

Current

February 1984

THE PROFESSIONAL
SOCIETY FOR THOSE
WHO MANAGE MEETINGS

Message From the President

THINKING CAP

This following article comes from Dwight Loken, MPI President of our sister Chapter, Ohio Valley. This was published in the OVMPI News, their monthly publication, in December, 1983.

"I love freedom. I find I do my best when I am given the opportunity to do things my own way. It is great to challenge yourself and see what you can do. That is where real accomplishment begins. Chances are you are exactly the same way.

Freedom on the job has an extremely positive effect on most people. They thrive with it. They die without it. Lack of freedom is a major reason many people leave their jobs every year. People want to excel. They want to grow. All supervisors have to do is to give them the opportunity. It is that simple."

TUNE IN

If you would like to give a worker more freedom and see what it can do for them (and for you), here are some ways to start:

FOCUS ON RESULTS - Tell the person the results you want achieved, but leave the methods up to his or her own good judgment. If people are capable and know what the results should be, they can usually find a way to reach the objective. Leave them alone and let them go to it!

DO NOT DICTATE - Freedom means leaving your own comments and opinions out of the situation. There is plenty of room for suggestions, but make sure the person knows that your suggestions are only suggestions. Your guidance will be appreciated, but what will be more appreciated is that they know you trust them to get a job done right. A bit of trust and a lot of freedom make the wheels of productivity turn!

ASK THEIR OPINIONS - You know what you want to do, now how about asking for their opinion? In some cases they may be closer to the situation than you are and may have an alternative that gets just the results you wanted. They will be flattered if you ask them, and more importantly, they will have ownership of the decision that is finally reached.

ENCOURAGE YOUR PEOPLE TO THINK

- Freedom sometimes needs a bit of a push, so it is sometimes helpful to let people fend for themselves. Give them a problem and let them work out the possible answers. Guide them in constructive thinking, but let them do the work. They will feel better in the long run and you will end up with a better worker.

DELEGATE - One of the hardest things a person can do is to get attached to someone else and let go of it. All of us want to hang on. We have to learn we cannot do it alone. Work goes better when it is done as a team. If your staff is capable, let go and give them the opportunity to succeed. How many jobs have you got on your desk right now that can be delegated?

GIVE THEM SPACE - This means eliminating those rules that can stand in the way of their progress. People need guide lines and that is what rules should be. We often forget that rules are made to help, not hinder. Are unnecessary rules cutting back productivity where you work by infringing on freedom to achieve?

RESOLVE NOW

We are well into the new year. One of the best gifts you can give someone in 1984 is freedom. It takes a little self-control and a bit of selfishness to give, but freedom can be the best present a person can receive because it helps a person grow. That is what life is all about.

Freedom lets a person excel. It is what we all want. Let's give each other this very special gift."

Resolve to give them freedom and watch them grow. Hope to see you at our February 23rd Chapter meeting. Have a good day.

DUES INCREASE APPROVED

A membership dues increase of \$25, the first since 1980, was approved by the Board of Directors in San Francisco.

The increase, which raises annual dues to \$150, applies to the planner and supplier member categories, became effective Jan. 1, 1984. An operating budget of \$1,610,000 was also approved for 1984.



It was a merry event: Members attending the december meeting at the Sheraton Hotel had a most unique dining experience...President Jerry Swiggart carves one of many turkeys prepared by Sheraton's catering staff.



IRS TO FINE NOT FOR PROFIT ORG.'S THAT FAIL TO FILE

The United States Internal Revenue Service (IRS) officials announce plans to start assessing fines on not for profit organizations that do not file complete annual returns.

In the past, the IRS sent delinquent organizations a letter asking for the forms and that was the end of it. Now the procedure calls for sending one letter and a followup. If there is no response, it will impose a \$10-a-day fine for failing to file Form 990 or Form 990-T with penalties that can go as high as \$5,000.

JANUARY MEETING

The January MPI meeting was a panel discussion on "Meeting Planners and Computers". It was a breakfast meeting held at the Harvey House at LBJ and Coit Road.

The panel members were:

★ James McAlister, UCC, (655-8694), whose area of expertise is software and personal computers.

★ Connie Gray, Society of Petroleum Engineers, (361-6601), who uses a large computer mainframe to produce registration and rooming lists, name tags, event tickets and statistical data on each conference they produce.

★ Susan Safronoff, T.H.E. Travel, (484-9531), uses several types of time sharing equipment for greater flexibility in managing several clients.

The objective of the panel discussion was to present alternatives to planners on the ways they can "computerize" with the least amount of stress and time wasted.

The discussion got very good marks (see statistics) and generated many lively questions from the attendees. Computerization is an area which much is written for, and very little understood by, any of us non-technical people. The panel increased our knowledge without increasing our fears. The panel members are available for any quick questions by phone.

The handouts included:

★ an article from Harvard Business Review entitled "Selecting a Small Business Computer"

★ samples of registration information from the Society of Petroleum Engineers

★ time sharing equipment lists and reports produced by T.H.E.

★ a brief bibliography

Additional copies are available from the panel moderator, Judith Mathews, Xerox, (689-6390).

The Harvey House did a super job presenting a delicious breakfast buffet, including "palm trees" in January. Richard Beckert, General Manager, and his staff received full marks (see statistics) for a job well done.

The January Report Card

Program:	
Content:	B-
Speakers:	B-
Relevance:	A-
AV/Handouts:	B-
Food Function:	
Timing:	A
Food Quality:	A-
Beverage:	B-
Service:	A-
Parking/Transportation:	B
Overall Meeting Rating:	A-/B-



Judith Mathews from Xerox Corp. makes a point during the January panel discussion on "Planners Computers".

AUDIO VISUAL PRESENTATIONS

If your convention program calls for audio visual presentations, these three guidelines are important to you:

- 1) Consider your audience; can they hear and see clearly.**
- 2) Rehearse speakers and projectionists.**
- 3) Check equipment for operational faults and safety.**

First guideline concerns your function room. When you key meeting space to your program, give a-v presentations first choice whenever possible. Do this because you must account for these factors:

- 1) Obstructions.** Will pillars, posts or chandeliers obstruct the view of any portion of your audience?

2) Dimensions. Does ceiling height restrict size of screen or projection distance?

3) Lighting. Are switches easily accessible for instant control? Can remote switches remove control to your projectionist?

4) Windows. Can windows or glass doors be screened or draped sufficiently to darken the room or eliminate distracting reflections?

5) Noises. Is the room far enough removed from heavy hotel or auditorium traffic to eliminate noises that will compete with presentations? What about ventilation? Will noisy vent fans or air conditioners interfere?

6) Doors. Consider disruptive effect of late arrivals in relation to location of screen and projection equipment.

Beware of Speakers

When your speakers will provide their own visuals, check both their choice of medium and material. For instance, a university professor is to speak. He says all that he needs is a blackboard. He used them for years, but blackboards or green chalkboards are poor visuals for a convention.

A good rule for any meeting over 50 persons: no blackboards.

Suggest to any speaker who requests a blackboard (unless he is to conduct a small group session) that he use a large easel pad or an overhead projector. If he is unfamiliar with either, provide rehearsal time. He can write on a large easel pad and have his message seen by a much larger audience. For a big audience, an overhead projector is an ideal medium to use when a speaker wants to write.

Slides are First Choice

Slide presentations are the most popular visuals used at conventions. However, not everything can be made into a good slide. Poor color choice, intricate diagrams, cluttered charts and wrong size type or lettering, can leave your audience red-eyed and discouraged. It is necessary to have good color contrast and clear details that are kept at a minimum.

Use these steps to develop your own slides or evaluate those to be used by a speaker:

- Measure the widest part of the material being considered for a slide.
- Provide a reasonably wide border and measure the border on both sides.
- Multiply the total by 6 to obtain a final total in inches or feet.
- Hold the slide material the distance of the above total, in inches or feet, from your eyes or from a person with eye vision of 20-40.

If you or your 20-40 substitute can easily read the material and see all the pertinent details, materials are okay for slides.

Here are some additional important tips:

- 1) Use a dark-colored background. It is better than black or white.
- 2) Limit each slide to one main idea.
- 3) Use a slide series for progressive disclosure.
- 4) Limit each slide to 15 or 20 words, or 20-30 data; include no more than you will discuss.
- 5) Leave space, at least the height of a capital letter, between lines.
- 6) Include titles to supplement, not duplicate, slide data.
- 7) Use several simple slides rather than one complicated one, especially if you must discuss something at length.
- 8) Use duplicates if you need to refer to the same slide at several different times in your talk.

About Artwork

Artwork prepared for 3-1/4" x 4" slide projection should be prepared in 3 (high) to 4 (wide) proportion, because image should be masked down in photograph and slide bind to 2-1/4" x 3" which is 3 to 4 proportion.

Artwork for 35mm double frame slides (2x2's) should be prepared in the proportion of 2 (high) to 3 (wide); and art for 35mm filmstrip should be prepared like that for 3-1/4" x 4" slides in proportion of 3 (high) to 4 (wide).



Richard Beckert, General Manager of the Harvey House Hotel welcomes M.P.I. to North Dallas. His staff received excellent marks from chapter members in attendance.

Which Screen?

Select an appropriate screen for your presentations based on this formula: Screen size should be such that the distance between back row of viewers and screen is no more than 6 times the image width (w) of the screen.

Ceiling height places very definite limitations on the size screen you select. A 14-ft. ceiling limits the screen size to 12-ft. wide 9-ft. high.

Slide Lettering

1) The lettering on a slide should, when ever possible, be at least as large as the size indicated below.

2) In preparing black-on-white slides from typed material, it is important to get maximum contrast on the copy to be photographed. Using a carbon paper back-up helps. Recently it has been noted that even with this precaution the use of modern electric typewriters seems to yield intrinsically poorer contrast than can be obtained with manual typewriters.

3) "Negative Slides" (black background) of typed or lettered material or of line drawings have the advantages that (a) the projected images show up better in dimly lighted rooms and (b) they can be color-coded.

Now, what about your special places? Call them in to me and we'll publish the compiled list for everybody in an upcoming news letter.



NINE 1983-84 COMMITTEES NAMED

The MPI Board took action at the December meeting to ratify the appointment of nine committees in 1983-84 for the association. These appointments will address specific needs and areas of concern.

The growth of MPI and its widening influence in the meeting planning field has prompted the formation of the following committees:

- At-Large Member Task Force
Chairman: Jerry Frances, Chicago, IL
- Bylaws & Policies
Chairman: Mary B. Hammond, New York City
- Chapter Bylaws Task Force
Chairman: Andy Anderson, Houston, TX
- Dues Task Force
Chairman: Michael K. Hausman, New York City
- Industry Relations
Chairman: Michael D. Dimond, Nashville, TN
- International Relations
Chairman: Rudy R. Wright, San Diego, CA
- Retention Task Force
Chairman: Helen Comer, St. Louis, MO
- Strategic Planning
Chairman: Frank Phelps, Washinton DC
- Annual Conference Operation Manual
Chairman: Marta L. Hayden, Monterey, CA

SPECIAL SITES FOR SPECIAL EVENTS

By Judith Houghton

I was delighted to see that a future Chapter meeting will be held at the new Dallas Museum of Art, but most disappointed when I tried to book it for an out of the ordinary party only to find out that it was already booked through March.

Perhaps you meeting planners have times when you need a special or different kind of setting, other than a hotel ballroom, country or private club or restaurant.

Dallas has quite a few unique places, many of them themed. I'm sure there are many I don't know about, but working together, we could probably put together an impressive list that all of us could find useful. The following are places I have used or heard about, although most of them are general knowledge. If you can add to this list, won't you share with us? Just give me a call at 824-0331.

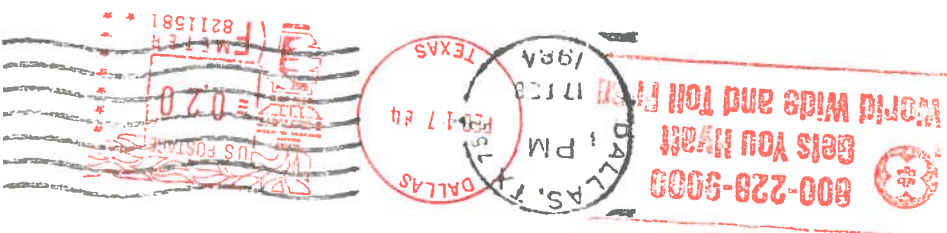
For an elegant occasion, the museum would be perfect. So would the Texas Hall of State at Fair Park, although they do not have catering facilities. For a large group, the Great Hall at the Apparel Mart makes an impressive statement. It is sometimes possible to arrange for the Galleria on Sunday nights. There are two restored mansions that can be rented with a proper sponsor. Go through the Dallas County Medical Society Auxilliary for information on the Aldridge House, and through the Dallas Bar Association to rent the Belo Mansion.

If nostalgia is appropriate, Old City Park would be great. The people there are anxious to have parties at the park and are most cooperative.

And, of course, we have the western theme covered! There's Circle R Ranch, an actual working ranch with home cooked barbecue and Big D, Texas, more of a theme park. Southfork has a new party barn and pavilion. And don't forget Billy Bob's in Fort Worth. If your group is large enough, you can sometimes rent the place for the even ing and have it to yourself.

Choose your flag during the off season at Six Flags and rent a section of the park, exclusively for your event. Or create your own environment at the Sound Stages at Los Colinas. Create any theme you like.

Now, what about your special places? Call them in to me and we'll publish the compiled list for everybody in an up coming news-letter.



Dallas/Fort Worth Chapter MPI
 c/o Hyatt Regency Hotel
 300 Reunion Blvd.
 Dallas, Texas 75207

Calendar Update

- Wednesday, February 22**
Evening - Dallas Museum of Fine Arts
Program - "Using Non-Traditional Sites for Special Events"
- Thursday, March 22**
Lunch - Sheraton Mockingbird
Program - "Watch What You Say, Because Others Will - Working with the Media"
- Thursday, April 26**
Evening - Las Colinas Sports Center/Mandalay
Program - "Planning Meetings with Health in Mind"
- Thursday, May 24**
Lunch - Loews Anatole - New Expansion
Program - "The Republican National Convention - A Unique Planning Challenge"
- NOTE: *MPI CHAPTER ELECTION OF OFFICERS**
- Thursday, June 28**
Evening - DFW Hilton Conference Center
Program - "Working with Conference Centers"
- Thursday, July 26**
Evening - Adolphus Hotel
Program - "Annual Installation of Officers"
- August - NO MEETING**
- Thursday, September 26**
Evening
Program - "Fort Worth Exploration - Continued"

1984 Chapter Award

The 1984 Chapter Award will be presented with appropriate "ruffles and flourishes" at The Sheraton Washington Hotel during the Annual Conference June 21-24 in Washington, D.C.

The award will be based on five criteria directly related to chapter operations:

1. Chapter Administration
2. Membership Retention & Growth
3. Educational Programming at Chapter meetings
4. Communication to chapter members, and
5. Board attendance at MPI's international conferences

Awards Committee Chairman Roger Smith, Philadelphia, advised that chapters should begin preparing now to compete for the 1983-84 award.

Further details on deadline times, forms, etc., will be forthcoming.



OFFICERS

- President**
 Jerry Swiggart Metro/429-3803
- Vice President Membership Involvement**
 Brian Hile 214/748-5454
- Vice President Programming Education**
 Ellen Beckert 214/741-1463
- Vice President Administration**
 LaTrelle Smart 214/368-5212
- Vice President Finance**
 Rosemary Hall 214/630-8787
- Vice President Public Relations**
 Paul Iacovino 214/651-1234

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 Lesley Meyer 214/258-0210
 Virginia Smock 214/638-7686

INTERNATIONAL DIRECTORS

- E. Harmon Hodge 214/931-0020
 Marilyn McGuire 214/980-5111

MPI/DFW CURRENT

- Paul Iacovino 214/651-1234
 Committee Chairman -
 assisted by Elaine Hampton of
 Hyatt Regency Dallas.
 For information or editorial
 contributions, write to
 Paul c/o Hyatt Regency Hotel
 300 Reunion Blvd.
 Dallas, TX 75207
 or call.