

MPI

MEETING PROFESSIONALS INTERNATIONAL



OHIO CHAPTER

define

THE OFFICIAL NEWSLETTER OF MEETING PROFESSIONALS INTERNATIONAL OHIO CHAPTER

APR — JUN 2013

Unleash Your

inner Rock Star

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MPIOH Mission Statement:

To enhance the overall quality and awareness of the meetings industry by ensuring the professional development and growth of its membership through targeted educational programs and networking opportunities.

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President's Column

By: Anna Ryan, CMP

OCLC - Online Computer Library Center, Inc., MPI Ohio Chapter President



Dear MPIOH Members,

The last 10½ months have gone by very quickly. With only a month and half left as the President of this wonderful association I want to start this column with a big THANK YOU. The success of this chapter could not be achieved without all our volunteers, our sponsors and the Board. We have one of the top ranked MPI Chapters and this would not be possible without our members and the support that each one provides.

We are just coming off of the 2013 MidAmerica Conference which was held at French Lick Resorts in French Lick, Indiana. Thank you to the Ohio and Kentucky Volunteers and all of our sponsors that made this a very successful conference. I am pleased to announce that the 2014 conference will be back in Ohio and will be held for the very first time in Columbus at the Hyatt Regency Downtown Columbus. Please mark your calendars today for March 3 & 4, 2014. You won't want to miss this fabulous conference. As a Columbus native, I am elated to have our conference in Columbus and look forward to showing off our great city. If you are interested in becoming involved in the MidAmerica Conference as a volunteer or a sponsor, please contact Diana Hisey dianah@edievents.com. Planning is already underway for 2014!

This month our publication and Chapter Luncheon centers on being a "Rock Star" in your job and within your associations and volunteer roles. We are an industry full of pleasers and problem solvers, so very seldom do we look at ourselves as the Rock Stars. It's important to remember that not all Rock Stars are on stage in front of the crowd and entertaining. Every day that you put yourself out there, take the next step at your job or in your personal life or simply lend a helping hand with a coworker or in your MPI volunteer role, you are someone's Rock Star! So push yourself to try something new in an upcoming meeting or event and live on the edge a little. It's important to take what you have learned through MPI and your peers and keep making Rock Star changes. Volunteering can be one avenue that can allow you to get out of your comfort zone, learn something new or the chance to master something that you have wanted to try. We all need to put ourselves into situations where we can learn something new and teach others something we've mastered. As a seven-year volunteer with the Ohio Chapter, I encourage each of you to take the plunge and get involved and show your Rock Star status. You just never know where it will lead you.

Make sure to mark your calendars for our annual recognition event where we will honor our MPI volunteer Rocks Stars. The event will take place on June 19th from 4:30 – 8:00 pm at the Columbus Athletic Club. We will induct our new Board, announce our Chapter volunteers and award those who have made outstanding contributions to the success of the Ohio Chapter.

It has been a pleasure to serve as your President this last year, and I have enjoyed meeting so many new people and becoming a part of so many exciting adventures. I look forward to seeing you at our last two Chapter Meetings and our Annual Recognition event to honor our Rock Stars.

Are You A Rock Star ?

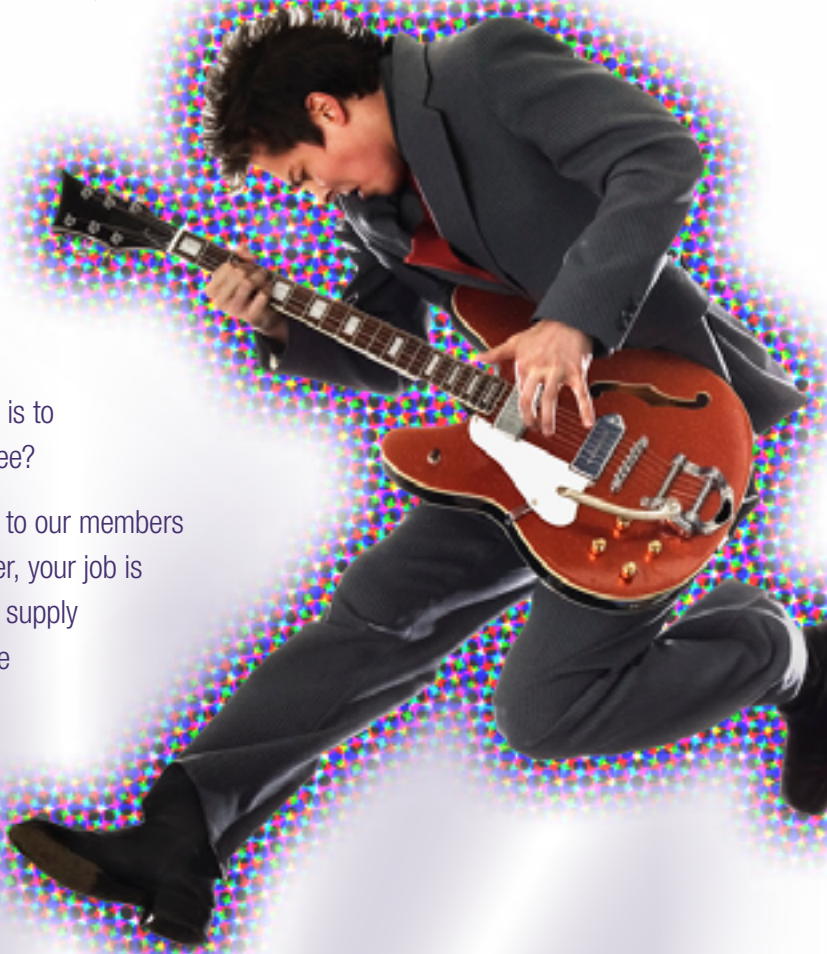
By: Laurie Miller, CMP

I am in no way, shape or form a rock star. I cannot have my people call your people, because I am the "people". For the last 17 years, I have planned meetings in the corporate world and in the association world. I also sit on the MPIOH board of directors as the Vice President of Finance. My theory is our industry's "job" is to make *other* people look like a rock star. Don't you agree?

My job is to make the association look like a rock star to our members by pulling off a flawless meeting or event. As a supplier, your job is to make the planner or client look like a rock star. You supply the cutting edge audiovisual technology, eloquent table linens, private limo transportation, convenient hotel rooms, delightful dinner; I could go on and on. If you work for a CVB, your job is to make your city look like a rock star with the well-planned convention and meeting space, plentiful hotel rooms, delightful restaurants, and hip nightlife. Is it always easy to do? No.

I can think of a few unprepared speakers I made look like a rock star. I'll bet if you are a supplier, you are thinking about the inexperienced planner you made look like a rock star. Hopefully, they were gracious and thanked you. In a sense, during a meeting or event we are all on the same team. We work together to meet a goal, face challenges and maybe have a laugh or two during the process. How do you meet these people out there who help you look like a rock star? Build relationships.

It's been said a hundred times, but I believe in it 100%. Anyone who tells you that building relationships will not get you anywhere in business is missing the boat. How many times have you needed something at the last minute, called on a colleague and they made you look like a rock star? Wouldn't you help them out if you could do the same for them in the future? Absolutely! Being a member of MPI keeps you in touch with those very people every time you attend a meeting, visit the webpage or Facebook page. So stay in touch with the people who can make you a rock star by getting involved in MPI. Everyone likes to feel like a rock star sometimes.



Remember When You Rocked...

When it comes time to perform under pressure, think back to when you did great instead of worrying about what might go wrong.

By: Tim Sanders | Originally Published in One+ Magazine December 05, 2012

More than ever, we need confidence to perform at our highest level. Whether you are about to make a presentation, run a meeting or launch an important pitch, believing in yourself is the key to being successful.

We live in a content-is-king environment where we believe that knowing our product or having a killer PowerPoint presentation will prepare us for anything. While knowledge and tools are a great asset to have, possessing the right mindset is much more important. When people ask me how to generate that mindset, my answer is simple: Feed your mind good stuff.

Too often, we do just the opposite: we feed our minds worry, conjuring up our insecurities and rehashing previous failures. Or we exaggerate the stakes, elevating a simple presentation to a small group to being the make-or-break moment in our career. The effect on us is physical: we sweat, shake and have a hard time focusing. Unbeknownst to us, we are poisoning our outlook, thinking that we are being prudent.

The healthiest mind-food is a success experience. These are times when you displayed courage, were cunning and showed tenacity. You were masterful. You effortlessly performed above your own expectations. The results were positive, feedback glowed and your confidence soared. In his classic book, *Psycho Cybernetics*, Maxwell Maltz wrote, "We learn to function successfully by experiencing success. Memories of past success act as built-in 'stored information' which gives us self-confidence for the present task."

When you are about to face a challenge, instead of worrying, relive a relevant success experience where you excelled. Think of how courageous you were, or how creative and forceful. Relive how well it turned out then, and how similar that situation is to your present task. Realize that you are the same (or possibly better) person today that you were then.

If possible, widen the exercise to include your team's previous successes as well. For meeting planners, recollect the details around your most successful event, and zero in on how hard you worked, how well you and your team performed and how satisfied everyone was with the results. Remind yourself that the current team is just as good, if not better, and you've worked just as hard on this meeting too.

For sales professionals, remind yourself of a similar sales situation you were in and relive the moment when you 'had them' in the palm of your hand. Remind yourself that you are just as good today, and your product or service is even better than then.

My good friend, superstar drummer/author/speaker Mark Schulman is publishing a book next year titled *Nerve Breakers: Conquering Life's Stage Fright*. It's based on his life experience as well as several dozen interviews he's conducted with rock stars, sales pros, entrepreneurs and athletes.

In his book, he describes how we can mentally prepare ourselves for the performances that define our careers. One of his prescriptions is that you have to have faith in yourself, your team and your company or product. When you do, what others call impossible is merely hard.

TIM SANDERS, a top-rated speaker on the lecture circuit, is the author of *Saving the World at Work: What Companies and Individuals Can Do to Go Beyond Making a Profit to Making a Difference* (Doubleday, September 2008). Check out his Web site at www.timsanders.com.



Ohio Hospitality Happenings

DoubleTree by Hilton Hotel to Open in Beachwood

DoubleTree by Hilton, Hilton Worldwide's fastest growing full service brand, and Twin Tier Hospitality LLC, announced the rebranding of the Hilton Cleveland East Beachwood hotel to the DoubleTree by Hilton brand as of March 11. The rebrand marks the pinnacle of a four-year hotel renovation.

Situated in Cleveland's thriving suburb of Beachwood, DoubleTree by Hilton Cleveland East - Beachwood is located just 25 minutes from Cleveland Hopkins International Airport and convenient to many exciting Cleveland attractions, including Great Lakes Science Center, the Rock and Roll Hall of Fame & Museum and Ohio's top tourist attraction, Amish Country. With more than 16,000 square feet of flexible meeting space, the hotel can accommodate groups of up to 800. Additional amenities include indoor and outdoor pools, a 24-hour fitness center, a 24-hour business center and complimentary WiFi internet access for all guests throughout the hotel.

To mark the opening, DoubleTree by Hilton Cleveland East - Beachwood will offer double Hilton HHonors points for travel completed through June 30, 2013, as well as a special meetings package for meetings booked between now and April 30, 2013.

Property Features Include:

- 404 newly-renovated King and Double Rooms including 8 Deluxe Suites
- All rooms have Philips 37 in. flat screen TV, mini-refrigerator, coffee maker/complimentary coffee & tea
- Porters Restaurant serving breakfast, lunch and dinner with kids menu available
- Award-winning Chef Richard Bloom
- Private Dining Room perfect for group meals
- 17,000 square feet of meeting and banquet space featuring a 7,000 square foot Ballroom
- State-of-the-art audio visual equipment
- Large heated indoor/outdoor pool, whirlpool, and massage therapist
- 24-hour guest laundry
- 24-hour Business Center
- 24-hour Precor Fitness Center
- Gift Shop
- Conveniently located near Beachwood Mall, Eaton, Legacy Village and many restaurants
- COMPLIMENTARY SHUTTLE TO AND FROM all locations within a five-mile radius of the hotel
- Complimentary high speed internet access
- Cleveland suburban hotel
- Area attractions: Rock and Roll Hall of Fame & Museum, Horseshoe Casino, FirstEnergy Stadium, Progressive Field, Quicken Loans Arena, Great Lakes Science Center, PlayhouseSquare Theaters, Cleveland Museum of Art, University Circle, Cleveland's West Side Market and many more

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Cedar Point Announces Plans for New World-Record-Breaking Roller Coaster!

SANDUSKY, Ohio (Aug. 13, 2012) – Cedar Point amusement park/resort, known around the globe as the leader in innovative coaster thrills and the “Best Amusement Park in the World,” announced plans today to build a new world-record-breaking coaster for the park’s 2013 season. Named GateKeeper, this new winged roller coaster will take guests on a ride unlike anything else at the famed park. Set to debut in May, the mammoth ride will be the longest wing roller coaster in the world and will boast the longest drop of any wing coaster on the planet!

GateKeeper will forever change the landscape of the Cedar Point Peninsula, as the track will dramatically fly above the main entrance to the park, passing over arriving guests with rolling flyover maneuvers. Riders will twice narrowly slot through new front gate portals and slide by buildings for near-miss excitement. GateKeeper will feature Sunset Gold trains with coaches that extend out sideways from the track, exposing riders to nothing above or below them, simulating the feeling of flight.

“GateKeeper’s world-record-breaking statistics, incredible flying maneuvers and special elements make it a unique coaster experience,” stated Cedar Point General Manager John Hildebrandt. “GateKeeper is a roller coaster only Cedar Point can build and we are proud to add it to our incredible lineup of world-class attractions.”

Designed by world-renowned coaster manufacturer Bolliger & Mabillard, Monthey, Switzerland, a ride along the 4,164 feet of dark and light blue steel tubular track on GateKeeper will take approximately 2 minutes and 40 seconds.

Once riders crest the top of the 170-foot-tall lift hill, the coaster train will rotate 180 degrees to the right, turning riders upside down before plummeting a record 164 feet toward the ground at speeds reaching 67 mph! Then the train will enter a half loop, go through a half twist and curve out in the opposite direction from which it came. A towering 105-foot-tall camelback hill awaits just before riders glide through a 360-degree giant flat spin. The train will then fly through the middle of two support towers that will dominate Cedar Point’s new Main Entrance. The coaster will then make a tight, 180-degree turnaround which pushes riders through an overbanked turn and rockets them back towards the station. A 360-degree in-line roll, camelback drop and spiral round out the amazing elements that GateKeeper will treat its passengers to next summer.

GateKeeper will feature three 32-passenger trains and will be able to accommodate approximately 1,710 riders per hour. Riders will be secured with over-the-shoulder restraints and interlocking seat belts. With the addition of GateKeeper and the redesign to the park’s main entrance, Cedar Point will invest approximately \$30 million on improvements for the 2013 season.

Thrill-seekers can view more statistics and photos about the new world-record-breaking coaster, GateKeeper, and follow the progress <http://www.cedarpoint.com> all winter long. GateKeeper will be Cedar Point’s 16th roller coaster and is scheduled to open with the rest of the park in May of 2013.

To watch a simulated ride on GateKeeper on Cedar Point’s YouTube channel, visit <http://bit.ly/cdrpntvid>.
To download the video and additional ride photos, visit <http://bit.ly/gkdownload>.

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Griffin Gate Marriott Resort & Spa

Lexington, Kentucky is the horse capital of the world! Consider creating a unique equine experience for your next group meeting. Whether you are a horse racing novice or seasoned follower, groups can be booked to arrive for the famous Keeneland Races in April and October. Or tie in your meeting with a Bourbon tour, where attendees can learn the history and enjoy a tasting of this locally distilled beverage.

Situated in the heart of Bluegrass Country and enveloped by rolling meadows, Griffin Gate Marriott Resort & Spa offers a unique and picturesque site for your next meeting. Our 200-acre resort encompasses everything you need, including over 28,000 square feet of event space with 5 outdoor group venues that can accommodate up to 540 people. Choose from two outdoor pavilions, or three outdoor patios overlooking the beautifully landscaped golf course and grounds. Beautifully situated atop a grassy knoll, host your opening night reception or small executive meeting in our historic 19th-century Mansion.

Your meeting attendees will love their thoroughly redesigned guest rooms just completed in March. Southern hospitality and Lexington style meet unsurpassed modern comfort in their newly renovated rooms that deliver the full promise of Lexington, horse country charm. You'll love the locally-inspired artwork, contemporary window treatments, modern bathrooms with backlit mirrors, convenient lamps with reading lights and Marriott signature bedding combined with unique, ultra-comfortable beds provided by Lexington's own Tempur-Pedic®. And, of course, you'll find the latest technology enhancements, including flat-screen HD televisions with laptop, MP3 player and video connectivity, wireless high-speed Internet access, and multi-functional desk with ergonomic chair.

After a productive day, continue team building at their 18-hole designer golf course, outdoor fire pit or full-service spa. Griffin Gate Marriott® Resort & Spa is on the fast track, delivering the region's leading authentic Kentucky experience.



Strategic Meeting Planning

By: Cheryl Russell, CAE

I use strategic planning almost every day in my personal life.

One night I was preparing to go out to meet friends for dinner at a new restaurant. I thought about my goals: make sure I knew where I was going and arrive on time. I looked up the restaurant's location on Mapquest and checked my wallet for how much cash I had and what credit card I was carrying. Earlier in the day, I made sure I had enough gas in the car. In these few steps I was making decisions based on strategies that would ensure I arrived at my destination on time and enjoyed the evening with my friends.

Wikipedia defines strategic planning as "an organization's process of defining its strategy, or direction, and making decisions on allocating its resources to pursue this strategy, including its capital and people."

So if a strategic plan helps to focus time, energy, and money on how to arrive at a destination and we use it in our personal lives, why are we not automatically doing it when planning meetings and conventions? Is it because we get caught up in the details too early?

To guarantee that your meetings, educational programs, and conventions, whether large or small, are producing what the association and its members need, begin with the simple step of asking the right questions to determine the right goals for the meeting.

For example:

- Who are the stakeholders and what data is available that indicates their needs, desires, and behaviors?
- What current and future trends in the industry represented by the association can be pinpointed?
- What is the current and projected economic environment, and how will it affect the industry and potential meetings?

Once the goals for each meeting are established, then the details can be determined to meet the goals program design, logistics, marketing plans, travel and logistical details, and meeting sourcing, which include sites, contracts for hotel rooms, and meeting space. A very important element is the development of measurement and evaluation tools that will help determine if the



goals were met and give data to assist in continuing to improve and adjust goals.

Meetings that are planned strategically start with a methodical process that considers specific criteria during the planning, development, implementation, and follow-up stages.

Following are points that outline a simple step-by-step process for strategic meeting planning and a few questions that might help you accomplish each step.

- Identify stakeholders and gain their input. Who are your stakeholders? Members, attendees, exhibitors, vendors, board members, award winners, committees, others? How do you gain their input? Surveys, telephone conversations, evaluations, face-to-face meetings? Be sure to ask the same questions and from those answers find more questions.
- Establish measurable goals and objectives for the overall meeting or convention and for each event and process within the meeting. What is measurable? Number of attendees, percentage of revenue over expense, numbers within a membership segment, number of complaints versus compliments, changes from past metrics, program content satisfaction? Benchmarking the data and measurable goals should be a high priority for the process to succeed.
- Measurement tools must be innovative and cost effective. For example: pre- and post-tests, post-meeting evaluations, interviews (before and after), registration data, checkpoints

within a given time frame, post-convention briefings with stakeholders, email survey evaluations, web forums, and so on.

- Design, develop, and deliver meeting content based on goals and objectives. This process involves a team of individuals representing stakeholders and is a cross-functional group. The goals and objectives for the meeting need to be communicated so everyone is working toward the same outcome.

Here is an example of a typical team:

- Program chairs and program committee;
- Meetings staff;
- Information technology staff;
- Publications and graphics staff;
- Sponsorship;
- Exhibitors and exhibits management;
- Suppliers and vendors.

Demonstrate the return on investment by using the measurement results. After the meeting, allow time for gathering and reviewing the results of the measurements. This information is then used to update and complete objectives for the next year's meetings.

At each step of the process, organizational, economic, and cultural changes might influence decisions. The process for strategically planning meetings is ongoing; several steps may be occurring at the same time, and changes need to be incorporated along the way. Although successfully implementing a strategic meeting process may take time and not be an easy task, it will save money, reduce risk, improve services to members, and make the meeting planning more efficient.

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*Any meeting that is booked for at least \$10,000 or any catering event with a minimum of \$15,000 will receive a free iPad. Meeting or event must be booked by June 30, 2013 and held before December 30, 2013. Limit one iPad per person. Not valid for previously contracted business.

Is Free Wi-Fi Really FREE?

The Ongoing Debate about Access for Meetings and Events



We are all familiar with the sign to the left. It is everywhere -- at the library, fast food establishments and even rest stops along the highway. While this is great for a traveler or a person who wants to scroll through their emails while enjoying a cup of coffee, how does it translate to a meeting of 200 to 1,000 attendees? Probably not very well -- mostly out of insufficient knowledge and high expectations by planners and attendees alike.

Let's look at what attendees expect when they come to a meeting, why it may or may not be a reasonable expectation and most importantly, what an event services company can do to meet or exceed those expectations.

When most attendees come to a conference, they expect to receive the same level of Internet service that they would at home or at the office. In other words, they expect great speed and easy navigation into the Wi-Fi system. They don't expect to pay for it either, as they feel that the sponsoring organization should have figured those costs into the registration fee.

They also don't understand why the organization would rent iPads as their smartphone can access everything the iPad can and possibly even more.

The truth of the matter is Wi-Fi access at home or the office is not free. The person or organization pays a bill each and every month. Somewhere along the line, retail establishments started offering free Wi-Fi and that expectation spilled over into the meeting industry. However, there is a big difference between 10 people at a coffee house connecting to the Internet and 500 individuals simultaneously accessing a bandwidth-intensive application (such as video). While it makes sense to roll a Wi-Fi network array rental into the registration cost, sometimes that is impossible to do until the meeting organizer has a good expectation of how many attendees are coming to the conference. And let's face it, attendees are registering as close to the meeting date as possible. One solution may be to have a sponsor cover the cost of this rental unit.

The reason you can't run all your mobile meeting applications on a smartphone platform is because

- 1. Not everyone has a smartphone.** According to Pew Research, only 45% of U.S. adults own a smartphone and even though that percentage is growing every day, event organizers cannot assume an attendee has one.
- 2. Even if you polled attendees and found out that 100% of them owned smartphones, there is a high probability that not all of them are going to be the same brand.** Applications are written to specific devices, for example an iPhone app may or may not be supported on a Droid and vice-versa.
- 3. Due to the spectrum crisis, not all phone carriers have unlimited data plans which could limit the amount of time attendees can access a particular application.**

Wi-Fi can be complicated because the event organizer needs to know the bandwidth, number of access points at the venue and the number of devices that will be connected to the Internet at any given time. Meeting planners should ask for a detailed Wi-Fi consumption report from a similar event that was hosted at the venue.

In addition, APEX has a Bandwidth Estimator (<http://www.conventionindustry.org/StandardsPractices/APEX/bandwidthconnectivity/bwidthestimator.aspx>) which can be a start for the amount of Mb/s you will need for your event. But remember this is only estimation and you will need to work with a qualified provider to be assured of the right configuration.

Managing Misery

By: Shane N. Yates, CAE, CMP

With such a high percent of American workers unemployed and on the job hunt, you know exactly how you should feel about the job you have: ridiculously fortunate. And you are. But at the same time, maybe not—because you hate your job. Every moment at the office is interminable. Sunday nights, you practically cry yourself to sleep. Happiness comes at 5:01 p.m. on Friday. And if you won the lottery, there's no doubt you would quit your job without a second, moralistic thought.

People who are miserable in their jobs dread going to work and come home frustrated, defeated and weary. The cost of job misery is very real, both for the individuals who are miserable and for the organizations that employ them. Thousands of people suffer every day as they trudge off to jobs that make them cynical and unhappy. Over time, this dull pain can erode the self-confidence and passion of even the strongest people and planners.

A 2005 study by the Gallup organization found that as many as three-quarters of U.S. employees hate their work, and that the primary driver of job dissatisfaction is not pay or benefits, but rather the relationship that an employee has with his or her supervisor. Such widespread dissatisfaction kills morale and productivity within companies, and drives up the cost of recruiting, hiring and retraining new employees, all of which take a huge toll on the bottom line.

The causes of job misery are as simple as they are common. Learning the three signs of job misery is the first step toward eliminating it and while learning the three signs is one thing, overcoming them is another. Below are three signs and some tips and strategies for addressing each of the three signs:

Anonymity. All human beings need to be understood and appreciated for their unique qualities by someone in a position of authority. People who see themselves as invisible, generic or anonymous cannot love their jobs, no matter what they do. The best way to remove any sense of anonymity or invisibility that surrounds an employee or co-worker is

don't let this be your event plan.



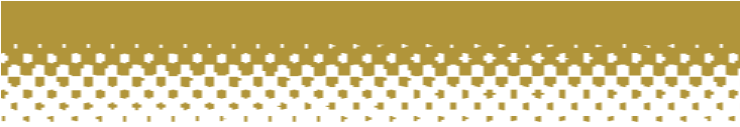
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simply to get to know him or her. To manage a human being effectively requires some degree of empathy and curiosity about why that person gets out of bed in the morning. Take some time to sit down with each of your employees and coworkers to ask what's going on in their lives. It is important to reinforce and demonstrate this interest regularly.

Irrelevance. All employees need to know that their jobs matter, to someone. Without seeing a connection between his/her work and the satisfaction of another person or group of people, an employee simply will not find lasting fulfillment. One of the most important things that a manager must do is help employees see why their work matters to someone. Even if this sounds touchy-feely to some, it is a fundamental part of human nature. Whether helping customers, members, travelers or their immediate supervisors, employees need to know that they are helping someone and not merely serving themselves.

Non-Measurement. Employees need to be able to gauge their progress and level of contribution for themselves. Without a tangible means for assessing success or failure, motivation eventually deteriorates as people see themselves as unable to control their own fate. People want ways to measure their work so that they can get an intrinsic sense of accomplishment. The key to establishing effective measures for a job lies in identifying those areas that an employee can directly influence, and then ensuring that the specific measurements are tied to the person or people they are meant to serve.

Even when leaders understand and appreciate the importance of addressing the three signs, we all often struggle to do so. To be the kind of leader who demonstrates genuine interest in employees, co-workers and members who can help people discover the relevance of their work, a person must have a level of personal confidence and emotional vulnerability. Without it, leaders will often feel uncomfortable, even embarrassed, about having such simple, behavioral conversations with their employees. However, more than anything, leaders need to understand that job misery at work is costly, unnecessary and treatable.

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Never Stop Learning!

By: Rebecca Salsbury

You've heard this advice a hundred times before and it's valuable advice for you and your career! Any veteran in the meetings and events industry can tell you that they wouldn't have career longevity without constantly analyzing their work to continually improve. Seasoned Event and Meeting professionals know they have to embrace continuous change and new technologies to enable our best work.

The more experience you have under your belt, the more inclined you may be to get 'comfortable' in your work. Maybe you continue using the same work processes because they still get the job done OK. Maybe you put off upgrading to new technologies because you're on auto-pilot with what you already use. Do you give consideration to multi-generational workers or new communication channels, understanding the implications and integrate them into your projects? What has worked well in the past, may no longer work and you could find yourself feeling stuck, struggling, and under-performing.

Here's the good news! As an MPI member, we have access to a vast network of experts, practitioners and resources to support our professional development & personal growth. As a veteran corporate planner, and new to MPI, I'm inspired to learn and practice new skills, to take advantage of the many MPI resources available and if it benefits others, contribute some knowledge I've learned along the way.

Stay open, be ready to learn, and share. It will serve you well.

Rebecca Salsbury

Event Manager, Corporate Events

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MPI April Luncheon



Congratulations to the Latest Class of CMPs

The Convention Industry Council (CIC) announced the individuals who passed the January, 2013 CMP examination, of which 2 were MPI Ohio Members!

Congratulations to:

- **Teresa Ogden** – Zaner Bloser
- **Lauree Simes** – Tyler Technologies

This distinguished credential, recognized throughout the meetings, conventions, and exhibitions industry, demonstrates an individual's comprehensive knowledge of meeting management as well as a commitment to the profession.

Established in 1985, the mission of the CMP program is to elevate and enhance the professionalism of the meetings, conventions, exhibitions and events industry and the dedicated individuals who are responsible for meeting management.

Obtaining the CMP designation is a two-part process consisting of an application and a written examination, administered and monitored by an independent testing agency. Eligibility to take the examination is based on an extensive review of professional qualifications - candidates must have at least three years of employment in the meetings industry, and demonstrate responsibility and accountability for successful meetings. Additionally, each applicant must have completed a minimum of 25 hours of industry specific continuing education or a meeting management internship. The comprehensive written examination tests knowledge of all functions of meeting management.

The next North American CMP exam is scheduled for May 9-18th, August 8-17th and November 7-16th, 2013. Additional information on the CMP process and the MPI Ohio Study Group and Boot Camp can be found online at www.mpioh.org.

Welcome to Our New Members!



Marie Altizer
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maltizer@det.mgmgrand.com

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Michael Moseley
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Conference Center
614 880-4203
mmoseley@columbushospitality.com

Mark Your Calendar!

MAY 2, 2013

REACH Meeting
Findlay, Ohio

MAY 15, 2013

Chapter Meeting
Doubletree by Hilton Cleveland
Downtown
Cleveland, Ohio

MAY 22, 2013

REACH Meeting
Columbus, Ohio
Conference Center at OCLC

JUNE 5, 2013

REACH Meeting
Cleveland, Ohio

JUNE 2013

REACH Meeting
Cincinnati, Ohio
BOOST!

JUNE 19, 2013

Member Recognition Event
Columbus, Ohio
Athletic Club of Columbus

MAY 7- JUNE 25, 2013

Spring CMP Study Group
Webcast & Columbus, Ohio

JULY 13, 2013

Spring CMP Boot Camp



Host the Next MPIOH Chapter Meeting!

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Call or email Angie Gasaway, Director of Strategic Partnerships, to secure your date at agasaway@helmsbriscoe.com, 614-205-8998.

Social Media Update



If you have not “liked” our Facebook Page at “MPI Ohio Chapter,” then you are missing some great information. To stay in the loop, be sure to “LIKE” “MPI Ohio Chapter.”



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