

## MESSAGE FROM THE PRESIDENT

*Sally Gibbons*

Now that President is my title, I get to sit back and listen to ideas, criticisms, thoughts, praises, jokes (good and bad!), and objectives for our chapter of MPI as well as the entire structure of the international organization. I very much enjoy this responsibility of being a sounding board for all.

Some members may not realize that your elected officers and board members get together each month for a meeting of the minds. We are a great team and you should be proud of your executive committee and how hard everyone works to better serve the membership.

A great idea was created this month, and I do hope you will take advantage of it. One of the most valuable reasons to be a member of MPI is the wealth of knowledge that the members have from past and upcoming meeting experiences. We are now creating a new reference system so if a meeting is being planned in an area unfamiliar to you, the "file" can be checked on who has been there. A phone call to a fellow member might prove to save you and your company time and money.

It was Pat King's idea and she has volunteered to keep the file. She has used her fellow colleagues on numerous occasions for help and ideas on sites, ground transportation, hotels, etc., etc.

Just fill out the information card on the back page and remember to call Pat (630-8900) when you need info on your next meeting.



## MPI HEADS TO ST. LOUIS

*By Bill Boyd*

Our Annual Conference is heading for St. Louis this year and the Dallas/Ft. Worth Chapter always has a large contingency. The dates are June 26-29, 1983, and by now, most of you should have received your registration forms. (If you have not received them, call national headquarters so you will not be left out.) The theme for the conference this year is "Catch the Spirit" and if you have ever been to an MPI Annual Conference, it's hard not to!

The host properties this year will be the Marriott's Pavilion Hotel and the Stouffer's Riverfront Towers. Both properties have offered the same rates: Single — \$53.00, Double — \$70.00.

Education is the cardinal rule at MPI and the St. Louis Conference will offer an outstanding program for both planners and suppliers. Some of the new topics to be addressed include:

- interview techniques
- developing a meeting planning department
- oral communication skills
- basics of direct mail
- newsletter layout and design
- working with printers
- hotel computer utilization

- the traveling woman
- how to deal with the trauma of unemployment

There will also be some repeat sessions by popular demand. Some of those topics are:

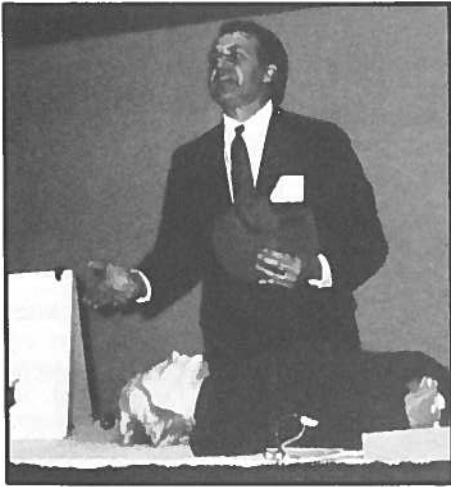
- contracts
- food and beverage
- site location and negotiation
- basic meeting tools

With a total of more than twenty-five educational topics in St. Louis, there will certainly be something there to fill everyone's needs.

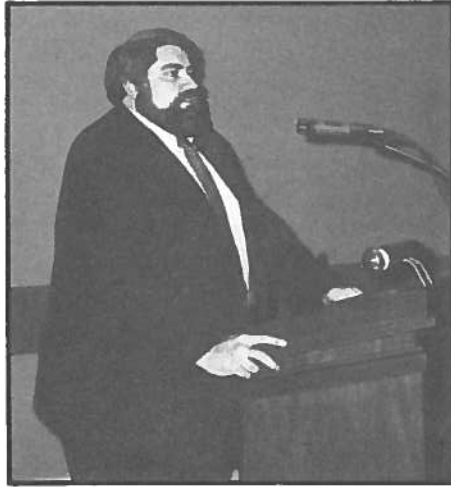
Last year in Denver, the Dallas/Ft. Worth Chapter walked away with second place in the Super Sports I competition. This year, we will strive for first place. Super Sports II in St. Louis will be held on Monday, June 27, in the later afternoon and evening to allow all conference attendees a chance to participate. The format will be similar to Super Sports I, but there will be some new events and lots of other activities planned for a fun filled night for all.

Meeting Place '83 will take place on Tuesday morning. Three hours have

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**DON ROBB** — Vice President of Stewart Oxygen Service.



**DOUG HEATH**, Executive VP of MPI, tells us about some new directions for MPI.



**JIM DUNFORD** and **NITA SISUL** with the Westin Galleria, our hosts.

## FOOD FOR THOUGHT

by Judith Houghton

In the course of producing our meetings, many of us find ourselves frequently on a plane to the meeting site(s). Those with overseas incentive trips are faced with long flights several times a year.

For that reason I thought you might find this recent article from Health Digest (of *Consumers Digest*) interesting!

"No More Jet Lag"

It won't make anybody skinnier but it may be a godsend for travelers who want to avoid the pole-axed feeling caused by jet lag.

Charles Ehret, and Argonne National Laboratory biologist outside Chicago, was instrumental in developing a new Jet Lag Diet. The diet is based on a three-day feast-and-fast cycle which, Ehret says, helps reset the body's internal clock to a new time zone by manipulating eating patterns, one of the body's basic cues. Findings show that jet lag can be appreciably reduced and often eliminated by following his diet plan.

The diet should begin three days before the proposed travel day with a day of feasting. The travelers should eat a large, high-protein breakfast and lunch, followed by a hearty dinner, high in carbohydrates. The second day should be a fast day of no more than 700 calories, consisting of such things as juices, salads, and light soups. The third day is another feast day. On the travel day, it's back to fasting. If possible, the last meal eaten on the plane should coincide with whatever meal would be served nearest that hour at the traveler's destination.

The switch from feast to fast leads the body to anticipate change, according to Ehret. The reduction of carbohydrates on the first fast day before travel depletes the liver reservoirs of carbohydrates and for reasons not clearly understood seems to help the body shift to a new set of time cues.

To help reset inner clocks, Ehret also recommends assuming the new time zone schedule of meals upon arrival, drinking coffee at appropriate times to shift the waking and sleeping cycles, and skipping alcoholic beverages in-flight.

## FEBRUARY MEETING RECAP

by Jerry Swiggart

The new and beautiful Westin Galleria was the site and host of our February 24, MPI luncheon. Eighty-seven members and guests were in attendance. Our special guest was Doug Heath, Executive VP of MPI from Middletown, Ohio. Doug addressed the direction he sees MPI heading, with stronger reference to education in the meeting industry field. In attending our meeting, Doug had just completed a sweep of all three Texas MPI Chapters in three days. Tuesday he helped charter the new Hill Country Chapter (Austin/San Antonio), and on Wednesday attended the Houston Chapter meeting.

Our program was brought to us by Don Robb, Vice President of Stewart Oxygen Service, on the subject of Emergency Response Training. His program stressed the importance of lifesaving measures that can assist a victim of most any emergency, until the arrival of professional medical help.

We thank both Doug and Don for being on our program.

A special thanks to the Westin Galleria Hotel and staff for allowing us to meet in the new Galleria. Nita Sisul, Sales Manager National Accounts; Jim Cooper, Director of Catering; Jim Dunford, Director of Sales, and many others from the Galleria assisted in helping to make our meeting a success.

## MARCH MEETING PLANS

Mark your calendar to be present at the Sheraton Park Central Hotel, Thursday, March 24, 8:00 AM sharp. Yes, that is in the morning, so on your way to work, make plans to attend this March breakfast meeting.

You will be more than rewarded in being present to hear our speaker, the inspirational Joe J. Charbonneau, President of The Performance Group Inc.

March 24 meeting plans are:

- 8:00 AM - Hosted "Wakeup Welcome Reception", with plenty of coffee, tea, bloody marys and virgin marys.
- 8:15 AM - Buffet breakfast begins.
- 9:00 AM - Business meeting and program - Joe Charbonneau
- 9:45 AM - Adjourn
- 10:00 AM - MPI Board Meeting Open house/Site inspection of hotel

Please make plans to be there, and to support your local MPI Chapter.

## MPI HELPFUL HINTS

By Virginia Smock

### EMERGENCIES

The role of the Meeting Planner is extremely important in any emergency situation which might take place at a meeting at a hotel. The Key Word for coping with such occurrences is: PREPAREDNESS. The Planner should meet with the hotel in advance to find out how effective their security, medical and fire procedures are.

Put down in writing plans for every type of emergency imaginable and what action to take for each one. In foreign countries, this kind of homework can prove invaluable in the cases of hospitalization, loss of passport or even death.

### FIRE

The planner should check out fire exits as well as making sure there are maps to these on the floors and in the rooms. Reminding the attendees before their arrival to bring a flashlight in their suitcase, is also a good idea. Having a fire check-list in the convention packets themselves, could be another idea to prevent panic should a fire occur.

In the meeting rooms, themselves, especially when the attendance is very large, the Planner should assign assistant Fire Marshalls who would be briefed on where the exit doors are and assigned to certain areas in case of a fire. This will be extremely important for an orderly evacuation.

### SECURITY

Check out the security in the hotels. Find out the number and what their duties are; i.e.: Do they patrol the halls? Are they armed? In uniform? What precautions do they take after hours? Always encourage your attendees to make use of the safety deposit boxes for their valuables. Another hint is to remind them to keep their list of travelers checks separate from the checks themselves, in a safe place. When leaving a sleeping room, advise them to leave a light on and also the radio.

The above hints could perhaps aid the Planner in averting tragedy as well as personal loss for their attendees. These emergencies could turn a convention into a nightmare, if you are NOT PREPARED.

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### SIGN UP FOR WOODCREEK NOW

Registration form enclosed in this CURRENT For Joint Retreat, April 15-17.



GEOFFREY V. SMITH

## EUROPEAN BUREAU ANNOUNCED BY MEETING PLANNERS INTERNATIONAL

Meeting Planners International (MPI) announces the appointment of Geoffrey V. Smith to direct its newly organized European Bureau, the first such service offered by the association on the European continent. Douglas A. Heath, Executive Vice President of MPI, said the appointment will be effective immediately.

As Director of MPI's new European Bureau, Mr. Smith will serve to extend information and professional contacts to MPI members holding meetings and conferences in Europe. He will be a source of information on transportation, site selection, terminology, monetary exchange and all matters of concern to meeting planners.

Mr. Smith is presently a member of ACE International (Association of Conference Executives) of London.

Mr. Smith's expertise and reputation have been built through years of deep involvement in the meeting industry. He was Director of the Convention Bureau of London from 1971 to 1982, according to several sources, he conducted the liveliest and most innovative decade in that organization's history. Under his leadership the London Bureau emerged as one of the best known in the world. He is a member of ICCA (International Congress and Convention Association) which is headquartered in The Netherlands.

Smith is Past-President of the European Federation of Conference Towns (EFCT), a group of cities in Europe banding together for meeting site promotion. He currently is a Marketing Director of EFCT.

Mr. Smith was the first non-North American Board member of the United

States based IAC&VB (International Association of Convention and Visitors Bureaus, Champaign, Illinois). For over 10 years, he has been a writer and columnist for MEETINGS AND CONVENTIONS magazine published in New York.

(cont'd back pg. see...BUREAU)

## APRIL MEETING WOODCREEK JOINT RETREAT

By Bill Boyd

The Joint Retreat, sponsored by the Hill Country, Houston, and Dallas/Ft. Worth chapters of MPI, has had strong support from the membership. Over fifteen persons raised their hands at our last meeting indicating that they were going. Houston, Austin, and San Antonio also had excellent responses.

This April 15-17 weekend promises to be an excellent forum for the exchange of ideas between our Texas chapters. To further aid you, contained in this newsletter is a pullout registration form. Please complete and return the form to Joyce Martin no later than March 24th.

Since ours is the oldest chapter in Texas, and, of course, the best, we want a good representation. Make plans to attend today!

## MARK YOUR CALENDAR

*MPI meetings for the next 6 months (subject to change)*

**March 24 — CHANGE IN TIME —**  
NOW 8:00 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**



FORT WORTH CONVENTION AND VISITORS BUREAU  
700 Throckmorton - Fort Worth, Texas 76102  
817/336-8791

Ft. Worth Showcase  
Depart Dallas 5:30 P.M. from  
Loew's Anatole parking lot

**June Meeting**

Still being planned.  
The Registry Hotel  
Next month — full details

**July 28 — 6:00 P.M.**

The Installation of Officers  
Plaza of the Americas Hotel

**August — no meeting**



**OFFICERS**

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 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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 Harmon Hodge ..... 931-0020

**INTERNATIONAL DIRECTORS**

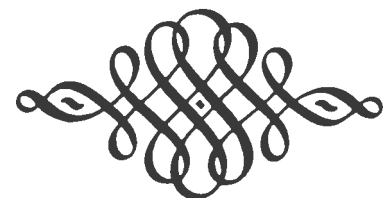
Greg Elam, Planner ..... 655-7285  
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**MPI/DFW CURRENT**

Bill Boyd ..... 258-0210  
 Committee Chairperson — assisted  
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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



**...ST. LOUIS**

been reserved for planners and suppliers to get together and exchange information. The final format of the Meeting Place program has not been decided, but every step will be taken to insure that it becomes a meaningful experience for all participants.

With the educational programs planned, Super Sports II, Meeting Place, plus all the social events scheduled, it really will be difficult not to "Catch the Spirit." Mark your calendars now and plan to attend. We want Dallas/Ft. Worth to have the largest representation there!



**...BUREAU**

He is one of the most travelled individuals in the industry and has been reputed to have attended every important industry conference held anywhere in the world since 1971. He was a speaker at MPI's first European Conference in Monaco, January 1982, and recently attended MPI's Fall Conference in New York, December 1982.

MPI members wanting information on European meetings and destinations should contact Mr. Smith at ACE

International, 137 Sheen Road, Richmond, Surrey TW9 1YJ, England. Telephone: 011-44-1-940-3431. Telex: 264544.

Meeting Planners International (MPI), was founded in 1972. It is a 5300-member professional, educational association for those who manage meetings. MPI's administrative offices are located at 3719 Roosevelt Boulevard, Middletown, Ohio 45042.

**FROM THE EDITOR**

*Greg Elam*

Greg Elam is in the Hospital at this time.

**NOMINATING COMMITTEE SELECTED**

*By Bill Boyd*

Your Board of Directors has named Ellen Beckert to be chairperson of the nominating committee for the purpose of nominating our chapter officers and board members for 1983-84. Persons having a desire to nominate some other member, or themselves, for any of these positions are urged to contact Ellen either by dropping her a note in the mail or by calling. Remember — this is your organization and your input is important. Let Ellen hear from you.

For your information, a list of current officers and their area of responsibility is printed in each *Current*.

**RETURN TO PAT KING, TEXAS SOCIETY OF CPA'S,  
1111 W. MOCKINGBIRD #201, DALLAS, TEXAS 75247**

Name \_\_\_\_\_

Company \_\_\_\_\_

Phone \_\_\_\_\_

<b>Past Meetings</b>		<b>Future Meetings</b>	
<b>City</b>	<b>Year</b>	<b>City</b>	<b>Year</b>
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Comments/ideas \_\_\_\_\_

Dallas/Fort Worth Chapter MPI  
P.O. Box 402102  
Dallas, Texas 75240

