



## THOUGHTS FROM THE PRESIDENT

by Ellen Beckert

*"Help! I need to replace my exhibit manager . . . administrative assistant . . . meetings manager . . . by next week!"*

*"I'm looking for a way to get into the meeting . . . hotel . . . convention business . . ."*

*"Do you know of anyone looking for a job in hotel sales?"*

*Sound familiar? One of the great informal benefits of MPI is networking - a chance to exchange experiences, information, and assistance to fellow members. Job referrals are a part of that informal networking, but we've often heard people comment that a more structured job referral program would be a valuable service our local DFW chapter could provide. Other organizations do offer this type of service, and it can be a valuable resource for all members if it is administered properly.*

*Do you think this is a project worth pursuing? Do you have any thoughts on how we could best administer the program to give it the most exposure, and yet preserve confidentiality when necessary? Have you seen similar job referral programs work effectively in other organizations you may be involved with?*

*We will be discussing this new idea at our next chapter Board of Directors meeting, in November, and if interest prevails, we will establish a committee to set up and administer a job referral program.*

*Please jot me a note or give any one of the board members a call if you have any thoughts, suggestions, or want to help on the committee — Thanks!*



## NOVEMBER MEETING FEATURES SURVIVAL INFORMATION

Donald F. Carty, senior vice president and controller of AMR Corporation and American Airlines will be the speaker at the November meeting of the D/FW Chapter. The luncheon meeting will be at 11:30 at the Sheraton Park Central. (For registration information, see the insert in this issue of the newsletter.)

The title of Mr. Carty's presentation will be "Surviving Deregulation."

Most meeting planners and suppliers are fully conversant with the impact of deregulation on the airline industry based on personal experience. Mr. Carty is in a unique position to provide some insights into this complex issue. Surviving the upheaval involved in the deregulation process is a topic of the interest to the consumer as well as to the airlines.

In his current position, Mr. Carty's responsibilities include financial planning and analysis, airline accounting, tax and insurance, audits and security, and data processing. He has been vice president and controller of American Airlines since January 1981. Earlier he had been vice president, profit improvement, responsible for coordinating projects and strategies necessary to return the corporation to profitability.

Mr. Carty also has experience in the hotel and travel business, having been a senior vice president of American Hotels and in various positions with Canadian Pacific Railway and Air Canada.

## NEW INCENTIVES FOR NEW MEMBERS

The membership committee has solicited, begged, and acquired a large number of prizes to be given away at the monthly drawings of members who have sponsored new members. This year, the new members themselves are also eligible to win. And any member who sponsors a new planner-member, gets his/her name in the hat twice.

Prizes will include:

- wine and cordial glasses from Air Canada
- complimentary golf for 2 at Bear Creek Golf Resort, courtesy of the Amfac
- albums & cassettes from BDR Entertainment
- "Canada, A Landscape Portrait" book from the Canadian Consulate General
- dinner and show for two in the Venetian Room, courtesy of the Fairmont
- dinner for 2 at Spinnaker Seafood Restaurant, courtesy of the Lincoln Hotel
- from the Fort Worth Convention & Visitors Bureau, dinner for 2 at Joe T. Garcias, 2 tickets to the Omni Theater's presentation "To Fly," and 2 box seat tickets for the Southwest Fat Stock Show and Rodeo, including a barbecue dinner at the Backstage Club
- dinner for 2 at T'Quilas Restaurant, courtesy of the Fort Worth Hilton
- from Lady Love Cosmetics, 2 Lady Love Bath Paks, 2 Kosmeo Gift Paks, and a Mr. Love Hair Pak, Cologne and After Shave
- from Lone Star Life, Cross pens, a big desk top paper clip, and manicure set
- complimentary suite for 2 for 2 weekend nights at the Marriott Park Central
- dinner for 2 at the Cafe Royal, courtesy of the Plaza of the Americas
- Sunday brunch for 2 at the Sheraton Park Central
- glassware from Special Advertising Association
- "The One Minute Manager" book and tape from the United Fidelity Life Company
- a goodie basket from Special Arrangements, Inc.
- Sunday brunch for 4 at the Loews Anatole Hotel
- a copy of the new 4th edition of the "American Heart Association Cookbook".

And look at this:

- roundtrip coach fare to Phoenix, plus 3 nights at the Loew Paradise Valley Resort in Scottsdale, courtesy of the Loews Hotels and Delta Airlines
- roundtrip coach fare for 2 to Paris or Frankfurt, courtesy of American Airlines (more about this special prize in the next *Current*).

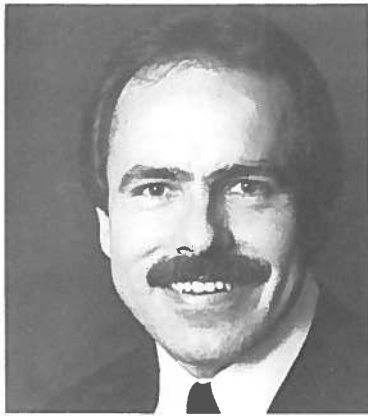
Good luck.

## CRITICAL PATH TO ACHIEVEMENT



MEETING PLANNERS INTERNATIONAL  
PROFESSIONAL EDUCATION CONFERENCE

DECEMBER 9-12, 1984  
HOUSTON, TEXAS



## MPI PAST PRESIDENT NOW IN DALLAS

by Sally Gibbons

*In June 1984 Steve Powell stepped down as President of Meeting Planners International. Now as immediate past president, he is still very much involved within the Executive Committee of MPI. In his tenure with MPI, he has held offices within the Rocky Mountain Association of MPI (RMAMPI) as well as Vice President of membership and treasurer of MPI International before being elected President in 1983. He has over 15 years experience in the meeting management and hospitality industries including pre-opening sales team at the Fairmont Hotel in Denver, Sales Manager with the Denver and Colorado Convention and Visitors Bureau, Sales for Snow Mass, and Lakeway Inn Resort in Austin Texas. Before joining the Loews Anatole Hotel in August as Director of Sales, Steve was Executive Vice President of CCR, Inc., a convention service for corporate and incentive meetings. He is married to Martha, an architect for a local Dallas firm and both Steve and Martha were educated at the University of Texas in Austin. They have a son who is three years old.*

*The following "interview" is relayed to you as a perspective on what can be gained from involvement in Meeting Planners International.*

**Q:** "How did you get involved in MPI?"

**A:** "In the early 1970's, a group of neophyte meeting planners went to their hotel friends to seek guidance on meeting planning. They developed a networking of ideas and resources within Colorado. MPI was chartered in 1972, I joined in 1974 and helped form the Rocky Mountain Group as the first official chapter of MPI. We were able to establish a true chapter plan and organizational relationship with international."

**Q:** "How have you seen MPI change other than the obvious growth?"

**A:** "MPI has brought an identification to the industry of a meeting planner as an integral part of the hospitality and corporate world. In doing so, it has elevated the position of meeting planner or manager. Being objective, elevating this position is a lot further along than we had expected 12 years ago when the plan was formulated."

**Q:** "What do you feel the direction of MPI is or will be?"

**A:** "MPI always had education as its primary goal to the professional meeting manager. The direction of establishing a committee structure to

develop and implement tasks with valid support objectives have really brought the individual member back to the "grass roots" philosophy. The members, by being a part of a committee, are very involved with policy making with the back up from international headquarters and the staff in Middletown. The direction of MPI is to have more members actively involved."

"MPI is going forward with the continual recognition of meeting management as a profession by heightening the level of professionalism through education. Meeting management is now an integral part of the corporate business world."

**Q:** "When you speak of the corporate meeting manager, what are your feelings about the association executive's involvement with MPI?"

**A:** "It is true that only 22% of our planner members are associated with associations, the rest being from the corporate world. However, MPI is the only organization that deals with the meeting manager no matter who they are associated with. There are no restrictions placed on joining MPI for the person who plans meetings. MPI was not established to compete with ASAE but to heighten the awareness of meeting management as a profession."

**Q:** "What do you think of the location of our International Headquarters . . . Middletown, Ohio?"

**A:** "It has to be moved!" "In Middletown there are no colleagues for the executive and staff members to converse with or learn from unless it is long distance. There are not the support services such as public relations, printing, couriers, etc. Middletown is not stimulating for such a vibrant and growing organization. I have no choice of a future city for relocation; it will all be left up to the finances and staff recommendations."

**Q:** "Obviously as a supplier member of MPI, you have gained many valuable contacts within our industry. What else have you gained from membership?"

**A:** "It is an old cliché that what you get out of an organization is what you put into it. Personally, I have gained a great many organizational skills in relaying facts and figures throughout the country. Also, one needs to motivate the volunteer network and keep them informed of how they can better themselves. Also, on a selfish side, I have gained recognition. No matter what occupation someone is in, they do want to leave their mark on the industry. I feel I have contributed to elevating the meeting manager which in turn elevates the hotel executive."

**Q:** "Do you have a planner member of MPI that you see having achieved great strides within the industry?"

**A:** "Doug Heath is a great example of a planner. He was hired to plan only an annual meeting and upon leaving the International Association of CPA's he had a staff of 36 people planning and coordinating annual meetings, continuing education, committee meetings and running the entire travel department. He will tell his own story in a laughing matter about how he was not getting recognition or being treated as a manager among other managers as he was schlepping fruit baskets at a convention. He decided not to be a go-fer and be a manager and, in turn, established himself as a real role model within the industry. As executive Vice President of MPI he has challenged himself into a great position."

**Q:** "What can one gain from MPI?"

**A:** "Everything."

## MPI INSTITUTE I REVIEWED

*NOTE: MPI's national education staff operated one of a continuing series of Institutes at the American Airlines Learning Center at D/FW Airport on October 14-19, 1984. For a review of the Institute and for some insights on the value of this type of activity, we turned to two experienced members of the D/FW Chapter.*

## IN THE EYES OF A PLANNER

by Marilyn McGuire

I believe that it's always possible to become a **better** meeting planner. All it takes is attendance at one of the five-day schools known as MPI Institutes. The word "all" could be a little misleading, though, because the recently-held Institute I which I attended at the American Airlines Learning Center, consisted of an intense series of seminars, workshops, group dynamics, rap sessions, and yes, even meals together.

By design and because of the location, the week-long school additionally meant continuous and concentrated study without outside distractions. It allowed instructors, who are industry leaders, to delve more deeply into the subject matter and to give a more comprehensive presentation than might otherwise be possible. And it provided a fantastic opportunity to not only meet, but network with other professionals in the industry—my fellow classmates.

The Institute began with the discussion of the very elementary parts of any meeting: determined objectives, site selection, hotel negotiations, the legalities that pertain to the meeting arrangements, program design and financial management of the meeting. It continued on to explore perspectives such as how a hotel evaluates a potential meeting and understanding interpersonal communications. The curriculum also included how to market a meeting, design promotional literature, plan for special events as well as how to choose a speaker.

From either perspective, planner or supplier, Institute I provided the right environment to learn all the basics, and definitely more, about the meeting industry.

## IN THE EYES OF A SUPPLIER

by LaTrelle Smart

When I decided to attend Institute I, I went with the objective to gather more information and a better understanding of the meeting planning industry. I felt the purpose of Institute I was to give the "Meeting Professional" a **basic** back-ground in all aspects of meeting planning, to fine tune skills already possessed and hopefully exchange some ideas and experiences with other "Meeting Professionals".

The class was made up of 25 people: 18 Corporate/Association Planners, 3 Independent Planners (they plan meetings for other companies), 2 considering careers in meeting planning and 2 suppliers (yes, I said suppliers). They came from near and far: 5 local attendees, 3 from California, 3 from Florida, 3 from New York and one each from: DC, Iowa, Missouri, Massachusetts, Kentucky, Minnesota, Alabama, Illinois, Washington state and Bermuda.

I was very surprised when several of my fellow classmates asked, "Why would a SUPPLIER attend Institute I?" It is just as important for me, as a supplier, to understand your needs and desires as it is for you the planner. Numerous times I have had inexperienced planners (those just starting out) that didn't know where to begin, what questions to ask, or even the specifics of their particular meeting. It then becomes my place as the "Meeting Professional" to share my experience and walk through the basics with the planner. (Let's face it, we all

(Continued on next page)



Mingling at the Lincoln are Harry Giles and Bill Crow of the Ramada Inn Worldwide Sales Office, and Robbie Mathis of Hoover.



Patrick Dooley, speaker at the October Meeting, is briefed prior to the luncheon by program committee member Virginia Smock of Ava Care.



Steve Boothe and Michelle Sanseverino of the Lincoln Hotel, hosts of the October Meeting, greet Ed Jordan of the Registry.

needed help when we first started out.) To do this effectively I have to be well educated. It is only through mutual understanding and cooperation can we, the "Meeting Professionals", come up with a WIN — WIN situation for both of us.

If you started out reading this article thinking, "Why would a supplier attend Institute I?" I highly recommend you attend it and find out. It will make your job alot easier.

As a supplier, I am fortunate that I work for a company that understands the importance of continuing education and supports MPI's efforts in this area. Ramada has had someone at almost every Institute I. If you happen to be a supplier that has to justify your attendance by "potential business" then I suggest you revert back to the figures of 23 planners to 2 suppliers, that should get your employer excited (the true reason for going will be our secret).

## BOTH FOOD AND SPEAKER RATE WELL AT OCTOBER MEETING

by Kim Deru

The Lincoln Hotel was host to the D/FW Chapter meeting on October 25th. The 98 in attendance enjoyed a beautifully presented luncheon of Shrimp Arnau, veal medallion with Chanterelle mushrooms, and cheesecake with strawberries. Our thanks to the staff at the Lincoln for their efforts and attentive service.

The educational program was conducted by Patrick O'Dooley, President of the North Texas Speaker's Association. He outlined the key points in selecting an appropriate speaker, and the methods to determine if a speaker is the right one for an audience. Mr. O'Dooley also discussed the points a planner should be prepared to negotiate, and amenities to be provided.

The current membership directory for the North Texas Speaker's Association was distributed and includes the points addressed by Mr. O'Dooley, as well as brief biographies of the local talent available for area planners.

## NATIONAL ORGANIZATION CONTINUES TO EMPHASIZE EDUCATION

Meeting Planners International's national staff continues to provide leadership in the area of continuing education for meeting planners.

Terry Chapman, MPI's Manager of Education is in the process of tabulating the results of the membership survey that was distributed nationally in September. Those results will be presented in preliminary form to the national education committee at their next meeting on November 21. Final results are expected to be published in the January issue of *Meeting Manager*. The results will be used to design a coordinated overall program of institutes, conference educational sessions, seminars and other professional development activities for MPI members.

Predicting the results of the survey is difficult, according to Terry, but if the meeting planners' preferences follow true with those of most other professions, members will be asking for more "nuts and bolts" educational opportunities. Along these lines, MPI has proposed tentatively that a MPI Seminar be held in Dallas in February 1985. The seminar, sponsored jointly by the D/FW Chapter, would address "meeting management skills" at an intermediate level, emphasizing the very specific skills members are seeking. (More information on this in the next issue of *Current*).

Terry is also interested in developing a job referral service, based on his feeling that meeting planners will only make use of the continuing education opportunities available if they have a clear idea of "where they are now, and where they would like to be 1, 3, and 5 years down the road."

Identifying educational needs and integrating those needs into plans for career development was one of the reasons for the unusual organization of the program at the December 9-12, 1984 Professional Education Conference in Houston. Program topics are grouped in 6 "stages" which related to 6 stages of a meeting planners' career development. Feedback from this program, "Experience Talks," according to Terry, and will contribute greatly to the long term plan for MPI's efforts in continuing education.

## NEW MEMBERS AND GUESTS TO RECEIVE SPECIAL WELCOMES

The membership committee will institute some new practices in an effort to make new members and guests at the monthly chapter meetings feel welcome.

Officers and committee members will be wearing ribbons on their name tags beginning at the November meeting. They will seek out and introduce themselves to attendees who are guests or new members. According to Leslie Radock of the member-

ship committee, this tactic will also "help the guest to pick out and meet members who can help them get acquainted, and will help newcomers to feel less lost in the crowd."

Jeff Fuller of the membership committee is responsible for follow-up activities. He will be calling or writing to each guest, providing membership information, and answering questions about MPI.

The flip chart list of new members and guests will continue to be posted prominently at the meeting, and names from the lists will be read aloud as time permits.

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Dallas/Fort Worth Chapter MPI  
 c/o Ramada Worldwide Sales Office  
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### CALENDAR UPDATE

<b>November 9, 1984</b> Deadline for Reduced Registration at Houston Conference	<b>December 8-11, 1985</b> Professional Education Conference Phoenix
<b>November 29, 1984</b> Luncheon D/FW Chapter Meeting Sheraton Park Central	<b>June 15-18, 1986</b> Annual Conference Boston
<b>December 9-12, 1984</b> Professional Education Conference Houston	<b>December 7-10, 1986</b> Professional Education Conference San Diego
<b>December 17, 1984</b> Dinner D/FW Chapter Meeting Registry Hotel	<b>June 7-10, 1987</b> Annual Conference Winnipeg, Manitoba
<b>January 31, 1985</b> Dinner D/FW Chapter Meeting The Mansion	<b>December 6-9, 1987</b> Professional Education Conference Miami
<b>June 6-9, 1985</b> Annual Conference Chicago	<b>June 19-22, 1988</b> Annual Conference Seattle
	<b>December 4-7, 1988</b> Professional Education Conference Nashville

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