

MARCH 1984

*THE PROFESSIONAL
SOCIETY FOR THOSE
WHO MANAGE MEETINGS*

MESSAGE FROM THE PRESIDENT

SPRING FEVER ENTHUSIASM

It's easy for everyone to catch a little of that ole "spring fever enthusiasm" when a few warm and nice days come our way. Everyone seems to enjoy the "greening" of the landscape, in anticipation of the full bloom just around the corner.

Why not carry that spring fever into your home life, business and your Chapter association. Your chapter is growing in new members and there are places on our committees for new involvement. To obtain full value from your MPI membership, one should become more involved in the Chapter by attending all available meetings, plus become involved in the Chapter's backbone, the committees. Any one of our Vice-Presidents would entertain a call from any member to become more involved.

Your Programming and Education committee has developed some very good programs for our up-coming meetings this spring. You will want to make every effort to attend.

Your "spring fever" enthusiasm should also carry over into membership development. Our on-going membership campaign with our monthly prize drawings should be another motivating factor. Every member in our Chapter has the capability of recruiting at least one new MPI member. It's so easy to recruit.

One final word on respect. Your Chapter officers and committee members work hard at making your monthly Chapter meetings enjoyable, educational, and motivational. It seems to become more difficult to move our group of members and guests from one part of our program to the other, namely from the reception part into the program area. It was quite evident at our last meeting at the Dallas Museum of Art, even though the meeting-program area was right next to the re-

ception. It was extremely difficult to get the flow of people moving and on into the sit down program area. Also the noise level from people not moving, and still standing and talking and laughing in the reception area was most distracting to the speakers on the program and those already in the program area. We do ask for your cooperation and your respect for the program-meeting flow at future meetings.

Spring Fever Enthusiasm, it's good for everyone. Catch it now and make more of your MPI membership.

MPI-THE PROFESSIONAL ASSOCIATION FOR THOSE WHO MANAGE MEETINGS

MPI is dedicated to providing continuing educational and professional resources for meeting managers.

- to upgrade the quality of meetings through education
- to maximize the return on dollars and time invested in meetings
- to create an understanding and recognition of the importance meeting planners play in the progress of their organizations

WHO MAY BELONG...MPI's membership provides equal status for two groups: Planners and Suppliers. There is also a Student Membership at minimal rate. MPI membership is available to those engaged in the meeting planning field so they can enjoy the benefits and privileges of membership.

PLANNERS...In the Planner group, membership is open to all individuals actively engaged in planning and producing meetings for the firm or organization by whom they're employed and to all individuals who provide consulting services to clients solely for the purpose of planning and conducting meetings.

SUPPLIERS...In the Supplier group, membership is granted to all individuals

engaged in supplying goods and services to meeting planners.

STUDENTS...Student Membership is for individuals currently enrolled in a post-secondary academic program that upon completion will lead to qualification as a member of an MPI Planner or Supplier group.

MPI Program-By Satellite Offered Chapters May 23

A new medium is being offered to MPI chapters. A teleconference program via satellite is being offered to every chapter May 23. Broadcasting time will be from 7:00 p.m. to 8:00 p.m. E.S.T.

Stephen D. Powell, 1983-84 President, and Douglas A. Heath, Executive Vice President, will be the program personalities along with the President-elect for 1984-85.

The Midwest Cable & Satellite Co., in cooperation with WCCO TV of Minneapolis, will broadcast the 1-hour program. Adequate time has been reserved to allow for questions and answers. Chapters should contact a facility with the equipment to receive the downlink. The satellite program may be incorporated into the Chapter's regular May meeting or billed as a special session.

A 15-minute presentation on teleconferencing by the hosting Midwest Cable & Satellite Co. will follow the MPI program.

NOTICE INTERNATIONAL BOARD MEMBER

The Nominating Committee is presenting the following candidate for election to the International Board of Directors for a two year term as our chapter's Supplier Member:

Sally Gibbons - Loews Anatole Hotel
Election will take place during the April 26th monthly meeting. Nominations from the chapter can be accepted until March 22nd. Call Charlotte St. Martin, International Board Nominating Chairperson at 748-1200.

February Program Report



Joe Fisher, Director of Catering & Convention Services at the Fairmont Hotel addresses the February meeting.

As a "supplier" being a "planner" in unfamiliar surroundings in the first few weeks of its operation, I now realize the challenges of utilizing the nontraditional sites for special events. The February 22nd meeting at the Dallas Museum of Arts was an event. Many thanks to Pam Maedgen, special events coordinator, Joe Fisher of the Fairmont and his Catering staff, and Judy Houghton of Dr. Pepper company for a job well done.

In lieu of report cards (a wide range of grades from A+ to D for the various categories) a few general comments need to be discussed which should also help you in planning future outside programs.

1. Know the time frame. We were limited by public hours of operations and time needed to set up the function. It was outlined to the membership in the meeting announcement; membership did not move quickly and therefore 15 to 20 minutes were "lost". For security personnel reasons the program had to end no later than 8:30 p.m.

2. Know the audience. The group was arriving at one time, therefore cocktails and wines were poured and ready to be passed. The amount of time for food and drink was limited; therefore, various stations were set with filling finger foods served. A "fifteen minute announcement" was made throughout the room to refill drinks and food. Perhaps we needed a very loud speaker.

All in all, everyone who attended felt the meeting was a great one with many educational benefits. Please do not forget to send in your site recommendations; we all need to know what facilities are available in the area.

Membership Message By Sue Painter, Manager Member Relations

At the San Francisco Conference in Dec., the International Board of Directors approved a membership dues increase which became effective Jan. 1, 1984. While this created a special problem for the Member Relations Dept., it mostly affected the untold number of prospective members being contacted whose applications were "in process".

By the time MPI received these applications, the dues had been increased by \$25. In order not to greet brand new prospects with an additional increase before they even became members, we have processed all new applications at the old rate through Feb. 15.

After that date, a note with accompany ing invoice is being sent to explain the increase.

Chapters can help minimize the problem by:

- 1.) Making certain all old applications are changed or replaced, and
- 2.) All new contacts are aware of the new dues structure.



St. Martin Assisting Tulsa In Chapter Bid

Stepping with the PR experience of a pro, the Northeastern Oklahoma Chapter of MPI, centered in Tulsa, got a big story and photo in the publication of the Convention and Visitors Bureau of the Tulsa Chamber of Commerce.

Moving smoothly through the stages from steering committee toward actual charter, the Tulsans used the publicity to not only announce their progress but to notify any prospective planners in the area.

Charlotte St. Martin made a visit to Tulsa on behalf of MPI and was featured in the news story. MPI members Annette Klinge and Sara Heisten have played key roles in forming the chapter.

MARCH MEETING Thursday, March 22



Brown to speak to chapter in March.

Michael Brown will be the featured speaker at this month's CHAPTER MEETING. His experience as a convention & seminar speaker makes him an excellent choice to address M.P.I. members. A native of Hugo, Oklahoma and graduate of Oklahoma State University, Michael brings a unique perspective to convention speaking.

He has worked for more than ten years as a professional broadcast anchorman and television talk show host, the last five of which are with the ABC affiliate in Dallas. He has interviewed more than 5,000 people on television...an array of personalities that stretches from three U.S. Presidents to the average man or woman on the street. It is from these experiences that he draws for his speeches before groups all over the country. His talks are rich with humorous and revealing behind-the-scenes happenings in television, but also relate to sales motivation, personal development, and every other kind of human relationship. Audiences leave feeling good about themselves and this country. He earlier authored a patriotic essay called WHAT IS AN AMERICAN?, which won a national award from the prestigious Freedoms Foundation at Valley Forge in Pennsylvania. Copies of the piece have been distributed nationwide.

Though now devoting almost all of his time to accepting invitations to speak at conventions, banquets and meetings of all kinds throughout the United States, he has recently signed to host separate nationally-syndicated radio and television programs, and is also writing a newspaper column. Additionally, he consults with private industry in making training films and documentaries.

TAKE INITIATIVES AT CONVENTIONS

Tips on Attending Meetings & Conventions

The following is from Adele Scheele's nationally syndicated column "How to Succeed". Adele Scheele is a career strategist for organizations and individuals. Pass it on to your attendees. "Reprinted with special permission of King Features Syndicate, Inc."

It's up to attendees to make opportunities from a convention. Here are some steps to try.

- Don't wait, until you're spoken to. Start conversations with others and begin with positive statements.
- Use the question/answer period of any panel to stand and compliment a speaker or ask a non-threatening question about the speaker's experiences. The point is to get involved and be a viable question asker. Others will seek you out.
- Come with a hidden agenda to pursue some aspect of your business, no matter if it is finding alternative customers, products or union negotiators, and find others to meet with. Announce your own plans at a break before lunch or at a small discussion group. Ask people to join you.
- Don't spend evenings in your hotel room with a room service dinner and a T.V. movie. Join others for lunches, dinners and evening activities.
- Consider what was planned well and congratulate the program committee head. If you want to be involved in next year's program, ask to join some committee.
- Write a note to the speakers whose work or presentation caught your attention. You could start a powerful network of peers and mentors. That's the real meaning of conventions.



Fairmont catering staff did an exceptional job with the food, service, and other details of the February meeting at the Dallas Museum of Fine Arts. This beautiful ice sculpture is but a sample.

VETERAN DFW MPI MEMBERS RETURN

Welcome Bruce Jaster and Rick Alexander back to active involvement with the chapter. Bruce has just returned to Dallas from San Antonio. Rick is again an active member serving the Strayton Corporation as an account specialist. Look for both fellows at the March meeting.



NOTICE

If you missed the February meeting at the Dallas Museum of Fine Arts, you missed the introduction of a great new service available to D/FW M.P.I. members. The service which will catalog "non-traditional" special events locations for receptions of food functions will be coordinated by Judith Houghton of Dr. Pepper Co.

Please feel free to contact Judith with your ideas (see enclosed form). Or if you need help or assistance with special events locations, write to Judith at:

Dr. Pepper Company
P.O. Box 225086
Dallas, TX 75265



MPI INSTITUTE DATES ARE SET

Dr. Terry Chapman, MPI's manager of education has announced the dates for the 1984 Institute program. Institute I will be offered three times during 1984 and Institute II twice.

Institute I and II will be offered May 6-11 and August 19-24 in Snowbird, Utah.

Institute I will be offered in October in Dallas, details to follow soon.

Look in the April Meeting-Place for full details of MPI's Institute programs.

UPDATE MEMBERSHIP CAMPAIGN

As we enter our third month of the D/FW Membership Drive, we want to let the members know just where we stand. Below, we have listed members sponsoring new members since the drive began January 1st. (The list is not complete to date of this publication.)

New members are important to the group for the new ideas, energy and involvement they can add to the chapter. But, if you need a little incentive to go out and find the potential member, our membership committee has put together some super prizes for the top producers. The prizes include dinners, brunches, shows and overnight packages in the Metroplex's finest hotels and restaurants, and a grand prize of 3 days at Disneyworld with hotel accommodations and airline passes included.

Join the following members in sponsoring newcomers to M.P.I.:

Ellen Conafter	1
Sally Gibbons	2
Harry Giles	2
Rosemary Hall	1
Brian Hill	1
Harmon Hodge	2
Bruce Juster	3
William Mitchell	1
Marilyn McGuire	1
Leslie Myer	1
Charlotte St. Martins	1
Lynette Owens	1
Susan Ruffier	1
Jerry Swiggart	3

P.S. Getting potential members to our monthly meetings is an important part of the membership campaign. Your chapter leaders encourage our members to bring guests to each meeting. However, as of late, there have been a large number of "no-shows" among our guest reservations. PLEASE let your guests know how important it is to the chapter that they attend. But, also remind them (and yourself)...DON'T BE A NO-SHOW!

NATIONAL UPDATE MEMBERSHIP RATIO

Throughout 1983, MPI's planner/supplier ratio has continued to lean toward a larger percentage of planners. In January of 1983 the ratio was 56.6 percent planners, 42.3 percent suppliers. By mid-year it was 57/42 percent. MPI finished out 1983 with a 57.8 percent planners and 41.3 percent suppliers and .9 percent students. Final tallies were: planners -3454, suppliers -2469, students -56.



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

Calendar Update

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/
 Mamdalay
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

June 21 - 24

Annual Conference - Washington D.C. Sheraton Washington Hotel

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 - "Forth Worth Exploration — Continued"

Annual Meeting

MPI's 1984 Annual Meeting "Platform For Success" in Washington, D.C. June 21-24 will feature two of America's leading journalists, James J. Kilpatrick and Carl T. Rowan. Both widely syndicated columnists will share the spotlight at the general session on June 22. Kilpatrick is also keynoter.

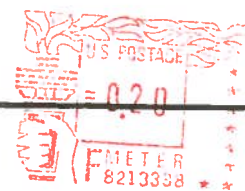
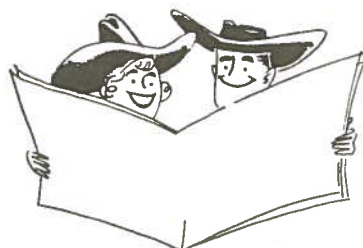
Dr. Marvin Cretron, Washington area-based forecaster will be conference close.

The 12th annual meeting will emphasize political/legislative issues, the economy and industry subjects with a wealth of educational topics of varying length which have always been an MPI strong point.

The Sheraton Washington is headquarters hotel.

SuperSports Show Scheduled For Washington Conference

SuperSports is scheduled again for Wash. D.C.! Need more be said? Further plans are in process but we know the Awards Breakfast on Sunday morning will feature a videotape of the competition. Complete information will follow.



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.

CHAPTER MEETING

DATE: Thursday, March 22, 1984

PLACE: SHERATON - MOCKINGBIRD HOTEL
1893 West Mockingbird Lane

TIME: 11:30 - Noon - Registration
and Optional Cocktails
Noon - 12.45 PM - Lunch
12.45 - 1:30 PM - Program
1:30 PM - Adjourn



PROGRAM: " WORKING WITH THE MEDIA - WATCH WHAT YOU SAY
BECAUSE OTHERS WILL"
Speaker: Michael Brown

Even if you have a public relations department, you - or your organization's executives - will someday find yourself in front of a press microphone without warning. How should you react? What should you say and what shouldn't you say? How do you best control information about a negative situation or crisis that may arise during your meetings? How do you promote press coverage of a positive aspect of your meetings?

As a former WFAA-TV anchorman and talk show host, Michael Brown will give you an insider's viewpoint on how to help create the kind of press coverage you want.

MEETING COST: Advance Reservations - \$15.00
Late Reservations and Walk-Ins - \$20.00
(space available basis only)

ADVANCE RESERVATIONS MUST BE MADE BY NOON, TUESDAY, MARCH 20!

It is preferred that you prepay by sending your check in the proper amount to be received by the cut-off date.

For Phone Reservations Call:
Between 8:30 A.M. — 5:00 P.M.
Della Bolten
(214) 368-5212

For Reservations by Mail, Send To:
MPI
c/o Ramada World-wide Sales Office
6060 N. Central Expressway, #534
Dallas, Texas 75206

RESERVATION AND ATTENDANCE POLICY

- *Advance reservations must be received by cut-off date; late reservations and walk-ins will be accepted on a SPACE AVAILABLE BASIS ONLY.
- *CANCELLATIONS must also be received by the cut-off date - NO-SHOWS WILL BE BILLED!
- *Guests are limited to attending two meetings per chapter year before membership is required to attend future meetings (spouses not included)

Please make _____ reservations for the MPI March meeting for:

NAME _____	COMPANY _____
ADDRESS _____	CITY/STATE/ZIP _____
ADDITIONAL GUEST NAMES _____	



meeting planners international

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Site Profile Form

Meeting Planners International

Non-Traditional Sites in Dallas / Ft. Worth

Site Name: _____

Location: _____

Contact: _____

Phone: _____

Comments: (size, quality, staff, uses, etc.)

Submitted by:

Name: _____

Company: _____

Phone: _____

(If you have more than one site to describe, please make a separate copy of this form for each site.)

RETURN TO:

Judith Houghton
Corporate Meeting Planner
Dr. Pepper Company
P.O. Box 225086
Dallas, TX 75265

DO YOU WANT CERTIFICATION IN CPR AND FIRST AID?

Many meeting planners and hotel management already recognize the need for personal certification in CPR and First Aid.

As a special service to our members, the Dallas/Fort Worth MPI Chapter is going to offer a special certification course through the Red Cross. If you already are certified in either CPR or First Aid but want a "refresher", you will also be able to attend these courses.

The cost to you will be \$10 for the CPR course and \$15 for the First Aid course. It is strongly suggested that you take both courses to be fully prepared for medical emergencies that may occur at your meetings or facility.

If you are interested, please fill out the enclosed coupon and mail back to Della Bolton, our Chapter Secretary, by April 15, so that we can schedule the course times.

I am already certified but want a refresher course in: CPR _____
First Aid _____

I want to become certified in: CPR _____
First Aid _____

Check the course time that would be most convenient for you:

Saturday, all day

CPR - 8 hours: _____
First Aid - 8 hours: _____

Two consecutive week nights (Circle best night)
M T W Th F

CPR - Two 4 hour evenings: _____
First Aid - Two 4 hour evenings: _____

Name: _____

Organization: _____

Phone #: _____

PLEASE MAIL THIS SURVEY BY APRIL 15 TO:

MPI
c/o Della Bolton
Ramada World Wide Sales Office
6060 North Central Expressway; Suite 534
Dallas, TX 75206



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