioning in the center and north tower also leaves a bit to be desired in the public areas. The air conditioning in the south tower is terrific. I do fault the marketing department of the Fontainebleau Hilton for their attitude toward our convention. The MPI convention, when we booked in several years ago, was the only one in at the time, and yet, the Water Works Association coming in behind us was allotted the major meeting planning space. The noise of the exhibits overflowed into our meetings and did prove irritating. The air walls in the meeting area are faulty. The sound system in the main ballroom was faulty and one of our members, Earl Bauer and his crew, from Bauer Audio-Video, went in and took sound readings, re-wired their speaker system and solved the problem. The stage in the main ballroom was completely wrong for general assembly speakers and it took Metroplex Chapter member, George Gallagher, to get a twenty-four inch high platform installed the second day to solve the problem of the speakers being too far away from the assembly. Bruce Small, former Metroplex Chapter member, and Dallasite is now at the Hilton in Miami Beach and did his very best to solve some of the engineering problems.

Well, that's enough of the constructive criticism because it was really good to see a great number of new MPI members attending their first conference. Enthusiasm shown by MPI'ers, both first timers and those of long experience, was great.

The Canadian delegation put on a preview of what's going to happen in Toronto at the Annual Meeting in June. They did a great job in decorating the ballroom for their presentation luncheon. Sample maple syrup jars were passed out to all delegates, two Royal Canadian mounted Police in full regalia were on hand to escort the general chairman of the Toronto meeting, along with the Canadian Ambassador who was stationed in Iran and helped those Americans that were held up in the Canadian embassy, get out of the country. It was a remarkable performance. The Toronto meeting ought to be fantastic. make your plans now and circle your calendars for the first outside-the-country Annual Meeting for MPI, Toronto, June 12-14, 1981.

JANUARY METROPLEX CHAPTER MEETING

DATE: Thursday, January 22, 1981

PLACE: Marriott - Market Center
Stemmons at Industrial Blvd.

TIMES: 11:30 - cocktails (compliments of
the Marriott)
12:00 - Lunch
12:45 - Program
2:00 - 5:00 - CPR Instruction
and Certification

COST: \$12.00/person, advance registration
\$14.00/person, at the door
\$10.00/person for CPR course (limit
to 24 people. Registrations for CPR
course must be in by January 14th)

PROGRAM: Dr. James M. Atkins - "Medical
Emergencies"



"Medical Emergencies" will be the topic presented by Dr. James M. Atkins, President of the Dallas Emergency Physicians Society. Dr. Atkins will alert us how to recognize potential emergencies ranging from simple wounds to heart failure. He will also brief us on the timely subject of smoke inhalation. Following Dr. Atkins will be instruction and certification of Cardiopulmonary Resuscitation (CPR). Four CPR specialists will conduct the 3-1/2 hour class, each limited to six people.

Registrations for the CPR course **must** be received by January 14th. This course is not limited to MPI members.

Registration for the lunch and program **must** be received by **noon on Tuesday, January 20th**. Since Teri is out of town for an association meeting, please call Suzie or Shari at 655-1412 for your luncheon and CPR registrations.

MPI Metroplex Chapter
c/o Dallas Convention & Visitors Bureau
Attn: Suzie Oliver
1507 Pacific, Dallas 75201

DEADLINE FOR RESERVATIONS: January 20th - noon

Please make _____ Reservations for the January Metroplex Chapter Luncheon. The following will attend:

name

company

name

company

If you make advance reservations, the cost for the lunch is \$12.00 and may be paid at the door. If you prefer, you can pre-pay by sending your check in the proper amount to MPI to be received by January 20th.