

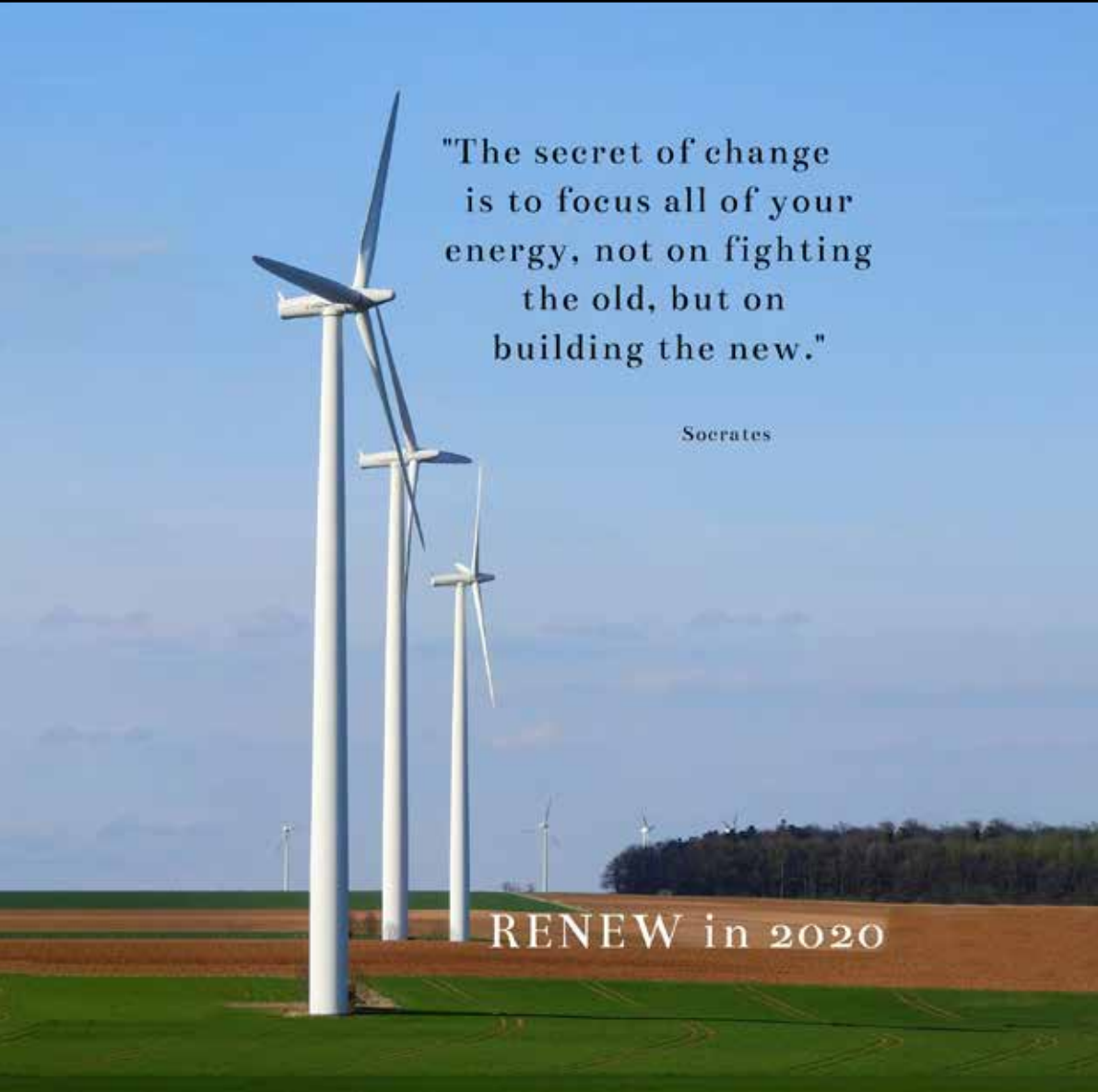
MEETING PROFESSIONALS INTERNATIONAL

DEFINE



THE OFFICIAL NEWSLETTER OF MEETING PROFESSIONALS INTERNATIONAL OHIO CHAPTER

JAN — MAR 2020

A photograph of several white wind turbines in a green field under a blue sky. The turbines are arranged in a line, receding into the distance. The foreground is a lush green field, and the background shows a line of trees and more turbines on the horizon.

"The secret of change
is to focus all of your
energy, not on fighting
the old, but on
building the new."

Socrates

RENEW in 2020

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Abbey Border

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Mark Your Calendars

The Official Newsletter of MPI Ohio Chapter

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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

Abbey Border
Sales Manager, Kalahari Resort & Convention Center



Dear MPI Ohio...

Welcome to 2020 and I am confident that each of you are starting to tackle great things for the New Year, both personally and professionally. I know that I have a renewed list of intentions for myself with my family, at work, and in our MPI Ohio Chapter. Your MPIOH Board of Directors just completed their mid-year retreat and has many new and fresh ideas for this year. It was invigorating to gather for a day and half to celebrate our successes and achievements that took place July – December 2019. We reviewed our 2019/2020 business plan and assigned tasks to ensure that we will reach, and exceed all the goals that we set forth for the MPI Ohio Chapter before the end of the term in June 2020.

MPI Ohio Chapter's success extends beyond the Board of Directors. Our members are what makes our chapter great and volunteering is the best way to make a big impact. Therefore, I am asking you to consider joining a committee with our MPI Ohio Chapter as one of your new year's intentions, and make a renewed difference with your membership. I would be happy to tell you more about our committees that encompass membership, education, communication, and finance. In as little as 1 hour per month, you can serve on a committee if you are a member of MPI Ohio.

The next milestone in my term as your President is the Annual Membership Survey. This survey will be coming to you via email by the end of February and you will have a short timeframe to complete the survey. If for any reason you are not able to give MPI Ohio Chapter all 9's and 10's then please let me know, and your voice will be heard. I have written this before and I will renew my statement that our chapter has a great story to tell because we work well together. Our chapter will continue to write an incredible story because we respect, trust, and care for each other.

Finally, the MidAmerica Conference remains as a significant initiative, and I will do my utmost effort to achieve its success through our partnership with MPI Kentucky Bluegrass Chapter. The dual MAC committee has been working tirelessly to provide an outstanding educational lineup, amazing networking opportunities, and so much more! I look forward to seeing you in Cincinnati, Ohio on February 9-11, 2020. #enVision

You are amazing. REMEMBER THAT.

Yours in hospitality,

A handwritten signature in black ink that reads "Abbey Border".

Abbey Border

MEET THE MEMBERSHIP TEAM



The MPI Ohio Chapter Membership Committee is dedicated to the growth, support, and enhancement of the MPI Ohio Chapter. Our committee includes four main dedicated volunteer teams: Retention, Recruitment, Member Care, and recognition. In 2019, the Membership team worked hard to continue adding value to the chapter, as well as implementing new initiatives to add value to your membership. We work on many behind the scenes responsibilities that help make our Chapter thrive!

This year, we worked with the Special Projects committee to start the new MPI Ohio Chapter Member Mixers in Columbus, Cincinnati, and Cleveland. We are currently working on implementation of a new membership bundle that will include registration to Chapter Meetings, making it easier and more efficient to attend all of our chapter meetings – more to come soon on that! If you noticed the new buddy program that was rolled out in December, that was a membership committee initiative as well, allowing us to pair seasoned members with new members and student members. If you are planning on attending our annual recognition event in June, that is planned and executed by our talented recognition committee! As a chapter with a high student member population, our retention committee is tasked with promoting the benefits of MPI and our student-transition program to get students to remain members after graduation and to connect them with valuable educational and career opportunities.

If you need assistance in covering things like chapter meeting costs, we have robust scholarship opportunities that can aid you in your career development and MPI involvement. Our scholarship fund exists to help members with membership costs, education costs like CMP & CMM, MAC registration, and

for chapter events. We also have the Christy Selby Scholarship that is specifically dedicated towards furthering educational opportunities for the CMP and CMM.

Our committees are 100% volunteer based, and if you are looking to become involved, we would love to have you join the MPI Ohio Chapter Membership team! If you have any questions, suggestions, comments, or concerns, or to apply for a scholarship, please email us! We would love to hear from you, and your feedback helps us improve your membership experience.

Jennifer Sauber – Director of Member Care jennifer.sauber@owenscorning.com

Jennifer Yannayon – Chair of Retention jjannayon@hiltonpolaris.com

Meridith Berliner – Chair of Recruitment Meridith.berliner@cardinalheath.com

Bryan Wright – Chair of Recognition bryan.wright@hilton.com



Are the remnants of 2019 still hanging around your office even as 2020 comes marching in? Do some holiday decorations still clutter the corner of the boardroom? Is the accountant still pulling together end-of-year numbers for a final report? Maybe there's a small stack of unfinished 2019 tasks teetering off the edge of your desk.

When the new year rolls around it's hard to press reset on our mental organization. However, any day of the year can be a time to renew our way of thinking and doing. So, if you aren't quite where you expected to be at the start of 2020, it's not too late. Create a work environment that sparks immediate excitement and tweak your space, and your habits, as the year goes on.

- For the sake of the environment and to reduce desk clutter, consider banishing post-it notes this year. Try a small desk-top white board for quick memos, then get that information to its final destination – fast!
- Convert solely to a digital calendar and/or planner that you can access anywhere, anytime. A quick internet search will turn up several free platforms with desktop and phone app options.
- Invest in a second computer monitor for added virtual workspace. Multiple tabs and windows can increase productivity while helping with overall organization.
- Don't skimp on office comforts like a padded chair cushion, a candle or essential oils to set a positive mood, and a pair of quality headphones for conference calls or streaming whatever music helps you focus and work more efficiently.
- Keep a stack of pre-stamped note cards on your desk this year. This tip has no organizational or environmental benefit whatsoever, but could be a positive step toward renewing relationships. Grab a card when an old colleague or a new business contact comes to mind and send them a personal, heartfelt message the old-fashioned way. Try for at least one card a month.

Consider whether any of these changes will enhance your work life. If you already follow these suggestions, now's the time to renew your commitment to implementing them in the new year!

Angie Gergely, Sales & Events Coordinator at Visit Canton / angieg@visitcanton.com

GRANT MONIES ATTRACT QUALITY CONFERENCES AND EVENTS TO OHIO'S LAKE ERIE SHORES & ISLANDS



Are you an event planner or responsible for selecting meeting locations for your business or organization? Ohio's Lake Erie Shores & Islands wants to give you one more reason to consider our area for your next conference, convention, meeting, reunion, or sporting event.

A Conference & Event Grant is now available for quality conferences and events that generate overnight stays, create media exposure, increase area economic impact, and generate awareness that Ohio's Lake Erie Shores & Islands is a year-round destination.

This grant is offered to any organization attracting visitors from outside the region and funding is available for marketing, promotions, and advertising expenses; and/or cost associated with ground transportation for the attendees/participants. Some restrictions do apply. Conferences and events must take place within the Lake Erie Shores & Islands region (Erie and Ottawa counties in Ohio) and generate a minimum of 250 room nights.

Applications for the Lake Erie Shores & Islands Conference & Event Grant are accepted year-round and must be completed and returned for review at least 90 days prior to the start date of the conference/event. This is a reimbursement grant and will be reviewed by a committee.

"Lake Erie Shores & Islands is committed to attracting and developing quality conferences and events in the region, while also helping them to be a success," says Amanda Smith Rasnick, Director of Group Accounts. "In addition to conference grants, our organization offers a number of other helpful services in hopes of encouraging organizations to hold their events in our destination."

While there are many reasons to choose Ohio's Lake Erie Shores & Islands, make us the easy destination choice and receive funding to support your event! Contact amanda@shoresandislands.com for more information or to request a grant application.

2020 MidAmerica Conference - February 9-11, 2020



The 20th Annual MPI MidAmerica Conference (MAC) will be held at the Duke Energy Convention Center and Hilton Cincinnati Netherland Plaza. This outstanding education conference with the *enVISION* theme is coordinated by members of the Ohio and Kentucky Chapters of MPI.

In this edition of DEFINE we are pleased to feature one of our MPI *enVISION* guest speakers – Mark Ostach, speaker, author, and leadership coach.

In our next edition look for a message from another *enVision* guest speaker - Scott Mautz, speaker and author of *Make It Matter* and *Find the Fire*. Both share important tips for reshaping your personal and business life in 2020.

We will see you in Cincinnati!



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Mark Your Calendar!

MARCH 18, 2020 CHAPTER MEETING

Creating Memories Not Just Menus – Cabrin Kelly-Hale
Gervasi Vineyard - Canton, OH

APRIL 15, 2020 CHAPTER MEETING GLOBAL MEETINGS INDUSTRY DAY

Building Resume & Portfolio Presentation – Jarrod Clabaugh
Crowne Plaza Downtown - Columbus, OH

MAY 13, 2020 CHAPTER MEETING

Security at Meetings – Allen Kleinfeld
Cincinnati, OH

JUNE 6-9, 2020 WORLD EDUCATION CONGRESS HOSTED BY MPI GLOBAL

Grapevine, TX

JUNE 17, 2020 MPIOH ANNUAL RECOGNITION / APPRECIATION EVENT

Nationwide Hotel & Conference Center - Columbus, OH

MEETING ATTENDANCE POLICY: All Essential Level members or non-members are limited to no more than two events in one fiscal year and must pay the Essential Level/Non-member rate. MPI Preferred or Premier Level members are welcome to attend all chapter events at the Member Price.

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 MPIOH Chapter members and non-members throughout Ohio, Michigan, Kentucky and Indiana with over \$1,600 of sponsorship advertising.

Call or email Heather Gortz, Director of Strategic Partnerships, to secure your date at heather.gortz@ihg.com or 614-461-2613



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
Linked In. You may even teach your
peers a thing or two!



@MPIOH
#OHMPI #MPI



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5 WAYS TO CREATE A CULTURE OF DIGITAL WELLBEING

By Mark Ostach

Digital Wellness is on rise!

Industry leaders Apple and Google have developed Smartphone features focused on digital wellbeing.

In addition to the settings on your phone, here are 5 simple ways to help you embrace a culture of digital wellbeing in the workplace.



- 1. Establish communication preferences:** In some organizations, there are over four generations working together under one roof. If you prefer that your new intern pick up the phone and call you and they prefer that you send them a Snapchat, then it's on you to establish your communication preferences.
- 2. Set email expectations:** Find yourself catching up on email over the weekends? Be sure to let your team know that this doesn't mean they have to respond. If you haven't let them know this, there's a good chance they are monitoring email on the weekends while they should be making memories with their friends and family!
- 3. Start your meetings with something good:** Positive energy attracts positive people. Start by sharing something positive or light hearted. It could be that you had a great workout yesterday, or you recently adopted a dog, or you reconnected with an old friend. It doesn't matter what it is; just make sure it's positive!
- 4. Encourage mental breaks:** There's no shortage of research on the benefits of meditation. If you feel intimidated by the idea of meditating, start by taking a 5-minute break and close your eyes and practice some deep breathing. Be sure to put your phone on Do Not Disturb. If you have trouble closing your eyes at work, then grab a sheet of paper and write down things you are grateful for. Gratitude fills the heart with Joy.

- 5. Promote physical activity:** Struggling to find time to exercise? Try squeezing in a quick workout over lunch. And if you plan ahead, you'll pack your lunch and save money and avoid eating at your desk. Working out over lunch sound impossible? At least take a break and head outside for a lap around your office. Movement and fresh air may give you that burst of energy you need to finish the day strong!

Bonus Tip: Choose Grace over Guilt

Workplace guilt is a silent killer in promoting digital wellbeing in the workplace. If your job allows you to embrace any of the ideas above, then do it! And if you are feeling guilty about what someone may think, give yourself some grace and go talk to them. Let them know that you are choosing to work on your mental and physical health so that you can be healthier at work. There's a high probability they're also searching for ways to take a break from the screen. They're just looking for someone to help get them motivated!

And remember, no setting on your phone can determine your overall health. The sheer will power inside of you will determine how you embrace a culture of digital wellbeing. Start today!

Visit MarkOstach.com for more tips on improving your digital wellbeing.

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TEAMWORK MAKES THE DREAM WORK!

If ever there was an industry where collaboration and teamwork are paramount it is the event industry. We are a spinning wheel that needs every gear and pin in place to execute events with precision.

With many departments and individuals contributing to the success of an event, working together well, or not working together at all, can make or break an event.

From start to finish we are all in it together. In hotels, the sales department must capture business, realistically manage expectations for a client, create a positive experience leading to the event, and properly convey client expectations to the team.

The operations department must ensure that all equipment and logistics are ordered, operating properly, and in place to provide a successful outcome.

The culinary team must come through each and every time, wowing the guests and creating a memorable, perfectly-timed meal.

The service staff (those with the most touch points to the client) are the lynch pin that brings it all together delivering an experience that should far exceed expectations.

It is crucial that when working in the event world the lines of communication are wide open between departments and that a mutual respect and a collaborative attitude are in place. You can't do it without them, and they can't do it without you, so showing appreciation and respect will not only benefit clients but foster a healthy work dynamic. Most of all, don't forget your service staff, standing at the front lines, taking the good and bad that guests have to share. Show them the respect and appreciation they deserve, and they in turn will create a positive and pleasant environment for the guest.

Melissa Falcone

Catering Sales Manager

THE WESTIN GREAT SOUTHERN COLUMBUS

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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!



LEAH ALLISON
BGSU OFFICE OF ADMISSIONS

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? My family

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? BGSU Office of Admissions, I am the Recruitment Events Student Assistant

WHAT IS THE BEST THING ABOUT YOUR JOB? Getting to create and execute events for students who want to learn more about the school that I love!

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Organization,

Attention to Detail and Communication Skills

WHAT ONE PIECE OF ADVICE WOULD YOU GIVE TO SOMEONE BEGINNING THEIR CAREER IN THE MEETING INDUSTRY?

Always ask for/collect feedback after every event. It is important to hear what your customers think, love and want to see done differently.

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER? Cloning, then you can always be in two places at once.



STEPHANIE COTRONE
BGSU OFFICE OF ADMISSIONS

cotronestephanie@gmail.com

937-607-3609

Insta: @stephanie_cotrone

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? My boyfriend, my family, my friends, and my professors in my major

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? BGSU Office of Admissions – Student Tour Guide; BGSU Honors College – Peer Facilitator; K & K's Something Borrowed, LLC – Wedding Coordinator; Disney World – Front Desk (Spring 2020)

WHAT IS THE BEST THING ABOUT YOUR JOB? The impact I get to make on people of all ages from college students to their parents and beyond that scope of people. I love interacting with students in order to give them a taste of what their college experience could look like. Additionally, providing an experience and memories that will last a lifetime is for sure one of the best perks of my job.

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Organization;

Detail-Oriented; Customer Service

WHAT ONE PIECE OF ADVICE WOULD YOU GIVE TO SOMEONE BEGINNING THEIR CAREER IN THE MEETING INDUSTRY?

One piece of advice I would give someone beginning their career in the meeting industry would be to intern early and get a business card early. Getting your name out there in your field is vital as you begin a job search that will eventually lead to a career. Interning earlier rather than later and giving your business card to as many people as possible opens the door to so many possibilities.

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER? I would love to have the super power of being able to solve problems instantly. Since this business is very problem-solving and stress heavy, I think having this capability would be extremely beneficial to run a smoother event overall.



LAURA MOSLER
BGSU CENTER FOR PUBLIC IMPACT

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? My family! They motivate me to expand my horizons and always do my best. It is great to have people there who can always support you.

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? I am always a student first. I am studying Tourism, Hospitality, and Event Management at Bowling Green State University. I also work for the Center for Public Impact on campus as a receptionist and event development assistant.

WHAT IS THE BEST THING ABOUT YOUR JOB? Working with programs that help the community on and off campus.

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Communication, email etiquette, and flexibility.

WHAT ONE PIECE OF ADVICE WOULD YOU GIVE TO SOMEONE BEGINNING THEIR CAREER IN THE MEETING INDUSTRY? I am just starting out myself! I would love some advice from professionals in our industry to help me out in my journey.

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER? Teleportation so I can be everywhere quickly.



STEPHANIE RORK
CINCINNATI USA CONVENTION & VISITORS BUREAU

www.linkedin.com/in/stephanierork/
513-632-2809

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? My family

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? Cincinnati USA Convention & Visitors Bureau, Senior Sales Manager – Corporate Accounts

WHAT IS THE BEST THING ABOUT YOUR JOB? Meeting a diverse group of people and having the opportunity to not only help with their needs, but get to know them on a personal level

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Communication, Partnership, Networking

WHAT ONE PIECE OF ADVICE WOULD YOU GIVE TO SOMEONE BEGINNING THEIR CAREER IN THE MEETING INDUSTRY? Understand that relationships are everything – always be focused on partnership and learning from others.

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER? Mind Reading



BRITTANY WIND
OLIVE GARDEN & DOWNTOWN BOWLING GREEN SPECIAL IMPROVEMENT DISTRICT

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? The most important people in my life have to be my mom, my older brothers, and my boyfriend.

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? I work for Olive Garden, I am a server and bartender. I also work for Downtown Bowling Green Special Improvement District as a market and event planning intern.

WHAT IS THE BEST THING ABOUT YOUR JOB? At Olive Garden I love being able to socialize with people and work in a fast pace environment. At Downtown BG S.I.D I love getting to see an event from start to finish. It is so rewarding to start a project and see it blossom into an event that people get to enjoy.

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? The three most important skills I use at work: communication, multi-tasking, and problem solving.

WHAT ONE PIECE OF ADVICE WOULD YOU GIVE TO SOMEONE BEGINNING THEIR CAREER IN THE MEETING INDUSTRY? Be open to different fields within your major. You never know what you will like doing until you try it out.

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER? I would say cloning, I love to multitask and try to get numerous things done at once. Being able to clone myself and get multiple jobs done simultaneously would be great.



GWENDOLYN M. YOCKEY
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WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? My grandparents. They've truly been the ones to teach me the most important things about responsibility and dedication. They've done so much over the years for their community and it has really inspired me to get as involved as I can with my own.

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? I currently hold several positions, so where to start? I'm an Intern this semester for the Bowling Green Ohio CVB working with their marketing team. I also work as a Student Supervisor for the Brown Popular Culture Library (it's my third year in this position) and I supervise the other student staff as they complete their assigned projects with the floor materials as well as supervise the Sustainable Green Office certificate program for the BPCL. I am a Library Ambassador too where I work to connect not only the students & Alumni of my University but also the general community with resources and events held and provided by the University Libraries. Lastly, I currently serve as a Student representative on two committees within my university The Friends of the Library & The Dean's Director Search Committee.

WHAT IS THE BEST THING ABOUT YOUR JOB? Getting to know the in depth information about the collections we hold and handle and creating relationships with the patrons that routinely use our materials. I find the history of marketing trends fascinating and both my position as an Intern at the CVB and

as a Student Supervisor at BPCL have already taught me so much about this vast subject.

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Time Management is a big one, as there are always multiple projects going on at the same time. Another is adaptability, you never know who is going to walk in so you yourself have to be somewhat of an amateur expert on many subjects in order to best assist in their research endeavors. And thirdly just being open-minded and sociable, I think its extremely important to have all of these qualities no matter what position you hold.

WHAT ONE PIECE OF ADVICE WOULD YOU GIVE TO SOMEONE BEGINNING THEIR CAREER IN THE MEETING INDUSTRY? Don't let the fear of the unknown hold you back and be open to talking with other more experienced members in the industry as they can give you priceless advice that may just help you succeed and overcome an obstacle that is holding you back.

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER? I would love to be able to influence the flow of time, (slow it down/speed it up and invent time travel), I can just imagine how much more I could get done in a day and the saying "stop time and live in the moment" would become quite literal. I'd also really just love to experience the events and histories of the past.



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