

DECEMBER, 1982

THE PROFESSIONAL  
SOCIETY FOR THOSE  
WHO MANAGE MEETINGS

# mpmi Current

## MESSAGE FROM THE PRESIDENT

*Sally Gibbons*

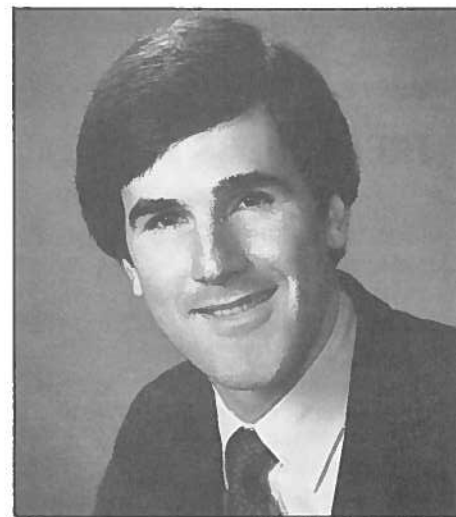
The importance of membership...in professional organizations, church groups, charity groups, civic groups, sports clubs, school organizations, etc., etc. There is something to join for every aspect of our lives. Are we "members" to better ourselves, because someone asked us to join, for fun, to meet new people, or to have a list after our name? Let's look at membership in M.P.I. We are almost 200 strong in our local chapter and approaching 5,000 members worldwide. One objective of M.P.I. is to keep the membership at an even ration of suppliers to planners. The DFW chapter is almost perfect with 1%

more planner members than suppliers. But are we really perfect? I do not think so.

The old cliché of "you get what you put into something", can hold true to M.P.I. membership. At our monthly meetings, I see many of the same faces and miss seeing a lot of other people who call themselves members. There are the same workers and, too often, the same ideas. Also, the same praises and same complaints. The chapter needs new members to support and benefit from the importance of M.P.I. and needs the old members to contribute their skills and expertise.

**Planners**, share your ideas (good and bad), money saving techniques, new sites, and what you want to learn from M.P.I. Think of your other organizations

*(cont'd. page 6...see PRESIDENT)*



PAUL J. IACOVINO

## PRE-OPENINGS MEAN EXCITEMENT, ANTICIPATION, APPREHENSION

*By Paul J. Iacovino  
Registry Hotel Dallas*

November 20, 1982...126 Days to Opening. So the countdown goes at a half dozen pre-opening hotel offices around the metroplex. Like the sands in an hourglass, each day ticks off. Excitement, anticipation, and apprehension grow as the big day draws near. You look back to the days when you could entertain in your "own" restaurant or club; when a tour of meeting facilities and guest rooms did not begin with a search for hard hats. You remember a time when each discussion with a client or future guest did not begin with the question, "Just when do you plan to open?"

Representing an unopened hotel is an experience every hotel executive should have. The job brings with it many of the emotions and circumstances just mentioned. But, also it is an experience

that offers each of us a challenge not otherwise attainable in the Hospitality Industry.

The experience and challenge involved will vary from company to company and hotel to hotel. But, many of these situations are common to a number of operations. A Sales Manager in these instances represents more than the individual responsible for putting a particular piece of business on the books. He or she is more than just an executive employee of the hotel. The Sales Manager in the Pre-Opening Phase, is the hotel. He or she must build and maintain an image that expresses a level of competence and excitement that can be translated into the mood of the hotel by his client. The words, blueprints, and pictures the Sales Manager uses must build an identity to

which the client can relate. Interior design, lighting, architecture, and location can sell and establish the property especially if it is the reputation of the hotel that originally raised the client's interest. But, these same components, unassembled need direction to be useful. This is the single most important aspect of the Sales Manager's job in the unopened property.

The satisfaction that is realized, when a sale is made under the circumstances described above is beyond compare in the Hospitality Industry. You have sold yourself and you have created a level of anticipation which will be instrumental in the success of your client's conference.

With more and more business on the  
*(cont'd. page 6...see IACOVINO)*



**THE HONORABLE JACK EVANS** — Mayor of Dallas



**JERRY BARSHOP** — Director of Convention and Event Services, Dallas Convention Center

## TREASURERS REPORT

By Brian Hile

BALANCE OCTOBER 21	.... \$4,900.01
October Receipts	..... 1,726.00
November Receipts*	..... 447.50
Balance	..... 7,073.51
* November luncheon receipts	..... 3,095.00
November luncheon cost	.. (2,200.00)
Amount split with HSMA	.... 895.00
Amount to MPI	..... 447.50

The balance does not reflect payment of the following bills:

- Mandalay Four Seasons Hotel for the October meeting
- Various printing bills

## FOOD FOR THOUGHT

By Judith Houghton  
Dr. Pepper Company

With the spirit of Christmas and the holiday season right around the corner, it seems appropriate to deviate a bit from foods and to devote this month's space to spirits. One of our divisions has put out a list of tips on the subject, which I would like to share with you. It was designed for the homemaker, but there are some useful ideas for meetings, as well. So, here are exclusive entertaining tips that are guaranteed to help you mix with the best this holiday season:

### THE ESSENTIALS

- *Sparkling glassware* — in unique shapes and sizes is always a special way to serve drinks. Rather than the traditional tumblers and highball glasses, try using brandy snifters or long stemmed glasses and goblets. And remember, glasses can be rented for a reasonable price — check into it.
- *A Well Stocked Bar* — includes "cocktail regulars," but your bar will

look anything but regular when the liquor is transferred into elegant decanters. The cocktail drink ingredients to have on hand are: whiskey (bourbon is favored by Southerners and Scotch, by Easterners); vodka; rum; gin; dry vermouth; wine; sherry; and other popular aperitifs. For mixers always include: Club Soda, Tonic Water, Ginger Ale and Seltzer, plus a choice of soft drinks, juices, and ice-cold water.

- *Bar Accessories* — can be useful as well as decorative when they are displayed in a large basket lined with a bright-colored napkin. Fill the basket with everything from colorful toothpicks to cold drink garnishes and cocktail napkins, to all the necessary bar utensils.

- *Garnishes* — not only lend flavor to a drink, they also add the finishing touch to your glass. In addition to having the ever-popular lemon and lime wedges, pitted olives and maraschino cherries at the bar, accent an assortment of sparkling ice-filled glasses with strawberries, melon balls or pineapple and orange slices.

### SPECIAL TIPS

- *For ice cubes*, use the purest, best tasting water in your home, or bottled water. And, a delightful addition is a surprise of fresh fruit frozen in the center.
- *If possible*, pre-chill bar glasses in the refrigerator.
- *To crystalize* the rim of a glass, dip it into a dish containing a quarter inch of lime juice, then into a dish of sugar or salt.
- *Don't stir* carbonated drinks vigorously — they'll lose their bubble. And when all the planning and preparing is finished, it's time to relax and enjoy yourself. So, slip out of your apron and

into the party spirit. A fun-filled evening, of course, depends on the food and drinks, but more importantly, it is remembered for the spirit and sparkle of the hostess or the host.

**Speaking of getting into the spirit of things** — I need more votes from you Chapter members on which of the area's many restaurants rates best with you. Please give your first, second, and third choice and send it to me on a post card, your best stationery, the margin of an old MPI Newsletter, or the back of a wine label, to: P.O. Box 225086, Dallas, Texas 75265.

## DECEMBER CHRISTMAS PARTY MEETING

Don't miss MPI's December Christmas Party meeting. A very fun, fine, and festive meeting is being planned for our members and guests December 13, 1982.

**LOCATION:** Cafe Cancun, Carruth Plaza, Parklane at North Central Expressway

**TIME:** 6:00 p.m. — Reception-Cocktails  
6:30 p.m. — Dinner  
7:30 p.m. — Speaker — Patrick O. Dooley of Executive Development Systems  
8:00 p.m. — Handbell Choir and Carols

Please mark your calendar, plan to be present, and bring your spouse or guest. Most important, PLEASE CALL IN RESERVATIONS by Thursday, December 9, to Joyce Martin, 258-0210.

Also, help share something with someone in need by bringing any type of canned or non-perishable goods, or a pre-wrapped gift for a child (label gift with approximate age and sex). MPI will donate the gift items received to a local charity.

# MAYOR JACK EVANS SPEAKS TO JOINT HSMA/MPI MEETING

By Jerry Swiggart

The Honorable Jack Evans, Mayor of Dallas, was the guest speaker at the joint HSMA/MPI meeting Thursday, November 18. A record number of 206 HSMA/MPI members and guests heard the mayor speak on the up-coming GOP Convention, traffic problems in the area, and the growth potential of Dallas. Mayor Evans also answered questions from the audience.

Assisting the mayor in talking about Dallas' future in the convention business was Jerry Barshop, Director of Convention and Event Services, Dallas Convention Center. Jerry gave the group an update on the expansion of the Convention Center, and the National Republican Convention planning schedule.

We appreciated the time given by Mayor Evans and Mr. Barshop in helping to make our meeting informative and successful.

Our thanks to General Manager Glenn Hale, and the staff at the Dallas Hilton Hotel for hosting this joint session. We appreciate the work of Director of Sales Brian Hile, and Catering Manager Cindy Wiener for their efforts. THANK YOU DALLAS HILTON!

More thanks goes to Bauer Audio Video, Inc. for providing personnel and equipment to tape the speakers. Those members desiring a copy of the transcript may call or write me (Swig) at 429-3803, Box 1778, Fort Worth, Texas 76101.

## INNER VIEWS

by Janis Johnson

Mayor Jack Evans is nearing the end of his tenure as Mayor of Dallas, but it will not be the end of the goal he has established for Dallas — to be the "Model City of the World". His accomplishments during the short time he has been Mayor are integral steps in the realization of his goals for Dallas. Some of these goals will be achieved before he leaves office to return to his post with Cullum Companies. Others will be completed as Dallas becomes the model city of the world.

Among Mayor Evans' accomplishments, since he was elected Mayor in April, 1981, with an overwhelming 72 per cent majority against seven opponents, are

- Negotiating with Borden, Inc. to donate the 25,000 sq. ft. of land now the site for the Dallas Concert Hall
- Bringing to life the creation of the Arts District, with the Concert Hall and the Art Museum

- Passage of the \$247 million bond program to help finance the Concert Hall, improve Fair Park and many other worthwhile programs
- Bringing the 1984 Republican National Convention to Dallas, which will greatly enhance Dallas' international image
- Job Fair with the Mayor's Task Force for the new people moving to Dallas

Mayor Evans has personally attended to solving some of the major problems in Dallas. Most of these problems were as a result of the tremendous growth of Dallas at a rate much faster than expected and planned for, such as the increasing congestion of traffic in North Dallas. He has initiated plans to solve this immediate problem and has indicated that he will assist in carrying out these plans after his tenure is over as he is requested.

Some of the major issues he has been influential in getting started are the expansion and funding of the Convention Center to attract major conventions such as the Food Marketing Institute and National Office Machine Dealers, negotiating funding for transportation of GOP delegates, initiating "partnership arrangement" to market the City of Dallas nationally and internationally, and help keep open parking spaces in Downtown Dallas.

Our mayor stated he feels that people in Dallas should get involved in promoting Dallas by increasing the retail market in Downtown Dallas to express the warmth of Dallas to outsiders who are visiting and exploring Downtown Dallas. He would like to see State Fair Park become as world renowned as Disneyworld.

He recognizes the fact that Dallas is the fastest growing city in the United States as of today. It has the potential of being the Model City of the World in the near future because of the many advantages it offers to new business and big business; newcomers and oldtimers; national and international markets. It is centrally located between the East and West coasts, Canada and Mexico. The climate is perfect for intrastate and interstate commerce. The economy is attractive to investors. The entrepreneurial spirit spurs continual growth for those seeking the opportunity to "make their first million", drill their first oil well, make the family business a household word, or start over in the midst of financial failure.

Mayor Evans knew as the son of a grocer in East Dallas that his success would be based on helping other people succeed by listening to their dreams, helping them with their problems and giving them the confidence to go for it.

Perhaps he will be remembered as the guiding hand of our city as it experienced an accelerating growth

that could have threatened the admired quality of life that we enjoy. He has been an important source of guidance in protecting the ingredients we most desire in our home city.

Thank you, Mayor Jack Evans for your contribution to Dallas. And to your wife, Gene, and your fine sons Jack, Jr., Roy Gene and Craig!

## MEMBERSHIP COMMITTEE CHARTS NEW COURSE

By Pat King

Greetings from your Membership Committee! Martha Ballard (Marriott Corporation), David Gisler (Freeman Decorating), Bill Mitchell (Fairmont Hotel) and I are developing an aggressive member building and retention program. Over the next few months, you will be hearing from us through this newsletter, personal correspondence and telephone calls.

One of our first challenges is identifying and tracking new member prospects. We ask that you advise us of any potential members you encounter. We will enthusiastically reinforce your recommendation with our own and provide those individuals with brochures and information to encourage their membership in MPI. A system for routine periodic followup will insure that we don't lose track of them either.

By acting as the clearing house for all applications and checks going to MPI Headquarters, we can be completely current with our Chapter membership statistics. Please help us spread the word that all such new member data should be sent to: Pat King, Meeting Director, TSCPA, 1111 W. Mockingbird #201, Dallas 75247. One benefit of this new control system is that we can be more responsive to requests for assistance in matching planners with supplier members.

Would you like to be involved in our membership activities? If so, please contact Martha, David, Bill or me...have we got a deal for you!



## **BIO-LINE**

*By Bill Mitchell*

Ronnie J. Harris — Planner  
Secretary/Controller  
Colortyme, Inc.  
P.O. Box 1781  
Athens, TX 75751  
214/675-9291

Ronnie devotes about 1/3 of his time to meeting planning, as he is the Controller of the company. He was last seen boarding a flight to Hawaii to see if the hotel is still there for his April meeting.

J. Michaelle Hose — Planner  
Executive Assistant  
Dallas County Dental Society  
4100 McEwen, Suite 1141  
Dallas, TX 75234  
214/386-5741

Michaelle, originally from West Virginia, was formerly with Dallas Apartment Association and now spends about half of her time on meeting planning for her new employer.

Samuel J. Kaplan — Planner  
Manager Sales & Marketing  
Lyon Van Lines, Inc.  
P.O. Box 5011  
Carrollton, TX 75006

Originally from Los Angeles, Samuel has been in the moving business for 15 years. He devotes about ¼ of his job to meeting planning.

Barbara L. Rathwick — Supplier  
Sales Manager  
Harvey House Hotel  
7815 LBJ Freeway  
Dallas, TX 75214  
214/960-7000

With a degree in Advertising from University of Texas in Austin, Barbara has a varied background, having worked for the State Fair of Texas and a Dude Ranch before pre-opening sales for the Harvey House.

Joan Simons — Planner  
Training Coordinator  
Arthur Andersen  
1201 Elm #2200  
Dallas, TX 75270  
214/741-2261

Joan moved here from the St. Charles, Illinois training center 8½ years ago. She is a full time meeting planner devoted to client training.

Judith E. Strain — Supplier  
President  
Judy & Company  
9441 LBJ Freeway #510  
Dallas, TX 75243  
214/690-8812

Judy specializes in advertising, premiums and incentives. She's had her own company for three years and is originally from Pennsylvania.

William K. Chapdelaine — Supplier  
Director of Sales Flagship Inn  
601 Avenue H East  
Arlington, TX 76011  
817/640-1666

Bill was formerly a seminar coordinator for American Airlines, owners of the Flagship Inn.

## OFFICERS

President

Sally Gibbons ..... 747-7222

Vice President Membership

Involvement

Pat King ..... 630-8900

Vice President Programming

Education

Jerry Swiggart ..... 931-0644

Vice President Administration

Rosemary Hall ..... 634-4080

Vice President Finance

Brian Hile ..... 747-2011

## BOARD OF DIRECTORS

Ellen Beckert ..... 634-9060

Bruce Jaster ..... 353-7187

Marilyn McGuire ..... 980-5482

LaTrelle Smart ..... 817-870-1000

Harmon Hodge ..... 931-0020

## INTERNATIONAL DIRECTORS

Greg Elam, Planner ..... 655-7285

Harmon Hodge, Supplier .... 931-0020

## MPI/DFW CURRENT

Bill Boyd ..... 258-0210

Committee Chairperson — assisted  
by Joyce Martin of Sunbelt Motivation  
& Travel

Greg Elam ..... 655-7285

Editor — assisted by Jan Beaty of  
Great American Reserve Insurance  
Company

Typeset and Printed by Hicks Printing



## MARK YOUR CALENDAR

MPI meetings for next 6 months

(Subject to change)

**December 13** — 6:00 p.m.

Cafe Cancun  
Carruth Plaza

**January 27** — 6:00 p.m.

Marriott DFW

Two speakers:

Joe Nicholson — Dale Carnegie  
Top Executive of Marriott Hotels

**February 24** — 11:30 a.m.

Westin Galleria

Emergency Procedures

**March 24** — 7:30 a.m.

Sheraton Park Central

Breakfast Meeting

**April 22-24**

Woodcreek MPI Retreat

Sponsored jointly between Houston,

Hill Country and Dallas/Ft. Worth

Chapters

**May 26** — 11:30 a.m.

Location to be announced

Luncheon



**...PRESIDENT**

and who might be a potential new member — bring them to a meeting.

**Suppliers** have it a bit easier, since we deal with meeting planners every day. Mention M.P.I. and bring interested people along to a meeting. It could make your job easier.

TAKE ADVANTAGE of your M.P.I. membership and *make it important* to you! Our chapter has talented people in all phases of every business. We are off to a good start this year, but let us make 1983 a great year!

**...IACOVIDO**

books, more and more sand has passed through the hourglass. Will you be open in time? Will the property be everything you have represented it to be? You are sure it will...what were we saying about apprehension?

"Just when do you plan to open?"

**NEW OFFICER POSITION**

The Executive Committee has approved that our Chapter Bylaws be amended to establish a new Chapter Officer position of Vice President — Public Relations.

The amendments are as follows:

**ARTICLE VI. OFFICERS**

Section 1. **ELECTED OFFICERS.** The elected officers of the chapter shall be a President, Vice President-Membership Involvement, Vice President-Programming/Education, Vice President-Administration, Vice President-Finance, and Vice President-Public Relations to be elected by the Membership as prescribed by the Bylaws and to serve until their

successors have been duly elected and assume office.

**ARTICLE VII. DUTIES OF OFFICERS**

Section 6. Vice President-Public Relations. He/she is responsible for chapter publication(s). He/she is responsible for any public relations support or activity and the execution of said plans.

Section 7. Delegation of Duties. Duties of officers may be delegated to other persons by the Chapter Board of Directors.

**ARTICLE X. COMMITTEES**

- f. Public Relations Committee
  - (1) The Vice President-Public Relations serves as chairman
  - (2) The committee plans and executes the public relations of the chapter
  - (3) A member of the committee shall be designated as the official reporter of news for insertion in MPI Newsletter.

According to our bylaws, the above amendments have to be announced to the Membership 30 days before approval can be made. The announcement was issued in our November Newsletter, but under Section 1 the title Vice President-Finance was inadvertently omitted. Thirty days from receipt of this publication you will be notified to accept or decline the amendments and also to vote on our new Vice President-Public Relations. Bill Boyd has been nominated for the position. Please call Sally Gibbons if you have any questions on the amendments or position.



**FROM THE EDITOR**

Greg Elam

**YOU STILL HAVE TIME**

Despite the holiday rush, you still have time to mend a quarrel...Seek out and visit a forgotten friend...Forget a grudge...Give a soft answer...Laugh a little...Speak your love...Look around at the beauty of the earth...Laugh a little more...Keep a promise...Share a treasure.

And I still have time to drop a note to those people who helped me in special ways this year — suppliers, co-workers, old friends, new found friends, strangers who helped make my problems easier. I owe much to many and they need to know that I noticed, and appreciated, their many courtesies.

I continue to relearn that enjoyment and fulfillment only come from sharing.



Dallas/Fort Worth Chapter MPI  
P.O. Box 402102  
Dallas, Texas 75240

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