

Message From the President

WHAT HAPPENED TO 1983?

What did happen to the year 1983? It's gone forever, and now only a past memory. Did we make the best of our lives, our jobs, our associations last year? Did we achieve all that we had planned or had wanted to achieve? Did we do our best, really do our best at everything?

1983 was an exciting year. What will 1984 bring? Not an original comment, but 1984 will be what YOU make of it. Hopefully, all of us have a commitment to excellence, to be excellent in all that we do. Let us continue to share our time with the making of an excellent MPI Chapter. Your time, commitment, participation and efforts to work for your local chapter is still needed.

An early thank you for your help in 1984. Also, another thank you for your efforts in 1983. All of you have helped in providing an exciting and eventful year.

The difference between victory and defeat isn't one of ability, but one of action. The magic gift is nothing more mysterious than DOING what you do not want to do, WHEN you do not want to do it.

It is impossible to DO — without first becoming. Restating from Napoleon Hill, his 15 laws of success are:

1. A definite chief aim
2. Self-confidence
3. Habit of Saving
4. Initiative and Leadership
5. Imagination
6. Enthusiasm
7. Self-control
8. Habit of doing more than paid for
9. Pleasing Personality
10. Accurate Thinking
11. Concentration
12. Cooperation
13. Profiting by failure
14. Tolerance
15. Practicing the Golden Rule

If those 15 sound like a lifetime goal, they are. No one ever gets too old to learn something new or improve themselves. Let's all work to be better than our best.



*Do you know this man?
Hint: very active ex-member of
D/FW Chapter.
See back page for answer.*

Membership Campaign In The Works

Brian Hile and our chapter membership committee are in the process of finalizing the details for a D/FW MPI chapter membership drive. Although the dates of the drive are not yet set, Brian has asked The Current to alert all members that any new memberships generated from Jan. 1st will be counted in the quest for the most prolific member.

A number of awards will be provided as an incentive to chapter members to get our membership rolls up. A few are listed here to get us started:

1. Four (4) complimentary tickets to The Omni Theater in Ft. Worth
2. Sunday brunch for four at Flagship Inn
3. Sunday brunch for four at Loews Anatole.
4. Weekend for two at the AmFac Hotel
5. Two round trip tickets on American Airlines to any of their domestic destinations.

The committee has set up an excellent program. Now it's up to us!

Sally Gibbons Nominating Committee Chairperson

We need to get a good start on the May 24 election of officers and board for our local chapter. More importantly, as chairperson for the nominating committee, I need to know who is interested in serving the chapter and in what capacity. The officers and a brief description of their duties is as follows:

President — conducts each monthly meeting of the chapter and the board; oversees all other officers and their committees.

Vice President Programming — plans and executes with committee all monthly programs; set sites, speakers and format.

Vice President Membership — responsible for new membership campaigns, retention programs, and welcoming guests at chapter meetings.

Vice President Finance — keep the books of the not for profit organization by paying monthly bills and recording dues received from international headquarters.

Vice President Public Relations — manage the monthly publication of the chapter newsletter and seek public relation opportunities for the chapter via press releases.

Vice President Administration — keep the membership roster current, oversee registration of monthly meetings, and records board meetings.

Board of Directors — composed of four Directors with responsibilities to attend Board Meetings and serve on committees or special projects as designated by the President; a natural way to learn the workings of the chapter and officer roles. Serving the chapter as an elected officer is rewarding, and a great way to expand professionalism in our industry.

Get involved and let Sally Gibbons know!

See inside for clip-out notice.

Balloons — A Decorating Idea

by Judith Houghton

We recently tried decorating with balloons at a reception to save a little money and it was so successful that we've repeated the idea in other themes at several parties.

Our guests have loved them and there has been absolutely no cleanup problem, as they all fought to take home as many as they could get through the door.

Because of varying sizes and the wealth of colors, they're very versatile and can adapt to almost any theme. They're also very festive and help set a party mood.

Dr. Pepper recently honored the Cotton Bowl participants, as they do each year, with a reception and dance. The entrance to the room was an archway created with burgundy and white balloons printed with the new logo. Inside the room, the "Texas Side" was decorated with orange and white balloons in a large arrangement that literally covered the ballroom wall, and the "Georgia Side" was done in the same manner in their school colors, red and white.

All cocktail tables and centerpieces featuring large bouquets made with balloons (rising high in the air from a decorative base) representing each school in the Southwest Conference with the correct school color and the name printed on as well.

Earlier, at the National Soft Drink Convention, we needed an idea for the reception for our Welch's line of fruit flavored soft drinks. A big hit was our rainbows of balloons in red, purple, green and orange, representing the four Welch's flavors, strawberry, grape, orange and apple. The pot of gold at the end of the rainbow(s) was a corresponding package for each color, serving as anchors to hold the balloons in place. The final touch was a grouping of giant grape clusters which served as a centerpiece.

For a more elegant look on another occasion, we floated white balloons on the ceiling all over the room. Attached to them were long shiny mylar ribbons in red and silver which swayed gently (thanks to the air conditioning system) and caught the light, creating a glittering, festive atmosphere. At the end of each ribbon we attached our favors, lapel pins for the men and stick pins for the ladies, shaped like bottle caps and stamped with Dr. Pepper's logo.

Balloons don't smell as nice as flowers and you can't use them again like scenery, but it is an idea worth trying, especially when you have a large area to cover and a small budget to cover it with.



Members of the Dallas, Houston and Hill County Chapters convene for a workshop during recently concluded "Woodcreek Retreat".

Words From Woodcreek

by Virginia Smock

The Woodcreek Joint Retreat this past November was low in attendance but high in enthusiastic responses from those of us who made the extra effort to journey to Wimberley.

The three Texas chapters represented were treated royally by Woodcreek Resort from the Friday evening welcome reception to the Saturday night barbecue and entertainment. The food was outstanding, particularly at the Friday night function, featuring barbecued shrimp, boiled shrimp and make your own "Fajitas".

Not only was the weather absolutely perfect, but the opportunity to renew acquaintances made at the June Convention in St. Louis, as well as making new ones, provided all of us with a most enjoyable weekend.

Saturday morning we were greeted with a surprise breakfast, starring Belgian waffles with strawberries and cream to get us going. Our opening session featured reports from Sally Gibbons, David Ainslie (President of Houston chapter), Bob Hamilton (Hill County President) and Greg Elam (International Board Member). Following that, the film "Behind the Doors" was shown, to everyone's delight.

Our first morning workshop was "How to Stretch Your Food and Beverage Budget" with hints from Sally Gibbons plus additional informative ideas from other members. The second workshop starred Greg Elam, assisted by Vicki Dodson, on the subject, "Promotion: The Key to a Successful Convention or Trip". Greg not only shared unique promotional items, but also gave away some very nice gifts, as well as "Success Cans".

In spite of our bountiful breakfast, we could not resist the aroma of charcoaled hamburgers outside and everyone enjoyed a marvelous picnic in the sunshine by the stream.

After lunch, we listened to Ben Yeakley, from San Antonio, who gave us useful

pointers on "How to Negotiate Hotel Contracts in the '80's". The day was topped off by L. D. Pickens, who spoke on "The Magic of Enthusiasm" with real magic tricks and a few parrot jokes.

The Woodcreek Retreat Committee wishes to thank all of the above people for their informative sessions which helped to make the Joint Retreat so successful and inspiring. We heartily recommend that we make it an annual event because we know that the next one will have a larger attendance from Dallas after they hear how much fun and useful information they missed — not to mention the food — we're all fasting 'til Thanksgiving!

December Meeting Update

"Over the river and through the woods..." the December meeting was a wonderful way to spend a holiday evening at the beautiful "new" Sheraton Dallas Hotel. A good time was had by all and the showcase of our magnificent local talent can be used in the months and years to come.

In order of appearance:

- Mark Cathey and Lee Paul — cocktail music
- Boots, the ten foot cowboy — Ebanezer Scrooge
- Dallas Brass Ensemble, Michael Revin, lead — dinner music
- The Shoppe — dinner show
- Marc Jaco Band with Marilyn Walton — after dinner dancing
- Jim Teeter — comedian and M.C.

Special, special thanks to the above who gave their time during the busy season and to Ray Bloch Productions — Judy Thee, Kim Cook and Kevin Bailey — who put the showcase together.

Also, special thanks to the Freeman Companies for the decorations and staging and showco for their new state of the art (computerized!) lighting and sound systems.

Ways to Reduce Your Convention Costs

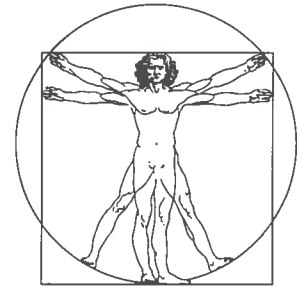
1. Know the supply/demand cycle of the hotel and the city.
2. Sacrifice room rate for more concessions in food and beverage areas, and meeting room charges.
3. Avoid taking "all space." Give the hotel something to sell.
4. Avoid numerous meetings on pre-and post-convention days.
5. Avoid using the full registration area.
6. Cut down on the number of break-out rooms. Possibly have small break-outs at night.
7. Cut down on schoolroom-style set-ups.
8. Encourage double occupancy with spouses.
9. Use the same decorator/drayage company for exhibits.
10. Use hotel props instead of renting from the outside.
11. Reduce late checkouts.
12. Cut the number of comp rooms and VIP amenities required.
13. Have more continental breakfasts, fewer sitdowns.
14. Schedule fewer coffee breaks.
15. For groups with heavy speaker schedules, ask speakers to pick up half the AV costs.
16. On back-to-back meetings, use the same speakers.
17. Get companies to sponsor receptions, coffee breaks and other F&B events.
18. Take advantage of "soft spots" for special rates and discounts.
19. Hold piggyback meetings.
20. Catering ideas: Give the catering manager your budget and let him or her create our menu; hold cash coffee breaks, cash bars; eliminate meals from the registration fee and sell tickets for specific meals (this also helps with your meal guarantees).
21. Check with the groups using the hotel before and after you, and get together for better deals. For example, if you can agree on the same menus, you may all be able to get a better price.
22. Use Metro or public transportation instead of charter buses.
23. Cash bars or a la carte wine at dinners.
24. Hold food functions in the hotel, not away, to eliminate transportation costs.
25. Have breakfast meetings instead of lunch or dinner, which are more expensive.
26. Rely on the hotel function board to announce meetings, eliminate some posters and printing.
27. Change to wine and cheese, in place of cocktails and hors d'oeuvres.
28. Eliminate the traditional old-fashioned events.
29. Use recorded music instead of live musicians.
30. Use fewer decorations.
31. Hosted bars: On a per bottle basis, open only a few bars and leave the others closed until needed; don't put all varieties of liquor at all bars.
32. Fruit juice: use champagne glasses, filling only half way; this measures out to 4 oz. per glass, instead of 6 oz. in a regular 8 oz. juice glass.
33. Have your Danish pastries cut in half.
34. On your dinners, eliminate the soup and have only salad, entre, dessert. Go to a smaller steak — 6 oz. instead of 8.
35. Lunches: Serve box lunches in the exhibit hall instead of a hot plated lunch in the ballroom.
36. Keep a record of the actual numbers served at all your food functions, to determine your historic no-show factor.

37. Take into effect the location of your convention, and how it will affect your counts — an eastern or western location can reduce your opening event count and your closing program because of airline schedules. At resorts, attenders may skip food events to have fun.

38. If final dinner is included in the package, require a ticket exchange so member must exchange coupon for an actual dinner ticket. This gives you accurate control over the count.



Program Gets A+



"Effectiveness — A Learning Process" proved to be exactly as the theme in the pre-meeting promotion material promised — and more!

While all facets of the mid-year meeting in San Francisco were well received the educational portion proved to be the outstanding feature. Informal, on-site evaluations by the members emphasized that above all, it was a learning experience.

Attendance figures announced to the press were 954 attendees with 369 planners (42%) and 505 suppliers (57%) with the remaining profile as follows: 40 spouses, 12 press, 2 students and 26 guests/speakers/dignitaries, etc.

NOMINATIONS NOTICE

NAME _____

COMPANY _____

PHONE _____

OFFICER OR BOARD POSITION INTERESTED IN: _____

INTERESTED IN SERVING ON COMMITTEE (Please name area): _____

COMMENTS: _____

Clip and return to: Ms. Sally Gibbons
 LOEWS ANATOLE HOTEL
 2201 Stemmons Freeway
 Dallas, Texas 75207

Calendar Update

Thursday, January 26

Breakfast - Harvey House Hotel-LBJ
Program - "Computer Technology and the Meeting Planner - Unraveling the Mysteries"

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"

New Members & Changes

1. John R. Carmack - Honeywell Inc. (new)
2. Bruce Falls - Registry Hotel Corp. (new)
3. Susan Mullan - Regent Int'l Hotels (new)
4. Nancy Thomas - Associated Milk Producers (new)
5. Chris Vasilou - American Airlines (new)
6. Bruce Jaster - To: Data Point Inc. San Antonio, Texas
7. Latrelle Smart - To: Ramada Worldwide Sales
8. Brian Hile - To: Fairmont Hotel
9. Kenna Balch - To: Days Inn - S.W. Div.
10. Leslie Black - To: Sheraton Park Central



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

BOARD OF DIRECTORS

Bill Beaty 214/233-2510

Teri Dres 214/369-2354

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.

ANSWER TO MYSTERY PHOTO:

George Gallagher - the Florida sun has treated him well.

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