

THE PROFESSIONAL
SOCIETY FOR THOSE
WHO MANAGE MEETINGS



Current

THOUGHTS FROM THE PRESIDENT

By Ellen Beckert

What's this column for?

In the multitude of reading materials that comes across my own desk, I find I usually turn to the "hot" topics first, and only read "President's Messages" if I am put on hold or waiting for a late airplane! Often, it seems that we do things because they "have always been done" or because "it should be done", although no one really thinks about why.

Tradition can be a wonderful thing, as long as it serves a purpose. When it loses the reason for being, however, it is time to create new traditions that fit the needs of the individuals who participate in them.

MPI is not a "traditional" organization, which is one reason it continues to grow and remain responsive to its members. That is why I have felt that the time and personal investments I have made in MPI have been worthwhile, I feel I can speak my mind and my voice is heard without the "great wrath of tradition" getting in the way.

MPI is full of bright, exciting, and new experienced people who have made it a responsive organization by their willingness to invest their time - and more importantly - their ideas.

If I have one goal to accomplish above all others for the DFW/MPI Chapter, it is to insure that we continue to be responsive to our members, and to encourage you to feel free to speak your mind - that is the only way we can continue to remain an effective, alive organization that truly has a reason for being.

So - what's this column for? I will try to pass on what you feel is important; where we have been successful and where we need help in the operation of our chapter; what new projects, programs, and ideas we have heard you indicate an interest in.

With your participation, I'm looking forward to an exciting and productive year for the D/FW Chapter. Please - don't be afraid to speak your mind - your voice will be heard!



New board members enjoyed a very non-traditional swearing in at the July meeting. As they prepared to take their oaths, from left to right: Ellen Beckert, President, Freeman Companies; LaTrelle Smart, Programming - Education, Ramada Worldwide Sales; Bill Beaty, Membership Involvement, Lone Star Life Insurance; Paul Iacovino, Finance, Hyatt Regency Dallas; Brian Hile, Director, Fairmont Hotel; Judith Mathews, Director, Xerox; Joan Fleming, Director, General Electric Company; Penny Yost, Public Relations, American Heart Association; Teri Dres, Administration, Association of Drilled Shaft Contractors; Jerry Swiggart, Immediate Past President, United Fidelity Life Insurance. Not pictured: Connie Gray, Director, Society of Petroleum Engineers; Marilyn McGuire, International Director, Texas Credit Union League; Sally Gibbons, International Director, Loews Anatole Hotel.

ACAPULCO AND THE MEETING PLANNERS FROM TEXAS

by Colleen Haggard

In spite of rain, mud, clouds and floods, and fish on the runaway, the MPI members from all of the Texas chapters enjoyed four days of innovative and well designed meetings in Acapulco, September 27-30.

24 members and guests of the D/FW Chapter were joined by approximately 40 other members and guests from Houston, Corpus Christi, Austin and San Antonio chapters at the Acapulco Hyatt Continental. Program content was varied, but contained topics such as "The Meeting Planner and Anti-Trust", "Understanding Hotel Operations", and "How to Put Together a Meeting Bible". Presentors included several speakers from outside the meeting planning industry who brought their expertise to specialized topics.

Terry Chapman, Educational Director of MPI, attended the meeting on behalf of the national headquarters staff. As the closing speaker, Terry gave the meeting planners a psychological shot in the arm when he praised the diversity of skills, backgrounds and talents he had encountered in the meetings industry.

After seminars, extra hours were spent "negotiating" deals at the market, parasailing or relaxing in the sun. Spouses and attendees were treated to several planned social activities including a reception at the Acapulco Convention Center and at the Princess Hotel, luncheon at poolside at the Hyatt Regency, and dinner at the rooftop restaurant at the Hyatt Continental.

Goldie Sauters of the San Antonio Convention and Visitors Bureau, and Pat Smith and Colleen Haggard of the Fort Worth Bureau, donated many hours of organizational time to this event. Goldie is soliciting evaluations of the meeting, and on the basis of these evaluations, a recommendation will be made regarding future joint chapter meetings, and their location in or out of state.

SEPTEMBER MEETING FOCUSED ON FORT WORTH STOCKYARDS

by Pat Smith

The Fort Worth Convention and Visitors Bureau hosted the September 14th D/FW Chapter meeting - placing emphasis on the Fort Worth Stockyards.

Attendees enjoyed cocktails and cups of chili at the Lone Star Chili Parlor, as well as nachos at the new Stockyards Hotel, before feasting on a barbecue dinner served at the White Elephant Beer Garden, where the Micki Lynn Driskel Band played country and western music.

The educational portion of the meeting was delivered by Bill Beuck, Vice Charman of Tri Ad Corporation, who revealed the stages involved in the upcoming \$34 million "redevelopment of the Stockyards".

Then attendees were "turned lose" to take part in the Stockyards' favorite pastime - "saloon hopping" - from the Maverick to the Pickin' Parlour to Filthy McNasty's, and eventually ended up at Billy Bob's Texas to take in the foot stompin' music of the Nitty Gritty Dirt Band.

ANTI-TRUST DEFINED AT ACAPULCO MEETING

One of the general sessions at the recent state-wide MPI meeting held in Acapulco was on the legal concept of anti-trust as applied to the meeting planning and hotel industry. The presenter was Robin Hartman, an attorney with the Dallas firm of Haynes and Boone, and Chairperson of the Anti-Trust Session of the Texas Bar Association.

As a topic, anti-trust perhaps has most immediacy for hotel sales people, but meeting planners and suppliers also need a working knowledge of the concept in order to avoid unintentional entanglement in anti-trust violations. In fact, according to Mr Hartman, "Anytime competitors get together, it's perilous situation." Many anti-trust convictions have been won against individuals who had no intention of doing anything illegal, who are law-abiding, church-going, honest citizens who were not versed in the implications of their actions and who were caught in an anti-trust investigation.

Investigations may be initiated by any one of four bodies: the Department of Justice, the Federal Trade Commission, the state Attorney General's Office, or private parties. The Clayton Act, which provides that successful suits can be awarded triple damages and attorney's fees provides great incentive for private individuals to go to court.

Some of the areas in which an anti-trust violation is relatively clear include:

price fixing - when a maximum or minimum price is set;

fictitious bids - when competitors agree to share territories and do not genuinely compete for business;

boycotts - when a group of businesses agree not to use another business who then suffers damages or bankruptcy;

tie-ins - when the requirement of purchase of a desirable product is also a requirement to purchase a less desirable product;

reciprocity or "I'll buy from you if you buy from me."

Since 1974, anti-trust has been prosecuted as a criminal offense which carries a 3 year jail sentence and a \$100,000.00 fine. Individuals, not their corporations, are responsible.

Ben Yeakley, of the Hyatt Regency San Antonio, also appeared on the program and assisted in "interpreting" Mr Hartman's remarks into the language of the meetings industry. In general, he said, hotel people should be wary of talking prices, cost, capacity, credit, marketing or sales policies with other hotel people, in any circumstances. Many hotels provide specific guidelines for their staff on this concept. Meeting planners should be wary of refusing to do business as a group with any suppliers, travel agents, etc.

According to Mr. Hartmen, "joint activity" is the key phrase to keep in mind, and practices that make good business sense when done by an individual company or between a supplier and a provider, should be examined carefully when discussed or implemented by a group of suppliers or a group of meeting planners. When in doubt, call a lawyer.

NEW MEMBERS CAN WIN

by Lynette Owens

Last year's membership contest was so successful that this year's committee, headed by Bill Beaty of Lone Star Life, has decided to go with the same concept, with one important change.

A new member can win too!

As yet another incentive to join MPI, the new member's name will be entered in the hat, along with the names of people who have brought in new members that month. Drawings for prizes will take place at each monthly chapter meeting.

Each person who sponsors a new planner member will receive the extra bonus of having his or her name thrown into the hat twice for each new planner sponsored.

Each person who sponsors a new supplier member will have his or her name in the hat also.

All contributions of prizes will be publicized each month in the newsletter. Prizes last year ranged all the way from Sunday brunches to Disney World trips.

Potential donors and members needing more information on how to sponsor new members should contact one of the committee members: Lynette Owens, George Graves Group; Sally Gibbons, Loews Anatole; Sherrie O'Neil, American Express Travel.

THAT'S WHAT YOU GET FOR CHANGING JOBS

The following is reprinted exactly as received from the MPI office in Middletown, as an explanation for procedures involved in transferring MPI memberships. They say that "what follows is an example that may help clear the fog," but anyone who is not foggy after reading this will be drafted as next year's membership chairperson by popular acclaim:

Supplier member Jack works for Hotel A which has paid his dues for the year. He leaves a "A" for Hotel B. He is replaced at "A" by Jill who is not an MPI member. Since the hotel paid the dues for Jack, and he is gone, the membership will be "transferred" to Jill who will "use up" the remainder of the dues year as a member. However, when the dues paid for Jack run out, Jill will have to qualify as a supplier member and bring in a planner to

continue her membership.

As for Jack, he must notify headquarters within 60 days of this job change. If he does this, he may continue as a member by paying, or having his new company pay, his dues and will not have to bring in a new planner member.

Planner Alice leaves Company C and is replaced by Beverly. If Company C paid the MPI dues for Alice, Beverly becomes a transfer member and uses up the remainder of the dues paid. When the dues year expires, she may continue as a member by paying, or having the company pay, her next years' dues. Alice must notify MPI within 60 days of her job change and simply pay, or have paid, her new dues.

What?

COMMITTEE POSITIONS STILL OPEN

Meant to sign up for a committee and just didn't get around to it? Always wanted to have more to do with MPI than just attending the chapter meetings?

You're in luck. Many of the committees for the coming year have not been filled and the committee chairpersons welcome volunteers. Committee positions involve varying amounts of time and talent, but all provide many rewards in the way of acquaintances, business contacts and involvement in the work of your organization.

The names of the committee chairpersons are listed on the back of the newsletter. Pick up the phone and call any of them today.

CRITICAL PATH TO ACHIEVEMENT



MEETING PLANNERS INTERNATIONAL
PROFESSIONAL EDUCATION CONFERENCE
DECEMBER 9-12, 1984
HOUSTON, TEXAS

TASK FORCE TO STUDY MPI RELOCATION



A SPEAKER SPEAKING ON SPEAKERS

The program at the D/FW Chapter meeting on October 25 at the Lincoln Hotel will be presented by a speaker whose motto is "Life is terrific", and who will give an upbeat speech to D/FW MPI members on "WHEN CHOOSING A SPEAKER...DO YOU KNOW WHAT TO LOOK FOR?"

Patrick Dooley is President of the North Texas Speakers Association, a personal development consultant, a full-time speaker, a member of the National Speaker's Association, and Director of Marketing for Executive Development Systems of Dallas. His company's 3-day course was recently featured on "Sixty Minutes". By virtue of all of these experiences, Mr Dooley has been well versed in both arranging for speakers and being one. If you find you need to know how to go about finding a good speaker, or what to expect when you book one, this program should be essential.

The October meeting will begin with an optional site inspection at 11:00, cocktails at 11:30, luncheon at 12 noon, and program from 12:45 to 1:30. Please see the enclosed registration form or call Della Bolton at 214-368-5212.

A task force, headed by John Greenslit, has been established to study the feasibility and possible location of a new home for MPI Headquarters. The task force met in September for the first time.

In 1980, the MPI Board of Directors established a committee to study possible relocation. The committee found that headquarters should remain in Ohio but that before a new lease was signed, in the spring of 1986, the possibility of a move should be re-evaluated. That re-evaluation is beginning now.

MPI Executive Vice President Doug Heath says there is no pre-determined preference for a new location, but that the staff is isolated from colleagues in the association profession at the present location, and that another venue might provide better networking opportunities.

"When I came in (as executive vice president), " says Heath, "I was required to move to Middletown. I did so, optimistic that we could stay here. I had two concerns though, that we could attract competent staff and that we could obtain excellent support services like attorneys, banks, printers and the like."

Heath says his first concern has been satisfied, but that the second had not been fully met to his and the staff's satisfaction. Also as mentioned, staff has not been able to interact with others in their profession.

MPI was originally based in Middletown at the request of then executive vice president Marion Kershner. Kershner, a founder of the association, was retiring from a position as executive vice president of a Dayton, Ohio based association. He was asked to manage the new MPI, without pay. He agreed on the condition that he could stay in the Dayton-Middletown area.

*From the September 1984 issue of THE MEETING MANAGER

AROUND TOWN

by Paul Iacovino

This summer has been an active one for hotel and meeting planning executives in the Dallas-Fort Worth area. This is particularly true when it comes to employment opportunities. The CURRENT staff has kept an eye on most of our membership, but, if we've missed a few or whenever you hear of an employment change you think the membership would be interested in, please let us know. Paul Iacovino at the Hyatt Regency, will gather this information. Give Paul a call at 651-1234 if you wish to contribute.

A particularly interesting move occurred this summer when MPI's immediate past national president Steve Powell left Denver, Colorado

to become Director of Sales of the Loews Anatole Hotel in Dallas. Steve replaced Ed Jordon. Ed is now Vice President of Sales for Registry Hotel Corporation.

Lisa Russell has left the Dallas Hilton to become Sales Manager for Corporate Accounts at the Hyatt Regency. Other changes at the Hyatt include the addition of Kathy Holms as Sales Manager. Ms Holms replaces MPI member Sylvia Cerroto who left to become a Sales Manager with the Opryland Hotel in Nashville. Penny Yost has not only assumed the duties of Vice President for Public Relations with our chapter but, has left the Dallas Convention Center for a staff position at the American Heart Association. Connie Gray has been promoted at the Society of Petroleum Engineers. She is now the

HYATT REGENCY  DALLAS

Don't you **WISH**
YOU WERE
HERESM



Dallas/Fort Worth Chapter MPI
 c/o Ramada Worldwide Sales Office
 6060 N. Central Expressway
 Suite 534
 Dallas, Texas 75206

Calendar Update

October 14-19, 1984 MPI Institute I American Airlines Learning Center D/FW	June 6-9, 1985 Annual Conference Chicago
October 25, 1984 Luncheon D/FW Chapter Meeting Lincoln Hotel	December 8-11, 1985 Professional Education Conference Phoenix
November 2, 1984 MPI Seminar Los Angeles	June 15-18, 1986 Annual Conference Boston
November 9, 1984 Deadline for Reduced Registration at Houston Conference	December 7-10, 1986 Professional Education Conference San Deigo
November 29, 1984 Luncheon D/FW Chapter Meeting Sheraton Park Central	June 7-10, 1987 Annual Conference Winnipeg, Manitoba
December 9-12, 1984 Professional Education Conference Houston	December 6-9, 1987 Professional Education Conference Miami
December 17, 1984 Dinner D/FW Chapter Meeting REgistry Hotel	June 19-22, 1988 Annual Conference Seattle
January 31, 1985 Dinner D/FW Chapter Meeting The Mansion	December 4-7, 1988 Professional Education Conference Nashville

OFFICERS

President
 Ellen Beckert 688-1474

Vice President Membership
 Billy Beaty 233-2510

Vice President Programming-Education
 LaTrelle Smart 368-5212

Vice President Administration
 Teri Dres 681-5994

Vice President Finance
 Paul Iacovino 651-1234

Vice President Public Relations
 Penny Yost 750-5388

Directors
 Joan Fleming 688-6217
 Connie Gray 361-6601
 Brian Hile 748-5454
 Judith Mathews 689-6392
 Jerry Swiggart 390-1173

International Directors
 Marilyn McGuire 980-5111
 Sally Gibbons 748-1200

International Officers
 Charlotte St. Martin 748-1200
 Steve Powell 748-1200

MPI/DFW Current
 Penny Yost 750-5388
 Committee Chairperson —
 American Heart Association
 7320 Greenville Avenue
 Dallas, TX 75231



CHAPTER MEETING

DATE: THURSDAY, NOVEMBER 29, 1984

PLACE: THE SHERATON PARK CENTRAL
12720 Merit Drive

TIME:	11:00 AM	Site Inspection (optional)
	11:30 AM — Noon	Registration and Cocktails
	12:00 Noon — 12:45 PM	Luncheon
	12:45 PM — 1:30 PM	Program
	1:30 PM	Adjourn

PROGRAM: Donald J. Carty
Senior Vice President and Controller of AMR Corp. and American Airlines
"SURVIVING DEREGULATION"

MEETING COST:	ADVANCE RESERVATIONS	\$15.00
	LATE RESERVATIONS AND WALK INS	\$18.00
	(Space available only)	

**ADVANCE RESERVATIONS MUST BE MADE BY NOON, TUESDAY, NOVEMBER 27, 1984
NO SHOWS WILL BE CHARGED.**

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: Della Bolton, MPI Secretary
Between 8:30 AM - 5:00 PM
(214) 368-5212

Enclosed please find my check for _____ reservations for the Nov. meeting for:

NAME _____ COMPANY _____

ADDRESS _____ CITY/STATE/ZIP _____

ADDITIONAL GUEST NAMES _____

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).

MAIL TO: MPI
c/o Ramada Worldwide Sales Office
6060 N. Central Expressway, #534
Dallas, TX 75206