



OHIO CHAPTER

define

THE OFFICIAL NEWSLETTER OF MEETING PROFESSIONALS INTERNATIONAL OHIO CHAPTER

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**Engage - Empower - Excel****2012 MPI MidAmerica Educational Conference**
March 18th - 20th 2012 Kalahari Resort, Sandusky Ohio

Each year, meeting and event professionals from around the Midwest come together to network, educate themselves and to enhance their professional success. Join your peers this year in Sandusky, Ohio for the MPI MidAmerica Educational Conference!

Leave the event with a wealth of knowledge provided by speakers including MPI International Chairman Sebastien Tondeur, communication specialist Connie Dieken, management expert Dr. Todd Dewett and special events guru Michael Cerbelli.

For more information visit www.MpiMidAmerica.com



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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: Barb Burgie



Mid-Year Excitement

We recently met for the Ohio Chapter's MPI board retreat. Thanks to the Hyatt Place, the Buckeye Hall of Fame Grille, Sparkspace and Fusion Catering for helping to coordinate fantastic food to go along with our fantastic board planning.

It's an exciting year for the Ohio Chapter. Our membership is slowly growing and we are seeing a great impact in our efforts to communicate with our members. We were lucky enough to have a representative from MPI Headquarters, Dana Perrino, in attendance and we were thrilled to learn that we are in the top 20 chapters of all of MPI. We have over 100 volunteers working right now and MPI headquarters is very impressed with all that we are doing.

Your board took that information and focused on how we can continue to improve and make our chapter better and as President it was amazing to witness the passion from the board. I wanted to share some of the exciting plans we have between now and the end of the year so you can plan accordingly and join in the fun and education in store.

1. We have launched our new MPI Ohio website and are constantly updating the calendar with all the networking and educational events possible; please be sure to check it out regularly because we will update each week with new information and new webinars, job opportunities and activities across the state
2. We will continue our normal chapter meetings across the state every third Wednesday of the month; our next being in Cincinnati on February 15th
3. We will host the 2012 MPI MidAmerica Conference March 18-20th at Kalahari (registration is open at www.mpimidamerica.com)
4. We will be hosting a special round table event for planners to gain insights on programming, networking and what they are learning in their field and need from us and our suppliers to support them in their jobs.
5. We will be hosting our annual member appreciation event (April 18th) and recognition awards (June 20th)
6. We are continuing to grow our scholarship programs to help members get additional training, continue their membership and be involved in our chapter.

We look forward to your thoughts, suggestions, involvement and help as we continue to accomplish great things. Please email, call or text us and let us know how we can best help you, our member, grow within the chapter.

PLEASE NOTE THAT THE WEEK OF MARCH 5TH; MPI HEADQUARTERS WILL BE SENDING OUT A SURVEY FOR YOU TO COMPLETE AND WE ASK THAT YOU TAKE THE TIME AND FILL OUT THE SURVEY.

Kudos for Your Support!

By: Luann Ulrich

The 24th Annual Education & Scholarship Auction **Jungle Safari 2011** was a success thanks in no small part due to the support of our members, family & friends!

Thanks to your generosity MPIOH was able to donate over \$900 to American Society for Prevention of Cruelty to Animals and over \$8,000 to support the chapter's education programs and scholarships.

The Buckeye Ballroom of Embassy Suites Hotel Columbus was alive with safari inspired linens from Connie Duglin Linen, awesome hors d'oeuvres & desserts from the hotel's catering staff and tunes provided by Amy & Julie from Weddings Remembered/ Queen City DJ's. There were even several "jungle animals" keeping an eye on things as guests bid on over 100 silent auction items and took chances on 20 raffle prizes. Everything was pretty leisurely until the frenzy of final bids as each section was closed and we got to see what we won.



The auction would not have been a success without the efforts of an awesome committee so special thanks go out to Cheryl Boyd (21c Museum Hotel), Jennifer Carskadon (Cincinnati Zoo & Botanical Garden), Ann Daugherty (The Fawcett Event Center – The Ohio State University), Dawn Hodges (Nationwide Insurance), Nicole Iovine (Bath & Body Works), Erin Jones (State Farm Mutual Automobile Insurance Company), and our own Chapter Administrator Lauren Estness - whom without so much of what we did would not have been possible.

Save the date now for next year because it will be our 25th and plans are already underway to make it special! Location to be announced but we are planning another evening of fun Wednesday, November 14th (2012).

The Meeting Toll Road

By: Dave Phillips

There are many "tolls" to be paid on the road to a successful large meeting, conference, or convention. The meeting planner must navigate through numerous toll booths to secure the venue, food and beverage, hotel rooms, transportation, and audio visual support; to name a few.

This article focuses on the AV related "tolls". All planners need to understand that they can use ANY AV provider they choose. If an outside provider is used, the venue may add an extra charge to your bill. An "event coordination" is charged by some venues for using an outside AV company. This toll is for the coordination of equipment load in/out and to repair any damages to the property caused by the outside AV provider. When negotiating your contract with any venue, be aware of this toll may be in the contract. You may be able to reduce or eliminate it during contract negotiation if you ask, "How do we make this go away?"

Another common toll is the "patch fee" for room audio. In essence; you are paying the venue a fee for connecting to and using their house sound system. Rates vary from \$50.00 to \$125.00 per day, per room. Again, when negotiating your contract with any venue, be aware of this toll. It can be reduced or eliminated during contract negotiation if you ask, "How do we make this go away?"

A less common toll is the "loss damage waiver". Some in-house AV providers add a fee, usually a percentage, for equipment you rent from them for your event. You are buying "insurance" against loss and/or damage to their equipment. Once again, it can be reduced or eliminated during contract negotiation if you ask.

As a meeting planner, you do have some leverage when negotiating the tolls for audio visual support. If you are at a hotel property, your biggest bargaining chip is the number of rooms you are booking. If you're filling their hotel, they tend to be very agreeable to reducing or eliminating certain tolls. Being a long-time client can also work in your favor.

Just be aware of all the AV "tolls". Negotiating them can help reduce your overall meeting expenses.

Happy motoring on the Meeting Toll Road!

Green A/V

Transforming Company and Services

By: Jeff Mulvihill

Platinum Video Systems strives for excellence and putting together memorable shows for our clients. In our industry, we must keep up with changes, ranging from technology in our equipment to delivering modern stage designs to meet the goals of our customers. Platinum has taken it one step further by transforming our company into an environmentally friendly audio/visual enterprise. These changes not only help out Mother Nature but also benefit our clients.

Our CEO and president Steve Steele had the environment in mind when he built his new office and warehouse in Amelia, Ohio in 2000. He started by building the warehouse with skylights so there would be no need for dozens of florescent lights. We schedule all our trucks to be loaded and the equipment maintenance during daytime hours for maximum sunlight. If there is need for lighting at night the building is fully equipped with solar panels with batteries that store energy.

In 2011, our office at Platinum was converted from a LP gas heating and cooling system to a geothermal HVAC system. Geothermal systems use a heat pump which extracts heat from deep in the ground and brings a constant ground temperature into the HVAC system. Geothermal system is a large investment initially, but the benefits for the company and the environment, outweigh the initial investment. There is also significant tax incentives for these systems.

The overall look of the show is very important, but so is the actual equipment. That's why we have converted from conventional lighting to LED lighting. There are many benefits not only for us, but to our customers for using LED lights. They are energy efficient and reduce general production costs. They help prevent burns and fire hazards. And LED's run on little power and produce minimal heat. They require minimal service and last much longer thus they do not have to be recycled as often. LED lighting has revolutionized the look of corporate theater for Platinum and our clients.

Logistics is a large part of every job for Platinum, and with growing corporate touring schedules we must plan the most efficient routes, with all vehicles now having

GPS on board. Traveling to various cities across North America monthly is not unheard of anymore, so we have made changes to lower our carbon footprint as we travel the

country. The first change made was to go from a tractor trailer unit for our long hauls to a custom long haul box truck equipped with a sleeper. By

making these changes we went from 6 mpg to 9 mpg which is a 50% efficiency improvement. We also found by renting local equipment and not transporting it from our office cut down on our fuel costs.

Most members of our staff are CDL (commercial driving license) certified and using two drivers we have decreased travel times between shows and lowered the amount of air travel we use as a company. In the future, Platinum is thinking about upgrading our trucks to biodiesel or hybrids. Large companies in the US have started using hybrid trucks made by Peterbuilt and International and this has made their fleet 25% more efficient. With fuel prices on the rise, lowering our costs with this change can be then passed on to our clients.

Platinum Video Systems goal is to provide environmentally friendly audio visual services to our clients. By using more current technology and upgrading to energy efficient equipment, and optimizing natural resources we will bring a better look and sound to our shows. If you have any questions or comments please email us at platinumvideoav@gmail.com or visit our website at www.platinumvideo.com.



What NOT Having a Business Card Says About You

By: De-de Mulligan, CMP, CMM

This week I attended 3 networking functions, with 30 to 50 people at each function. I was amazed at the number of people I met who didn't have business cards. So, I want to tell you (in my opinion), what that says about you, the idiots that didn't have them.

1. You are unprepared. You made up your mind to come to a business networking function and you even paid to be there. Instead of bringing 50-60 cards, you only brought 10. What that says to me is either you have more business than you can handle or you just don't think things through. Sorry, but I am not going to remember your name or your business 10 minutes after I leave the place.

2. You are unprofessional. More times than I care to say, someone will say "Let me write my info on the back of your card." So being polite, I let them do so. Now, let's think about what just happened: a) they wasted one of MY business cards and b) I think they are an idiot for coming to business networking event without business cards!

3. You aren't serious about your profession. I know there are many start-up entrepreneurs out there who also have another full-time job. They come to networking functions to try and kick-start their business, but they haven't invested the \$50 or so in getting business cards. What the hell? Don't even give me a business card with your day job on it, unless you are promoting your day job. Again, I won't remember what you do after I leave.

4. You really don't want my business. We had a lot of hail damage in the area a few months ago. A man knocked on my door today asking if he could look around my house and possibly give me a quote. I said sure he could look around, but when I asked him for a business card, he said "I don't have any with me because I am driving my wife's car." HUH? You knocked on my door and you don't have any

business cards? He asked if he could write his information on post-it note and of course being a sucker, I let him. Then he left and I threw his information away.

So here's my message. I don't care if you are a carpenter, CEO, entrepreneur, or janitor. If you want business, you need BUSINESS CARDS. And you need to have them with you always. So, put some in your wallet, purse, tennis bag, golf bag, glove compartment of you and your wife's car. Just like American Express says, "Don't leave home without them."



Facilities to Put On Your Bucket List

By Alec Windle



Cassa Hotel & Residences New York, New York

This beautiful hotel and residence facility is located in the heart of downtown Manhattan. The design is contemporary in design, and really feels like an “urban sanctuary away from the bustle of Times Square.” Every room in the facility is completely

sound proof, and feature amenities that create a relaxing experience for guests. Each guest room is completely sound proof, comfortably furnished with leather seating, Frette Linens and plush bath robes. This facility would be a great hideaway for people immersed in the Time Square mayhem. Within walking distance of world famous entertainment, guests can catch dinner at a variety of five star restaurants and a Broadway show with ease. The location along with the modern spin of the design really puts you in the New York state of mind.

Malibu Beach Resort Malibu, California

The serenity and views of the Malibu Beach Resort are revered around the world, and attract celebrities along with average Joes. The facility is referred to as “the jewel of California’s most famous seaside community, a tranquil, immaculate oceanfront refuge.” The ocean front views along with the array of award winning art work, this hotel helps to make you one with the ocean. With seven ocean front suites and direct access to the private beach, the feel of this hotel really puts you in a relaxed state of mind. In addition, there onsite restaurant is quaint and is footsteps from the water. With a small event space, this is not the place for your annual convention, but for a west coast retreat, this facility is really one to remember.



Walt Disney World Resorts Orlando, FL

For many people around the world, Walt Disney World in Orlando Florida is a family vacation spot,



where both mom and dad can have as much fun as the kids! This is not just one facility, but a city of constant hospitality. Although this makes for a great family destination, Disney’s ability to throw incredible events is one to see. Many MPI members were able to see the magic that Disney creates at EPCOT for the World Education

Congress opening ceremony. The imagination and creativity that spawned the Disney Empire is very much so translated into the events that they produce on the grounds every day.



The Ahwahnee Hotel Yosemite National Park, CA

The picturesque surroundings of this hotel has been revered for hundreds of years. The Ahwahnee Hotel is located in Yosemite National Park, one of Americas oldest National Parks. Engulfed in the astounding Sierra Nevada Mountains, the facility “was specifically designed to highlight its

natural surroundings, featuring Yosemite Falls, Half Dome and Glacier Point.” This Ahwahanne was awarded the distinctive AAA Four-Diamond Hotel, and are perfecting their craft as they are currently undergoing a large renovation and are closed to the public until this November. Yosemite National Park is revered for its beautiful views and its ability to send you back in time when the park was first discovered, as the natural wonders have been intensely restored. If you plan to go during the winter months, be prepared to bring chains for your tires, as the Sierra Nevada Mountains are known for their large snow fall numbers. You will be hard pressed to find a more scenic mountain views and humbling environment than Yosemite, one that will leave you refreshed and refocused following your stay.

The Hotel Yountville Napa, CA

Napa California has long been revered for its picturesque views and astounding landscapes, as well as their array of award winning wineries. This facility is located in the heart of Napa valley, in the beautiful town

Facilities to Put On Your Bucket List, continued



of Yountville, located only one hour north of San Francisco. This brand new facility which opened in 2011 has been named one of the hot 100 hotels and restaurants in the world by Conde Nast Traveler Magazine. "Surrounded

by miles of vineyards and breathtaking scenery, as well as the most brilliant stars in the wine and food universe, there is little doubt that your stay at Hotel Yountville will exceed your expectations in every way." The facility has created an atmosphere that takes the best of Tuscany and Napa Valley, which combines to be one of the more romantic destinations in the country. With over 4,400 sq. ft. of event space both indoors and out, and top of the line meeting technology, the Hotel Yountville will exceed the expectations of your guests, and leave them with memories that will last a lifetime.

The Concrete Loft Los Angeles, CA

This simplistic facility is all about one thing, the view! This 6,000 sq. ft. L-Shaped event space features 11 foot floor



to ceiling glass windows with an amazing view of downtown Los Angeles. The space includes a food prep area as well as another unit for staging, prep and storage. This facility used a great deal for photo shoots, but also makes a great meeting or event space that allows you to work with a perfect blank canvas, with the skyline view as entertainment.

Alec Windle is the Director of Sales & Marketing for Grand Oaks Event & Business Center and Editor of MPI Define Magazine.

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MPI MidAmerica 2012 Preview

By Alec Windle

One of my favorite weekends of the year is the annual MPI MidAmerica Educational Conference. Having been involved with the conference for the past few years, the build up to the conference begins in the summer, and always concludes with a well-run event, featuring some of the most influential speakers in the meetings & events industry. This year's event is no exception, with an onslaught of educational and networking sessions set in the unique Kalahari Resort in Sandusky, Ohio. With the facility's recent expansion, Kalahari is excited to showcase their incredible convention space. The planning committee has been hard at work, rounding up a collection of experts in their field to try and make a difference in your professional careers. With so many awesome speakers, please be sure to check out the full listing in the Conference Agenda, which you can find on www.mpimidamerica.com. Here are some things to look for in March!

Each year the committee includes some sort of pre-conference activity to get things started, and this year is certain to be one tour that you will not want to miss. The experience will begin at the Culinary Vegetable Institute, where international chefs use their creative skills and techniques with fresh vegetables and herbs. Then it's on to a tour of local wineries where participants will be able to see the craftsmanship first hand. With picturesque scenery, be sure to bring your camera!



The education includes a long list of awesome content, with a wide range of topics, so there is always a session you find interesting. One of the staples of MidAmerica recently is emcee, **Jon Petz**. The multi-talented keynote and personality who does great things for not only the business community, but as founder of Miracles & Magic, Jon

and his colleagues have raised a great deal of funds for children with life threatening illnesses, as well as giving them a magic show they will never forget. Get ready for a great time!

Following my experience at July's WPI World Education Congress in Orlando, I am excited to hear from MPI International Chairman of the Board **Sebastien Tondeur**, whose extensive experience in the international meetings and events industry is such a great asset to MPI. Getting insight from great minds abroad can help us to realize that many of the problems we face in the United States are the same as those



across both ponds. Another exciting aspect of the opening session is the inclusion of communication specialist **Connie Dieken**, whose work as a television anchorwoman and reporter has enabled her to help other individuals to "Become a Person of

Influence" in their careers. Ms. Dieken is also featured in a morning breakout with her session, "Your Audience Has Changed, You Must, Too: A Brand New

Approach to Presentations That Engage"



To close out a great opening session is one of my favorite speakers, Management Professor at Wright State University, **Dr. Todd Dewett** and his infamous "Devil Duck". If you are not familiar with Dr. Dewett, you



are in for treat. His outlook on culture in the workplace is refreshing to hear, and just sounds like common sense, but his spin on its effect in the workplace will leave you contemplating his theories for days. Dr. Dewett also has a breakout session on "Rockstar Leadership" if you become an instant fan like I have.

Are you ready for an exciting luncheon? You better be, as this "high energy, high impact, multi-media interactive keynote will Drive Focus, and help you Align your Team and Improve Execution!" The Corps Group features one of the first women United States Navy

MPI MidAmerica 2012 Preview, continued

fighter pilots, Carey “Vixen” Lohrenz as well as Kyle “Cruiser” Howlin who himself was a former fighter pilot. This session is certain to leave you energized for the afternoon breakouts! See www.mpimidamerica.com for these great sessions.

Tuesday’s Morning continues with great sessions, including comedian **Greg Hahn** with “BETTER THAN COFFEE”. Greg has parlayed his “absurdly energetic, all out style of physical humor, one liners and crowd work, into an act with no waiting for the funny, just immediate pandemonium and panic.” This should be a good wake



up from what is set to be an awesome Monday reception. Mr. Hahn is followed by **Robin Crow**, author of Evolve or Die: Seven Steps to Rethink the Way you Do Business. Mr. Crow’s entrepreneurial spirit and experience will give you insight on how to morph with the ever changing environment to keep on the cutting edge of business.

The closing luncheon keynote is returning for his second time at MPI MidAmerica, for his well known, **Michael Cerbelli’s** Hot Event & Entertainment Ideas: 2012 (TM). With 30+ years of special event knowledge under his belt, Mr. Cerbelli has made a name for himself by producing immaculate events, and helping to set industry standards with his speaking engagements around the



world. His creativity and first-hand experience with thousands of vendors enables him to run through countless ideas and trends being used in events throughout the industry.

This session will leave you chatting about clips all the way home.

Please feel free to check out the conference website at www.mpimidamerica.com to register and for the full listing of our educational and networking sessions! We look forward to seeing you in March!



Dublin, Ohio's Experiences Give 'Irish Attitude' to Meetings

By: Allison Potter

"Céad míle fáilte."



One hundred thousand welcomes. That's how Anne Glein, owner of Ha'Penny Bridge Imports of Ireland in Dublin, Ohio, welcomes group visitors in Gaelic to her store.

"Our goal is for customers to feel like they are stepping into Ireland," said Glein. "We think of our store as bridging the gap by offering authentic Irish goods."

Ha'Penny Bridge Imports is just one Irish-inspired treasure you'll find in Dublin, just outside of Columbus.

According to Allison Potter, Sales & Marketing Manager of the Dublin Convention & Visitors Bureau, "The whole city has embraced this Irish theme and we continue to build upon it. Our Irish Experiences also bring out the 'Irish Attitude' in visitors and our local partner attractions."

The Dublin CVB offers 22 'Irish Experiences' including Irish dance demonstrations, Gaelic language lessons, and the popular Four-Leaf Clover Scavenger Hunt in which groups can go on a guided tour through Historic Dublin, stopping at Ha'Penny Bridge Imports and other unique shops for Irish treats and trivia.



Building on the popularity of the Irish culture, Dublin hotels have given Irish names to their

restaurants and conference rooms. Several of the city's 14 hotels have changed their décor for an Irish feel and even their logos to include shamrocks. The Holiday Inn Express offers wake-up calls with a brogue, which is just one example of extraordinary service.



"We were so impressed by our experience in Dublin that we have already signed a contract to return to the Embassy Suites Dublin in 2012," said Martha Mattson, Conference Coordinator for the Ohio Job & Family Services Directors Association. "Our attendees had such a great time, and made sure they conveyed that to us frequently! It was so great to have that type of result. We make a concerted effort to not hold this event in the same area, or even in the vicinity, the following year. We broke our own rule, and are thrilled to be returning to Dublin."

Besides from hosting over 2,000 hotel rooms, Dublin's hotels are the closest accommodations to the #1 Zoo in America, The Columbus Zoo and Aquarium. Under the guidance of Jack Hanna, America's most beloved animal expert, the quality of the Zoo continued to elevate and so did its offerings. The Columbus Zoo has expanded to include a water park, golf resort, amusement park and event services.

"There is something for everyone and all ages," said Sally Stauffer, Event Coordinator for The



Dublin, Ohio's Experiences Give 'Irish Attitude' to Meetings, continued

United States Trotting Association. "The Columbus Zoo and Aquarium staff is extremely professional and Jack Hanna was very gracious to stop at our event this year. He even signed one little guy's cast on his broken arm!"



Planners can also treat their attendees to a VIP outing at the Columbus Zoo. The Dublin CVB created the Polar Paradise Experience where groups can enjoy a guided walking tour of

the newest exhibit, Polar Frontier, and savor a cool treat before departing.

Getting to Dublin is also easy for attendees. Centrally located in the Heartland and a mere 20 miles from the Columbus International Airport, makes it a short drive or flight for many. Dublin is 500 miles within 50% of the U.S. population.

"Combine free parking and affordable hotel rates and you can reduce big city costs," said Potter. "The added benefit is the vibrant culture of our upscale City and packing an 'Irish Attitude' punch or VIP experience into your meeting."

Follow Dublin's stacked stone walls to unique event sites, rolling golf courses, and Irish hospitality. Discover a world of all-things-Irish with an array of custom Irish Experiences to make your event completely unforgettable.

Social Media Update



Now that Facebook is switching to pages, we need more likes!! To catch up to date news on the chapter, be sure to connect with us!



Twitter Updates

We now have 1,214 Twitter followers up nearly 10%. Hooray, we broke 1,000!! Keep tweeting!!



Be sure to join our MPIOH group and connect with your peers as well!

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Mark Your Calendar!

February 15, 2012

MPIOH Chapter Luncheon Meeting
“Meetings Deliver:
The Business Value of Meetings and Events”
Roger Rickard, Revent LLC
Sharonville Convention Center
Cincinnati, Ohio

February 28, 2012

REACH Meeting
Crowne Plaza Dayton
Dayton, OH

March 18th – 20th, 2012

MPI MidAmerica Conference
Kalahari Resort
Sandusky, OH

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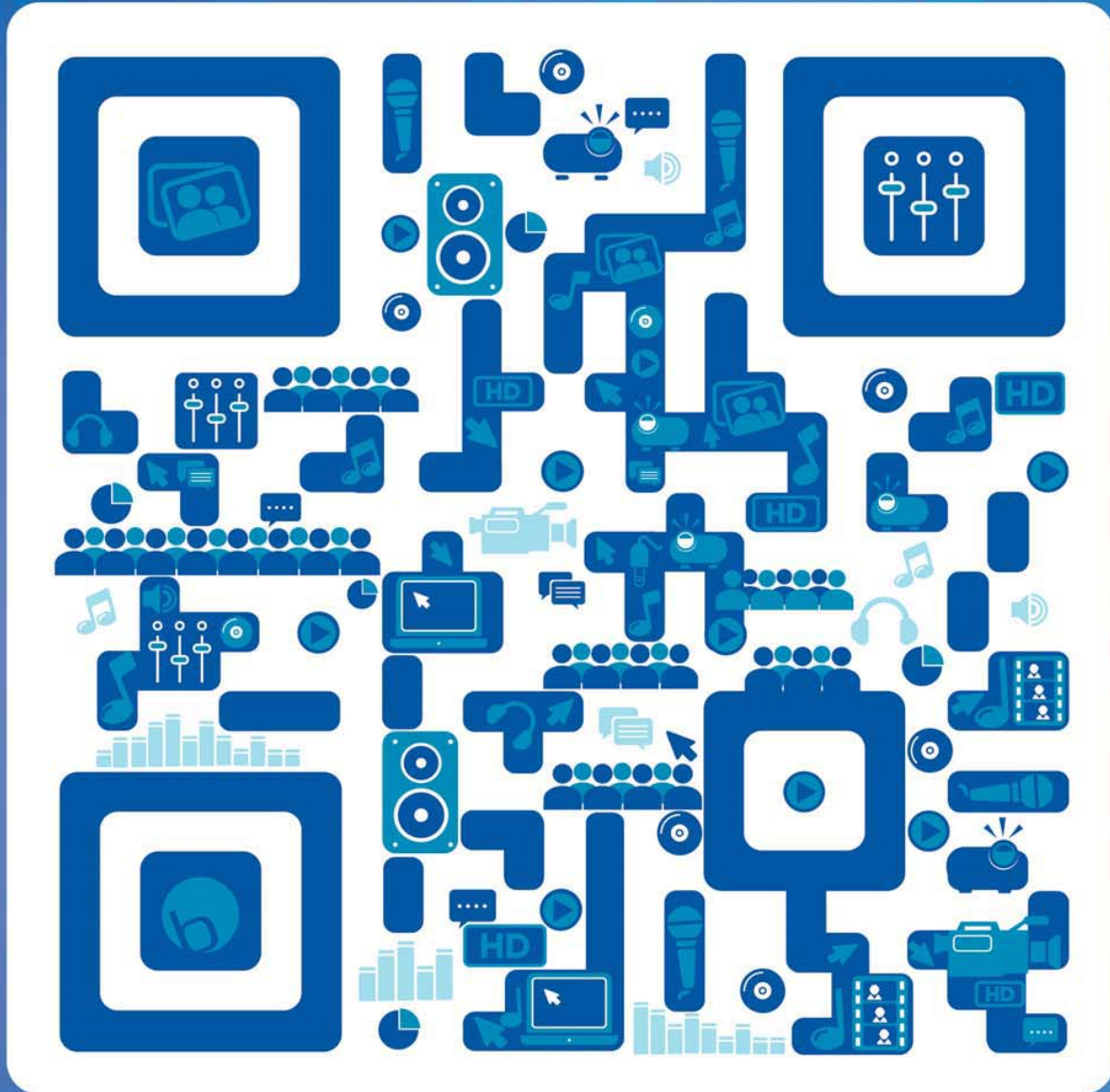
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Any meeting that is booked for at least \$10,000 or any catering event with a minimum of \$15,000 will receive a free iPad. Meeting or event must be held before January 1, 2013.
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