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# Dallas/Ft. Worth Chapter

# CURRENT

May, 1982

## Talk About MPI

by Harmon Hodge

Recently I was invited to speak to the North Texas Professional Speakers Association. As everyone knows, I am no professional speaker, and one would have to question my sanity when I accepted their invitation to speak to an organization of professional speakers, seminar conductors, motivational companies, etc. They wanted me to discuss meeting management and offer suggestions as to how they could gain creditability as speakers and perhaps, be selected as speakers on convention programs.

I was tremendously impressed with their organization and the fact that 85 people were in attendance. I did not know that the Dallas-Ft. Worth area had that many top professionals who can help us with our guest speakers and seminar requirements.

A few weeks later, my good friend, V.L. Hooper of Southland Life, and I were invited to speak and conduct workshops in Houston at the Annual Conference of Marketing Services Officers of Life Insurance Management Research Association. (A group of some 200 top executives in the life insurance business, most of whom are the "Bosses" of meeting planners in their companies.) My speech was titled "Meetings and Conventions in Today's Economy". V.L. and I then both conducted workshop sessions on "Meetings and Conventions."

What is my point in telling you this ?? Stay tuned in. Both of these organizations are very important in their respective industries. Both are very closely related to the meeting, travel, and hotel industry. Both need to understand and know as much as possible about conventions, meeting management, and develop knowledge and expertise by belonging to Meeting Planners International. BUT — in the case of BOTH groups, only a very small number had even heard of M.P.I.! Astounding, isn't it!!

When we provided complete information about M.P.I. and our Local Chapter, you could see the excitement beginning to build. They could begin to anticipate becoming a part of M.P.I. and everything it stands for such as:

- Developing personal professionalism
- Outstanding local and national meetings
- Helping each other
- Association with other planners and suppliers
- Outstanding materials

They then began to ask the questions:

- "Why hasn't someone told me about M.P.I. before now?"
- Where can I join? Does my city have an M.P.I. chapter?" (Many do not.) Some wanted to know if M.P.I. was the best organization for Meeting Planners to join.

The first question was difficult to answer. The last ones were easy. Most of us belong to more than one organization, but we can very enthusiastically say that M.P.I. is perhaps the best of all as it includes monthly meetings with planners and supplier members alike and helps us develop expertise, professionalism, and

provides important contacts in the local and national areas. Yes, if I could select one and only one organization, it would have to be M.P.I..

Who is at fault then? Why do so many suppliers and meeting planners fail to learn about M.P.I.? The answer is a very simple one indeed — YOU and I simply do not talk about M.P.I. enough in our speeches and day to day conversations with friends, associates, clients, and normal business contacts. We simply do not do it! We could do these individuals a real favor by doing so. Most of us have been helped by others in developing the knowledge and expertise we have gained, and we can recall how appreciative we were for that help. In the same way, you can be very helpful to those you are in contact with each day. They will be eternally grateful to you for the helpful hand you extend to them.

YES — LET'S TALK ABOUT M.P.I.

## President Ford To Open 10th Anniversary Conference

Thousands of meeting planners and suppliers from all over the world will hear President Gerald R. Ford deliver the keynote address when MPI convenes its 1982 Annual Conference in Denver, Colorado, June 9 through 12.

MPI members will be treated to many special events and ceremonies in connection with this important occasion, the 10th anniversary of Meeting Planners International. Other noted speakers include Dr. Paul Nadler, Economist, Rutgers University, and Jim Tunney, NFL Referee, who will address two of the five general sessions.

Meeting Place will put planners and suppliers together one-on-one. And first timers as well as experienced planners will learn much through the Issues and Answers discussions planned for small groups during the breakfast. A three-hour MPI Olympics offers fun and relaxation from the heavy schedules of break-out sessions — 23 of them.



Special salutes will recognize the contributions made to MPI by past presidents, charter members and the original 13 members of the Steering Committee

Celebrating the growth of MPI in the past 10 years will take place in an environment of intense educational meetings where the future progress of MPI members is determined. This 1982 Annual Conference promises to be the biggest and best conference yet held by MPI.



## Treasurer's Report

Bruce Jaster

DFW Chapter Treasury balance as of April 30, 1982 \$3,922.20.

Please remember to write your checks before coming to the Registration Desk at the monthly MPI Chapter meeting luncheons are \$12 if you call in a registration ahead of time and \$14 at the door. Dinner meetings are \$15 if you make a reservation and \$17 if you register at the door. Please try to make your meeting fee payment by personal or company check instead of cash. This simplifies our bookkeeping and cuts down on the amount of time spent at the registration desk writing receipts. Thanks very much for your cooperation and assistance.

Bruce Jaster.

## April Thank-yous . . .

...go to a lot of people who helped bring off the Dallas/Fort Worth Chapter meeting at the not yet/but soon-to-be completed Lincoln Radisson property. Mr. Joseph McCarthy, President, Linclon Hotels, deserves special thanks for an informative and attention-holding talk. Our thanks to the Radisson Lincoln marketing staff including Duffy Keys, Myra Berry, Kim Dinsmoor, Sharon Edmundson and Amos Justin. Not having a finished property means those people had to call on these people to make the event the success it was. Thanks to AVW, Freeman, Hoover Bros., Bauer and Dallas International Catering for all their support.



## Food For Thought

by Judy Houghton

Sometimes the worst way to plan a food function or special event is to rely on the hotel's (or the caterer's) printed list of menus. Do something different. Be creative. Make up your own menus and ideas for presentation, based on the profile of your group, your budget and, perhaps, a special theme you might wish to use in conjunction with your meeting.

It's always more interesting if you can include the unexpected or the unusual — without going overboard. Being too unusual might be worse than boring.

When one thinks of Hawaii, for instance, the most overdone special event is the luau. Anyone can go to a luau, but how many have an opportunity to visit ten or twelve countries for dinner—all in one lovely setting!

For the same money a luau would cost, you can set up a "village" with separate ethnic food areas, representing the many nationalities that make up the population of Hawaii.

Guests may sample foods of the Japanese, Koreans, Chinese, Filipinos, Hawaiians, Tahitians, and for the timid, good old Western Americans. With several selections in each group, this offers enough variety to please the most finicky eater.

An outdoor setting during the favorable weather months provides a lovely background for this event and local talent performing throughout the evening will set the tone for a very memorable meeting.

In our own Texas, the Six Flags theme has been a bit overdone, although for out-of-staters it's still workable. Don't forget, we have a heritage that includes American Indians with their own special cuisine, the cowboy who cooked over an open range and Mexican food from across the border, just to name a few.

But don't let your thinking end with Hawaii and Texas. Pick your spot — do your homework — and have fun.

## It's Still A People Business

by Rick Alexander

Amidst all that newness that Joseph McCarthy spoke on last month and with his topic centered on a behind-the-scenes look at developing new hotels, he made a very interesting observation for us meeting planners. McCarthy said, "Not much has changed. We are still looking at the basic needs of a group of people." Now, when you pause on that for a minute it really starts to hit you.

In the last two or three years MPI members have been bombarded with presentations, sales pitches, exhibits, seminars, speakers and panels talking about all the revolutions in the meeting planning business. And then, along comes this McCarthy guy who obviously knows what he's talking about, saying, "Not much has changed.

Well...he's right! Whether it be supplier or planner, we are still in the business of people-pleasing. Sometimes, one wonders whether that fact is falling into the background. Don't let it! We plan for, work for, make decisions for, host for and supply for individuals who still have the same basic needs.

In the middle of all the revolutions, remember the people that still need a pleasant travel experience, a good place to sleep, good food, interesting meeting sessions, creative recreation and so on. As you work, remember Sam, who always seems to arrive at the very last minute. And there's Linda, who needs a special breakfast everyday. On and on. Even thinking in group terms, they are real people, and they are going to determine the success of an event. They will rate the success by the amount of real interchange they had.

If anything, all of the revolutions have

made meeting planning more complicated and increased the value of a knowledgeable meeting planner considerably. Prove your worth by remembering your people...without fail.

### Glitches

Yes, I know. The last issue had some pretty significant typos in it. And the type was crowded and we needed more pictures. Well, this issue ought to be cleaner and easier to read. We've put more space between lines and gone to a six-page format. As for pictures...I need some. Not just photographs. We need drawings, too.

In particular, pictures which have people in them and can be used anytime and will not be outdated easily. Drawings and cartoons are also actively solicited. Give them to any CURRENT staff member.

Also, letters, articles and suggestions are welcome anytime. Typed, double-spaced, if you can and legible above all else.

### 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



In-sites

# Dallas' Remarkable Growth

by Charlotte St.Martin

The question is often asked, "Why is Dallas the third largest convention city in the U.S?" Interestingly, this is a question often asked by people in the Dallas/Fort Worth Area when they, of course, really know. I believe there is an old saying...."sometimes we are too close to the forest to see the trees....". Our remarkable growth has put us in the number three position.

Dallas is ranked as the number three convention city in number of people attending conventions. How did we get there? We got there by providing the friendliest hospitality in the country, by providing outstanding Convention Centers, and a host of top quality hotels doing it a little differently in Dallas.

Recently, I was asked to make a presentation to an area Chamber of Commerce on "the adequacy of hotel space in the city and its relationship to our own city's lifestyle and economy". In doing their research for this presentation, I found a number of remarkable figures which even I, a native Texan and a twelve year veteran of the hotel community, found surprising. Did you know that by the end of 1983 we will have 32,260 hotel rooms in Dallas? Compare this to December 31, 1977 with 21,098 hotel rooms available. In 1981 we had over 1,800,000 visitors attending conventions in Dallas with a projection in 1983 of over 2,000,000 visitors. What does this mean to us in the hospitality industry? It means that we have increased competition....but more importantly, we have increased facilities. Nowhere in the United States can you find as many exciting facilities with such high quality....each with it's own unique personality. (How's that for a proud Texan?) This is something I am told quite frequently by meeting planners who come into the city. It is an old trite saying, but I still believe Dallas may be the "best kept secret in the United States."

It also means we have better transportation to our city (over 1,100 flights daily) We provide 51,000 permanent jobs in the area, with the hotel industry being the biggest employer of minorities. The industry also provides us with lower individual taxes as conventions alone paid \$12,000,000 in taxes in 1980. The \$500 million which were spent by the delegates in 1981 can be multiplied by seven totalling over \$35 billion revenue to Dallas industry. It is estimated that the convention dollar turns over a minimum of five to seven times in our community. These dollars also provide us with the "clean" dollar versus the industrial dollar.

What other changes or effects does the hotel growth bring to Dallas? People! Look at the professional level of hotel sales managers versus 10 years ago. And we can not talk too highly of professionalism in our industry. The meeting planners ask for it, want it and need it. Organizations such as ours are a very visible showcase for the increased professionalism in both the suppliers and the planners. Growth has brought top level managers to our city. What does this really mean to all of us? It means that we will be working in a city with top professionals, great hotels, in the most remarkable city in the United States.

**Help fill this space.  
Write an article for  
CURRENT.**

# Membership Bio-Line/By-Line by Sally Gibbons

As we are ending this term of officers, the momentum is still going strong for our own 82 in '82 campaign. Although we did not achieve our actual goal, many new members came aboard and there is still time for each of you to recruit more and try for the trip to Hawaii or London compliments of our friends at Braniff. Jerry Swiggart is in the lead with 16 points. Keep in mind that "Planners" get 2 points for each new member and "Suppliers" get 1 point each. Please call me at 747-7222 for applications or information.

At the same time, the national "Each One Reach One Campaign" is in full swing until October, 1982. The Chapter receives an additional \$5,00 reimbursement for new members and the winning Chapter (by percentage) will receive \$1,000.00! These extra monies can certainly be put to good use in guest speakers, publications, etc. Write those letters and call your fellow meeting planners to get them involved.

As of March 31st DFW /MPI has 79 planner members and 83 supplier members for a total of 162. Following are the new people who joined us. WELCOME!

Joan Di Dente - SUP  
Marketing Director  
Residence of Texas, Inc.  
1145 Empire Central Plaza #150  
Dallas, Texas 75247  
(214)631-6200

Teri Dres - PLN  
Executive Secretary  
Associated Drilled Shaft Contr.  
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(214)369-2354

Susan Fitzsimmons - PLN  
Executive Secretary  
Harris Corporation  
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Dallas, Texas 75240  
(214)386-2587

Paul Iacovino - SUP  
Sales Manager  
Registry Hotel  
16250 Dallas N. Parkway #203  
Dallas, Texas 75248  
(214)386-6000

Judith Meadors - SUP  
President  
Serendipity Travel  
350 E. Carpenter Freeway #150  
Irving, Texas 75062  
(214)659-9770

Myra Smith Berry - SUP  
Sales Manager  
Radisson Lincoln Hotel  
5400 LBJ Freeway #1415  
Dallas, Texas 75240  
(214)934-8400

Kenneth R. Stone - SUP  
Cecils Restaurant/Catering  
2417 W. Park Row  
Arlington, Texas 76013

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Dallas, Texas 75201  
(214)760-8180

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Dallas, Texas 75240

**May Meeting Notice  
Act Now!!**



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