

MEETING PROFESSIONALS INTERNATIONAL

# DEFINE



THE OFFICIAL NEWSLETTER OF MEETING PROFESSIONALS INTERNATIONAL OHIO CHAPTER

**JULY-SEPTEMBER 2022**

A graphic showing the word "Community" in a large, blue, 3D-style font. The word is centered on a dark gray background. Surrounding the word are several wooden blocks, each with a white silhouette of a person. These blocks are connected by white lines, forming a network that symbolizes a community or a meeting professional's network.

# Community

## What's Inside:

President's Column:  
Joan O'Connor

Meet the 2022/2023  
Board of Directors

Thanks to MPI  
Leadership

Mark Your Calendar

Barry Schieferstein  
feature

Welcome to  
New Members

Back to the Basics

ELEVATE Winners  
and Sponsors

## 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.

Copyright, 2020. All rights reserved.

Permission requests to reproduce written materials should be sent to 4010 Executive Park Drive, Suite 100, Cincinnati, OH 45241.

Information appearing in this publication is obtained from sources we believe to be reliable. The information may not be a complete statement of all available data and is guaranteed as such. Calculations are based solely on editorial judgement and analysis of technical factors and meeting professional industry information sources. Define is copyrighted and portions may be reprinted with the permission of MPIOH. Define is not responsible for the contents of its advertisements and advises all members to investigate claims before making any purchases.



**Helping to build your company's voice,  
identity and personality.**

Reserve your space for the upcoming issue!

### Advertising Opportunities

For information about advertising opportunities, please contact Barb Burgie at 614.273.0783 or [barb@burgiemediafusion.com](mailto:barb@burgiemediafusion.com).

## 2022-2023 MPI OHIO CHAPTER BOARD OF DIRECTORS

### President

Joan O'Connor CMM  
Director of Sales  
Corporate College  
4400 Richmond Road  
Warrensville Heights, OH 44128  
Phone: 518-524-5016  
[Joan.O'Connor@tri-c.edu](mailto:Joan.O'Connor@tri-c.edu)

### President-Elect

Jason Linscott  
Regional Vice President  
HPN Global  
Phone: 614-565-2617  
[JLinscott@HPNGlobal.com](mailto:JLinscott@HPNGlobal.com)

### Past President

Adriane Cesa CMM, CMP  
Director of Events Redstory  
[adriane@restory.com](mailto:adriane@restory.com)

### Vice-President – Communications

Angie Gergely CMP  
Event Service Manager  
Visit Canton  
227 2nd St NW  
Canton, OH 44702  
Phone: 330-454-1439 ext. 109  
[angieg@visitcanton.com](mailto:angieg@visitcanton.com)

### Vice-President - Education

Ann Luketic CMP, CMM  
Marketing Event Specialist  
Progressive Insurance  
Phone: 440-395-3215  
[ann\\_m\\_luketic@progressive.com](mailto:ann_m_luketic@progressive.com)

### Vice-President - Finance

Adam Kowaleski CTA  
Sales Manager  
Hotel LeVeque  
50 W Broad Street  
Columbus, OH 43215  
Phone: 614-745-0392  
[adamkowaleski@firsthospitality.com](mailto:adamkowaleski@firsthospitality.com)

### Vice-President - Membership

Angela Hafford DMCP  
Business Development Mgr, Global Sales  
PRA  
1 N La Salle, Suite 1800  
Chicago, IL 60602  
Phone: 602-762-1469  
[angela.hafford@pra.com](mailto:angela.hafford@pra.com)

### Director of Education

Taylor Cortolillo CMP  
Phone: 317-507-0311  
[taylor.n.cortolillo@gmail.com](mailto:taylor.n.cortolillo@gmail.com)

### Director of Special Projects

Mark Brazeau  
Director of Sales & Relationship  
Mgmt  
Destination Toledo  
401 Jefferson Avenue  
Toledo, OH 43604-1063  
Phone: 419-321-5046  
[mark@visittoledo.org](mailto:mark@visittoledo.org)

### Director of Strategic Partnerships

Jane Lee  
Senior Planner/OUS Program  
Manager  
Cardinal Health  
7000 Cardinal Place  
Dublin, OH 43017  
Phone: 614-757-1621  
[jane.lee@cardinalhealth.com](mailto:jane.lee@cardinalhealth.com)

### Director of Marketing

Jessie James  
Phone: 419-436-2349  
[jesjame@bgsu.edu](mailto:jesjame@bgsu.edu)

### Director of Member Care

Anita Washburn CMP  
Foundation Software  
Phone: 912-755-8948  
[awashburn@foundationsoft.com](mailto:awashburn@foundationsoft.com)

### Director of Conferences

Ryan Bunner  
Specialist, Meeting Planning  
Nationwide Insurance  
Phone: 614-419-3311  
[bunner1@nationwide.com](mailto:bunner1@nationwide.com)

### Director of Revenue

Chad Lusher  
Phone: 614-439-3853  
[cbushush@gmail.com](mailto:cbushush@gmail.com)

### Chapter Administrator

Jessi Konnagan  
Association Connection  
4010 Executive Park Drive,  
Suite 100 Cincinnati, OH 45241  
Phone: 513-563-8674  
[admin@mpioh.org](mailto: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.

### MPIOH Executive Office

Jessi Konnagan  
4010 Executive Park Dr.  
Suite 100  
Cincinnati, OH 45241  
Phone: 513-563-8674  
Fax: 513-563-9743  
Email: [admin@mpioh.org](mailto:admin@mpioh.org)

# President's Column

**Hello MPI friends,**

Welcome to a new year and new MPI Ohio Board. I am proud and honored to be your current MPI Ohio President for our group of amazing meeting professionals. Thank you to all who have been leading the way for our chapter. I am dedicated to our continued success.



Wow, have times changed over the past few years. Our professional and personal lives have taken a different journey. We are asked to overcome many obstacles in our industry in creative and innovative ways. The storm is starting to clear as we head into this new year better than we ended last year. We are experiencing a promise of more face-to-face meetings and events. Many of us are recovering by trying to add more time to our days while moving in a new direction. We are doing it because of our resilience.

## **The meaning of resilience says it well:**

Resilience is the process and outcome of successfully adapting to difficult or challenging life experiences, especially through mental, emotional, and behavioral flexibility and adjustment to external and internal demands.

MPI Ohio's focus on recovery is to offer the support you need to navigate and succeed. We continue to be dedicated to supply the opportunity for high level education and skills for your toolbox development. Most importantly, a community to rely on for mentorship, leadership, friendship, and always fun. The past few years have taught us not all storms come to disrupt your life, some come to clear the path. This is going to be a great year!

It is my hope, you can carve out some time to get involved in our chapter and take advantage of all the greatness. All are welcome! Please reach out to myself or any board member with questions, concerns or to say hello. Let us know what we can do for you or a chance to get to know you better.

In closing, as my dear friend, and now past president Adriane Cesa, summed it up-

***Here comes the sun and I say it's all right. doo-doo-doo-doo.....***

With love and laughter,

Joan



# MPI Ohio Chapter Board of Directors

## 2022 - 2023



**Adriane Cesa**  
Immediate Past President



**Joan O'Connor**  
President



**Jason Linscott**  
President Elect



**Ann Luketic**  
Vice President  
Education



**Angie Gergely**  
Vice President  
Communications



**Adam Kowaleski**  
Vice President  
Finance



**Angela Hofford**  
Vice President  
Membership



**Ryan Bunner**  
Director of Conferences



**Jessica James**  
Director of Marketing



**Chad Lusher**  
Director of Revenue



**Anita Washburn**  
Director of Member Care



**Taylor Cortolillo**  
Director of Education



**Jane Lee**  
Director of Strategic Partnerships



**Jessi Konnagan**  
Chapter Administrator



**Mark Brazeau**  
Director of Special Projects



# THANK YOU...

## Exiting Board Members



Kelsey Reckless, Shannon Sprau,  
Tony Sander, Deanna Nwosu  
(not pictured)

## Jessi Konnagan



MPI Ohio Chapter  
Administrator for 10 years!

# CONGRATULATIONS...

## New CMPs for 2021/2022



Julia Catanese, Angie Gergely, Patricia Huston  
Taylor Cortolillo, Brittany Koza (not pictured)

# Mark Your Calendar!

## AUGUST 25, 2022 CORNAMENT NETWORKING EVENT

– Cincinnati, Columbus,  
Cleveland

## SEPTEMBER 9, 2022 IGNITE INDUSTRY EDUCATION CONFERENCE

Hilton Columbus at Easton  
– Columbus, OH

## OCTOBER 19, 2022 CHAPTER MEETING

Cheap & Cheerful: Restoration  
Hardware on Ikea Budgets  
Event Design  
– Cincinnati, OH

## NOVEMBER 9, 2022 PLANNER/SUPPLIER FORUM

– Virtual

## DECEMBER 13, 2022 MEMBER MIXER NETWORKING EVENT

– Cincinnati, Columbus,  
Toledo, Cleveland

## FEBRUARY 15, 2022 CHAPTER MEETING

– Cleveland, OH

*\*All dates and locations are subject to change*

### 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 Jane Lee,  
Director of Strategic Partnerships,  
to secure your date  
at [education@mpioh.org](mailto:education@mpioh.org)



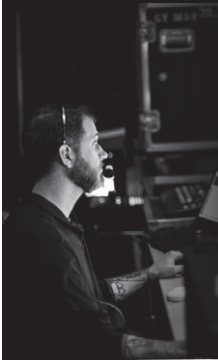
You Bring  
People  
Together,  
**We Connect  
Their Every  
Moment.**

For nearly 50 years we have helped meeting and event professionals create remarkable brand expressions for those they serve. No matter the medium – live events, video, experiential or scenic – we make every moment matter.

Today, we've successfully produced over 50,000 events, making us one of the nation's most preferred live event production company. From our unique Translation Ideation process to our High-Touch Execution (htx), we constantly collaborate with clients and stakeholders, helping design a collection of storied moments, beautifully expressed and humanely told.

**Live-Tested. Live-Trusted. Planner Preferred. Our experience gets it done. Our expertise gets it done right.**

### EXPERTISE OVERVIEW



CREATIVE STRATEGY  
EVENT MANAGEMENT  
CONCEPT VISUALIZATION  
STAGE MANAGEMENT  
TECHNICAL DIRECTION

Please connect with one of our Account Executives to arrange a complimentary REVEAL session, discovering and detailing how we can help elevate your client's next event.

Tracey Adams [tadams@gowithlive.com](mailto:tadams@gowithlive.com)  
Josh Anderson [janderson@gowithlive.com](mailto:janderson@gowithlive.com)



Connect with us at [gowithlive.com](http://gowithlive.com)





## Barry Schieferstein, CMP, DES, CTA

**How has earning the CMP designation impacted (or benefited) your career?** *The CMP designation definitely opened doors for me and was a consideration when I interviewed for my current position. Since then, I feel it has contributed to other opportunities that I have been involved with.*

**What is the most memorable in-person experience you planned?** *The most memorable in-person experience has to be my first conference. It was an event that my wife and I, along with another couple, started with no formal event planning experience. The final result was probably much better than it should have been, given our lack of experience, but it led to a lot of learning and many great stories. It also showed me how much fun planning conferences can be!*

**What is the most memorable in-person experience you planned?** *Our annual conference in 2021 was our first large simultaneous hybrid conference. We learned a great deal over the 20 pandemic months prior to this event and used all of our knowledge to produce a great product. One of the first attendee comments in the chat was "This looks professionally done!" Our executive director replied "That's because it is!"*

**What is your favorite travel destination?** *- I love the gulf coast of Florida. Anything between Tampa and Naples is great for vacations.*

**Do you have a favorite quote?** *- The greatest enemy of learning is knowing. John C. Maxwell*

**Name & Company?** *Barry Schieferstein, American Society for Nondestructive Testing*

**Number of years as a CMP?** *7*

**Where did you grow up?** *Lorain, Ohio on the shore of Lake Erie*

**What did you want to (or think you'd) be when you grew up?** *Systems Analyst. I have always had an interest in technology and computers.*

**What was your educational field of study (college major or whatever, as applicable), and, if notably different from what you do, your how/why/story?**

*I started college as a computer science major. After determining that field was not for me, and taking a break from school for several years, I finished with a degree in marketing.*

**What advice would you give, either to your younger self or to newer professionals now?** *Find what you are passionate about and look for a career do it. I spent more years than I care to admit in retail sales management. While it had its moments, it was not a passion for me nor was it enjoyable most of the time. I like to say that it took me 40 years to figure out what I wanted to do when I grew up.*

**What advice would you give to anyone preparing to take the CMP exam?** *Don't overthink it and stress out about it. Much of the exam is common knowledge that anyone with at least five years in the industry would have picked up along the way. Read all of the books and then take a practice exam. The practice exam will show you where more study is needed. Finally, remember there are no trick questions. The correct answer will be obvious if you know the material.*

**When did you first hear about the CMP designation and what drew you to this certification?** *I remember seeing CMP in a signature line of an email and wondering what it meant. A quick internet search gave me that answer, and I knew that it was something to strive for. When my career was at a point that afforded opportunity, I looked into what it would take to add those letters to my signature.*

## Welcome to Our New Members!

**Keyana Carter**

**Pierre Le**  
Hyatt Regency Columbus

**Chris Hatala**  
Games Done Legit

**Leslie Meyer**  
Kalahari Resort & Convention Center

**Leslianne Lake**  
Visit Canton

**Allison Popadyn**  
Dayton/Montgomery County  
Convention & Visitors Bureau

**Julia Larsen**

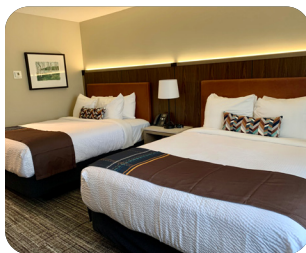
**Ken Sien**  
Notified



## EXPERIENCE THE NEWLY TRANSFORMED SAWMILL CREEK RESORT

After a multi-million dollar renovation, Sawmill Creek Resort is ready to transform your next meeting or event into an unforgettable experience. Ideally located just 45 minutes from Cleveland, nestled in pristine 200 acres near the shores of Lake Erie, Sawmill Creek is the perfect destination to stay and play. Come and discover how Sawmill Creek can turn your next event into something truly memorable.

- Over 35,000 square feet of flexible meeting space, including a 15,750 square-foot ballroom
- Stunning outdoor venues that will motivate and inspire
- 239 premier guest rooms and suites
- Tom Fazio-designed 18-hole golf course
- Engaging cultural, recreational and team activities



**For more information, call 419.433.3800 or visit [sawmillcreekresort.com](http://sawmillcreekresort.com)**



**SAWMILL CREEK**  
BY CEDAR POINT RESORTS



# BACK TO BASICS

By John Killacky

Having been in sales for almost 40 years (my first job was suggestive selling at McDonald's – "Will that be a large fry, sir?"), I find myself continually trying to ascertain the best ways to reach out to potential customers, aka prospects.

Nowadays, it seems **everyone** is inundated with numerous unsolicited requests to connect or engage with some person trying to sell them something or get them to utilize their product or service. (Just check out your LinkedIn page and look at some of the messages from folks trying to connect). Way too many salespeople still have a shotgun approach of sending out thousands of solicitations from compiled lists in hope for a few bites. Those lists have been curated by a third party and should not be part of your strategy. Organic growth of your prospect list should be your goal.

Over the years and through different industries, I've knocked on doors, dialed for dollars, sent emails, and networked at industry events, among other tactics. All of them have yielded results of varying quality, but whichever path you choose, it is important to go about it using the basics: a good plan, positive energy, and a courteous approach.

## GOOD PLAN

First and foremost, get a good understanding of who your ideal customer is. This will help you chart the right course to be in front of the right people on a regular basis. Then, identify where your prospects gather together so you can make time to be there as well. You want to meet them at "the watercooler," wherever that is for them. For me, it's groups like Meeting Professionals International and the Professional Convention Management Association. Continually conduct prudent research on your top prospects to find out more about their organization and what they do. This will take time, so pace yourself and be ready for the long haul. This is a marathon, not a sprint.

## POSITIVE ENERGY

Secondly, it is imperative to exude positive energy when corresponding or speaking with a potential client. Sure, it can be a frustrating job with some dead ends, but don't



carry that into your interactions. Positive energy is infectious and negative energy will get you nowhere. One of my sales managers back in the day used to put a mirror next to our phones while we were making phone calls to make sure we were "smiling while we're dialing". Believe me, this will go a long way. Your voice sounds different when you smile.

## COURTEOUS APPROACH

Finally, it is imperative to **always** be courteous in your approach. This may sound obvious, but you'd be surprised how many people working sales today enter an initial conversation like a bull in a china shop. Whether you send emails, dial folks on the phone, or have impromptu conversations with a prospect at a professional meeting like MPI, always be respectful and ask open-ended questions rather than rattle off what you do. People do not want to hear your pitch right out of the gate. Asking prudent questions of your prospect will get them to wax philosophic about what they do and the challenges they face. You need to listen and take notes. As my first-grade teacher, Sister Lisa, used to say, "God gave you two ears and one mouth, so listen twice as much as you speak." This was sage advice 50 years ago and still rings true today.

So, no matter which path you choose to correspond/communicate with prospects, make sure you embrace the basics: have a good plan and follow it, exude positivity when engaging, and always be courteous. Your future clients will appreciate it!

***John Killacky has been a member of MPI since 2006 and is an owner of and Managing Director of National Sales for Bartha.***

# CONGRATULATIONS TO THE 2021/2022 ELEVATE AWARD WINNERS

## CHRISTY SELBY LIFETIME ACHIEVEMENT



Abbey Border, First Hospitality

## LEADERSHIP AWARD



Lisa Swan, First Energy

## PLANNER OF THE YEAR



Danielle Dobkins,  
Columbus Speech & Hearing

## SUPPLIER OF THE YEAR



Patricia Huston, Columbus  
State Community College

## INNOVATOR OF THE YEAR



Nina Parson  
Company Car & Limousine

## RISING STAR AWARD



Brittany Wind Santiago,  
Achieve Incentives & Meetings

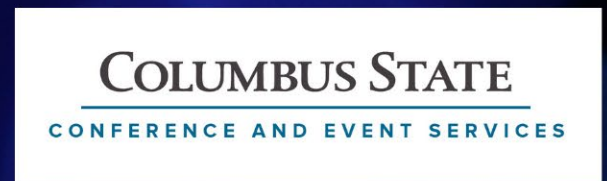
## VENUE OF THE YEAR



Hall of Fame Village - Heather Daniels, Brandy McCoy, Shana Shultz



# THANK YOU ELEVATE SPONSORS







# UNPARALLELED MEETINGS WITH UNIQUE OPTIONS FOR ALL

Kalahari Resorts & Conventions is the perfect place to hold your meeting. Big or small, we'll make sure your attendees are taken care of. Our talented culinary team is ready to create a tailored group dining experience to delight your guests. With a full-service spa, and world-class dining options, Kalahari has everything you need, and the amenities your guests want, to ensure your event is successful.

- › 215,000 square feet of flexible event space
- › Two hours or less from major cities
- › Diverse team-building options available on-site
- › Six food & beverage options
- › 890 guest rooms & suites

KalahariMeetings.com | Call 855-411-4605 to learn more | Follow Us:    | ©2022 Kalahari Management Co. LLC

