



JUL 19 1983

Current

JULY, 1983

THE PROFESSIONAL
SOCIETY FOR THOSE
WHO MANAGE MEETINGS

MESSAGE FROM THE PRESIDENT

Sally Gibbons

I "caught the spirit" in St. Louis at the annual conference. It was fun and educational. I do wish the entire chapter could have been there! I have been to all of the annual (June and December) workshops since joining MPI four years ago. Some aspects are getting much better; others still need much improvement.

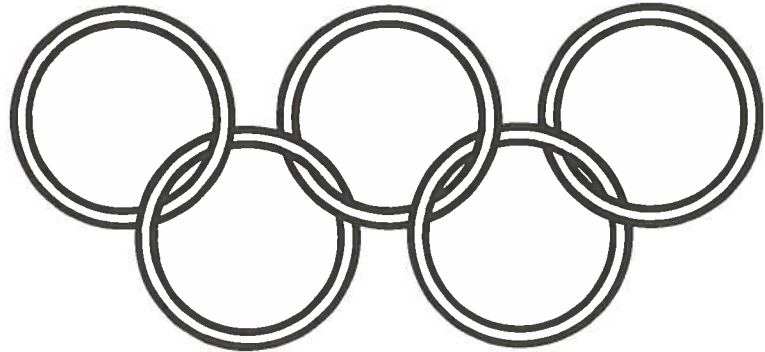
MPI is a young organization of only eleven years. This year was the first under the direction of Doug Heath, the executive director of only 8 months. New staff people have been appointed by Doug and they were apparent and eager to learn at the conference to make the next one even better.

In the chapter leader's conference (which precedes the meeting) we had an extremely beneficial session on working and contracting with volunteers. Roles were played to several different factors and I truly feel that everyone gained from the training. The exchange with the other chapters' leaders was also very good and several ideas will be put to use to better our Dallas/Fort Worth Chapter.

For the first time, the educational workshops were "tracked" for beginner, intermediate, and advanced planners. They also continued the general topic (4 were available) throughout the entire conference. Therefore, a choice was available to have a brief review of various topics, or a complete overview of one. I chose to learn a little about each; my parts which can be incorporated into our meetings.

From the executive committee, the membership learned goals and objectives of MPI for the next year. Most importantly, a certification program for meeting planning is in the formulative stages. This will hopefully prove to make our profession more respected and

(continued pg. 4...SEE PRESIDENT)



**WE WON!
WE WON!
WE WON!**

by Bill Boyd

On Monday afternoon, June 27, over forty members of the Texas delegation, representing Houston, Dallas/Ft. Worth, and the Hill Country chapters, met in Sally Gibbons room at the Marriott Hotel in St. Louis to discuss ways to win the Super Sports II event. Latrelle Smart was appointed our team captain and Kenna Balch graciously volunteered to be our cheerleader. We were issued smart-looking orange and white T-shirts, rehearsed two or three cheers (since a great many points were to be awarded for team spirit), and received instructions from Latrelle on how each of us were to participate.

Armed only with our T-shirts, our Texas flags (brought by Kenna), and our fervent desire to win, we assembled in the lobby for our bus ride to Francis Field (site of the 1907 Olympic Games) yelling, in unison, the cheer taught to us by Kenna:

Chew tobacco
Chew tobacco
Spit, spit, spit,
If you ain't for Texas,
You ain't for ___ _ _ _!!

We entered Francis Field cheering our darndest and began the afternoon's festivities. Volleyball, our first event, was

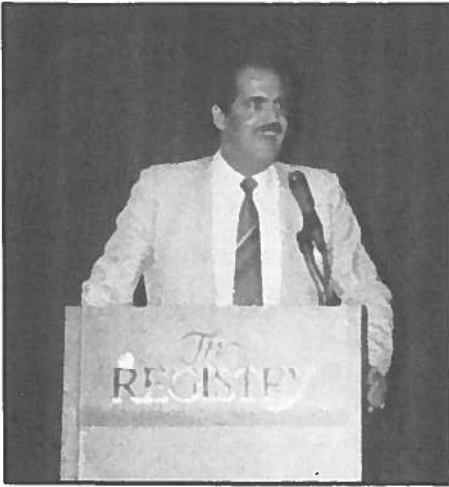
competitively tough, but we soon eliminated all challengers. We actually played only two games but won them both. Next came the "Clothes Changing Competition;" our team placed second. After some further cheers, the Texas Team won the Sack Races. Following more cheers and some liquid refreshment, our team went on to win the Obstacle Course competition against another MPI team, who fought fearlessly to win. We lost Tug-of-War — I mean, we were eliminated in the first heat.

During this whole afternoon of frolic and fun, Greg Elam and his team were diligently working on the Trivia Quiz (which comprised over 150 points toward the total). The entire team made contributions where they could.

The last event — Balloon Toss — saw the Texas Team in fourth place, since we did not qualify for the final heat. However, still to be tallied were a substantial amount of points for: Team Spirit, Team Cheers, and the Trivia Quiz. We felt very good about our performance when we left the stadium.

Nothing will equal, however, the way we all felt on Tuesday morning, when sitting

(continued pg. 2...SEE WIN)



Mr. Pedro Prado gives us an interesting program with a theme of mutual cooperation between Planners and Suppliers.



Sally Gibbons, our President, introduces the evening's guests.



...WIN

at breakfast viewing the video of our antics, we learned that those final three categories had "put us over the top." The Eyes of Texas was sung in almost unison above the cheers. Our trophy was beautiful, the fellowship was intense, and the downright fun of the evening, unbeatable; not to mention the pride felt by all of us on the Texas Team. We now have a Texas tradition. Next year, we will be the team to beat — but we will go forth with our magnificent team cheer:

Chew tobacco
Chew tobacco...

A NIGHT AT THE REGISTRY

by Jerry Swiggart

A record number of MPI members and guests, 128 to be exact, attended our June 22 meeting. Were you there??? Thanks to all who attended and helped with the evening's functions.

Our five star hats are off to the staff of The Registry Hotel, for making our evening a success. What a fine property. Thanks very much to Sales Manager Leslie Black, and everyone else who helped her. Pedro Prado gave us some Food and Beverage and general meeting planning tips prior to the "kitchen tour." No apologies needed, Prado, for your accent, we all understood and appreciated very much your program, plus the excellent ballroom set-ups. Various sub sections of the ballroom were set up to show different meeting and dinner settings. MPI members are noted for their "staying power," and those of you who stayed for the "Spinners" and their musical performance were not disappointed. Those of you who crashed early really missed a great show. Thanks again to The Registry.

MEMBERSHIP DIRECTORY

by Bill Boyd

Our membership directories for 1983-84 were put in the mail last week. By now you should have them. If, by chance, you did not receive the new directory and you are an active member, please call Joyce Martin at 258-0210. She will be happy to send you a copy. The directory includes the slate of officers from this year and for next year. Our cover credit belongs to Jan Beaty of Great American Reserve. Thanks, Jan.

TREASURER'S REPORT

by Brian Hile

Our current balance is \$2,600.00. This balance includes the anticipated cost of the Registry meeting, but does not include the cost of the Membership Directory or the June and July newsletters.

CHAPTER INVOLVEMENT

by Jerry Swiggart

Should I become involved in MPI? Should I let someone else be on the committees? Oh, I will miss the next meeting as I am too busy...I don't get anything out of attending the meetings anyway...

Your DFW MPI Chapter is what you make it, and what you get out of it is what you put into it. You must become involved. Your Chapter needs every member's participation by attending all the meetings, offering suggestions and ideas for programming and education, plus membership development/involvement. Committee members are needed for the various committees.

Don't let your Chapter be run by just a few people and your elected officers.

The last mailing of the newsletter carried the Committee Interest Form with a request for involvement. To date, only 10% of our membership, which now numbers 206, mailed back this form. If you still have this form, forget the July 1 deadline, and still send the form in.

At the July meeting, the Programming/Education Committee will have a survey form on the tables for all members to complete and turn in at that meeting. This will greatly assist your new Programming/Education Committee in planning for the fall and spring. Your thoughts, ideas, and critiques are wanted, needed, and will be greatly appreciated.

Okay, I'll do it, I'll be there, and I will become involved...

INNER VIEWS

by Janis Johnson

"Steve Murrin is making Fort Worth a Family Tradition"

At the age of four it had already become a family tradition to go with Dad to town — town being Fort Worth. There were always new faces to see, and his Dad would say, "I'd like you to meet my son, Steve Murrin. Someday he's gonna' make Fort Worth world famous." Folks would exchange jokes and tales about the old West and stories that are now part of Fort Worth's history. It was like listening to a bedtime story except you knew that what they were talking about had really happened. Steve soon could tell every major event by memory and cherished the fact that is Dad included him in these trips to town. Steve was well aware that these stories must be more than just idle chit-chat because of the little "history book" his Dad wrote into



every day to record these pieces of daily life. He learned a sense of respect and dignity about living in Fort Worth. His deep affection for the people that sacrificed to keep Fort Worth growing became more intense as the years passed by. Some people passing through Fort Worth only gave one day of their life to preserve its posterity. Others gave their whole lives: People like Steve Murrin and his father.

While some boys were shooting marbles by the curb and giggling at the young girls (not that Steve didn't do his share), Steve was filling in the picture of what he saw in his mind of the future based on the foundation of the past. He had an image to live up to passed on by his father and grandfather. The stockyards may have been a point of interest to the other kids in the neighborhood, but to Steve it was his home away from home. In time Steve grew up and went East to be educated at Holy Cross College in Massachusetts. He later transferred to the University of Texas and afterwards joined the Air Force.

When Steve came back to Fort Worth, a lot had changed. The stockyards were deteriorating and he determined then that they would be restored so they would provide a place for memories to be reborn, even if he had to do it singlehanded. He started out trying to bring about these changes the conventional way. After opening his own real estate business, he ran for county commissioner in 1970 but was unsuccessful. That was when he initiated the opening move to renovate the stockyards.

As I sat across from Steve and listened as he told how one by one he saw to it that buildings were purchased and leases were made to establish the preservation of the stockyards, I could feel much more than mere land

transactions and contracts being signed. I sensed a part of Steve's history and lifestyle being kept alive to be shared with millions of tourists who would put Fort Worth down on their list of destinations to visit in Texas. He related his story to me with the same fervor and conviction that I can imagine his Dad did when Fort Worth was just a pimple on the nose of Texas' complexion.

One particular thing to be admired about Steve and his dedication to the rebirth of the Fort Worth stockyards is that he has allowed the imperfections to artfully mesh to create an appealing contrast. He is enjoying the achieving of his dream, knowing full well that there will be others in this decade and the decades to come that will add changes, some positively — some adversely, to the image he has in his mind. He may appear a little unconventional, but it is because he believes in keeping Fort Worth a family tradition.

Steve can be recognized in Fort Worth by his personal signature of a dashing and touchable mustache, "real" cowboy hat, jeans, shirt, boots, and real bandana scarf. You can usually find him at Billy Bob's (Worlds largest dance hall) set just as pretty as a stud in a saddle in the stock yards, or somewhere in the Cowtown Rodeo where he is self proclaimed mayor.

MPI gave Steve Murrin a special thanks for being its host in May, as an entourage of suppliers and planners visited Billy Bob's for a great time.

JULY INSTALLATION OF OFFICERS AND MEETING at THE PLAZA OF THE AMERICAS

Mark your calendar and don't miss our next meeting, and final meeting before our August summer break. July 28, a Thursday again, is our Installation of New Officers Meeting of our DFW Chapter. Be there to meet your new officers, plus say thanks to the outgoing officers who have done an excellent job leading our Chapter this past year.

Plus, we do have plans for an exciting program immediately following the installation. Mel Hosansky, Editor-in-Chief and Associate Publisher of Meetings and Conventions magazine, from New York will be speaking to us on "Scope and Trends in the Meetings Market."

Please be there. Note the following time schedule:

- 5:15 PM - Board Meeting, New and Old members
- 6:00 PM - Registration and Hosted Cocktails
- 6:30 PM - Seated Dinner and Business Meeting
- 7:30 PM - Installation of New Officers
- 7:45 PM - Mel Hosansky
- 8:30 PM - Adjourn

...PRESIDENT

visible in the corporate and association community. Good news for us all!

A problem in the organization is Interface — a one on one computer selected discussion time between suppliers and planners. This year was better than last, but it still needs attention. From general comments around the meeting, it may be the last year for Interface. The blame for the failure cannot be pinpointed...and I feel the executive committee does need to take a close look at it. I will not know if my company's \$50.00 for me to participate was worth the few appointments that actually showed until follow-up is completed. Personally, I like Interface and hope that it can be continued and promoted.

The good far outdid the bad of MPI this year. Well done St. Louis Chapter!

FROM THE EDITOR

Greg Elam

A SCOOP

Elsewhere in this issue you'll have learned that your St. Louis Annual Meeting attendees and friends won the Super Sports competition. Over 700 people competed. There were bands, TV cameras (come see the show during our July meeting!), sexy cheerleaders — really quite an extravaganza...and lots of fun. Your scribe missed a preliminary planning meeting and was therefore named Trivia Chairman (no doubt on the mistaken presumption that a cluttered mind must have some redeeming value). Well, let me tell you that the Trivia part of the team effort was a sight to behold. Almost everybody came up with some helpful information. I am here to tell you

that we have many members whose minds are full of trash. The three Princes of Serendib would have been both amazed and appalled at the degree of seemingly useless facts that were ours to share. Sergeant Friday's badge number (dum de dum dum)? — no problem. Delta Dawn's age? Sure. Leave It To Beavers parents' first names? Got it! Hitlers Dog's name? You bet.

But your author was very disappointed in the construction of the questions. Afterall, I was prepared for the one question that should have been asked and yet was not. You see, at the great 1904 Saint Louis Worlds Fair (theme song you'll recal — "Meet me in St. Louie, Louie — meet me at the Fair"), they ran out of clean ice cream dishes one hot day. Folks were angry. But an alert employee realized that there were hot cakes left over from breakfast and started serving ice cream in a rolled up hot cake. Yep, by accident, the first ice cream cones were created at the Fair one day...and were offered by popular demand every day thereafter. And, darn it, the judges didn't even ask us that most relevant, most interesting point of information. But right, truth, justice and the Bigger Than Texas team prevailed. An instant memory, a new legend — an experience to be relived over a libation or two or three...

This is your editor's last issue. This job too came about based on the decision of others and was acquiesce to out of a desire to help some mighty good people have a good year.

Bill Boyd has caused many people to do a good job. Every month, he has worked hard to assure our chapter that there would be a good issue with useful information. He deserves special recognition. Joyce Martin of his staff also stayed with it, week in, week out. And Jan Beaty of my staff has also been

one of our secret weapons. She got the job done every month - every month above and beyond her normal duties (cut, paste, correct, paste again). We had a fine and professional publication because of the identified columnists, other contributors and Bill and Joyce and Jan. We each wish the new staff well and are pleased to have completed our year of service.

OFFICERS

- President
Sally Gibbons 747-7222
- Vice President Membership
Involvement
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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- Ellen Beckert 741-1463
- Bruce Jaster 353-7187
- Marilyn McGuire 980-5482
- LaTrelle Smart 817-870-1000
- Harmon Hodge 931-0020

INTERNATIONAL DIRECTORS

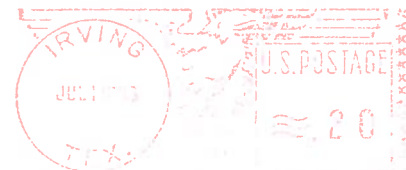
- Greg Elam, Planner 655-7285
- Harmon Hodge, Supplier 931-0020

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

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P.O. Box 402102
Dallas, Texas 75240



CHAPTER MEETING

DATE: Thursday, July 28, 1983

PLACE: Plaza of the Americas
650 North Pearl Boulevard

TIME: 6:00 p.m. - Hosted Cocktails
6:30 p.m. - Dinner
7:30 p.m. - Installation of Officers
7:45 p.m. - Program



SPEAKER: Mel Hosansky
Editor-in-Chief and Associate Publisher
of *Meeting and Conventions* magazine.

TOPIC: Scope and Trends in the Meetings Market

NOTE: Don't miss this meeting. You will have an opportunity to view "Team Texas," our Super Sports winners in action at St. Louis. We have it captured in living color for your viewing pleasure.

If you make advance reservations, the cost for the dinner is \$15 and may be paid at the door. It is preferred that you prepay by sending your check in the proper amount to be received by Tuesday, July 26.

Please make _____ reservations for the July MPI dinner for the following:

NAME	COMPANY
ADDRESS	CITY/STATE/ZIP

PLEASE RESPOND BY TUESDAY, JULY 26.

or call: (214) 258-0210
Joyce Martin, MPI Secretary
c/o Sunbelt Motivation and Travel, Inc.
106 Decker Court, Suite 210
Irving, Texas 75062



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THE PROFESSIONAL
SOCIETY FOR THOSE
WHO MANAGE MEETINGS



Dallas/Fort Worth Chapter

meeting planners international

1983/84 D/FW CHAPTER
COMMITTEE INTEREST FORM

COMPLETE AND RETURN THIS FORM NO LATER THAN JULY 1, 1983, TO:

BILL BOYD
SUNBELT MOTIVATION AND TRAVEL, INC.
106 DECKER CT. #200
IRVING, TEXAS 75062

NAME _____ PHONE _____

ORGANIZATION _____

ADDRESS _____ CITY/STATE/ZIP _____

I want to participate in the following committee(s): (Please indicate preference by a 1, 2, or 3, and star (★) any you would like to Chair.)

- | | |
|------------------------|--------------------------|
| _____ Program | _____ Public Relations |
| _____ Monthly Programs | _____ Monthly Newsletter |
| _____ Meeting Issues | _____ Media Coverage |
| _____ Membership | _____ Specific Article |
| _____ Welcoming | _____ Nominating |
| _____ Administration | |

Although I do not want to serve as a full time committee member, I can offer the following special talents when needed:

- | | |
|------------------------------|----------------|
| _____ Photography | _____ Speaking |
| _____ Writing | Subject: _____ |
| _____ Membership Development | _____ |

I have previously served on the following D/FW (or other MPI Chapter) Committees:

COMMITTEE: _____
CHAPTER: _____

A newly appointed committee chair will contact you after August.

1983/84 D/FW CHAPTER COMMITTEE INTEREST FORM

As our chapter begins a new year, we face many new challenges. Serving as an active member on a local MPI committee is your opportunity to meet these challenges by generating ideas, plans, and programs for the year ahead.

PUT YOUR IDEAS AND ENERGY TO WORK — JOIN A D/FW-MPI COMMITTEE

PROGRAM

Chapter members choosing this committee have the option of developing, planning, and executing "Monthly Programs" as well as assisting with arrangements for our monthly meeting. This committee is also responsible for the writing of the program notices and program recap reports for the VP-Public Relations.

MEMBERSHIP

Developing membership promotion and retention programs, the membership committee is composed of persons with an active pursuit toward the growth of the Chapter.

PUBLIC RELATIONS

Composed of at least six members, this committee plans and executes the public relations of the Chapter. The major responsibility of the committee is publishing *THE CURRENT*. Work on the newsletter includes writing articles and columns, and reporting on Chapter events. This committee is also responsible for placing our name before the media.

NOMINATING

With the immediate Past President as Chair, the nominating committee solicits nominations for the required officers and directors for the Chapter, advises the Board of the nominees and handles the election process.

ADMINISTRATION

A certain amount of work behind the scenes is required for membership directories, mailing lists, mailing labels, and keeping our Chapter's records up to date. By serving on this committee you will greatly aid in this task.

Additional duties of the committees may be as assigned by the Chapter's Board of Directors as provided under the by-laws. All members of the various committees must be members in good standing with the D/FW Chapter MPI.

(See Reverse for Committee Interest Form)