



OHIO CHAPTER

define

THE OFFICIAL NEWSLETTER OF MEETING PROFESSIONALS INTERNATIONAL OHIO CHAPTER

Dec 11/Jan 12 Issue

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President's Column

By: Barb Burgie



My Gratitude to you:

As current MPI president, I am continually thankful for the many volunteers that work to make our chapter amazing. It is astounding to me how many different individuals help out each and every day to help our chapter grow, succeed and prosper.

As your board we are always asked to set objectives, reach higher and grow. And I am pleased to share that we have. Our financials are secure, our net member growth is higher and we are finding our educational content is far above expectations.

As I reflect on our year thus far I am thankful for all that we have been able to accomplish and excited by the upcoming events. In December we will be hosting our first ever; Professional Education Institute which will allow our members the opportunity to learn in-depth about the architectures of meetings and how to ensure better ROI and plan more effective meetings. This program has been developed through the hard work of our educational VP, Diana Hisey and will include a workbook and take home book so that each of us can continue to serve our clients better.

We have a group of volunteers who actively worked to put together our annual Silent Auction that helped to raise money not only for scholarships within the Ohio Chapter but to give back to the ASPCA.

And we have many behind the scene changes with our new website, new aspects to meetings and all of this is made possible by each of you. I am so thankful to be a part of such an outstanding group of individuals and truly appreciate the opportunity to learn, grow and succeed because of all of you.

As you, your colleagues and your family take time for the Holidays; I wish you safe travels, laughter and the opportunity to make memories. We are all a part of this amazing team and I am so blessed to be able to join together to continue this journey with you for the next six months.

TIP for December: Take time each week to write a thank you note. At Burgie MediaFusion we do it every Monday. It helps us to start the week out with a great attitude of gratitude.

What Does Your “Next G” Look Like?

By: Mark Henson

Have you heard the news? There's a new cell phone coming out. It's going to be better, faster, more powerful, and more amazing than every other phone on the planet. When this new phone hits the market, your current phone will be so obsolete it might as well have a rotary dial, or a cord.

So who makes this new phone phenomenon? Apple? Nokia? Sony? Motorola?

The answer? All of them.

Tomorrow they'll all come out with a phone that is better than the one they produce today. And the day after tomorrow they'll invent one that's even better than that.

As I write this, rumors are flying about the iPhone 5 (yes, it DOES seem like the iPhone 4 just came out), and we're quickly moving from 3G networks to 4G networks.

Now, while you may think the G stands for “gullible” or “greedy” or “Gladys”, the G is really shorthand for “generation.” Apparently new versions of everything are coming out so fast, we can't even finish saying the word, Generation, so we just stop at G.

I sometimes think the G stands for “groan” because I've caught myself involuntarily groaning out loud upon discovering that if I had just waited another month, I could have purchased the hottest new technology AT THE SAME PRICE I just paid for the dinosaur that I now hold in my hand.

And, of course, we sometimes gather around the water cooler to complain about how fast technology changes (and to spread our conspiracy theories about how “they”

plan to take more and more of our money through planned obsolescence).

Now stop for a second and think about that smart phone in your pocket or purse. It can do amazing things that weren't possible even two years ago. It can do things that weren't even dreamed of five years ago. And if you took a time machine back to 1985 and showed my current iPhone to a group of NASA engineers, they would likely dance around it, grunting and marveling like the cavemen who first discovered fire. Or their heads would explode.

Transition with me, if you will, from thinking about the cell phone in your pocket to the owner of said cell phone (that's you).

Which “G” are you right now? Here's a quick map to help you decide:

1G - The child you (birth through middle school)

2G - The student you (high school, college)

3G - The working you (early work/career)

4G, 5G, 6G and beyond - The new & improved you (the rest of your life)

Sadly, most of the world stops at 3G. Most people get a job, start working, and - at best - make tiny, incremental improvements in their thinking, skills, and contribution to work and the world from that moment on.

It almost becomes laughable when a 3G person demands a raise or applies for a higher-level position. My brother, a very smart guy who has managed many people in his career, once told me his approach when 3G people come knocking on his door asking for a



What Does Your “Next G” Look Like?, continued

raise. He asks them a simple question: “Tell me how you’ve improved or how you’re contributing more than you were a year ago.” This, no doubt, sends most people back to their desk a bit deflated. The smart ones might feel slightly embarrassed, yet enlightened, and start planning immediately for the “next G” of themselves.

I know why most people stop at 3G. Because 4G and beyond requires work (beyond your work work), change, transition, and even a small bucket full of uncertainty. It’s so much easier to sit on the couch and watch other people win American Idol, The Amazing Race, or Cupcake Wars. Ironically, most of the contestants on those shows are there because they’re proactively pushing themselves beyond 3G.

What are you doing right now that wasn’t even possible for you two years ago? Are you doing anything that you didn’t even dream of five years ago? Would the 1985, or 1995, or 2005 version of you be blown away by how far you’ve come?

Now flip those questions around and start creating some momentum, no matter which “G” you are today. What could you be doing two years from now if you found a way to improve yourself today? Could you run a marathon? Could you apply for your dream job? Could you take your business to a whole new level? My wish for you is that you won’t stop at the 3G version of yourself. My wish for you is that as soon as you’re done reading this, you’ll take ten minutes to think about what the “next G” version of you will look like. Will it be smarter? More skilled? Healthier? Happier?

Actually, I take that back. My wish for you is that as soon as you’re done reading this, you’ll forward it to at least two friends. THEN, take that ten minutes to think about the next G version of yourself.

Here’s some additional motivation: even though we may complain about how hard it is to keep up with technological advancement, very (and I mean VERY) rarely is a new version of a cell phone worse than the old version. Sure, my new iPhone may have a few glitches, but I’d never go back to the previous version. You’re the same way, yes? When you push yourself to

a new level, it is virtually impossible to go back to the old version. If you learn a new skill, can you unlearn it? Only if you don’t use it.

The first step is to decide what your next G will be. And to help you get started, I challenge you to share it with the world by leaving a comment after this article on our blog or by replying directly to me if you read this via email. Now, before you freak out, you may absolutely leave your comment anonymously. I’ll publish the responses in next week’s newsletter.

So, what does your next G look like?



Green Meeting Standards Nearly Complete

By: Christa Schelter, MPI One+

The meeting industry is one step closer to the introduction of the very first green meetings and event standards. The Convention Industry Council (CIC) recently announced that eight of the nine APEX/ASTM Environmentally Sustainable Meeting standards are complete.

"This is a major accomplishment for the collective conventions, meetings, events and exhibitions industry," stated Karen Kotowski, CAE, CMP, Chief Executive Officer of the Convention Industry Council.

"Sustainability is a strategic concern for planners, suppliers and the organizations they represent. These standards are much anticipated so this is a great moment for the volunteers who put such effort to this project."

The standards were conceptualized and initiated by the Green Meetings Industry Council (GMIC) and the US Environmental Protection Agency. Development has taken place through a partnership between CIC's Accepted Practices Exchange (APEX), an initiative that focuses on industry best practices and the American Society for Testing and Materials (ASTM) International. The standards have been in intense development since 2007.

The APEX/ASTM standards will be comprised of nine individual "sector" standards, covering all facets of event planning and management. The eight standards that have been ratified cover:

- Audio-Visual
- Communication & Marketing Materials
- Destinations
- Exhibits
- Food & Beverage
- Meeting Venue
- On-Site Office
- Transportation

Much of the work and research behind the standards was a result of the work done by the APEX Green Meetings and Events Practice Panel, consisting of 300 planners, suppliers and sustainability experts from across nine time zones. ASTM International provided the formal standards development environment and



process including comprehensive input, review and technical expertise from its members across the globe.

"None of this work would have happened without the passion, dedication and conviction of the volunteer force that spans across North America and Europe," said Amy Spatrisano, Chair of the APEX Green Meetings and Events Panel and Principal at MeetGreen®. The level of specificity required and accountability of both the planner and supplier that is built into these standards is unprecedented. It's a game changer."

The completed standards will be published in November as both electronic and paper documents. Information on publication date and availability will be announced and posted on www.conventionindustry.org when the standards are available.

Do What You Hate

By: Mark Henson

I'm about to contradict everything you've heard in the past decade about how to really get the results you want out of yourself, your team, your company, and your world.

You've been programmed over and over to "do what you love" and every day will be filled with rainbows and unicorns.

Marcus Buckingham taught us to work in our strengths and move away from our weaknesses in his mega successful book, *Now, Discover Your Strengths*. He's a good-looking guy with a cool accent, so we bought it hook, line, and sinker.

Tom Rath added to the strength mythology with *Strengthsfinder 2.0*.

He's not quite as good looking as Marcus Buckingham and he doesn't have a cool accent, but that hasn't stopped anyone from buying into his philosophy, too.

Doing what you love & working in your strengths is a phenomenal idea. Utopia, right? I believe in the idea 100%. I'm trying to work more and more in my strengths every day. I believe in doing work you're good at and work that you love.

But, and this is a BIG BUT: Sometimes you've gotta do what you hate to get the results you want.

My flowerbeds taught me this.

I hate weeding flowerbeds, so it becomes the last thing I do to the outside of my house each spring/summer. The problem is, I love spending time outside on my patio. And when the flowerbeds are full of weeds I can't enjoy my time outside because they really start to bug me. I can't even walk from the driveway to the front door without grunting "Ugghhhh!" (you know, that sound you make when you're disgusted with something but you don't have time to do anything about it at the moment).

I hate weeding flowerbeds, did I mention that?

I joke with my wife that weeding flowerbeds is "women's work", secretly hoping she'll believe me and start pulling those suckers up. Her response every year is as predictable as the weeds themselves. She lets me know who's boss with a single, emphatic, almost-maniacal, "HA!" And then jumps in her car and drives to Target.

Some people love to get on their hands and knees, pull weeds, plant flowers, prune bushes, and spread mulch. For some sick reason that's fun to them. Not me. But, dang it, those weeds will ruin my summer if I don't do something about it.

So I do what I hate. I spend a few hours pulling. I do get a tiny bit of satisfaction pretending the weeds are screaming "Noooooooooooo!" as I rip them out of the ground. But it really isn't even enough satisfaction to power a smile.

If you've ever weeded a messy flowerbed, you understand the difference is night and day. It's

transformative, even before you plant the pretty flowers you'll inevitably kill because you don't water them. It looks so much better. And you feel better. And the birds swirl around you singing a happy song like in a Disney movie. And suddenly, because you did what you hated, summer is fun again.

As I was weeding my flowerbeds, this idea dawned on me that sometimes we gotta do what we hate to get the results we want. I started thinking about the "weeds" at work that I wait too long to pull.

At work, the weeds look like work we don't want to do and conversations we don't want to have. And because of Marcus, Tom, and other strengths gurus, we hide behind the idea that we're simply working in our strengths and it's ok if a few weeds grow in our weak areas.



Do What You Hate, continued

The problem is that a weed's sole purpose in life is to take over. There's no such thing as a single weed. They grow, they spread, and they steal the water, nutrients, and sunshine from the plants you intended to grow.

Sometimes you gotta do what you hate.
Today that might mean:

- you put aside the work you love for a few hours and tackle that pile of paperwork on your desk (finally!).
- you have a tough conversation about poor performance with a member of your team.
- you bring up a difficult issue to your boss.
- you report a co-worker's unethical or damaging behavior to HR.
- you take the time to plan out your day (if you're more of a doer than a planner).
- you skip the planning today and just start doing (if you're more of a planner than a doer).
- you make that call to ask your client to extend a deadline because you know that cramming to meet the deadline will result in sub-standard work.
- you make that call to the client you know you need to "fire" and finally pull the trigger.

If none of these weeds are yours, just look around your life for about twenty seconds. You'll find some weeds. You know they are there.

To fully motivate yourself, spend a few minutes visualizing the results you really want and picture how those weeds are getting in the way of those results. If you're like me, this little exercise is usually enough to spark some action.

Even in a great job, you won't love everything, and there will always be things you have to do that you don't really want to do.

The most successful people really do work mostly in their strengths. But if you look closely, you'll find that they also accept (and act on) the idea that sometimes you gotta do what you hate to get the results you want.

My Interview With The World's #1 Event Planner

I recently sat down with undoubtedly the number one event planner in the world. His annual event has become so successful his personal brand is recognized around the world. He is known by various aliases around the world but here in the U.S. he is affectionately known as Santa Claus. The celebration of Christmas is by every measure the largest global event of the year. I had to know how he has pulled it off for so many years. Santa agreed to share his secrets as long as I came to visit him at his tropical vacation hide away. As you can see from the accompanying photo it was tough duty but I begrudgingly agreed. Below are excerpts from my interview with Santa:



EDI - Santa, Christmas is the largest annual event in the world with approximately 2.1 billion people celebrating the religious holiday; that is one out of every three people in the world wide population. How do you do it? How do you plan and produce an event that attracts so many participants?

SANTA - (Ho, Ho, Ho!) Just like many of events you work on, Christmas is an event that would take place whether Santa Claus, the planner, is involved in or not. Christians around the world have been celebrating the birth of Christ for two thousand and eleven years. Through that celebration the spirit of Christmas has evolved with expressions of love, hope and goodwill to man. I have come along and promoted the spirit of Christmas with emphasis on giving. The giving of love, hope and goodwill to man through gestures, like gifts, good works, greeting cards and participation in social gathering. I have been working at this for a long time, hundreds of years myself, and a couple of things have been critical to the celebration's success. First and foremost, I have had plenty of help along the way and I don't just mean Mrs. Claus, the elves and reindeer. Each year billions of people around the world are inspired by the spirit of Christmas and are committed to delivering the expressions of love, hope and peace. Second, I made sure I understood the event objective and that I could be committed to it. Your commitment

MY INTERVIEW WITH THE WORLD'S #1 EVENT PLANNER, *continued*

will, in turn, foster belief and commitment from helpers. If everyone believes, the event's success is more likely than if it is viewed as an obligation. Finally, do your advance planning. Speaking of which, (Santa looks at his watch) I have a plane to fly. Mrs. Claus and I have to head back North. Ho, Ho, Ho! If I don't see you at the mall have a great Christmas!

EDI - Thanks, Santa (trotting from the beach up to the house)! These are certainly good thoughts as we plan our upcoming holiday events.



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How to get as many gigs as Justin Beiber

By Hilary Corna

Four years ago, I was dared—a lofty dare—to pursue my pipe dream of launching my career in Asia. After college I bought a one way ticket to Singapore, gave myself a budget and two months and told my mom if either one runs out, I'll come home. But I had to try.

Three weeks had passed since I'd bought a one-way ticket to Singapore. I was running out of money and everyone was telling me to come home, that my pipe dream of launching my career in Asia was failing.

I decided to take a break from it all to go for a swim. As the sun reflected on the chlorine and palm trees shaded me from its rays, I began to clear my thoughts. Coming out of the water, I saw the most beautiful two year old Japanese boy. I greeted him, "Konnichiwa."

After speaking with him and his mother for a few minutes, his father came up from behind. His father ended up being one of the most successful Toyota dealership owners in Tokyo for ten consecutive years and had been hired as a consultant for Toyota. Low and behold, he had one position open in the department.

Three weeks later, I began my first job as Senior Executive Officer & Kaizen leader for Toyota in Singapore. I was twenty-two years old.

Reality

I read a statistic recently from the College Board that said 50% of high school students want to study abroad but less than 5% actually do.

There's a big gap between inspiration and proactive action, yet we see that those who do take action more often receive rewards beyond measure.

How do we raise the gap from people that want to do something and those that actually do? How can we increase the number of times people accept dares and turn them into action, after being inspired?

It seems we can't just be fed ideas/inspiration. We can increase by individually accepting dares more often. If we can let go of the reasons not to, we can create our own opportunity.

How do we let go?

Have you ever had a time in your life that you looked back wondering why you worried so much?

In order to accept dares more often, we need to let go of reasons not to, letting go of the before and after, the what may be and what may not be. Just be.

Disregard expectations and hesitations by freeing yourself of all your concerns and giving yourself permission (instead of waiting for someone else).

What does Justin Beiber have to do with this?

One of my favorite stories is of Justin Beiber meeting Usher. His agent warned him before their first meeting with Usher, "Do not sing to Usher—he gets it all of the time." What did Justin do? As soon as Usher walked passed him, Justin sang his heart out. I don't need to tell you what happened after that.

Do you think Justin worried whether he'd lose his only chance with Usher? Do you think he worried if his agent would fire him? No. He accepted the dare from his intuition, and he just sang.

When you let go, you're authentic. Not a creation of society. You're human. Want to know a secret? People like that.



How to get as many gigs as Justin Beiber, continued

When you're looking for opportunity, you're afraid things might go wrong. But when you're sincerely there in that moment, fully, completely, it's these moments that we are the most pure—being our best. You don't search for opportunity. You see and accept the opportunity, thus making it on your own.

When I had been in Singapore for three weeks yet still without a job, I'd done everything that was expected of me to get a job according to standard protocol—but nothing had materialized. It was when I let go that I could see what was already in front of me. And it just happened to be a beautiful Japanese boy with my future behind him. Without having any expectations of the encounter, I just followed my intuition in the moment, and that's what resulted in a job opportunity. Had I just thought about saying hello, I would not be where I am today.

Eat the Eyeball

I'm not saying you will be successful in achieving your dares or how to. Just make the decision to accept. For every one that works, ten will fail. The funny thing is, the only one that perceives these as failure is yourself. In fact, it's these that build a portfolio of transformative experiences over time—your life's tapestry.

When you get rejected or challenged, make a habit to try again. True power comes from turning these mistakes into growth and better habits. It's a great skill to be able to make this a routine so that the next one is easier.

Let me tell you a story about reaping the benefits of stepping out of your comfort zone. My boss and I traveled to Taiwan for my first business trip. During lunch the first day, we sat at a restaurant with short ceilings and bustling heads of black hair racing in and out. I sat across from my Taiwanese counterpart. When the lunch came out, he pointed to the platter in front of him that held an entire fish—tail, skin, and eyeball. He said, "Hilary-san, you must eat the eyeball. It is best for woman's skin."

I smiled, took my spoon and scooped the eyeball out, threw my head back, dropped the eyeball down my throat and swallowed it whole.

See, two years earlier, I had been faced with this dare while studying abroad in Japan. However, because I was able to step out of my comfort zone in Japan, when the dare arose with my manager, it wasn't even a dare anymore and I could start to reap the benefits without the risk.

When Your Intuition Dares You, Accept It.

The universe is constantly daring us. Opportunities are all around us if we'd just stop to listen and see it. Intuition provides a raw impetus to move, grow, and evolve. We mature our intuitiveness by giving attention to it and practicing it, so that it becomes a mindset.

Dare yourself to be silly/stupid/foolish/naïve with more insignificant things so that when it is more meaningful, you are prepared.

No one tells you the path to success. The key is how you train yourself to navigate it so that you may create your own moments in time.

I dare you now to let go of your expectations. When you finish this article, I dare you to listen, respond, and accept your intuition, real-time and more often. At least if you try, you might have better skin while doing it.

Go on now. Discover. I dare you.



Hilary is a National Speaker, Author, and former Kaizen Leader for Toyota in Singapore. She is currently sponsored by Toyota to drive a 2012 Plug-in Prius on her 2011-2012 book tour. She has been featured in ForbesWoman, ExpatWomen, Pearson's 2011 Business Communication textbook, and has spoken at TedxYouth Columbus. Hilary has worked in six Asian countries, speaks conversational Japanese, and resides in Columbus, Ohio. Learn more at www.onewhiteface.com. Contact Hilary at hilary@onewhiteface.com

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Proud Moment

By Jason Hensel, MPI One+

IMEX America attendees started off the newest trade show for the meeting, incentive and event industry by becoming smarter. Held in mid-October at the Venetian, The Palazzo and Sands Expo in Las Vegas, Smart Monday offered a full day of professional education for all show attendees and suppliers, something not offered at IMEX in Frankfurt, Germany.

MPI's MeetDifferent Day of Education and Innovation was Smart Monday's signature educational experience. Designed and delivered by MPI, it connected attendees to insightful ideas presented in the bold, MeetDifferent style with thought-provoking topics offered by dynamic experts in innovative formats.

"Having packed-out sessions at our own education conference is one thing," MPI President and CEO Bruce MacMillan said before Wednesday morning's keynote session. "Having packed-out sessions at a trade show is unheard of. That's the big difference. MPI and IMEX America have changed the value proposition here in Vegas this week."

Keynote addresses covered change management, creating a culture of authenticity and turning paradigms on their heads, and a full slate of knowledge sessions delved into topics such as virtual/hybrid events, trends in CSR, the buy/sell relationship and the essentials of negotiation.

Daily morning keynotes were part of MPI's provided education. For example, speaker Robin Sieger gave an uplifting talk on the first day to a full room. In his session, "Creating a Success Culture," Sieger challenged audience members to ask themselves, "What is success?" His answer: achieving your goals.

"You should define what you want to achieve," he said. "And create a strategy you're willing to change on a day-to-day basis."

Sieger pressed the point that you never forget how someone makes you feel, and it's that reason why customers come back and employees stay.

"Leadership isn't telling your employees what to do," he said. "It's taking them on the journey with you." In the end, Sieger reminded the audience that they are in the "moments" business and to find a way to celebrate success each day.

MPI's part in Smart Monday was definitely a success for everyone involved, and it's a prime example of what makes IMEX America special.

"I can come to IMEX America and see everyone that I need to," said Renea Anderson, meeting planner advocate for MeetingMatrix International. "I also really liked MPI's Smart Monday program and their partnership with IMEX."

Having a whole day before the show to concentrate on education was great. Once I hit the show floor, it's all business so getting my education beforehand was very valuable."

Smart Monday: it's the gift that keeps on giving. **One+**



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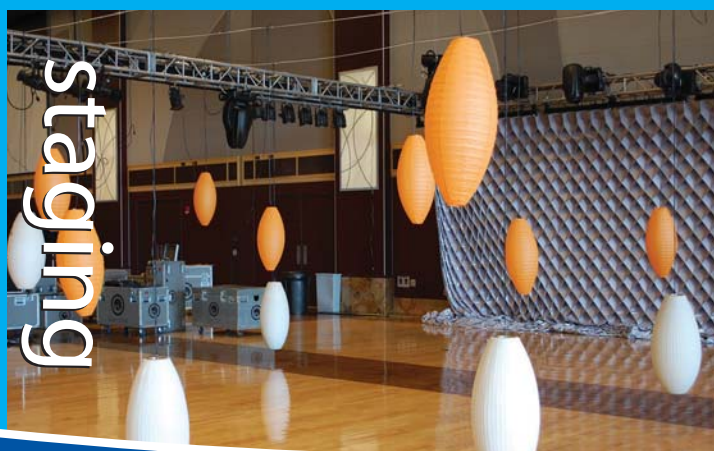
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