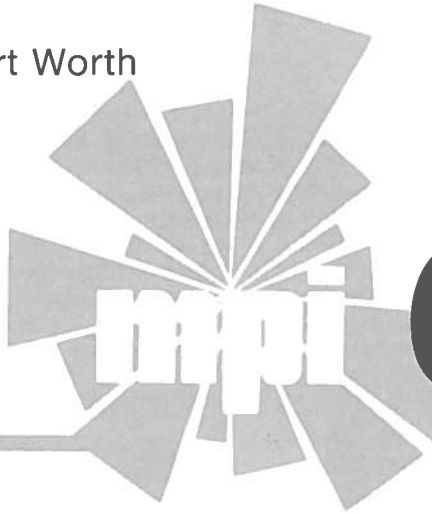


Dallas/Fort Worth  
Chapter

FEB 21 1983



# Current

FEBRUARY, 1983

THE PROFESSIONAL  
SOCIETY FOR THOSE  
WHO MANAGE MEETINGS

## MESSAGE FROM THE PRESIDENT

*Sally Gibbons*

Planning is a major part of our day to day activity . . . possibly the most important part. Our chapter has been very busy with special projects that you should plan to attend.

The first "Weekend Retreat" will be held April 15-17 at the Woodcreek Resort. The newly formed Hill Country Chapter (San Antonio and Austin) and the Houston chapter will be meeting with us. The cost will be minimal, the education and sharing of knowledge superb, and the hospitality unequalled. Other MPI chapters have done this same format quite successfully and we want to make this an annual event. As the oldest Texas chapter, we need to show that the Dallas/Ft. Worth chapter is the best. Plan to be there!

Another first, the "MPI Institute" will be held Wednesday, May 18th at the Anatole Hotel. This program has been in the planning stages for several years and will finally happen. The format is a day long seminar to cover the basics of meeting planning. The top people in their various departments (sales, front office, catering, etc.) will be speaking; workbooks and check lists are being produced, and actual demonstrations are planned. Registration will be open to non-members and, of course, we are urging all to attend or participate.

Yes, we are planning as a chapter to make this year a very good one for each member. More importantly we are planning to be the number 1 chapter of M.P.I.!!!



## APRIL MEETING Woodcreek Joint Retreat April 15-17, 1983 NEW DATES

Plans are underway for a fun-filled weekend at Woodcreek Resort in Wimberley, Texas, deep in the Texas Hill Country.

Woodcreek Resort has something for everyone. A beautiful championship 18-hole golf course winds through the hill country providing a scenic challenge to the golfer. You may also choose from twelve lighted Lakold tennis courts, riding stables, a petting zoo, mini-marina, Health Spa with racquetball/handball courts, exercise equipment, saunas, whirlpool, steam and swimming pool. Nature lovers will enjoy Woodcreek's hiking and biking paths, and for the

fishermen, there's some of the best bass fishing in Texas.

Woodcreek offers more than fun -- it's the perfect place for business too. Woodcreek has conference facilities and can accommodate groups of ten to one hundred fifty persons in their twelve meeting rooms.

Mark your calendars now and plan to join your fellow MPI members from Houston and the Hill Country (Austin and San Antonio, to be chartered February, 1983) for an entertaining and educational

*(continued on back pg. SEE  
WOODCREEK)*

## FOOD FOR THOUGHT

by Judith Haughton

As, promised, I am reporting to you on the results of our Chapter survey on the best restaurants in the Metroplex. All I can say is I hope some poor MPI member from an out of town Chapter does not contact our group for this information --- unless they happen to be fortunate enough to call Jerry Swiggart of United Fidelity, our sole, lonely, one and only respondent. Thanks, Jerry.

And now, a potpourri of thoughts about food which I have recently run across.....

\*Spicy or unusual food is stimulating. Bland and familiar food calms. Mild hunger is a stimulant. A large meal makes you drowsy. (Food for thought before planning that luncheon before the afternoon meeting.)

\*Thirst quenchers may not be all they're cracked up to be. If you really want to replace potassium after prolonged exercise, fruit juices are generally much more effective.

\*High blood pressure sufferers have had to stay away from canned vegetables because of their high salt content. Now Dei Monte and Libby are coming out with low salt content cans of some vegetables. Best yet, instruct the hotel or caterer to use only fresh vegetables and to leave off the salt. Guests can add salt if they so desire.

\*And did you know???? Three kinds of cheese, cheddar, monterey jack and swiss, help prevent other foods from forming an acid layer on teeth where cavity causing bacteria grow.

\*And speaking of teeth.....In case somebody gets over zealous at your next meeting and a tooth gets knocked out, it can often be saved if you pop it in a glass of milk for a fast trip to the dentist - with its original owner, of course.

## JANUARY MEETING RECAP

By Lesley Meyer

The new Marriott Hotel at D/FW provided an elegant setting for our January meeting. Lauren Johnson, Director of Sales at the newly opened property and her staff, treated ninety-one MPI members and their guests to cocktails and hors d'oeuvres. Following the reception, Mr. Bob McCarthy, Regional Marketing Director for Marriott Hotels, spoke briefly on "Trends in the Hotel Industry." Mr. McCarthy brought us up to date on hotel marketing strategies in the metroplex in the competitive 1980's. After Mr. McCarthy's presentation, we

moved to another area of the Ballroom for dinner. Tables were decorated with candles and floral arrangements which highlighted the burgundy tones in the unique carpet. This lovely setting proved to be almost equal to the delicious meal served which featured a seafood appetizer followed by an entree of tournedos. A magnificent presentation! Following our dessert of french pastries topped with fresh strawberries, our business meeting got underway.

The featured speaker, Mr. Joe Nicholson of Joe Nicholson and Associates, encouraged us to make the most of our innate abilities. To illustrate this philosophy Joe portrayed an old-fashioned Medicine Man, complete with costume and props. Not only was Mr. Nicholson moving and motivational, but he was also extremely entertaining.

Our special thanks to Joe Nicholson and to Mr. Bob McCarthy for a very educational and uplifting program, and to our host Lauren Johnson and her very professional staff.

## MPI HELPFUL HINTS

by Virginia Smock

### ADVANTAGES OF AN AIRPORT HOTEL

Obvious advantages for hotels with airport locations include both convenience, as well as time-saving benefits. Many companies have found that by using these properties for strictly business oriented meetings, the savings in transportation in areas where the airport is located far from the city itself, can prove valuable time-wise as well as financially by using courtesy buses instead of expensive taxis or rental cars. The majority of the airport facilities also give free parking - another amenity.

Airport hotels are no longer merely stop-over sleeping rooms for travelers. They now provide deluxe meeting facilities as well as appealing recreational activities. They can offer a relaxed atmosphere away from the urban hustle-bustle, yet still give enough variety in entertainment and dining choices to soothe the weary, bleary-eyed meeting-goer.

Another advantage which airport hotels afford is excellent soundproofing in both meeting rooms and sleeping rooms, because of their proximity to the airports.

In 1982, an average of 42% of corporations and associations used airport hotels for their meetings, and the projection for 1983 is an increase of 9% over this. They have found that these hotels are ideal for national training or

sales meetings when the attendees are flying in from diverse origins. Not only are they at the meeting site when they land, but they can also take advantage of flights back to their homes at the close of the meeting, thus saving either themselves or the company the expense of an extra night's stay in a hotel. Another plus is that the weekend rates at these properties are very competitive, giving the meeting planner a super position in which to negotiate.



## INNER VIEWS

by Janis Johnson

*"I've much to give, and much  
to live - and I'm a Happy Man."*

**Ron Trammel**

Ron leaned back comfortably in his executive chair, as he welcomed me into his office with a friendly smile. I told him how much I appreciated him so graciously allowing me to talk to him for a few minutes.

I knew Ron Trammel, Director of Special Events at Mary Kay, had a very busy schedule this week preparing for the upcoming Leadership Conference, among the many other responsibilities of his all-encompassing title.

It was time for the interview to start, and I don't mind telling you - I felt like the puppy that finally caught the firetruck: I didn't know where to begin.

You can ask anyone at Mary Kay, "Who masterminds the elaborate seminars that rival a Broadway production?" "Ron Trammel," is the answer. "And who engineers the staging, lighting and sound for these many annual events?" Again, "Ron Trammel," is the answer. But, "Who thinks up the little touches, like electronically raised and lowered podium for tall people and short people . . . red-carpeted stage outlined in chase lights . . . computer controlled slide presentations . . . Cadillacs appearing in a dreamlike cloud?" The answer echos, "Ron Trammel."

This modest man began his multi-

faceted career with Mary Kay in 1965, along with eight employees. Little did this lad from West Texas realize that an entry position packing boxes would one day be the springboard to that initial meeting of 100 people in the warehouse. He started then pulling together all the necessary pieces of information to make these early small meetings a pattern for his success.

Now he and his staff of eight full-time and several part-time teamworkers produce seminars to accommodate over 23,000 women to be recognized, motivated and educated.

I think he is hiding his true identity as a secret haberdasher with thousands of hats that magically appear whenever it is necessary for him to become Stageman, Productionman, Cleverman, or Propman. Then there's Travelman, who inspects and selects the sites for the various trips planned for the National Sales Directors (in addition to the seminars, etc.)

As Charterman, he helped form the MPI Chapter in Dallas in 1978. He has served

on the International Board of MPI and was Chairman of the Annual Meeting in Dallas in 1978. He has helped bring together a select group of meeting planners and suppliers who have built and strengthened a goal to bet top people to contribute their experience and creativity to a challenging and successful chapter as we now know it to be.

As Ronaldo Trammelino, he is a famous Italian chef from a previous life where he traveled through Europe until he opened a small but elegant Italian restaurant where millions of weary travelers dined on his culinary delights and enjoyed his interesting stories of world travel.

He has a special hat he wears at home with his beautiful wife 'of three years, Suzanne, and their pet cocker spaniel, Rusty. This hat is reserved for the quiet times he spends at home with as much privacy as his hectic schedule will allow.

As Happy Man, his friends are amazed by his high level of energy and creativity. He has found a groove in life that plays his music. It is a positive sound of

sensitivity and compassion. Its words tell a story of inward growth and satisfaction in the pursuit of personal goals, as well as in the achievement. He has made his own luck: spelled - **L**istening, **U**nderstanding, **C**onsistency and **K**indness.

Our hat is off to you - Ron Trammel!

## INSITES

*By Charlotte St. Martin*

Recently I attended the Joint Conference on Medical Conventions in Chicago, and attended a session on teleconferencing hosted by Feliz Neispodeziewanski with the American Medical Association. The other panelists were Kathryn Bradford of Allied Van Lines, which uses teleconferencing a great deal, and Fletcher Waller with Marriott Hotels. Fletcher had put together the "Components of a Teleconference" which I think is outstanding. It breaks down the terminology into simple language and I felt it is something that everyone in our industry could know more about.

### COMPONENTS OF A TELECONFERENCE

ELEMENT	SUPPLIER	ARRANGER	COMMENTS
Speaker	End User Speakers Bureau	End User Production Company	Select someone who'll be at ease in front of a camera.
Production	Production Company	End User	Includes overall coordination and direction, scripting, editing, cameras, lights, technicians and site selection, if necessary. The most widely varying cost in a teleconference and usually the most expensive.
Uplink & Transponder	Production Facility Satellite Communications Co.	Production Company Satellite Communications Co.	Costs range between \$4,000-\$11,000 depending on length of the event and location of origination. Transponder time alone averages between \$450-\$650 per hour.
Downlink	Hotels/Conference Center Public Broadcasting Stations Sites Using Transportables	End User Production Company Satellite Communications Co.	Average rate is \$1000/day for a permanent installations. Transportables run 20-40% higher. Permanent antennas are more reliable.
Meeting Room	Hotels/Conference Centers Public Broadcasting Stations Corporate Offices, Hospitals College Campuses	End User Production Company	Hotel rates vary according to dates, group size, food & beverage needs, overnight accommodations, etc. Hotel can offer amenities that other sites do not provide.
Video Projection	Audio Visual Company	End User Production Company Satellite Communications Co.	Size of equipment needed is proportionate to size of audience. Small TV monitors rent for less than \$100/day. A Sony 6' diagonal with back-up \$750. AquaStar 9'x12' with back-up \$1500. Nova Beam 8'x10' \$1100. GE Light Valve 10'x14' \$3000-\$6000.
Interactive Audio	Local telephone company	End User Production Company Satellite Communications Co.	Dedicated phone lines are recommended. Averages \$450 plus long distance rates per site. Can vary depending on site situation.

## OFFICERS

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- Pat King ..... 630-8900
- Vice President Programming  
Education
- Jerry Swiggart ..... 429-3803
- Vice President Administration
- Rosemary Hall ..... 634-4080
- Vice President Finance
- Brian Hile ..... 747-2011
- Vice President Public Relations
- Bill Boyd ..... 258-0210

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- Bruce Jaster ..... 353-7187
- Marilyn McGuire ..... 980-5482
- LaTrelle Smart ..... 817-870-1000
- Harmon Hodge ..... 931-0020

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- Harmon Hodge, Supplier .... 931-0020

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& 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)

**February 24** — 11:30 a.m.

Westin Galleria  
Emergency Procedures

**March 24** — 7:30 a.m.

Sheraton Park Central  
Breakfast Meeting

**April 15-17**

Woodcreek MPI Retreat  
Sponsored jointly by Houston,  
Hill Country, and  
Dallas/Ft. Worth Chapters

**May 26**

Ft. Worth Showcase  
Depart Dallas 5:00 p.m.

**June 23**

The Registry  
Time to be announced

**July 28**

The Installation of Officers  
Plaza of the Americas Hotel  
Evening meeting

## **BIO-LINE**

*By Bill Mitchell*

Elise Kennedy — Planner  
Secretary to the President  
SHORELINE PRODUCTS,  
INCORPORATED

P.O. Box 848

Arlington, Texas 76004-0848

(817) 465-1351

When she's not changing diapers for her new baby, Elise plans the out of state meetings for Shoreline's distributors. She's worked for Shoreline for 7½ yeras, and has lived in the metroplex for 20 years.

Doug E. Lane — Planner  
CANADIAN CONSULATE GENERAL/  
TRADE COMMISSION & TOURISM

2001 Bryan Tower, Suite 1600

Dallas, Texas 75201

(214) 742-8031

Doug was born and educated in the Canadian province of Alberta, where he works for the Department of Tourism. He is currently on loan to the federal government as manager of the Dallas office for Canadian Trade and Tourism.

Laura Weatherbee — Planner  
Communications Specialist

TEXAS POWER & LIGHT

P.O. Box 226331

Dallas, Texas 75214

(214) 748-5411

Laura is a native of Dallas, but constantly works at her "Texas accent." She's been with TP&L 1½ years as a planner for employee meetings, speakers bureau, plant tours, and slide presentations.

Gary E. Sawyer — Supplier  
Vice President, Convention Services  
SHOWCO, INCORPORATED

9011 Governors Row

Dallas, Texas 75231

(214) 750-5483

Gary sang "Port Arthur in my rearview mirror" as he came to the Big City. His company does sound and light productions for rock groups like the Who, Rolling Stones and Bee Gees, as well as creative and set designs for Mary Kay and the Junior League.

...WOODCREEK experience. The following is a general outline of the highlights of the program:

**Friday, April 15:** Registration and Reception

**Saturday, April 16:** General Session Workshops in the morning

**Lunch:** Hamburger Cookout

**Afternoon:** Panel Discussion - Motivational Speaker

**Evening:** Reception and Barbecue Dinner followed by dancing and entertainment

**Sunday, April 17:** Day at leisure to enjoy the many recreational facilities at Woodcreek such as golf, tennis, horseback riding, swimming or the Spa.

This retreat has been planned to give the members of the Texas Chapters of MPI a chance to get acquainted with one another, as well as to provide an opportunity for the exchange of ideas. You may bring your spouse -- in fact, we hope you will!

**COST:** \$35.00 + 6% tax, single or double, per night

**REGISTRATION AND PACKAGE FEE:** To be announced (This will include the reception on Friday, Lunch and Dinner on Saturday, as well as entertainment that night.)

**LOCATION:** Woodcreek is located near Wimberley, Texas (between Austin and San Antonio). Distance from these cities to Wimberley:

from Austin: 43 miles

from San Antonio: 63 miles

from Dallas: 245 miles

from Houston: 180 miles

Dallas/Ft. Worth is Texas' oldest MPI Chapter -- let's see if we can be the best represented chapter at Woodcreek!



## FROM THE EDITOR

*Greg Elam*

About the time you read this, one of our D/FW Chapter members will be in the running for an International MPI board of directors spot. The top officers are elected by the International Board by mail early in the year so they can be organized by the time they take office at the annual meeting in the summer.

Charlotte St. Martin is one of two nominated for Vice President-External Affairs. It would be to our advantage to have her on the executive committee of MPI. Both your local directors will be voting for her.

She would not be our first officer. George Callagher, now in the Miami area, served MPI in two separate offices while a member of our Chapter -- as a vice president and as secretary. And he lost being president by one vote we understand.

The other day I saw a quote from Peter

Drucker, the business management sage. It is worth sharing.

"Results are obtained by exploiting opportunities, not by solving problems. All we hope to get by solving a problem is to restore normality."

"The pertinent question is not how to do things right but how to find the right things to do and to concentrate resources and efforts on them."

Interesting. Some of us that are "problem solvers" may want to become opportunity recognizers. That does bring to mind another story that seems to fit. Senator Norris of Nebraska tells of seeing his eighty year old mother planting a tree. He asked her, "Why, since you'll never see it give shade." She didn't slow down as she said, "You are right, but someone will."

The benefits of many a meeting only show up later, also.

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