

MEETING PROFESSIONALS INTERNATIONAL

DEFINE



THE OFFICIAL NEWSLETTER OF MEETING PROFESSIONALS INTERNATIONAL OHIO CHAPTER

JULY — SEPT 2021

A large, stylized graphic of a DNA double helix structure. The helix is rendered in a warm, orange-brown color with a glowing, ethereal effect. It is set against a background of binary code (0s and 1s) and various geometric shapes like squares and rectangles, some of which are highlighted with a glowing effect. The overall aesthetic is high-tech and futuristic.

Our Chapter DNA

- Who we are
- What we value
- How we grow

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Adriane Cesa &
Shannon Sprau

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President's Column

YOU + ME = US

I am full of mixed emotions as I sit down to write my last column as I transition out of the role of President. The last 12 months have taught me a lot about **YOU**, our Chapter members, and I have been blown away by your resolve, your tenacity, your commitment, and your overall love for our industry. Many of you took what was handed to you graciously and looked for what was next, all while still reaching out to colleagues to check in on them and help support their journey. **YOU** embodied what it truly means to be part of the MPI Ohio Family.



In observing the sense of community that was, and is, still present within our Chapter, it allowed **ME** to spend the last year serving you in a way I had not expected. It was not a term of solidified plans and growth nor a time of frivolity or excess. You all challenged **ME** to think about our path forward differently and continually re-evaluate how we honor our commitment to our members. Thank you for that, I have truly appreciated the experience.

And now it is time that I transition back into a support role within the Board of Directors, back into part of **US**. I look forward to helping to support our new leader, Adriane, and continuing to actively contribute to our MPI Ohio family.

Shannon Spau

I, too, am full of mixed emotions as I take on this new role as your President. I've been lucky to have wonderful examples to follow, but that's what makes this so daunting. One thing I know for sure though - **YOU** are why we do everything, and this knowledge will guide **ME** to know what's needed this year so that we can all get back to being **US!**

I do know we cannot wait to be back together. We've demonstrated through our monthly programs, Joint Industry Event, and Recognition Event that we can safely meet. To keep the fun going and help facilitate the fun, I've created a playlist for all of **US** on Spotify called MPIOH 2021/2022!

You may or may not know that I like my 90's/00's music and enjoy a good theme. Our goal with this playlist is to get you excited, and our overall theme is courtesy of the Backstreet Boys song **Larger than Life**. We'll be curating the playlist throughout the year, and I want to hear from **YOU!** What's your go-to hype song? Email me at adriane@redstory.co and let's add it to the mix!

MPIOH and events is going to be Larger than Life this year and we will always keep in mind that **YOU + ME = US!**

Adriane Cisa

The Official Newsletter of MPI Ohio Chapter

Define is the official publication of the Ohio Chapter of Meeting Professionals International. It is published quarterly as a benefit of membership and circulated free of charge to MPIOH members.

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admin@mpioh.org

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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MPI Ohio Chapter Board of Directors 2021 - 2022



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Immediate Past President



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Angela Hofford
Vice President, Membership



Adam Kowaleski
Director of Member Care



Holly Draughn
Director of Special Projects



Jessi Konnagan
Chapter Administrator

Thank you to our exiting Board Members!

We appreciate the time and energy you have given to leading MPI Ohio Chapter. Your enthusiasm and team work inspires us all to invest in the future of our organization.



L-R: Abbey Border, former Immediate Past President
Michael DePerro, former Director of MidAmerica Conference
Andrea Cullinan, former Director of Marketing



L-R: Shana Richards, former Director of Special Projects
Jennifer Sauber, former Director of Member Care

WHO we ARE

MPI Ohio is a medium-sized chapter classified as 150-399 members

48% Planners / 25% Suppliers / 27% Student Members

16 Members have belonged for more than 20 years

70% of Planner and Supplier members have belonged for less than 6 years

Of members who provide demographic information upon registration, we trend female / Millennial and Gen X, followed by Gen Z and Baby Boomers

WHAT we VALUE

"creating compelling experiences"

"elevating our industry with dedication to our craft"

"deeper relationships" / "new bonds" / "networking opportunities"

"connections made across the state, country, and the world"

"career connections and relevant education"

"elevating, advocating, and standardizing practices in meeting management"

HOW we GROW

"engage our statewide membership - outside of Cleveland, Columbus, and Cincinnati"

"create more reciprocal relationships between planners and suppliers"

"staying relevant and strategizing ways to be relevant in the future"

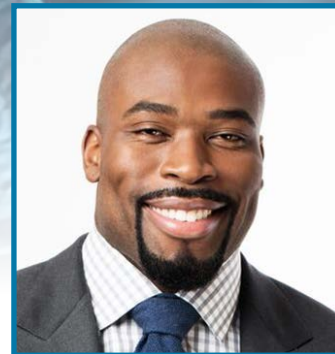
"input and ideas from all members of the chapter"

"collaborative experiences" / "enjoying experiences together"

"more volunteers who share their time, knowledge, and expertise - the more volunteers we have, the bigger and better we can be!"

***Demographics information from July MPI International report
Value and growth information taken from MPI Ohio Chapter 2021/2022 Board Members***

Your Business DNA



Aristotle said, *“Knowing yourself is the beginning of all wisdom.”*

A company is a living, breathing body. It grows, changes and responds to a variety of outside factors. Every business, no matter the size, age, or type has a distinctive DNA, the internal genetic code that carries all the information about how the business will look and function.

A clearly articulated DNA is important to a business -- this is not only the services or products you may offer; this is the overarching purpose of what you do to offer a very specialized experience compelling your customers to come back for more and become your brand champions.

Now is the time for your company to get your employees, culture, and practices aligned to your specific business DNA to set the stage for success in the coming years.

Here are a few tips for discovering your business DNA:

List the core values that guide your behaviors and business processes.

- What is important? What are your guiding principles?
- Core values drive all action and give meaning to the intentions behind what your business does.
- Strong brands have unwavering values. Articulate the Brand Promise you give to your employees and customers.
- Brand promises cultivate trust.
- Write a brief, clear statement of the promise(s) you pledge to deliver at every contact point for employees and customers. Be sure brand promises are reflected in company practices and services provided to foster a passionate and motivated company culture. Points of differentiation
- What is your ownable space? What is exclusive to you? Trade etc.? What sets you apart? State the perception, both functional and emotional, that you want to take control of in the minds of your customers.
- You don't need to be prominent and global to own the perception you want to create in your space.
- You do need to create procedures, expectations, and protocols that equip your employees to deliver the brand DNA you have defined. Show off your brand's unique style.

- Describe the characteristics and personality of your brand.
- Brainstorm how your style can be offered as a multisensory— emotional, social, physical, cerebral, or even a spiritual—distinct brand experience.

You want to be more than just another business; you want a branded image that makes you inspiring, strong and recognizable. Successful marketing will get people to give your brand a chance, but it will not get them to return or to become devoted brand champions. It is only your brand's ability to provide a distinct, consistent and applicable experience that will keep your customers connected and coming back.

Every company needs a solid brand with core principles; however, this doesn't happen on its own. Knowing your business DNA is the beginning of all wisdom.

Israel Idonije, an 11-year NFL veteran, is the founder and CEO of Ahtlitacomics, one of the first companies to offer a high-level blend of comic content, merchandise and properties that showcase professional athletics and super-heroic mythology. Idonije's entertainment company develops creator-owned and custom, commissioned art and stories to appeal to both sports fans and comic enthusiasts. www.athlitacomics.com

Mark Your Calendar!

SEPTEMBER 28, 2021 CHAPTER MEETING

Cincinnati, OH

MARCH 23, 2022 CHAPTER MEETING

Cleveland, OH

**All dates and locations are
subject to change*

NOVEMBER 5, 2021 SPECIAL EVENT

Education Day
Columbus, OH

FEBRUARY 6-8, 2022 NAVIGATE CONFERENCE

Columbus, OH

Host the Next MPIOH Chapter Meeting!

Spotlight your hotel, property or meeting space by sponsoring an MPIOH Chapter luncheon! In addition to gaining immediate exposure to meeting professionals attending the event, your hotel will receive exposure to MPI Ohio Chapter members and non-members throughout Ohio, Michigan, Kentucky and Indiana with over \$1,600 of sponsorship advertising.

Call or email Anita Washburn, Director of Strategic Partnerships, to secure our date at
education@mpioh.org or
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MPI OHIO Chapter Event Recognition & Appreciation



Recognition & Appreciation Event at Brick House Blue



Brian Monahan
Supplier of the Year



Ann Luketic
Lifetime Achievement
Award



Ann Netzley Hollins
Planner of the Year



Nina Parson
Leadership Award

Committee of the Year... Education

Kelsey Reckless	Fran Brown
Monica Chehade	Taylor Cortolillo
Danielle Debkins	Holly Draughn
Michael Farrell	Angela Gruver
Halle Markwas	Jean O'Connor
Diana Shackelford	Maggie Walton



Abigail Pollex
Backpack to Briefcase

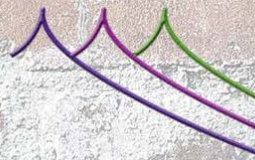
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Our membership is grateful for your partnership!

Beyond the MEMBERSHIP



Membership to a professional association has the same benefits in any industry – education, networking, and professional development. Being a member of an industry association is important now, more than ever, as the traditional ways of networking have paused or disappeared completely. Members rely heavily on their peers as a resource for their ever-changing responsibilities and associations like Meeting Professionals International provides access to these individuals.

Belonging to a professional organization can be a rewarding experience as you never know who you'll meet or how they will impact your career. I joined Meeting Professionals International to gain access to the educational events; however, I quickly learned how beneficial it was to be part of this global family of industry professionals. Meeting new people introduces you to new opportunities and, by attending the Chapter events, I've been fortunate to build relationships with my colleagues, mentor emerging professionals, and learn from some of the top industry experts.

Each year I return from WEC, the World Education Congress, with a renewed energy and passion for the industry. It's not just the excitement from experiencing the event and

attending the educational sessions. It's the memory of those quality conversations that stick with you, give you new ideas, motivate you, and shape your vision for the future. It's connecting with those industry peers that quickly became my mentors, my sounding board, sometimes my therapist, but mostly my friends. We are not just a group of individuals who sell space, plan events, run production, or serve in other supporting roles. We think beyond the event and how we can help the environment, change legislation, tackle current issues, and mostly, support each other.

My decision to become a member of MPI was the best decision I've made both personally and professionally. Being an active member contributed to my success by providing me with professional resources, education, and a community of peers who share the same interest and enthusiasm for our field. I look forward to expanding my network and the continued growth of the industry.

Ann Luketic, CMP, CMM

Welcome to Our New Members!

Megan Clark
Eastwood Event Centre

Lorri Franklin
LLegant Planning, LLC

Ryan Harmon

Tumeka James
Ashworth College

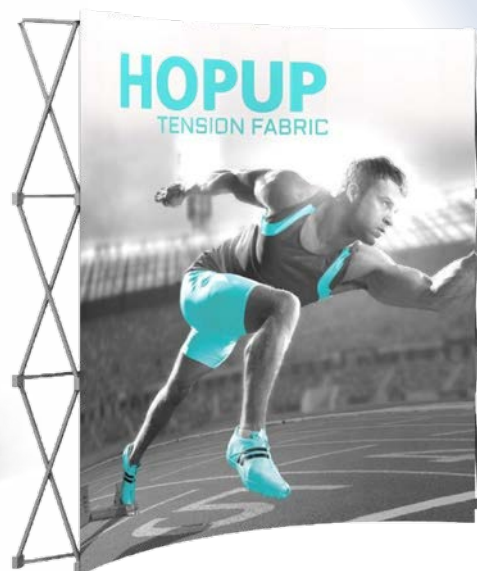
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Retirepreneur

Jaime Kravitz
The Energy Producer

Dan Meisler
MGM Grand Las Vegas

Julie Neal

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SPOTLIGHT MEMBER

Let's all give an #MPIOH welcome to some of our newest MPI Ohio members. We are excited that you have become a part of our organization and look forward to helping you grow and reach your goals.

Here's some information about them – and if you get a chance introduce yourself the next time you see them!



JAIME KRAVITZ **THE ENERGY PRODUCER**

INSTAGRAM: @THEENERGYPRODUCER

WEBSITE: WWW.THEENERGYPRODUCER.COM

FACEBOOK: WWW.FACEBOOK.COM/
THEENERGYPRODUCER

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? Family, friends that are like family, and my near and dear event industry friends.

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? Self-employed female entrepreneur; Owner and Operator of The Energy Producer.

WHAT IS THE BEST THING ABOUT YOUR JOB? Being The Energy Producer is an honor. My passion lies in bringing event visions to life with exponential energy on the microphone. The best parts are the authentic connections we make with our clients and their attendees, as well as the joy we feel and spread while on the microphone, creating unforgettable experiences.

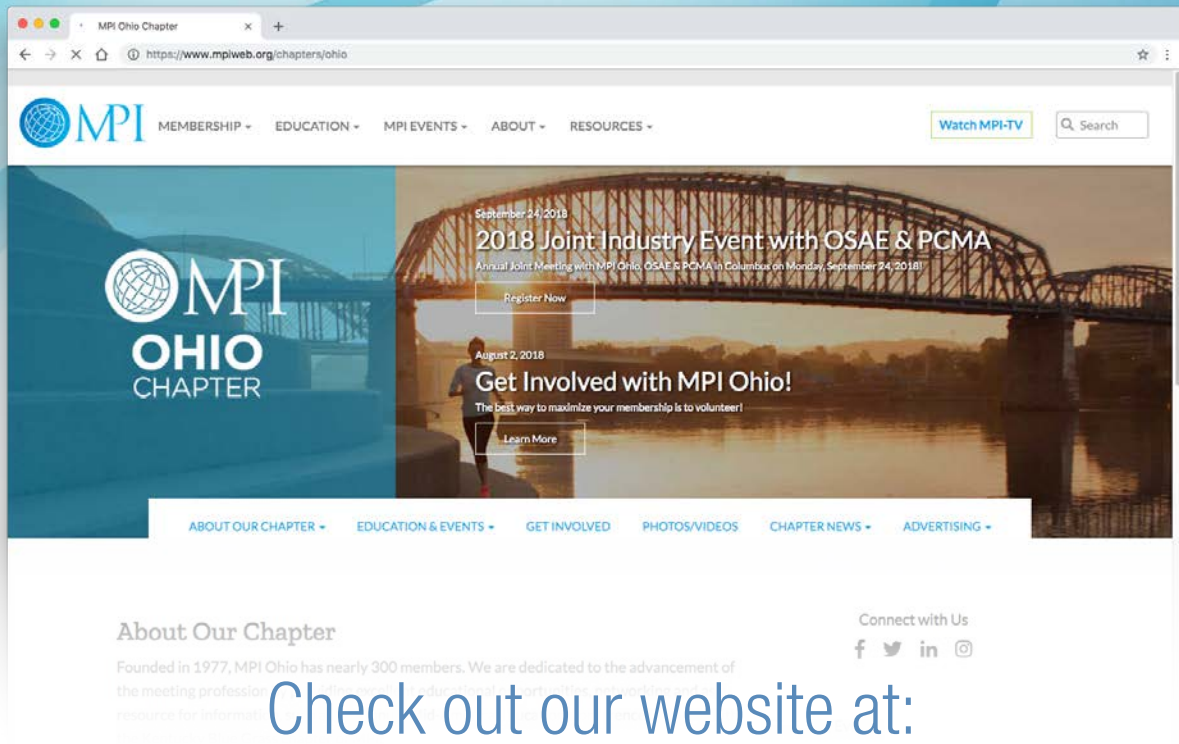
WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Public Speaking / Microphone + DJ skills, High-end Customer Service, and being a knowledgeable A/V partner.

WHAT ONE PIECE OF ADVICE WOULD YOU GIVE TO SOMEONE BEGINNING THEIR CAREER IN THE MEETING INDUSTRY? Surround yourself with like-minded Meeting industry professionals. Networking is one of the most powerful client-attraction strategies. These connections will become great partnerships and friendships. We are stronger together!

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER? Would love an Energy Producer clone as the business takes off! As we grow, we'll be looking for more impactful females to join our team, with the goal of lifting up other women-owned businesses, and helping be their voice.

**NOMINATE SOMEONE TODAY FOR
AN AWARD AT OUR RECOGNITION &
APPRECIATION EVENT IN JUNE 2022!**





Check out our website at:
www.mpioh.org



To stay in the loop,
be sure to follow
"MPI Ohio Chapter"



They say learn something new
everyday. There's no easier way than
participating in our MPIOH group on
LinkedIn. You may even teach your
peers a thing or two!



[https://www.youtube.com/channel/
UCKHeY8411fvjuaL_DFC8DrA](https://www.youtube.com/channel/UCKHeY8411fvjuaL_DFC8DrA)



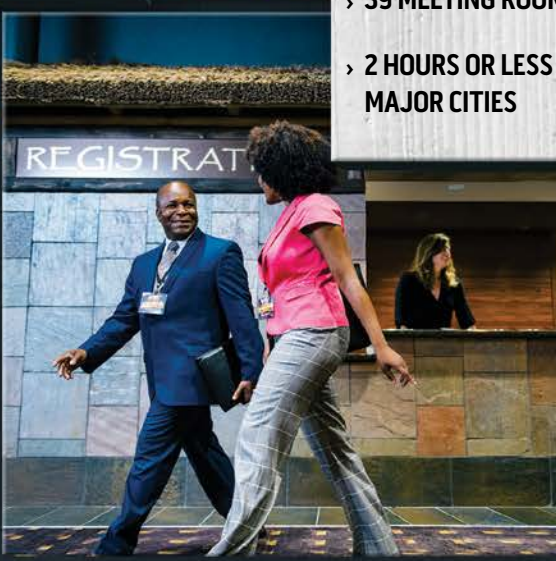
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