



Dallas/Ft. Worth Chapter CURRENT

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June 1982

Elections Are Exciting

by Harmon Hodge

If you missed the May MPI meeting, you missed one of the most important and exciting meetings of the entire year. As usual, our program committee headed by Vice President Pat King did an outstanding job. Steve Klein, President of Klein and Associates, presented a program titled, "The Art of Listening". Shame on you if you missed his presentation because we all need to improve our listening skills and habits. (Are you listening?)

Perhaps the most important and exciting part of our May meeting was the election of our officers and board members for the 1982-1983 year. These new officers and board members will take office beginning August 1 following a special installation program being planned for the July meeting.

Why is an election so exciting and important? To put it very simply...it is a time when we select new officers, board members, and leadership for the next year. Our by-laws specify, very wisely, that no individual can be reelected to the same position two years consecutively. This means that each officer and board member will be accepting new responsibilities and new challenges for the next year. Your vote is important because our leadership for the next year will determine to a very great extent the success of our chapter, the quality of our programs, and whether we accomplish all of the objectives of MPI.

Those individuals elected at the May meeting are all very talented and will provide outstanding leadership during the next year. As your current president, I would like to make a brief comment concerning each of them:

President

Sally Gibbons, Assistant Director of Sales,

at the Americas Hotel. Last year Sally served as Vice President-Programs and during the current year is serving as Vice President-Membership Involvement. She is very experienced and is highly motivated to do an outstanding job as president of our chapter. I predict that she will be an outstanding leader as our president.

Vice President — Membership Involvement

Pat King, Meetings Coordinator Texas Society of CPAs. During the current year Pat is serving as Vice President-Programming and Education. She has done an outstanding job with our programs, and I know that with her tremendous enthusiasm and ability she will do a very fine job as Vice President-Membership Involvement.

Vice President — Programming and Education

Jerry R. Swiggart, Manager — Sales Promotion United Fidelity Life Insurance Company. Jerry has been very active in our local MPI Chapter, and, of course, is well liked and respected by us all. He is very energetic, enthusiastic, and confident. He will do a very fine job in this new position.

Vice President — Administration

Rosemary Hall, Administrative Coordinator Zale Corporation. Rosemary is currently a Board Member of our chapter and has been very helpful throughout the entire year. She is very competent and knowledgeable concerning administrative matters involving MPI and will do an excellent job.

Vice President — Finance

Brian Hile, Director of Sales Dallas Hilton. Brian is currently a member of our Chapter Board, and we have surely enjoyed working with him in that capacity throughout the present year. He has served on numerous committees and is well qualified, indeed, to serve as Vice President-Finance.

Board Member

Lisa Jolley, Meetings Manager Society of Petroleum Engineers. Lisa has been one of the valuable members of our Program Committee during the present year and is a fine meeting planner. She will be an outstanding member of our board and very helpful in that capacity.



Kershner Retires

Marion Kershner, Executive Vice President of Meeting Planners International, announced his retirement from active leadership of the association at a recent meeting of the MPI Executive Committee. Mr. Kershner, did not name a specific retirement date and will continue in the post until a successor is named.

In accepting the resignation with regret, then MPI President Rudy Wright expressed appreciation to Marion Kershner on behalf of the officers, the Board of Directors and the entire MPI membership. Wright proposed that Kershner be named to the position of President Emeritus, the first such title in the association's history.

Elected the first President of the newly-formed MPI in 1972, Mr. Kershner also served as a member of the ten-man Steering Committee that was instrumental in forming the association officially founded June 12, 1972 in Chicago, and incorporated in the State of Illinois.

Marion Kershner is MPI's third Executive Vice President and has served in that capacity since September, 1974, when the association's headquarters were moved from Chicago to Middletown, OH. The professional education society has grown in its first ten years from 150 charter members to the present 4,300 located worldwide. New MPI President, Linclon H. Colby, West Point, PA (also a charter member), said of Mr. Kershner's contribution to MPI, "In the ten years of Marion Kershner's direct influence the dramatic growth of MPI has been the

see Elections pg. 2

see Kershner pg. 3

Heard on the Street

by Susie Oliver & Jef Russell

■The "transfer bug" has gotten another one of our members...Veronika Millsted has been promoted to National Accounts Executive with Holiday Inns and has moved to Memphis.

■The next time you see Marilyn McGuire, TCUL, ask her what happens when the Governor decides to attend your convention.

■Congratulations are in order for Scott Walker, Hyatt Regency. His lovely wife, Laurie, gave birth to a baby girl in May.

■Bob Mitchell, Fairmont Hotel, is also to be congratulated on the recent graduation of his son, Kevin, from Texas A&M University.

■Dallas is pleased to welcome John Jeffers to this side to the "turnpike". John has joined the Lincoln-Radisson sales staff. He was formerly with the Hyatt Regency in Fort Worth.

■Former MPI member, Suzanne Trammel (Ron's bride), has recently joined the sales staff of Sun Belt Travel.

■Diane Gibb, former Director of Sales at The Mansion, has "retired" from the business world and will become a mother in the near future.

■Wedding Bells have been ringing. Nancy Daniels (United Inns) and Caren Whiteman (The Wyndham) both "tied the knot" recently.

■"Cheers" to Jim Holt who was recently promoted to Director of Sales at Bauer Audio Video.



Food For Thought

by Judy Houghton

So you have a special meeting or event for which you must provide refreshments. Is there any way you can take advantage of the opportunity to at the same time gain a public relations value by enhancing your company's (or Association's) product or service?

Being a food related company, this is perhaps easier for us at the Dr Pepper Company than for many of you.

At our recent stockholders meeting, we chose to select foods made with Dr Pepper as an ingredient. We met with our caterer and selected about twenty items ranging from cookies and candy, to dips and cheese balls, to heavier hors d'oeuvres like ham tidbits basted in pineapple juice and Dr. Pepper, and barbecued meatballs in a savory you-know-what sauce.

The reception was held at the conclusion of the meeting, and as the guests left, a small cookbook containing each of the recipes of the foods they had sampled was given to them so they

Directors, the following individuals have been elected as International Directors, and we, of course, look forward to hearing from you and serving you during the next year.

Greg Elam, Vice President — Communications
J.C. Penney Insurance Companies
Greg is serving the second year of a two year term as International Director.

Harmon Hodge, President
Meeting and Travel Consultants, Inc.
I will be serving the first year of a two year term during the coming year.

Those of us who are currently serving you as Officers and Board Members would like to assure you that we will continue to work very diligently in behalf of our Chapter during the remainder of our term which will end on August 1. At the same time, we commend you for your very fine judgement in electing the slate of officers for the next year. The individuals you have elected assure continued excellence, growth, and continuity of leadership throughout the next year.

Yes, the May MPI meeting was a very exciting one, and I would like to congratulate those who were elected to serve us and also, congratulate those who had the wisdom to see that they were elected.

could recreate their favorites at home. A natural for Incentive Houses and Travel Agencies hosting luncheons and special events for potential customers would be to feature the food representative of the destinations they serve. A clever invitation we received to an event promoting an oriental country was mailed inside a boxed fortune cookie.

In cases where foods cannot accomplish this for you, perhaps the serving pieces can—for example, a colorful array of planters and flower pots filled with hors d'oeuvres interspersed with plants or live floral arrangements would provide a pretty setting for an event hosted by a floral company.

Tips For Travelers

by Greg Elam

We all travel in the Meeting Planning business - to put on meetings or to call on clients. Have you ever had a wardrobe problem? Forgotten clothes, wrinkled clothes, stained clothes, lost luggage, scuffed shoes? Read on. A recent article in Frequent Flyer brought some things to mind.

Stained Clothes

Club Soda will do a marvelous job. Really. But blot it - don't rub it.

Wrinkled Clothes

1. A few minutes hanging in a bathroom with hot water on will steam out wrinkles. Be sure to hang clothes neatly so the wrinkles will hang out well. Place where they will remain dry. Open bathtub drain. Turn on hot water. Close bathroom door. More than ten minutes may make clothes soggy.

2. A lamp, with the shade removed can iron out wrinkles. Holding base of lamp, carefully guide the hot "turned on" bulb over the creases. Wipe bulb off before starting. Round fluorescent light won't work.

3. Neatly putting clothes between mattress and springs, with towel underneath can press overnight.

Shoes Not Polished

As last resort, hair oil or make-up material can cover scratches or give a sheen to a bad pair, if others are lost or left at home. see Tips pg. 3

Elections Are Exciting

continued from pg. 1

Board Member

Bruce Jaster, Manager Meetings and Conventions

University Computing Company

Bruce is currently serving as Vice President — Finance and has done an excellent job in that capacity. His experience and knowledge will be of great assistance to the Officers and Board Members during the coming year.

Board Member

La Trelle Smart, Sales Manager
Americana Hotel

La Trelle has been a very valuable member of our Program Committee during the current year, and, with her knowledge and enthusiasm, will be a very valuable Board Member during the coming year.

Board Member

Ellen Beckert, Sales Manager
AVW Audio Visual, Inc.

Ellen has been active in MPI for a number of years and will also be a very valuable Board Member.

Immediate Past President

Harmon Hodge

Meeting and Travel Consultants, Inc.

As the immediate past president, I will be serving on the Board and will look forward to working with all of the other Board Members and Officers during the coming year.

In addition to the above Officers and

Current Staff

Rick Alexander, Editor

Janis Johnson, Assistant Editor and Inner-Views

Susie Oliver and Jef Russell, Heard On The Street

Judy Houghton, Food For Thought
Charlotte St. Martin and Greg Elam, In-Sites

Pat King, Chapter Meeting Coverage
Sally Gibbons, Membership Bio-Line/By-Line

Bruce Jaster, Financial Reports

Tips For Travelers continued from pg. 2**Lost Luggage**

While it is the airline's fault, consider as a "planner", what you should be doing to ease the pain. If you travel in "relaxed" clothes, and no luggage arrives, can you conduct your business next day? Consider a modified wardrobe whereby you travel "semi-relaxed", but only need to buy shirt and tie next day to look "dressed". If bags don't arrive, you have the problem. Plan for it. Also consider always carry the most important things with you. Tapes, slides, scripts, contracts, etc. What is the very most basic ingredient you need for the next day or two? Figure it out and have it in your hands - not in your checked luggage.

Never Give Up

Alertness and adaptability are your stock in trade. When a massive problem of logistics blocks your most direct way, start working around it. If flights are canceled at airport, use phone for local contacts or use long distance to get help from "hometown" contact. Whether it is a strike, sold out flight, hotel oversold,

flood, etc...you understand the system better than most. You know that the right person in the right place can give comfort and relief. Just calmly set out to find that person. It is a fact that frequently the local sources are swamped, but due to modern telecommunication capabilities, a not local source can get you access and answers.

Even with clothes problems, hang in there. Gem clips (paper clips) can be tie clips or even button replacements in a pair of pants. I'm told that fingernail polish can stop nylon runs. You'd be amazed at your adaptability.

TIP. We use the word all the time. I'm told that it comes from the olden days when, at a roadside coach house, passengers on the stage (coach) would give a coin to the waiter to get the food fast (so as to not miss the stage when it was re-horsed and ready to go.) The coin was given To Insure Promptness. It was called by its first letters, TIP. Funny that it is now given after, frequently as a reward.

Kershner Retires

continued from pg. 1

talk of the association field, and this growth has been parallel to the acceptance of the profession of meeting planners whose managerial function accounts for billions of dollars spent annually."

MPI Past President and charter member, Robert C. Green, St. Louis, MO, reflected on MPI's role in the industry by stating, "Marion Kershner has seen to it that we (MPI) have aimed toward personal development and education. The results for our members and the industry have been beneficial beyond our expectations.

Mr. Kershner's decision to retire at this time was based on a desire to devote more time to his family and his avid interest as a model railroader.

June Meeting: Reserve Your Place Now!

Date: Thursday, June 24, 1982
Time: 11:30 a.m. Cocktails/Registration
 Noon Luncheon
 12:30 p.m. MPI Business
 1:00 p.m. Program (see below)
 2:00 p.m. Adjourn Atrium
Place: Granada Royale Homotel Royal Ballroom
 2727 Stemmons Fwy (Inwood Exit)
Cost: \$12/person, reservations prior to noon, June 21
 \$14/person, reservations June 21 and later

Why Do I Need A Ground Operator?

by Dusty Rhodes, President, Safaris & Tours

Dusty has been in the industry 15 years and is an innovator in the ground operator business. Dusty's experience encompasses tour & travel, corporation meetings and incentive groups.

His philosophies were largely responsible for the multi-city concept of destination services and he has successfully built a basic destination service into an international corporation through a system of offices directed by regional and local professionals.

The program presented by Dusty Rhodes is designed to answer the question, "Why Do I Need A Ground Operator?" It has relevance to planners and suppliers alike, offering ways to make meeting management less stressful and the event more successful.

For Reservations: Send your check to:
 or call 258-0210

Mrs Joyce Martin
 Sunbelt Travel
 106 Decker Ct., Suite 200
 Irving, TX 75039

Membership Bio-Line/By-Line by Sally Gibbons

Keep membership momentum going! You have until the July 22 installation of new officers meeting to get new members and possibly win the challenge. Because Braniff is obviously not sponsoring our winner's trip, I will keep you posted on the grand prize when the other airlines have settled in to their new schedules. Jerry Swiggart is still ahead, but there are several very close to him. Get your fellow meeting planners involved and urge them to join now.

A few points to remember when "selling" MPI:

- Monthly chapter meetings for outstanding peer exchange
- Two annual conferences unequaled in the industry (June and December)
- MPI Institutes - weeklong educational programs for all levels of planners
- Surveys and site evaluations
- Numerous publications and reference materials
- Even membership ratio of planners to suppliers

As Harmon Hodge told us in last month's Current, "let's talk about MPI" the professional society for those who manage meetings.

Welcome to the new members joining in April.

Nancy Alles — Supplier
 Hyatt Regency Dallas
 300 Reunion Blvd.
 Dallas, Texas
 214/651-1234

Melinda Batchelor — Supplier
 Director of Sales
 Twin Sixties Inn
 6060 N. Central Expressway
 Dallas, Texas 75206
 214/691-3600

John Bridges — Planner
 Manager Marketing Communications
 V.C.C.
 1930 Hi-Line Drive
 Dallas, Texas 75207

Emily Green — Planner
 Dallas County Community College
 District
 701 Elm Street, Suite 300
 Dallas, Texas 75202

Cindy Haefling — Supplier
 Director of Sales
 Carlton House
 13636 Goldmark Drive
 Dallas, Texas 75243
 214/699-0487

Jeanne Harvey — Planner
 Manager Sales Promotion
 Lone Star Life Insurance Company
 11900 Preston Road
 Dallas, Texas 75235

Lauren Johnson — Supplier
 Director of Sales
 Marriott Hotel — Airport
 130 E. Carpenter Freeway #101
 Irving, Texas 75062
 214/258-4800

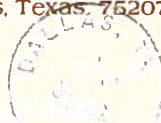
Marci Jordon — Supplier
 Sales Manager
 The Western Galleria Hotel
 5501 LBJ Freeway #503
 Dallas, Texas 75240
 214/934-9494

Katy Kitner — Planner
 Classique Creations
 14240 Midway Road
 Dallas, Texas 75234
 214/386-9544

Susan McLaughlin — Planner
 National Sales Admin.
 U.C.C.
 1930 Hi-Line Drive
 Dallas, Texas 75207

MPI-Dallas/Ft. Worth Chapter
 PO Box 402102
 Dallas, Texas 75240

June Meeting Notice
Reserve Now!!



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