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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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The Official Newsletter of MPI Ohio Chapter

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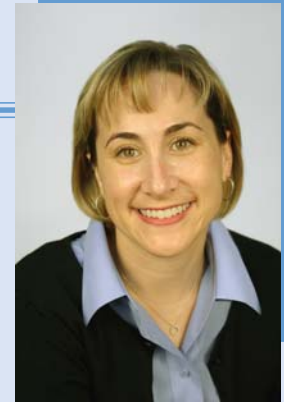
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President's Column

By: Barb Burgie



One Quarter Down and Three to Go!

Many of you may not realize but I am a huge college football fan; a graduate of Penn State and a true Nittany Lion. I love football for so many different reasons but mostly because it is fun to watch and I enjoy seeing a team grow throughout the year.

This year for us avid Penn State and Ohio State fans is going to be a tough one. I have a feeling games are going to go to the last minute and outcomes are not always as we would have them. As I traveled home after our Chapter Leadership training in Dallas this past weekend; I thought about how I have just ended my first quarter as MPI president. It went fast and there were a lot of lessons learned but I am excited to see how we are going to grow and all we are going to accomplish in the next three quarters.

I also realized the most important aspect to success is your involvement and support. MPI is getting ready to launch a "MY MPI" program where they work with members to share their stories. I too want to hear your story, to see your face at an upcoming meeting and to know you are there as support. If we are succeeding please cheer us on and if we fumble know that our goal is always to play good defense and get our offense back on the field making touchdowns!

I am truly excited about our upcoming events and invite you to mark your calendars and join us as we head into the second quarter.

Mark your calendars:

November 16th is our silent auction at the Embassy Suites Corporate Exchange
December 14th PEI: an in-depth professional education institute at Pinnacle Golf Club

Time saving tip of the month:

If you love to read but find you can't keep up. Use Google Reader to subscribe to blogs, newspapers and rss feeds. You can categorize your subscriptions by topic and search hundreds of thousands of great resources to learn. Then you can go in at your convenience and read when you have the chance.

My top three feeds:

Mashable
Harvard Business Review
AdAge

Not another suit drive: Innovative CSR solutions to add a charity event to your conference

By: Holly Duckworth, CMP, CAE

As meeting professionals you create events that literally change the world. A sales conference may connect a doctor to the latest technology in life saving care. A convention may teach a builder or accountant innovative solutions to build the next green building or financial practice.

As a community builder you also have the responsibility to give back. Our more socially aware consumer base desires doing business with those organizations that do good work in the world. Meeting participants enjoy getting to know others in ways outside of listening to speakers and watching PowerPoint fly by. What can you do to accommodate this?

Take time to get to know your attendee outside the conference. What charities are they involved in. Crowd source solutions and get ideas of what they want to participate in. Ask a local for key connections. There are 12 main areas of philanthropic activities you could consider – animals, environment, civil rights, education, health, arts, youth, politics, poverty, religion, food, justice. As you refine this determine where your event participants are passionate and align with an organization that does this.

Here are a few suggestions:

If you have half a day - go paint a house with Habitat for Humanity or serve meals at a shelter, partner with SMART (Start Making A Reader Today) and read books in a local school. Set up a rally for a cause you want to draw attention to.

Your schedule only allows for an hour or two:

Consider ideas you could bring onsite to the conference from puppy cuddling to art creation that can be donated to a hospital. Packing care packs for military personnel.

Don't have time in your schedule? Could you host an early morning run or walk. If people are feeling motivated, add in a garbage pickup. Add things to the day before or the day after your event. Perhaps add a charity element to an awards banquet or closing night party. Remember small things do add up. Even asking your registrants to donate the change in their wallets can make a difference.

At the September meeting you were also introduced to Clean The World. Have you ever wondered where that

remaining soap goes when you leave it in the hotel? Work with www.cleantheworld.org to have it sanitized and donated to global organizations.

Have you considered micro volunteering? Check out www.snapped.com where your participants can register their expertise and be matched with a charity that needs help. Pull technology in the mix. What about a tweet up where every participant donated to a charity. This way event participant can volunteer on their terms while on site at the conference.

The need is greater now than ever and the creative solutions of ways you as meeting professionals can help have never been so simple. For more on the future of leadership and volunteering visit www.hollyduckworth.com

Presented by: *Holly Duckworth, CAE, CMP Holly is an association and meeting industry thought leader. She is a leadership consultant and speaker to the meetings/ events and travel industry. Holly teaches and facilitates at meetings on effective board leadership and volunteerism. Her web page is www.leadsolintl.com Follow her on Twitter @hduckworth*

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September Chapter Meeting, Great Education & Attendance!

By: Alec Windle

The September chapter meeting was hosted by the beautiful Smith & Wollensky Stake House in Easton Town Center. The morning board meeting was held in the "Chef's Room", which in line with its name was located so that people are able to watch the chef at work. For group outing and meetings this is a great way to really feel involved with the kitchen experience. The chapter meeting and presentation was held in the main event space, which features a full bar and great rustic décor. The meeting had a good attendance, many of which arrived early for the networking session.

that you should select a partner that represents a similar vision as your organization. She also stated that you should choose event ideas that really get people fired up to want to get involved. When employees have a passion about a specific charity or cause they are much more apt to give themselves and their time towards that cause. Something that really hit home with her presentation is how to use your younger generation employees to get these volunteer events off the ground and how this is a great way to give them a good learning experience. She also stated that the younger generation



Our presenter for the afternoon was Holly Duckworth, CMP, CAE who has served as the facilitator for the past two, MPI Ohio yearly board retreats, and has really done a great job organizing the efforts of our chapter leaders, and has also brought a number of fantastic ideas from her experience with various associations. Ms. Duckworth has a passion for volunteerism and the importance of growing your organizations philanthropic efforts through the use of volunteers. To give attendees insight into the growth of this trend she informed the audience that over 85% of large companies that have implemented a volunteer program have happier employees. She feels that a CSR or volunteer programs are so important to the growth and longevity of a business.

One of the more notable ideas that she stated in her presentation was to select a community partner to help you along with more philanthropic events. She spoke



has grown up with more volunteerism as it is a requirement from their grade school all the way up through college in order to get experience.

Thank you to all those that attended the chapter meeting this month, we look forward to seeing you at November's Silent Auction!

Pass the Pad

By: Jon Petz

Have you ever hosted a meeting in which attendees just stroll through the door like it's a lazy summer's day? Guess what? When it's allowed to start that way, any meeting will probably suck.

The number of meetings that start late across all industries and organizations could amount to an epidemic. But there's an SRD (and a fun one) to cure this stroll-in-late-to-the-meeting disease. What's an SRD? A Suckification™ Reduction Device that stares chronic meeting problems in the face with creative alternatives.

This SRD is designed to reward everyone who shows up on time and give the latecomers a meaningful task. To call out those who don't show up for the meeting ready for action, use this SRD called Pass the Pad. Here's the idea: The last person to come through the meeting door is given the official notepad for taking the meeting minutes or notes. Know when it gets fun? When the notepad gets passed to the newest latecomer as the meeting goes along. That's right, the pad for taking minutes changes hands as each straggler walks in.

What happens next? The person currently stuck with the pad breathes a huge sigh of relief—aaaah—and the one who just walked in has to accept it. Inevitably, he or she asks, "What did I miss?" The answer is, "Well, it's right in front of you. Just read what's been written. And guess what? You're the one who gets to keep the notes going."

Now, of course, the note taker has to distribute the notes from the meeting in an agreed-upon way—via shared folder, Wiki page, Facebook page, intranet—something that's standardized for all meetings and consistent with the organization's objectives or HR initiatives. (Trust me, if you don't have this figured out beforehand, the posting won't happen and outcomes will get lost.) Sure, other people may take their own notes and that's fine. But the official minutes, key outcomes, and stated deliverables must get handled. It's an important role to be performed.



Timeline, Timeline, Timeline

By: Dee Wolfe

In an effort towards shared value we're going to provide insight into our favorite tried and true event planning tools in the weeks to come. First things first so we're sharing the value of a Master Event Timeline:

An effective event planning timeline serves as a blueprint for a successful event. It will serve as an excellent tool to keep all players focused and on track to ensure that all details are addressed and deadlines are met. A timeline is not a long to-do list, it's an outline of all of the tasks that must be completed in the order they need to be addressed to optimize the creativity and execution of a shared vision. It is most useful when created in collaboration with the Client, setting expectations for realistic dates.

It should be comprehensive, addressing the production and approval of each and every element involved in creating the event. I usually start at receipt of an RFP moving forward through the proposal process. Next I take a backwards view, looking at the event date and working backwards to day one of Pre-Event Production, following the awarding of the contract.

Working with the Client is critical to create a realistic document. For example, you'll need contracted availability times for the venue and knowledge of Executive schedules and upcoming initiatives to create a "timeline with teeth". Avoid unrealistic unattainable milestones that cannot be met. Revise the timeline accordingly and stay on track.

Working through a project timeline brings to the surface issues that may have eluded you until the last possible moment causing major problems otherwise. Think of the timeline as an Insurance policy, exposing the minute details specific to every event while allowing enough time to react in the most effective way.

We hope this tool insures a clear strategically linked message empowering your production to be the most successful ever!



Building Long Lasting Business Relationships

By: Alec Windle

In any line of work, regardless if you are an accountant sitting in a cubicle, or traveling salesmen, you will come into contact with people. Whether they are vendors, clients, or co-workers, building strong business relationships is an important aspect of being successful in any field. Building a business relationship does not happen in a single meeting or communication. A relationship can grow for months, even years before you could see a significant change in the fiscal outlook of the relationship. Although the monetary return is vital, the word of mouth marketing is a factor that you cannot replace. If you have a quality relationship, people are much more apt to refer your services to prospective clients. When customers receive memorable service they talk about it with peers, family, and friends. The same goes for a close relationship with a vendor or client; they feel as if you are more closely taking care of their needs as well. There are many interaction aspects that can make or break a connection, and it is of the utmost importance to handle your business relationships with care.

Many of the aspects to building strong business relationships are common sense, but are sometimes difficult to follow through with, such as being on time to appointments. If you say you are going to be somewhere at a particular time, be early. You look much more professional if you are there waiting on them to arrive instead of the other way around.

Face to face meetings are still important in building a strong relationship. In a world of email, text messaging, cell phones, and social networking sites, it is easy to do business with clients without ever seeing them in person. Face to face interactions with clients will give a personal feel to your conversation, where an email can seem distant. If travel is a problem, pick up the phone to just say "hello". Random acts of kindness have a way of coming back to you. Sending small gifts to clients or vendors is also a meaningful way of showing the recipient that you appreciate them for what they do for your business.

Remember to take interest in personal stories, and try to relate your own experiences back to theirs. Learn from each other, just as you would do with a friend. During these personal conversations keep a sense of humor,

but do so in a politically correct manner. By knowing things about each other's personal lives, this builds a level of trust and makes the client look at you as a person, other than just someone selling them a product.

Here are a few other things to keep in mind when building business relationships:

- Be responsive to your clients and vendors; follow up with them as soon as possible.
- Refer and introduce your client's services to others when you can. This will show that you care about the success of their business, not just your sale.
- Be flexible with long time clients during negotiations, if done correctly clients will give back to you tenfold for working with them during tough times.
- If you are having a bad day, do not deal with clients if there is a chance that you might relay those hostilities towards them. Reschedule a lunch, or email instead of calling.

Overall, just be yourself. If you are a caring and genuine person, the client will be able to read that. Do not try to be something that you're not, your clients and vendors will be able to pick that up easily. Above all, remember to never lose the humanistic side of sales, that personal connection can make all the difference.



A MUST HAVE for Your Effective Office Meetings

By: Jon Petz



You've got your agenda lined up and sent out. Congrats, you've done the right thing to prepare for the meeting you're hosting.

But have you asked yourself this two-part

question? First: "What do we intend to accomplish before walking *out* the door?" Second: "Do the people I invited know the answer to that question walking *in* the door?"

If doing this has escaped you, your meeting could very well suck. Why? Because your response to this two-part question will get at what most meetings lack—focus and results.

To gain that focus, use a key Suckification™ Reduction Device (SRD) that can get you the results you want. What is it? *Write a mission and outcome statement for your meeting. And not just one meeting—every meeting!*

In fact, writing mission and outcome statements should be done before ever setting your agenda. Every time you plan a meeting, repeat this like a mantra: "Why am I having this, and what result do I want everyone to walk out with?"

Instead of risking the chance people will mindlessly sit through yet another boring meeting, make sure your attendees have the meeting's stated mission and desired outcome beforehand. Then everyone can walk in focused on achieving the intended result—and walk out with a sense of accomplishment.

At the top of your written agenda—and the first thing out of your mouth at your meeting—you would state (for example):

Mission: Review proposal from voice over IP providers

Outcome: Walk out the door with the top two proposals selected and scheduled personal presentations from each.

Try it! You'll see that stating a Mission and Outcome will drive results—much more rewarding than having discussions that lead to the never-ending cycle of more meetings.

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Hospitality Industry Energy Saving Efforts

By: Alec Windle

The discussion of alternative sources of 'green' energy has been an avidly disputed issue for decades. Scientists, Politicians and Energy Companies around the world have varied opinions on the answer to solve the environmental turmoil that our current technology has placed on our planet. Although alternative forms of energy will take some time to implement into our daily lives, people around the world have realized that we cannot wait on changing our "destructible" living habits. Organizations such as the U.S Green Building Council have made substantial efforts to also inform companies on various ways to incorporate green incentives into their business models. Many hospitality industry facilities have embraced the environmentally friendly mind set and have made steps to decrease their carbon footprint one energy saving light bulb at a time.

One of the more environmentally conscious facilities in Ohio is the Savannah Center located in West Chester, just north of Cincinnati. The Savannah Center is a beautiful state of the art meeting and special event facility that specializes in Weddings and Corporate events. The facilities heating and cooling system is provided by Geo-thermal technology from the five acre lake on the side of the building. In addition, the buildings air filtering system exhausts stale air energy free. Fresh air is either heated or cooled by the air being exhausted. Kitchen exhausts are also temperature controlled; as heat goes up, so does the exhaust; as it cools down the exhaust fan is reduced. This method is 80% more efficient for reclaiming energy. All rooms are equipped with light switch sensors which automatically turn off without movement. The facility also uses as many florescent light bulbs as possible. After all of these efforts the facilities carbon footprint was decreased by over 60%. With many planners beginning to evaluate facilities

on their level of environmental commitment, facilities such as the Savannah Center are a step ahead when those questions are asked during a site selection.

The Oregon Convention Center in Portland is an internationally recognized facility for their green efforts with the entire building being built from only sustainable products. The Oregon Convention Center is the only event facility to receive a silver rating from the U.S Green Building Council. Soon this will become normalcy as our government continues to make efforts to regulating materials that are environmentally harmful.

As far as international hospitality corporations, Hilton Worldwide has made extensive efforts to decrease the carbon footprint of their operations. Through various efforts around the world in 2009 Hilton conserved enough energy to power 5,700 homes for a year. Hilton also saved enough energy to fill more than 650 Olympic size swimming pools. With all of their efforts, the decrease of their carbon footprint was the equivalent to taking 34,865 cars off the road all while saving the company \$29 million in utility expenses.

Although the idea behind pushing for environmentally friendly buildings is wonderful, there is no doubt that the

cost is a great deal more than normal building materials, which deters people and companies from going the extra mile for green building products. It will be difficult to see drastic changes in the overall spectrum of building going the green route until the cost for products and labor decrease to an affordable level for business. Hopefully, as our economy turns back in the positive direction we will begin to see more and more industry facilities make efforts to decrease their carbon footprint which has all of our best interests in mind.



IMEX America

The next great live event for MPI education is at IMEX America in Las Vegas, Oct. 10 – 13. IMEX America is slated to be the ideal setting for international meeting and event business in the U.S., providing contacts for business, networking and education. On the education front, Smart Monday (October 10) is shaping up to be an incredible value for attendees and is led by MPI's MeetDifferent Day of Education, which is free.

By design, MPI's session content developed for Smart Monday focuses dually on immediate benefits during the show and positive results from implementation upon return to the office. Attendees will have the time for analysis with subject matter experts and peers, gaining a deeper understanding of topics. The level of knowledge applies internationally and focuses on areas that include leadership, strategy, technology and sustainability practices.

The day begins with a welcome and from there professionals will delve into sessions, taking the time to confer and examine the knowledge with other attendees in the Learning Hallways and Idea XChange. Midday, attendees will be treated to a backstage tour of the Blue Man Group theatre, a hands-on opportunity to learn about the U.S. and international shows and speak with the performers and crew for one of the largest entertainment events in the world. The day ends with an exclusive welcome reception for planner attendees at the Venetian, sponsored by Tourism Toronto.

In addition to the day of industry education, MPI will deliver three keynote general sessions, one each morning pre-trade show, all of whom are renowned for being experts in their fields. Attendance at the keynote sessions is complementary and the speakers are:

- Robin Sieger, Scottish businessman and international best-selling author. Sieger's presentation will focus on taking change management into change activation.
- Dr. Brené Brown, educator and research professor. Brown will speak on creating a culture of authenticity and resilience.
- Peter Sheahan, best-selling author of Flip and other titles. Sheahan's session turns traditional business paradigms on their ear by looking at workforce trends.



MPI education, on Smart Monday and Keynote Speakers, qualifies for CEU credits for both planners and suppliers seeking to earn or maintain their CMP certification. Attending these offerings at IMEX America means new connections, advancement in your education and certification efforts and the opportunity to experience the advanced levels of content that MPI is producing for members and

the industry. All education session and keynote speaker details can be found on the MPI website, along with information about PURE Rendezvous, the IMEX America Night, Hosted Buyer program, press releases and blogs posts. You can also listen to a podcast interview between Theresa Davis (Director of Communications) and Diana Rogers (Director of Professional Development) about the design of Smart Monday.

New Member Spotlight

JJ Curtiss

It has been said that names can be deceiving. Take for instance one of MPI Ohio's newest members, JJ Curtiss. At first glance, you might associate a name like JJ with someone in the entertainment industry; perhaps a "stage name". Low and behold, turns out that it's even more interesting than that because it's so dog-gone simple. JJ Curtiss is a female and the JJ stands for Jennifer Jean, which only her mother calls her.

It turns out that JJ decided a long time ago to "rename" herself; mainly because she got tired of all the questions about her "names"; did she go by her first, or second, or both. The renaming was not to stop there; turns out it prepared JJ to enter a kind of entertainment industry; Media Production; albeit the behind the scenes part of the entertainment industry.

You could say that production work has been in JJ's blood for quite some time. It was during her senior year at OSU, while studying Communications that she fell in love with event production. Of course her career didn't happen over-night. After being born and raised in Detroit, JJ's family moved to Ohio just before high school. The day after she graduated from college JJ "skipped town" and lived in MA, IN, WDC, NJ and Columbus holding various project/production jobs at companies such as Buckeye Ranch and NetJets. Her journey came full circle this year when she rejoined Mills James Production. I say rejoin because JJ worked for Mills James in 2001, but left, just after 9/11.

Since resuming her career with Mills James, JJ has been involved in many regional and national events. The leadership at Mills James Production wanted to grow their meeting and events segment and charged JJ with finding the best industry group to join. JJ researched all industries and chose MPI, selecting Ohio as her home group.

Please be sure to say hello to JJ at any upcoming MPIOH functions. Who knows, we may someday have the pleasure of welcoming JJ's nieces, Danielle and Dakota into the fold.

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