

APR 18 1983

# Current

April, 1983

THE PROFESSIONAL  
SOCIETY FOR THOSE  
WHO MANAGE MEETINGS

## MESSAGE FROM THE PRESIDENT

*Sally Gibbons*

While catching up on a bit of reading (you know...Sunday afternoons, in line at airports, on planes, a quiet moment at lunch), I found a very timely article about creating a meetings department in the March issue of "Meeting News" that I could not help but pass along.

We know the economy is sluggish and meetings are being closely monitored. "Now is the right time to centralize meetings" and more importantly to the planner, prove to the company that money can be saved through a department that plans meetings. The article suggests that you stop procrastinating and write a proposal to create such a department; it could be the most important career move of your life. The proposal should contain objectives, documentation of lost or mismanaged money, and the plan for implementation of the department.

The objectives and benefits are the most important. The article suggests that the following ten points will be the most valuable "clinchers":

1. A centralized meetings department will give the company bargaining power to negotiate reduced rates with hotel/airlines/car rental agencies and other industry suppliers.
2. Such a department will establish an efficient, professional working relationship between the company and its suppliers.
3. It will eliminate duplication of efforts and expenses that result when planning responsibilities are decentralized throughout the company.
4. It will allow executives to spend their time doing the jobs they were hired to do.
5. It will ensure that the objectives of each meeting are met and employee time is well spent by handling all pre-planning logistics and on-site administration.

6. It will result in better service (and prices) from hotels which readily recognize and value the volume of business the company supplies.

7. It can establish and enforce meeting and travel policies.

8. It can audit all billings to ensure that the company is not being overcharged for meetings.

9. It will put a stop to expense account abuse.

10. It will also provide the company with an in-house consultant on all matters concerning appropriate site-selections, meetings, travel, hotels, and airfares.

Why did I feel the importance of sharing this article? Every day I work with meeting planners. We all need to be at our most professional now. If your job is easier and more respected, so is mine. Good luck!



MARNA J. PETERSON

## MEETINGS MANAGER APPOINTED BY MPI GENERAL OFFICE

Marna J. Peterson was appointed to the MPI staff in Middletown, Ohio as Manager, Conferences and Meetings.

Petersen brings to MPI a ten-year career in the meetings industry including hotel, corporate, and both trade and professional association experience.

"Though there are commonalities in planning procedures among hotels, corporations, trade and professional associations, the problems and opportunities in each are unique," says Marna. "It is my hope that my experience will enable me to address MPI's needs adequately," she added.

As Director of Convention Services for the National Council of Teachers of Mathematics for the past two and one-half years, Petersen planned eight regional conferences each year for groups of 1,000 to 2,500. She was also

responsible for annual conventions for 5,500 attendees as well as several smaller meetings.

From 1978 to 1980 she was a meeting planner for the American Bankers Association, Washington, D.C. Prior to that she worked as a consultant and arranged a nationwide press briefing series for the Grocery Manufacturers of America, a trade association.

Petersen's first position on the 'buyer's side' of the desk was that of corporate meeting planner for Digital Equipment Corporation in Boston, Massachusetts.

Petersen became interested in this industry while working at two properties operated by the Dunfey Hotel Corporation, the Hyannis Resort and Conference Center in Massachusetts and Tobacco Valley Inn in Hartford,



**JOE J. CHARBONNEAU** — President of The Performance Group, Inc.



## MARCH MPI BREAKFAST MEETING AN "EYEOPENER"

By Jerry Swiggart

The strong, the brave, the dedicated, and the few, 55 in all, attended our March 24th MPI Breakfast meeting at the new and beautiful Sheraton-Park Central Hotel. A great big thanks to those of you early morning risers who were there to experience our first breakfast meeting in well over 4 years.

Those of you unable to attend, for whatever reason, really missed a treat, from both the reception and meal, to the program. How could you have missed out on those bloody marys, virgin marys, screwdrivers, and champagne mimosas to start off the morning??? And that super breakfast buffet consisting of chilled juices, fresh fruits, made to order omelettes, Belgium waffles and assorted toppings and whipped cream, to filet mignon, grilled sausage, crisp bacon, country fried potatoes, and croissants, brioche, danish pastries with trimmings...You missed a treat fit for a King and Queen. Something a little different from the standard luncheon...

Our speaker Joe J. Charbonneau, President of The Performance Group Inc. excited us so much that we wanted more. Joe challenged us to be our best at all that we do, to give 100% of ourselves into every role we enter, and to learn to forgive ourselves whenever we make an error, and learn to start over. He challenged us to be thinkers, not just doers. Thanks Joe for an excellent message.

Jack Collins, General Manager of the Sheraton-Park Central introduced a few of his staff members, and made some excellent comments on the "why" of MPI, and our professionalism, and

educational motives. Thanks again Sheraton-Park Central, for hosting us.

By the way, you absent members, over 95% of those attending this breakfast meeting said they would attend again, an early morning meeting. So there...

## APRIL MPI MEETING NOTICE

By Jerry Swiggart

Be there, be there, be there...Mark your calendar for April 28, 1983, and the place, the Marriott Quorum at Dallas North Parkway and Beltline Road, the time, 11:30 AM, and the program, Jim Westberry of the Creative Communications Group with a program on "Visual Graphics in Speech Making."

Call a friend or prospective MPI new member now, and make plans to attend this next meeting. The program, with full rear screen AV, is destined to be most exciting, educational, and enlightening. The sales staff of the Marriott Quorum will also be ready to give mini-group site tours of their new property.

## PROGRAMMING-EDUCATION COMMITTEE

By Jerry Swiggart

Many of you know by now of the postponement of the April 15-16 Joint MPI Chapter Retreat at Woodcreek, Wimberly, Texas. The decision was made in mid-March for postponement, due to several reasons. Mainly, due to the lack of response from the joint committee in planning the program and all he details in putting together such a worthwhile retreat. We hope to announce at a later date a rescheduled retreat for fall, 1983.

## HEALTH REPORT

By Bill Boyd

Many of you have inquired about the health of one of our past presidents and current active leader in MPI, Greg Elam. Greg is recuperating nicely from his surgery and by the time you read this, he will, no doubt, be back in his office preparing to take around 200 persons to the sunny Costa del Sol — it's hard to keep a good man down!

## MARK YOUR CALENDAR

*MPI Meeting for the Next 6 Months (Subject to change)*

### April 28

11:30 a.m. - Marriott Quorum  
Jim Westberry - "Visual Graphics in Speech Making"

### May 26

Ft. Worth Showcase  
Depart Dallas 5:30 p.m. from Loews Anatole parking lot  
Progressive meeting - Omni Theater, the Hilton, the Hyatt, the Americana, the Stockyards, and Billy Bob's!

### June 22

The Registry Hotel — P.M. Meeting

### July 28

6:00 p.m. — Plaza of the Americas  
Installation of Officers  
Mel Hosansky — "Scope and Trends of the Meeting Market"

### August

No Meeting — vacation month

### September 22

The Melrose Hotel  
Full details later

## INNER VIEWS

By Janis Johnson

"Trammell Crow — He Looks Beyond Men's Fears and Sees Their Needs"

How many hours and years of preparation has Mr. Trammell Crow, Sr. spent to get the foundation for his renowned hotel development, design and construction corporation?

Some people in Dallas may remember that the Dallas Market Center began as the Decorative Center, the first building of many that fit into Trammell Crow's plan to build a family owned and operated business. In 1955, a second building — the Homefurnishings Mart — was added, then the Trade Mart, Market Hall and the Apparel Mart, the World Trade Center, and in the latter part of 1982, the Menswear Mart. In 1984 the Infomart will be open to add even more space to the 7.6 million square feet occupied by 3,200 permanent and 10,000 temporary showrooms.

I stopped for a moment to ask myself, "How did he do it?" "What makes him so unique from anyone else to make all this happen?" And yet he still had time for the little touches to help make Dallas more beautiful by landscaping the median areas along the freeway in front of the Dallas Market Center. People that work with him in his open-office concept say he spends a lot of time at the drawing board working side by side with the architects. He may bring a napkin with a model of a building sketched on it and say, "Let's work on this." There always seems to be time for his employees to access his wealth of information.

When I walked into his office area, there were no walls or partitions to separate the "men from the boys." Everyone works together. It felt a little strange to see Mr. Crow's desk right out in the middle of the front row of desks in an immense room. It takes a lot of ideas and plans to make men's fears subside and to realize their needs. And a network of talented people. The hotel business is Trammell Crow's life. There is a lot of blood, sweat and tears in every hotel Mr. Crow has built. He has formulated a smooth running plan to make sure that these hotels are designed, constructed and now managed to his specifications.

I was introduced to Caren Kline, Vice President of Sales and Marketing for Wyndham Hotel Company to further learn how Mr. Crow's plans work as smoothly as the inside of a clock. All future hotels built by Mr. Crow's development company, Wyndham Hotel Company (WHC), will also be managed by it as well. WHC will also manage hotels owned by other companies. They also own and manage the newly acquired North Park Inn and will own and manage the Wyndham in Austin



**CAREN KLINE**, Director of Sales & Marketing and **TRAMMELL CROW**.

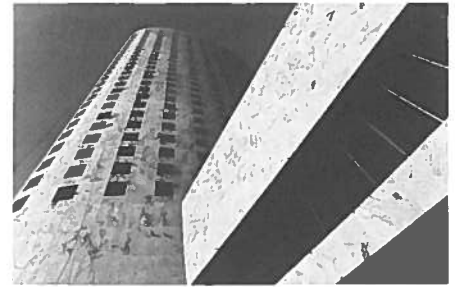
(opening July, 1983), the Wyndham Southpark (breaking ground next month), the Wyndham Seaworld in Orlando and the Wyndham Greenspoint in Houston (opening next month). They manage the Rose Hall Beach Hotel in Jamaica and the Cable Beach Hotel in the Bahamas (opening November, 1983).

On a tour of the office, I realized what an avid art collector Trammell Crow is — especially of Chinese art. He and his lovely wife, Margaret, collect art and have art collected from all over the world to decorate their hotels and offices for that comfortable feeling of being at home no matter where you may be.

Another fact that caught my attention was the many young men and women — at high levels in the organization — who have been given an opportunity to shine and who have been given lots of responsibility to serve as wattage for their knowledge. He takes the time to listen to their thoughts and concepts and opinions and decisions, constantly updating his information to keep up with the changes brought about by many generations of ideas.

Trammell is a family man and believes in keeping the business in the family. Lucy Crow Billingsley is President of Dallas Market Center. Trammell S. Crow is the Chairman. Robert Crow is head of the Los Angeles Trammell Crow Company. Howard Crow is head of the Gift Shops. Harlan Crow is over Trammell Crow Company in Dallas. (Hope I haven't left anyone out!)

Trammell Crow, Sr. listens to thoughts! One feature writer for a local newspaper described the Wyndham as "Textured warmth." That is kinda' the feeling you get by absorbing the atmosphere around Mr. Trammell Crow. He incites curiosity. He channels the curiosity into plans and orchestrates those plans into filling the needs of a changing man, a changing city, and a changing world.



## BIO-LINE

By Bill Mitchell

Dolly A. Christensen - Planner  
Director, Radiology  
Postgraduate Education  
UT HEALTH SCIENCE CENTER  
5323 Harry Hines Boulevard  
Dallas, TX 75235  
(214) 688-2502

Dolly attended meetings with her late husband. She observed, got interested, and pursued the meeting planner job when it became available. "It looks different from the other side. I used to think things just happened automatically."

Dolly moved here 15 years ago from Appleton, Wisconsin, via Puerto Rico where she lived for 3 years.

Ms. Joan Smiley - Supplier  
DOUBLETREE INN DALLAS  
8250 North Central Expressway  
Dallas, TX 75206  
(214) 691-8700

Joan and family moved from Ireland when she was just five years old. She grew up in Westwood, California, and attended UCLA which was the neighborhood school. She transferred here from the AMFAC in Los Angeles, and had previously worked for the Biltmore Hotel.

Ms. Monica L. Weir - Planner  
Meeting Planner/Secretary  
FINANCIAL PLANNING SERVICES  
8235 Douglas Avenue, #701  
Dallas, TX 75225  
(214) 363-4200

Monica attended Ohio State in Columbus, after having grown up in Cleveland. Somewhere between the two cities she heard about Dallas, Texas, and moved here a year ago. She plans 5 meetings, writes the newsletter, manages the office, and flatly refuses "to do the windows".

## BYE-LINE

Mr. Kim Dinsmoor  
Marriott Hotel  
Corpus Christi, TX

Kim got a promotion with Mariner Corporation to open a new Marriott in Corpus Christi. Kim was heard to say "You haven't lost a friend...you've gained a new place to get a comp room."

# FOOD FOR THOUGHT

By Judith Houghton

It used to be that only so called "Gourmet Restaurants" (a thousand sins have been committed under the word, gourmet!) printed their menus in French. This practice has now even moved into the area of banquet menus.

For instance, not long ago, you could order "crisp fresh raw vegetables" with dip. Now you ask for crudites. There are many examples and perhaps you will find the list below at least interesting, if not helpful.

Certain French sounds have no counterparts in English. However, all pronunciations are translated to English phonetic equivalents, as accurately as possible.

<b>Term</b>	<b>Pronunciation</b>	<b>Definition</b>
agneau	ahn•yoh	lamb
a la	ah lah	in the style of
amandine	ah mah deen	made with almonds; often used in preparing fish filets
au jus	oh joo	in its own juice
au lait	oh lay	with milk
bearnaise	bare nayze	thick sauce made with shallots, herbs, white wine, egg yolks, vinegar
bechamel	bay shah mel	sauce of milk thickened with butter and flour
bisque	beesk	soup, usually made of pureed shellfish
boeuf	buff	beef
bombe glacee	bomb glas say	ice cream dessert
bordelaise	bored lays	brown sauce made with wine and bone marrow
bouillabaisse	boo yah bayse	fish chowder from French Riviera; made with fish, olive oil, tomatoes and saffron with water or bouillon
brochette	broh shet	a skewer; anything cooked on a skewer may be called a brochette
canape	kah nah pay	a small round of bread, topped with a spread, used as an appetizer
canard	kah nahr	duck
champignons	sham pee nyon	mushrooms
citron	see tron	lemon
coquillages	kock ee ahje	shellfish
cote de veau	koat duh voh	veal chop
crevettes	kruh vet	shrimp
crudites	croo de tay	raw vegetables served as an appetizer
en croute	on croot	baked in a pastry crust
farci	fahr see	stuffed
flambe	flahm bay	a dish that has been ignited after being doused in a liqueur
florentine	flo ran teen	foods cooked in this style (usually eggs or fish) are put on spinach, covered with mornay sauce and sprinkled with cheese
frappe	frap pay	chilled
fromage	froh mahge	cheese
fruits de mer	frwee duh mayr	seafood

(cont'd on inside)

## ...FOOD FOR THOUGHT

gratin, au	gra tun, oh	prepared with a topping of toasted breadcrumbs; may include grated cheese
hollandaise	ol lun days	sauce made with egg yolks and butter; served over vegetables and fish
homard	oh mahr	lobster
hors d'oeuvre	ohr dovr	appetizers, hot or cold
jardiniere	jar dee niayre	fresh vegetables, served with roast, stewed or braised meat and poultry
julienne	jew lee ayn	meat or vegetables cut in thin strips
legumes	lay goom	vegetables
maison	may son	recipes that are exclusive to the restaurant's owner or chef, but usually used more loosely to mean in the style of the restaurant
marchands de vin, sauce	mar shahn dun vun, sohse	brown sauce of butter and red wine
maitre d'hotel	may tre doh tell	headwaiter
medaillon	may dah lyon	food cut into a round or oval shape
mornay	more nay	white sauce with cheese added
mousse	moos (rhymes with loose)	a light, airy dish made with cream and eggs; may be of fish, chicken, fruits or chocolate; served hot or cold
oeuf	uff	egg
petite marmite	puh teet mahr meet	clear soup made with meat, poultry, marrow bones, stock pot vegetables and cabbage; usually served with toast and sprinkled with grated cheese
poisson	puaws sun	fish
potage	poh lawge	soup, usually with a cream base
poulet	poo lay	chicken
prix fixe	pree freex	at a set price
provencale	proh vun sahl	cooked in the style of Provence, usually with tomatoes, garlic, olives, eggplant
puree	pew ray	food that has been mashed, sieved or processed in a blender
ragout	rah goo	a dish made from meat, poultry or fish that has been cut up and browned; may or may not include vegetables
ratatouille	rah tah too ee	a mixture of eggplant, zucchini, squash, onions, tomatoes and peppers; may be served hot or cold
tournedos	toor nuh doh (not tornado! - as in Texas)	small slice of beef, round and thick, from the heart of the filet of beef; sauteed or grilled
vinaigrette	vee nay grayt	sauce of oil, mustard and vinegar, seasoned with salt, pepper and herbs

Some of this text has been researched from *Word Watchers Handbook*, copyright 1982 by Phyllis Martin.

Connecticut. She worked in all areas of hotel operations.

Doug Heath, MPI's Executive Vice President, said, "We are happy to have a person with Marna's experience join the MPI staff as a Conferences and Meetings Manager because of her perspective as a member and chapter officer along with her background as both planner and supplier."

Petersen's appointment became effective March 1. She can be reached at the MPI staff offices in Middletown at 3719 Roosevelt Boulevard, Middletown, OH 45042, or called at (513) 424-6827.

The Dallas/Ft. Worth chapter extends a hearty welcome to Marna and wishes her the very best of success in her new endeavor.

## FROM THE EDITOR

*Greg Elam*

### Laid back reading:

Your faithful scribe has been in the hospital. "We" (a proper form for an editor to use but stupid in practice — since "we" is "me") spent twenty-five days, had eighty-five stitches, twenty-six staples and nine tubes. All started on a night I was supposed to be at an MPI meeting (serves me right) but was hosting forty-two out-of-towners at a dinner show when I became aware that all was not well. More precisely, I (we, me, thee) was not well. 'Tis fun to act as though the dinner and the show at the Fairmont was great when in mucho pain.

None of you will care a darn about this until it happens to you at your own meeting.

Anyway, the part worth sharing is some of the prose that arrived while one is

captured within a hospital bed.

Neat little notes are nice to receive. In fact, just a few well selected words (one, two or three) serve beautifully. Thoughtfulness is appreciated.

But I loved the sticker someone put on a note. The sticker read, "Never go to a doctor whose waiting room plants have died."

Then there was the card saying not to let them use the wooden stick on your tongue until they told you who licked the ice cream off.

One heroic one said, "We've been missing you in all the old familiar places — vending machine, lounge, drinking fountain, break area, cafeteria, furnace room, broom closet, elevator, parking lot, bulletin board, coat room, supply cabinet, MPI meetings, free receptions.

Lots of cute ones, clever ones, thoughtful ones, sarcastic ones. But my all time favorite came from one of the one hundred ninety-two people who still are planning on my taking them on our late April trip to Spain. Since, to this person, I deal in incentives, the card read, "Here they won't let you have any **booze** or **sex** until you get well. Talk about **incentive** program. Get well soon."

Loved it. And thanks to so many of you who discovered my secret location and performed some act of thoughtfulness.

## MPI ANNUAL CONFERENCE

*By Bill Boyd*

So much to learn, so much to experience, so much to share — we want you with us in St. Louis to help us "Catch the Spirit." A large Dallas/Ft. Worth contingency will be heading to St. Louis on June 26 and will be represented through the final event on June 29. If you

haven't registered, please contact the home office for your necessary forms. This year, we want to show MPI chapters nationwide what a strong, viable chapter Dallas/Ft. Worth is.

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