



OHIO CHAPTER

define

THE OFFICIAL NEWSLETTER OF MEETING PROFESSIONALS INTERNATIONAL OHIO CHAPTER



Aug/Sep11 Issue

What's Inside:

Board of Directors

President's Column

Ohio Chapter of MPI Announces
the 2011-2012 Board of Directors

Inside WEC Orlando

Make Them Earn It!

Annual Recognition Event Soars
High with Award Winners

New Member Spotlight

Congratulations to the Latest
Class of CMPs

MPI Commissions
Comprehensive Global CSR
Study - Leeds Metropolitan
University to Undertake Multi-
Year Research Project

MPI Fact Sheet

Ohio HelmsBriscoe Associates
Donate Wii Gaming Units to
Nationwide Children's Hospital

Social Media Update





MPIOH Upcoming Events

News from the Events Industry

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The Official Newsletter of MPI Ohio Chapter

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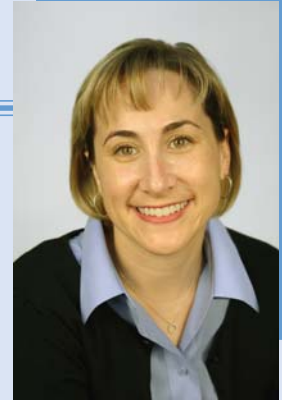
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President's Column

By: Barb Burgie



A new year begins:

In June our new board met to discuss the plans for our upcoming year. Great changes from MPI headquarters have taken place and we worked together to outline a business plan for the new year to help each of our members gain value from MPI Ohio. I was amazed at how each board member took time to consider how to best serve planners, suppliers and members. I hope that in the upcoming year their dedication will become evident to you and you will see how much your membership means to our board.

As the incoming president, I have the honor of learning a great deal about our membership and hope each of you take the time to share your thoughts, opinions and ideas. The MPI Ohio board is truly dedicated to working together to improve the industry and I am so very thankful to serve each of you.

Some areas we hope you get excited for this upcoming year include:

- The launch of our new website
- The implementation of our "Buy Ohio" program
- Town hall gatherings during the first half of the year for suppliers to share their thoughts, opinions and ideas on how best to serve you
- "Planner only" round table discussions

Some important dates in 2011 to make note of:

- 9/21/11 Chapter Meeting in Columbus with expert Holly Duckworth speaking on CSR
- 10/19/11 Chapter Meeting in Cincinnati
- 11/16/11 The Annual Silent Auction at the Embassy Suites Corporate Exchange

As you can see in addition to the amazing educational programs; we are going to be focused in 2011 and 2012 to providing you the chance to tell us how we can change to better serve you. Please know that you can always reach me via email at barb@burgiemediafusion.com or via phone at 614.273.0783.

I cannot thank each of you enough for being a part of MPI Ohio. On behalf of the board, we look forward to seeing you at meetings, working with you as volunteers and serving you as members.

DYK (Did you know) that twitter has not put limits on how many people you can follow? Our MPI Ohio Twitter Account has over 1100 followers. Be sure to follow @MPIOH and we will be sure to follow you back.

Ohio Chapter of MPI Announces the 2011 - 2012 Board of Directors

At the June Chapter Meeting, the current and incoming board members were recognized and sworn in to their positions. While the majority of the board members are continuing to serve in their current positions, 5 other individuals (stared below) will be serving in their first MPIOH board position.

The Ohio Chapter of MPI is pleased to announce the 2011-2012 Board of Directors:

- President- Barb Burgie
- President Elect- Anna Ryan, CMP
- Immediate Past President- Wendy Nicodemus, CMP
- Vice President of Communications- Shane Yates, CMP, CAE*
- Vice President of Education- Diana Hisey
- Vice President of Finance- Anne Duffort, CMP, MTA
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- Director of Sponsorship- Nicole Iovine, CMP, CSEP*
- Director of MidAmerica- Jane Lee, CMP*

Additionally, the following outgoing board members were recognized for their service to Meeting Professionals Internationals Ohio. These members have worked hard to serve the members of MPIOH providing new ideas and constantly working to grow the chapter and move it forward during their service.

The Ohio Chapter of MPI is pleased to recognize and thank the following outgoing members of the Board of Directors:

- Beth Hecquet, CMP- Vice President of Communications
- Judy Stoof- Vice President of Education
- Mark Wallisa, CMP- Immediate Past President

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Inside WEC Orlando

By: Alec Windle

The annual Meeting Professional International World Education Congress is known throughout the industry to be one of the most highly regarded educational events of the year in the world. After my first experience at a WEC, it is evident that it is not only the outstanding education and networking opportunities, but the fact that MPI threw the biggest party in central

Florida that weekend. With an array of signs posted at the airport welcoming guests to Orlando, there were just as many seen as we left the airport on Wednesday

afternoon. The hospitality shown by the host sponsors of WEC was absolutely outstanding, from the opening ceremony at Disney's EPCOT, to the closing reception at Universal's City Walk and Hard Rock Live. The event featured four days of incredible speakers, panel discussions and networking opportunities all built around attendees being able to put the knowledge that they learn into practice in their professional careers.

The event began with an ROI competency workshop as well as an onsite CMP Boot-Camp. Attendees were also able to volunteer for the Heavenly Hoofs Organization, which offers house calls for children with serious illness. Volunteers could help wash and groom the horses, clean stalls and barn maintenance. This was a great way for attendees to get moving in the morning and spend some time with these beautiful animals for a great cause.

The true event kicked off on Saturday night with the opening reception at EPCOT Center at Walt Disney World. As a first time attendee of WEC this was a great place to experience the energy of the opening reception. During the ride over attendees were shown a video featuring Senior Vice President George Aguel who is a former chairman of MPI International. The video informed us that an entire section of the park had been

blocked off for the event, including the Aquarium featuring the Finding Nemo exhibit, as well as the Land Building which was decked out in pre-historic décor.

The atmosphere certainly had a magical feel throughout the entire experience. Near the end of the night members of the Ohio chapter attending WEC found themselves on the ride "Soarin", which replicates the feeling of paragliding through all five senses. The night ended with a private viewing of the nightly light show "Illuminations".

This was an amazing way to start off the week, and certainly was an experience that will be remembered.

Simon Sinek with his presentation of "Understand Your Why?" kicked off the first general session. Mr. Sinek is a trained ethnographer and author

of "Start with Why: How great leaders inspire everyone to take action". He helps business and organizations understand why they do the things they do in order to help them improve upon their actions. Mr. Sinek has presented in front of a variety of audiences including Microsoft, Dell, SAP as well as the United State Air Force and ambassadors of Bahrain and Iraq. Sinek recently became an adjunct staff at RAND Corporation, one of the most highly regarded think tanks in the world. Mr. Sinek also teaches graduate school level strategic communication at Columbia University. This session in sighted attendees to think about why they make the decisions that they do and how they can use this knowledge going forward.

Mr. Sinek felt strongly that the events industry is a huge aspect of how humans communicate now, and informed the audience that we were the "...last line of survival of the human race." due to the importance of human interaction. He feels that even with the integration of technology that face to face interactions will never be replaced. He gave the example of "Blog World", which is a huge international conference of



Inside WEC Orlando, continued

bloggers on any topic. He stated that if these individuals who live their entire professional careers connecting through the computer still come together, that there is no way that live meetings will disappear.

His leadership knowledge really stuck a chord with many of the attendees, as he spoke with a passion and a clear message that sold his beliefs. He possessed many of the same characteristics that he preached of good leadership. Mr. Sinek stated that leadership is the vision and ability to communicate your beliefs not so that people connect with you but to your beliefs and goals. He discussed that this is what he has found when researching great leaders such as Martin Luther King Jr. and President Kennedy, leaders always start with the why. Mr. Sinek believes that in your personal and professional lives that you must always put why you do what you do at the forefront, not what you do. He stated that the same goes for corporations and their platforms and role in world culture. He discussed that people with

Harley Davidson tattoos don't wear them because of the corporation of Harley, but for the legendary cultural significance. Deep down humans seek those that have like-minded beliefs, connecting with your customers on this level will enable you to develop the trust that is needed for long term relationships.

Sunday's break out session has a variety of topics to choose from including "Social Gaming of Events" which will help you to understand how integrating a fun activity can contribute to the learning objectives of your event. The session will also show you basic game mechanics and tools to give you the right information needed to produce your own game. Another Saturday break out that sticks out is titled "Legal Issues: Taking Your Event Abroad" which discussed how so many of our international students are coming to the United States for school and upon graduation return to their home country or another country all together for jobs. This

session spoke of the importance of keeping this talent in the United States.

The Flash Point Idea's assembly was one of the sessions that I was most looking forward to with its on slot of great education content on a variety of topics. This session was also hosted by Ohio Chapter Member Jon Petz with Bore No More. Jon was also featured as a break out speaker with his "Boring Meetings Suck" presentation. The first speaker on the bill was Erik Qualman who is one of the foremost social media professionals in the industry today and has produced a number of viral videos with his researching findings. Simon Bailey with "Thinking Intensive Workers" was one that really stuck out. Mr. Bailey discussed a management style that is truly refreshing.

His goal was to rid the world of bad bosses by asking managers the question; "How are you engaging the minds of your employees every day."

The final day at WEC was another day to remember, beginning with an awesome general session featuring Joe Calloway, a fantastic speaker who facilitated some fantastic content throughout the session. Mr. Calloway interviewed

two event professionals both on the supplier and planner side before sitting down with Kelly Cutrone, Fashion Industry Public Relations Rockstar, best-selling author and star of her own Bravo reality show. Ms. Cutrone has also starred in the cable reality sensation The Hills. Kelly is close to the industry as a planner for multi-million dollar fashion shows around the world for her clients. Ms. Cutrone is extremely upfront and does not pull any punches, which is one of the attributes she states have gotten her where she is in her career. She gained a ton of laughs when she stated that she is not a good business woman, and that her business manager would state the same. She said that she was the creative and innovative mind behind the room only.

The closing session Tuesday night was featured at the Universal Studios City walk, which closed down the night club portion of the resort for WEC attendees, and featured an array of food and beverage options. Ohio members found themselves in the Bob Marley Tribute



Inside WEC Orlando, continued

Bar as well as the Rising Star Karaoke Bar which featured a live band and backup singers. It was great to see peers getting into everyone's performances. The night was complete when big guy got up there and sang "Sweet Caroline" to a screaming audience, comical to say the least. Soon attendees were pushed through the streets by handle bar mustache cops on stilts (seriously) towards Hard Rock Live, where they had prepared a 60's influenced dance party complete with DJ and live Drummer. Within 30 minutes the place looked like a night club, making me forget it was a conference for a second. The night was topped off with a live band performance to close out WEC 2011.



Overall there was so much education packed into the week that it was difficult to attend every interesting topic let alone include it in an article. The materials have already begun to make a difference and it was evident that many of the other attendees felt the same way. It will be amazing to see how this event progresses in the future, as the events and meetings industry continues to grow itself. I look forward to WEC 2012 in St. Louis, see you there!

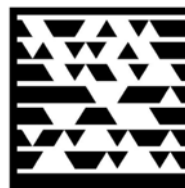


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Make Them Earn It!

By: Dr. Todd Dewett

There are thousands of ways to recognize and reward your employees. The problem is not finding ways to say thank you. The problem is that we usually recognize and reward people too much.

Since we all recognize the importance of the basic notion of motivation, it is easy to over recognize. We send out emails touting others' successes, we select the employee of the month, we have quarterly recognition ceremonies with food or gifts.

The profound rule we too often neglect is that all recognition and rewards should be provided contingent on performance. Not for showing up. Not for average performance either, but for providing clearly above average efforts and for achieving clearly above average outcomes.

Do a quick count in your head. How many people in your office have received that certificate from the office laser printer that says, "High 5 Award," or "Super Achiever," or "Team Player?" If you have trouble naming the people who have not yet received the award, you know exactly what I mean.

Under such conditions, the award will soon cease to have any positive effect. In fact, it can have a negative effect. Rewarding people because they are mediocre or because they simply meet standards is bad practice. When you reward mediocrity, you get more of it – and you really upset your high performers.

At work we have, "A players" (by far the most capable employees; usually about 20% of the employee base), "B players" (the worthy and reliable 70% of most organizations), and "C players" (the underperformers who snuck through the cracks in your hiring process; about 10%).

Treating B players like A players makes the B players think they are A players. They quickly grow an entitlement mentality. The A players rightly feel underappreciated and either 1) stop trying so hard, or 2) leave the organization. Treating C players like B players by making sure they all eventually receive the quarterly High Five award is a sure way to kill the morale of all of your A and B players.

Leaders must reward and recognize people legitimately

based on performance and by maintaining a positive and transparent work environment. When you recognize the correct people at the right time, give serious consideration to making the awards individualized. When every past recipient has an identical award, it can lose its meaning.

Something else great to remember: people are individuals and appreciate being recognized as such. The more personal, tailored and idiosyncratic the reward, the more it looks, feels, and operates like a support for intrinsic motivation. Even for formal awards that are given out at regular intervals, you can make them personal and try to ensure they support intrinsic motivation.

Underneath the part that says, "Outstanding Service Achievement," put something novel in parentheses like, "For putting up with Herb when no one else could." Find the low cost way to personally say thank you for the specific achievement being honored.

Somewhat ironically, if you want the dollars and hours you invest in your recognition and reward program to have real impact, sometimes less is more - stop rewarding everyone all of the time! Make all rewards meaningfully contingent on performance – make them earn it!



Dr. Dewett is dedicated to one thing above all else: creating better leaders. He is a management professor, speaker, author, coach, trainer, consultant, caffeine addict, and Harley Davidson nut. He has been quoted in the *New York Times*, *BusinessWeek*, CNN, and hundreds of other outlets

and has published papers in leading academic journals and conferences. Since beginning his career with Andersen Consulting and Ernst & Young, he has since consulted with, trained, spoken to, and instructed thousands of professionals all over the country. Visit his home on the web at www.drdewett.com. Contact Todd at todd@drdewett.com.

Annual Recognition Event Soars High with Award Winners

By: Shane Yates, CMP, CAE

Each year the MPI Ohio Chapter recognizes chapter members who exemplify the finest in the meetings and hospitality industry. These awards officially recognize planners and suppliers who have made significant contributions to the chapter and the industry. The 2011 Annual MPI Ohio Recognition Event was held in June at the beautiful Franklin Park Conservatory in Columbus, Ohio where MPI Ohio recognized our member winners in a variety of categories. De-de Mulligan, CMP, CMM with the Mulligan Management Group served as the emcee for the proceedings and the following award winners were recognized:

Host Facility of the Year- The Conference Center at OCLC

The purpose of the Host Facility of the Year Award is to acknowledge the significant contribution of a facility who has hosted a chapter meeting at their location within the past year. It is clear from the nomination letter submitted that the Conference Center at OCLC "went above and beyond to make the April Member Appreciation chapter meeting a success providing awesome food, fabulous desserts and extra special linens!"

Additional nominees included: The Capital Club – Columbus; Crowne Plaza South Cleveland; Bartha Audio Visual – Columbus; Crowne Plaza Hotel Cincinnati/Blue Ash; Embassy Suites Dublin; Cleveland Airport Sheraton; Duke Energy Center – Cincinnati; and the Niagara Event Center – Sandusky/ Put-In-Bay.

Committee of the Year- Special Projects

The purpose of the Committee of the Year Award is to recognize an MPI Committee that has made significant contributions to the professional organization or to the

promotion the meeting management community. It's clear from the nomination submitted that the Special Projects Committee far exceeded their goals outlined for them this year and have continued to come up with new ideas that would appeal to membership and get everyone involved all over the state. "The silent auction was a huge undertaking and the results were amazing. They implemented new networking opportunities that

were a success for our chapter and did an outstanding job putting together a memorable event." The Special Projects Committee includes: Diana Hisey, Abby Beckett, Phil Bemiller, Jennifer Carskadan, Ann Daugherty, Brian Monahan, Liz Radar, and Nancy Tiemeier, CMP.

Additional nominees included: the Membership Committee.

Committee Member of the Year- Stacey Arkovich

The purpose of the Committee Member of the Year Award is to formally recognize the effort and contributions of a committee member to the Ohio MPI Chapter of an outstanding nature. It's clear from the nomination submitted that Stacey, who currently serves as the Sales Manager at the Embassy Suites Columbus Airport, is always willing to help with any tasks that need to be completed. "She is engaged with the committee and is

an active participant at monthly meetings, MAC and special events. Stacey is a huge asset to MPI!"

Additional nominees included: Liz Rader; Dawn Rockas, CMP and Alec Windle.

Rising Star - Alec Windle

The purpose of the Rising Star Award is to identify and honor one member within the Ohio Chapter of MPI who has demonstrated extraordinary service early in his/her professional career. It's apparent from the nomination submitted that Alec has taken on many big projects for MPIOH especially the new website and



Annual Recognition Event Soars High with Award Winners, cont.

MAC website. "He works evenings and weekends to get it all done, and done right. He is a super star who deserves to be recognized." Last year he joined the Board and has been instrumental in the research, design and implementation of the new MPI website. He always offers to taken on projects and does them extremely well. He is certainly a rising star in the hospitality industry and a strong supporter of MPIOH.

Supplier of the Year - Debbie Vaughn, CMP

The purpose of the Supplier of the Year Award is to acknowledge the significant contribution of a supplier member who provides and/or sells products and services to the meetings industry. It's clear from the nomination submitted for Debbie Vaughn, CMP that "she was a huge part of the reason why MAC was so successful!" Debbie is currently the Sales Manager with the Columbus Convention Center. Debbie stepped in for the MAC committee position to replace Nancy Tiemier and lead her entire team to great success, noticed by all. She was instrumental in making attendees feel welcomed, is very knowledgeable, has an overall great attitude, and provided great leadership skills for her committee.

Additional nominees included: Stacey Arkovich, Amanda Smith and Judy Stoof.

Planner of the Year - Alicia LeMasters, CMP

The purpose of the Planner of the Year Award is to recognize the significant contribution of a planner member of MPIOH who oversee the strategic management and/or logistics of an organization's meetings. It's apparent from the nomination submitted for Alicia LeMasters, CMP that she is a busy planner that still finds time to donate her time to helping with MPIOH. She helps on both the Recognition and Membership Committee and is a detail oriented, well versed individual. "You can always count on Alicia, when she volunteers for a task, you can be certain that all will be done well."

Additional nominees included: Diana Hisey; Shirley Kaltenbach, CMP; Shane Yates, CMP, CAE.

Congratulations to all the recognition winners and nominees, your hard work exemplify the

finest in the meetings and hospitality industry within Ohio.

Recognition Event Sponsors

A special thank you goes out to the following sponsors for their gracious donations to the MPI Ohio Chapter Recognition Event who without them this event would not have been possible.

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New Member Spotlight

Ann Wilson

GM – Cooper Creek Event Center

Ann has been in the hospitality industry since 1985. Working for a major Cincinnati hotel, she has a wealth of experience in catering and sales. The city of Blue Ash, which owns the Cooper Creek Event Center, recently hired Ann to be the General Manager. Her main responsibilities are to be involved with the center's pre-opening and sales duties for the November 2011 opening and promote it as a destination for corporate, weddings and other social events.

Ann is a new member of MPI but has attended a variety of networking and educational meetings in the past. Aside from the networking opportunities, Ann has been very impressed with the quality of educational events MPI offers.

Ann loves spending time with her family, especially her grandchildren. When not busy with family and work, reading is one of her favorite pastimes.

Shana Wheeler

Mettler Toledo, Inc.

Shana graduated from Ohio University with a degree in public relations. She started her career at a Columbus civil engineering firm coordinating customer events and "lunch & learn" sessions.

Shana joined Mettler Toledo, Inc. three years ago as a Marketing Events and Media Relations Manager. Her responsibilities include coordinating a variety of company meetings for the sales team, customers, conferences, and trade shows. In one year, she manages nearly

50 trade shows. Shana also provides media relations for new product launches.

Shana is currently training for a mini-Triathlon and plans to obtain her CMP in the next year or two.



Congratulations to the Latest Class of CMPs

The Convention Industry Council (CIC) announced that 441 individuals passed the January 8, 2011 CMP examination, of which 5 were MPI Ohio Members.

Congratulations to:

- **Kathryn Jones**, CMP, The Ohio State University
- **Shirley Kaltenbach**, CMP, Select Sires, Inc.
- **Jessica McGuire**, CMP, Smith & Wollensky
- **Dixie Russell**, CMP, Offinger Management Co.
- **Sarah Schmidt**, CMP, The Ohio State University

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 January 7, 2012. Additional information on the CMP process and the MPI Ohio Study Group and Boot Camp can be found online at www.mpioh.org.

MPI Commissions Comprehensive Global CSR Study

Leeds Metropolitan University to Undertake Multi-Year Research Project

By: Theresa R. Davis

July 11, 2011 – Dallas, TX – Meeting Professionals International (MPI) has commissioned Leeds Metropolitan University to manage a three year study into the importance and value of corporate social responsibility (CSR) to the meeting and event industry. This study, the most comprehensive of its kind ever undertaken, intends to bring new insights into how the meeting and event industry can build a sustainable future through best practices.

“Our goal is that this research initiative will provide our members and our professional colleagues around the world additional information and tools in practice, reporting and professional development,” said Didier Scaillet, MPI chief development officer, “We feel confident that our selection of Leeds for this effort will provide outstanding results.”

Academic researchers from the university’s three leading centres include the UK Centre for Events Management, International Centre for Responsible Tourism and the Centre for Hospitality. The centres will analyze global trends by interviewing top executives of major venues, organizations and suppliers, and event consumers worldwide.

“We are delighted to be have secured this opportunity to support MPI in its mission to lead industry and support its members and the sector to meet the demands of the future,” said Project Coordinator Jackie Mulligan, principal lecturer at UK Centre for Events Management, “CSR is a hot topic for businesses increasingly seeking to reduce the negative impacts of their activities and strengthen the positive contributions that events can offer.”

Given the breadth of the study which includes the need to involve a diverse range of stakeholders in the global hospitality and meeting industry, MPI will manage the progress of the study in conjunction with Leeds closely. The overall goal is to produce a detailed report against three core areas defined as external environment, industry engagement and consumer demand. MPI intends to release results in three phases at major

global industry events in the United States, Asia and across Europe mid-2012 through 2013.

Research Director Dr. Xavier Font from the International Centre for Responsible Tourism (ICRT) said, “We have an excellent track record in sustainability and responsibility related research that is making a real difference to businesses and communities globally. Our research will uncover how and why this subject is important and the growing concern for us all in

achieving the triple bottom line, people, planet, profit”.

The launch of this research initiative is just one element of a major focus on CSR by MPI, made possible thanks to a US\$500,000 investment in the MPI Foundation from InterContinental Hotels Group (IHG). More information about MPI’s comprehensive efforts in sustainability and social responsibility can be found through the CSR portal at mpiweb.org.



FACT SHEET

ABOUT

Meeting Professionals International (MPI) is the meeting and event industry's largest and most vibrant global community, helps our members thrive by providing human connections to knowledge and ideas, relationships, and marketplaces. MPI membership is comprised of more than 23,000 members belonging to 71 chapters and clubs worldwide. For additional information, visit mpiweb.org

CONFERENCES

World Education Congress (July) and European Meetings & Events Conference (February)

RESEARCH STUDIES

FutureWatch and the bi-monthly *Business Barometer*
Thought Leadership Initiatives

PROFESSIONAL CERTIFICATIONS

Certification in Meeting Management (CMM) The global CMM is a certificate program focused on strategic thinking and the business of events for advanced-level meeting professionals seeking development and recognition.

Certified Meeting Professional (CMP) MPI is a proud supporter of the CMP certification program, which recognizes individuals who have achieved the industry's highest standard of professionalism.

PUBLICATIONS

- **One+™** - Monthly member magazine, circulation: 30,000 on six continents
- **MPI News** - Member e-newsletter focused on industry news, trends and information (distributed biweekly)
- **Spotlight** - Member e-newsletter focused on MPI articles, research and multimedia content (distributed biweekly)

MPI FOUNDATION

The MPI Foundation Mission Statement:

Passionately committed to bringing vision and prosperity to the meeting and event community worldwide.

www.mpifoundation.org

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Ohio HelmsBriscoe Associates Donate Wii Gaming Units to Nationwide Children's Hospital

By: Don Miller, CMP, CASE

HelmsBriscoe MPIOH Members lead an effort this past Spring to coordinate donations from our regional associates, hotel partners and clients for the Oncology Wing of Nationwide Children's Hospital. According to the National Cancer Institute, cancer is the leading cause of death by disease amount U.S. children between infancy and age fifteen. They estimated nearly 11,000 new cases in 2010.

A number of our regional associates' family or friends have been impacted by a childhood cancer diagnosis and so the team's mission was clear, **do something for these kids!**

The team's goal was to provide Wii gaming units for the oncology floor at Nationwide Children's Hospital in Columbus. On May 24th the Columbus/Dayton team delivered eight Wiis, a Wii Fit system with balance board, a Mario bundle along with games and accessories for children battling cancer. Associates, hotel partners and clients donated items, hotel points and cash in order for this drive to be successful.

Brian Harmon, Director of Annual Giving at Nationwide Children's Hospital accepted the donation for the oncology floor and took the team on a tour of the hospital. The hospital will be expanding with an entirely new building, which will open in 2012. Brian took time to meet with HB Team members prior to the donation to discuss getting



Represented in the picture from left to right: Mike Atkins, Kathy Kempton, Brian Harmon, Dianne Killian, Don Miller, Erin Daniels of the Marriott Columbus Airport and Lori Stickley.

other cities in our region involved in planning a future event. This will bring together not only the Columbus and Dayton teams, but also associates in Nashville, Cincinnati, Louisville, Lexington and Indianapolis.

HelmsBriscoe is the world's largest site selection firm in the meeting and convention industry, employing over 1200 associates in more than 42 countries. HB Cares was introduced in 2010 in effort to enhance existing service projects and most importantly to encourage employees all over the world to make an impact in their local communities. If you are interested in helping with our 2011 drive, please contact your local HB MPI Member for more information.

Social Media Update



The Ohio Chapter of MPI fan page has 72 connections and our chapter facebook group has 118 members. Please continue to visit, post and invite others to our page.



Twitter Updates

We now have 1,031 Twitter followers. Hooray, we broke 1,000!! Keep tweeting!!



Currently we have 375 members on our LinkedIn Group.

We ask that you tweet and post responsibly and frequently.

MPIOH Upcoming Events

September 21, 2011

MPIOH Chapter Meeting
Build Meetings that Make the World a Better Place
Holly Duckworth, CAE, CMP
Columbus, Ohio

October 19, 2011

MPIOH Chapter Meeting
Cincinnati, Ohio

November 16, 2011

MPIOH Annual Education & Scholarship Silent Auction
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News from the Events Industry

By: Alec Windle

CIC Economic Significance Study:

Change in any industry is inevitable; it is how you grow with that change that makes all the difference in future success. The events and meetings industry is constantly on the fast track, as clients try to stay ahead of the pack with trends and technological advancements. With the recent economic struggles of the travel and tourism industry as a whole, many business have had to do more with less, causing a great deal of headache for both suppliers and planners alike. Recently, many experts have been seeing a slight redirection in the economy, spawning many organizations to begin reaching deeper into their pockets once again. The Association Meetings Magazine cover story discussed the Convention Industry Council Economic Significance Study in conjunction with PriceWaterhouseCoopers. The data in this study showed that both the number of conferences and dollar value generated have increased year over year, with 280,000 Conventions & Conferences taking place in 2009 generating over \$263 Billion in direct spending. Hotels have also seen an increase in overall consumption, with \$250 Million in room nights used in 2009. The article stated that a good way to compare these numbers is that the meetings and events industry is larger in sale than the U.S Auto Industry. It is evident that with positive changes in industries such as business travel, that this is a good indication of the direction of the economy overall.

United States Government to Revamp Visa Process:

There are a number of reasons to be optimistic with the travel industry, one of which is the improvement in the U.S Travel Association Visa process. Since September 11th, 2001 the stipulations for international travelers coming into the United States has been filled with red tape. This change in operation has swayed many foreign travelers' decisions on choosing the United States as a destination. The changes will consist of opening additional visa offices in high demand areas, such as China, Brazil, India and various European countries, and the U.S Travel association is pushing for videoconference based visa interviews. The

government is also looking to reduce the visa interview wait time to 10 days or less. Meetingsnet.com has found that many times the wait for a visa interview in Brazil could be upwards of 145 days. For this reason, additional staff will need to be hired in order to make the overall process go smoother. The U.S Travel Association is also pushing to expand the visa waiver program to other nations and have more transparency with the performance of the visa process, in order to track the productivity of the changes in operations.

SAP – Sapphire Now:

One of the most anticipated events of the year recently took place this past May, with software giant SAP's Sapphire Now Annual Conference. This technology based educational event attracts techies from around the globe. For this reason, SAP and ASUG devised an event concept that would incorporate individuals that could not make it to Orlando, but having live sessions at numerous locations throughout the world as well as integrating online media capabilities that rival any event produced. Sapphire Now compiles all forms of media coverage from each live location, so that individuals can be anywhere in the world and still receive the personalized educational content and social engagements that the event offers. The event takes the term "high-tech" to new altitudes, with conference television shows, real time video feeds of each keynote, social media integration all of which are compiled in an onsite touch screen wall which compiles all aspects of the conference for attendees to view, collaborate and converse with online conference attendees.

Starcite Upgrades to more flexible system:

One of the more popular meeting management websites, Starcite announced recently that it has upgraded to a more user friendly design format, in order to make it easier for planners and suppliers alike. With the RFP process becoming more detailed and more often web based, it is important for website such as Starcite to be up to speed on the most affective technology, making for a better user experience for their customers.

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