

MEETING PROFESSIONALS INTERNATIONAL

DEFINE



THE OFFICIAL NEWSLETTER OF MEETING PROFESSIONALS INTERNATIONAL OHIO CHAPTER

OCT — DEC 2019

*We can only do
so much as Individuals*



BUT TOGETHER

*We accomplish feats
we did not even know
were possible!*

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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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identity and personality.

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2019-2020 MPI OHIO CHAPTER BOARD OF DIRECTORS

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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.

MPIOH Executive Office

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President's Column

Abbey Border
Sales Manager, Kalahari Resort & Convention Center



Dear MPI Ohio...

We received some exciting news this past month from MPI Global recognizing the MPI Ohio Chapter as a Top Performing Chapter from this previous year! As some of you may know, each year, MPI chapters are measured by achievement of specific metric goals. A Top Performing Chapter is a chapter that achieves at least 4-out-of-5 metric goals. Those include our percentage of members who are engaged and volunteer on committees, our satisfaction scores with regards to our chapter leadership and educational content, our conversion of non-members to members, our overall financial health, and our overall total membership number. My gratitude goes to each member because your dedication is impacting our chapter so much that we have been recognized globally!

The announcement of our chapter's status might be hard to top and you may still ask, what else might be happening with our chapter? Bowling Green State University has actively been involved in the MPI Ohio Chapter for several years with participation from faculty and students alike. Greg Dickerson is an Academic Advisor at BGSU and member of our MPI Ohio Chapter, and his passion for hospitality has led students like Jessica James to embrace the MPI mission and form a student chapter. I am pleased to announce that BGSU has officially received their charter and MPI Falcons are actively serving with their own board of directors comprised of 4 students pursuing a degree of higher education. "Unity is strength; when there is team and collaboration, wonderful things can be achieved." ~Mattie J.T. Stepanek.

The power of three is something I've come to rely on in my term. Each year our chapter hosts an Annual Fundraising Auction and this year it's in conjunction with our In-Depth Education Day. The auction is not only a time to gather with your peers and purchase amazing items donated by our chapter's suppliers and planners, but a time of giving. Our beneficiary this year will be Children's Hunger Alliance so mark your calendar and join us on December 11, 2019 at LIVE! Technologies in Columbus, Ohio.

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, and I'm humbled to be on this journey with you.

Yours in hospitality,

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

Abbey Border

HOW THE MPI FALCONS LEARNED TO SOAR



MPI Ohio Student Chapter at Bowling Green State University, The Falcons, Board of Directors

From left to right: Laura Mosler, Secretary; Hailey Davis, Public Relations; Jessie James, President; Gwendolyn Yockey, Vice President; Brittany Wind, Treasurer

By: Jessie James
Founder/President, MPI Falcons

When I was sitting in a class taught by Bowling Green State University instructor and MPI member, Greg Dickerson, he suggested a trip to a MPIOH chapter meeting in Cleveland. At first, I was hesitant to take part on the journey since I didn't know what it entailed. Truthfully, when I initially decided to go on the trip it was to visit my boyfriend at the time who was living in the area. Little did I know that the trip would alter my career and outlook on the event planning industry, forever!

My next MPI experience was presented by BGSU alum and MPI member, Alex Mechler. He asked me to journey to Lexington, Kentucky for the MidAmerica Conference. Joining the MPI Ohio Chapter and attending MAC broadened my horizons and demonstrated the value of membership. Making strong connections inspired me to further my personal and professional development through MPI.

Attending the recognition event held in June, I wanted to become more involved personally, so I joined the membership committee. Later, the idea of potentially starting a student chapter at BGSU was beginning to arise! To start the chapter, it took hard work and long hours, but after I consulted with Greg, I applied for the student charter. We collaborated on member recruitment and event ideas, then we gained our executive board and ten members to create the first MPI Student Chapter in Ohio. We were starting to take flight.

Development and growth opportunities have been abundant through this organization. The MPI Foundation awarded me the Larry Lee Memorial Scholarship to attend IMEX America 2019,

where I experienced further inspiration and education. The following week the BGSU MPI Falcons had their first official student chapter meeting. We have exciting plans to expose MPI Falcons to industry professionals, including visits to Achieve Incentives & Meetings and CultureShoc in Cleveland, where my enthusiasm for the industry and MPI was originally ignited!

As a result of that first step less than one year ago, my MPI journey has encouraged a sense of direction, purpose and aspiration. However, I'm not done yet! Through discussions with Jessie States (Director of the MPI Academy) the future may also hold a CMP designation for students. This would give a competitive advantage to students by creating synergy between their chosen major and their desired careers. Without MPI, I would still be wondering about career options after my graduation this spring. MPI has given me a sense of direction and purpose.

The MPI Falcons strive to bring greater awareness to students and inspire them to invest in the MPI community. Our objective is to create a collaboration between industry professionals and students to bridge the gap; encouraging MPI Falcons to spread their wings and soar!

All are invited to attend MPI Falcons Meetings! Stay tuned for a potential career fair here at BGSU!

You can contact us at mpifalcons@gmail.com and follow us at www.instagram.com/mpifalcons
www.twitter.com/mpifalcons
www.linkedin.com/groups/12297866

Smart Synergy

MPI Provides In-Depth Education

From Masters level programs and live events, to On-demand webinars and digital certificates, MPI and your MPIOH chapter offer several exciting ways to build your skills, increase your market value, and help you on your path to self-improvement.



Why Continuing Education?

As our industry continues to evolve, our companies and stakeholders are constantly looking to invest in products and services that will help them stay competitive in the future. Investing in yourself and making the time to grow your knowledge and skillset, means that YOU become that investment.

"An Investment in knowledge pays the best dividends"
Benjamin Franklin

Top ROI's for investing in yourself

1. Increase your chance for a promotion
2. Enhance your career agility
3. Improve yourself and your world

You don't need to go back, to keep moving forward.

Ever feel like there aren't enough hours in the day? With busy work schedules, active lives, and multiple commitments, it can seem impossible to find the time for education. Plus, going back to school and taking classes may sound like the last thing you want to do at this point in your career. Well, that's the thing, you don't have to! While advanced degrees are certainly worth every penny, education offerings come in every size, shape, and form. Make the commitment to yourself to seek out the ones that work for you; the rewards are as vast as the choices.

"Never let school interfere with your education" Mark Twain

Beyond the classroom, MPI offers Education however, and whenever, you need it!

1. Global engagements and Chapter Events.
2. MPI Academy
3. Your network is your net worth

In the end, Continuing education is just that...continuing! It's less a matter of starting and finishing, and more a journey of never-ending curiosity. Whether it's watching a half hour webinar on your lunch break, earning your CMP, or getting a Masters in Meeting Management, make the time to invest in yourself, it's an investment that pays lifelong returns!

"Education is not the filling of a pail, but the lighting of a fire"
WB Yeats

Your next continuing education opportunity awaits.....

MPIOH's Annual In-Depth Education Day

The When:

Wednesday, December 11, 2019
8:30 AM – 1:45 PM

The Where:

LIVE! Technologies – 3445 Millennium Court
Columbus, Ohio 43219

Going Once, Going Twice...

The What: ***MPIOH's 32nd Annual Scholarship Auction***

Each year Meeting Professionals International Ohio Chapter (MPIOH) holds an Annual Scholarship Auction. This year we are proud to host this event in conjunction with our Annual In-Depth Education Day. The proceeds from the Auction are used to defray costs of MPIOH related educational programs and for educational scholarships. We also donate 10% of our proceeds to a chosen charity for the year.

The When: Wednesday, December 11, 2019 | 1:45 PM – 3:30 PM

The Where: LIVE! Technologies – 3445 Millennium Court, Columbus, Ohio 43219

The Who: YOU! And all of your favorite meetings industry friends & partners

The Why: To bring together our members for a day of impact.



For the second year in a row, we are partnering with Children's Hunger Alliance as our beneficiary. They identified that approximately 529,000 children across Ohio live in food – insecure households. That means 1 in 5 children are unsure of where their next meal is coming from. Children's Hunger Alliance partners with organizations throughout Ohio to provide nutritious meals to at-risk children who need them most. They help day care providers, day care centers, local school districts and afterschool and summer programs provide balanced, healthy meals to children in their care. Their team of educators also deliver nutrition education and lead children in physical activities to provide a balanced approach to childhood health. Learn more about Children's Hunger Alliance by visiting www.childrenshungeralliance.org

The Goal: Last year, the chapter raised more than \$12,000 for the auction. With your support this year, we know we can achieve our new goal of \$15,000!

Take Action: Interested in learning more about how you can support this great event and auction? Contact Jessi Konnagan, Chapter Administrator at admin@mpioh.org.



MAC Hacks:

Top Picks for Unmistakably Cincinnati Experiences

Eat lots and lots of Graters Ice Cream
or Cincinnati Skyline Chili!
Both are local favorites

Afraid of heights? Hope not if
you plan to take a spin on the
Skystar Wheel in the Banks
Entertainment district

Go on an
underground
walking tour with
American Legacy
Tours to learn
about the history
of the city and
see underground
tunnels that were
a part of the city's
brewery history

Check out the local
craft brewery scene:
Rhinegeist, Christian
Moerlein Brewing, Taft's
Ale House, 3 Points
Urban Brewery, and
Braxton Brewery

Explore historic
Findlay Market

Take a tour of the
Cincinnati Reds or
Cincinnati Bengals
stadiums.
Maybe even catch a
Cyclones Hockey game!

Take your picture on the Purple People Bridge and keep one
foot in Ohio and the other foot in Kentucky, all while standing
over the Ohio river (which is the state line)!

Check out Cincinnati Museum
Center at Union Terminal



Check out the
beautifully
restored
and historic
Music Hall

See everyone's
favorite and famous
hippo Fiona at the
Cincinnati Zoo

See You in Cincy for the 2020 MidAmerica Conference!



Ohio Home for the Holidays!

EVERYONE LOVES THE HOLIDAY SEASON – THE CRISP WEATHER AND SENSE OF COMMUNITY AND HAPPINESS IN THE AIR! HOWEVER YOU CELEBRATE THE HOLIDAYS, WE’VE CREATED A LIST OF SOME OF OUR FAVORITES ACROSS OHIO.

Northeast:

- A Christmas Story House: The quintessential holiday classic. Castle Noel: Mark Klaus (yes, really!) and his wife, Dana, have created a wonderland.
- Christmas Candlelighting at Roscoe Village: Santa, strolling carolers, and of course hot-mulled cider and cookies.

Northwest:

- Lights Before Christmas: The Toledo Zoo lights up your holiday nights including an Ice Slide and their famous Hot Chocolate!
- Williamsburg Christmas at Jefferson Depot Village December 7: An old-fashioned celebration of the season in the 1800’s at the Historic 19th Century Jefferson Depot Village.

Southwest:

- PNC Festival of Lights at Cincinnati Zoo & Botanical Garden: Roast s’mores, see the Wild Lights Show on Swan Lake, and the new immersive “Northern Lights” experience!
- Lebanon Horse Drawn Carriage Parade & Christmas Festival: Food and craft vendors and a beautiful parade featuring horse-drawn carriages

Central:

- Ohio Statehouse Holiday Celebration: Kick off the season with free tours of the historical building decorated in Victorian style.
- Holiday Lights Celebration Gahanna: November 24 in Gahanna’s Creekside District,

Southeast:

- Dickens Victorian Village: A trip back in time as historic downtown Cambridge is charmingly transformed into a Dickens Victorian Village!
- Gallipolis in Lights: November 27 is the most wonderful time of the year to light up the town!

Chugging right along, ride the rails around Ohio...pajamas optional! Hocking Hills Scenic Railway, Dennison Railroad Museum, Cuyahoga Valley Scenic Railroad, LM&M Railroad and the Findlay North Pole Express.

Rounding out the season, we love the New Year’s Eve Walleye Drop! Port Clinton is the “Walleye Capital of the World” and rings in the New Year with a 600 pound, 20 foot, fiberglass walleye named Wylie Jr.! There’s also a kid-friendly “Minnow Drop,” how fun is that?!

Wherever you celebrate, MPI Ohio Chapter wishes you a joyous season making memories with family and friends, and a healthy and very happy New Year!

2019 – 2020 BOARD OF DIRECTORS

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AT YOUR SERVICE

To register for a program meeting or event: Email invitations are sent to all MPIOH members as well as non-members who have attended a MPIOH event in the past. If you have received an email invitation, simply click YES at the bottom of the invitation and follow instructions. If you did not receive an email invitation, visit www.MPIOH.org, click on Education & Events, select the event you wish to attend and click on the REGISTER link. You can view the 2019-2020 Calendar of Events in this directory.

NOTE: If you cannot attend a meeting and do not wish to receive any further reminders for that event, click NO at the bottom and follow the next few steps. You will no longer receive email reminders about that event. Be sure not to "Opt-Out" - this will prevent you from receiving *any* emails from MPIOH.

To attend a board meeting: Contact: Abbey Border
Phone: 419-433-5914
Email: aborder@kalahariresorts.com

To get involved with board/committee: A list of MPIOH Committees is located in this directory. Visit the website at www.MPIOH.org or contact admin@mpioh.org to join a committee.

To sponsor an MPIOH meeting/event: Contact: Heather Gortz, CMP
Phone: 614-461-2613
Email: heather.gortz@ihg.com

To receive membership information for a colleague: Contact: Ashlee Dickson
Phone: 614-461-2677
Email: ashlee.dickson@ihg.com

You can also contact the MPIOH Office at 513-563-8674
Send email to: admin@mpioh.org
Join Online at MPI: www.mpiweb.org

Submit an article for newsletter: Contact: Angela Hafford
Phone: 602-762-1469
Email: angela.hafford@pra.com

To receive information regarding the CMP certification/study groups: Contact: Margaret O’Gorman, CMP
Phone: 513-860-4194 ext. 111
Email: mogorman@gettothebc.com

Submit an advertisement for newsletter or annual directory: Contact: Leslie Klenk
Phone: 614-554-6294
Email: leslie@burgimediafusion.com

Join MPI Ohio’s Social Media Connections! Visit the website www.MPIOH.org to connect to Twitter, LinkedIn and our Facebook accounts.

2020 Calendar of Events



JANUARY	Program Type	Time	Program Description	Speaker(s)	Location
			Happy New Year		
FEBRUARY	Program Type	Time	Program Description	Speaker(s)	Location
2/9-2/11/20	Special Event		MPI OH/KY MidAmerica Conference	Multiple	Duke Energy Convention Center Hilton Netherlands Plaza Cincinnati
MARCH	Program Type	Time	Program Description	Speaker(s)	Location
3/18/20	Chapter Meeting	11:00am – 1:30pm	Creating Memories Not Just Menus	Cabrin Kelly-Hale	Gervasi Vineyard Canton
APRIL	Program Type	Time	Program Description	Speaker(s)	Location
4/15/20	Chapter Meeting	11:00am – 1:30pm	Global Meetings Industry Day	TBD	Crowne Plaza Downtown Columbus
MAY	Program Type	Time	Program Description	Speaker(s)	Location
5/13/20	Chapter Meeting	11:00am – 1:30pm	Security at Meetings	TBD	Cincinnati
JUNE	Program Type	Time	Program Description	Speaker(s)	Location
6/6-6/9/20	WEC		World Education Congress		Grapevine, Texas
6/17/20	Special Event		MPIOH Annual Recognition /Appreciation Event		Nationwide Hotel & Conference Center - Columbus
AUGUST	Program Type	Time	Program Description	Speaker(s)	Location
8/19/20	Chapter Meeting	11:00am – 1:30pm	TBD	TBD	Johnson Controls Hall of Fame Village - Canton
SEPTEMBER	Program Type	Time	Program Description	Speaker(s)	Location
9/15-9/17/20	Imex		IMEX		Las Vegas
9/28/20	Chapter/Special Meeting	11:00am – 1:30pm	Joint Industry Meeting with OSAE & PCMA	TBD	Hilton Easton Columbus
OCTOBER	Program Type	Time	Program Description	Speaker(s)	Location
10/21/20	Chapter Meeting	11:00am – 1:30pm	TBD	TBD	Marriott RiverCenter Cincinnati/NKY



COMMITTEE LISTINGS

SPECIAL PROJECTS: This committee is responsible for managing the chapter's annual auction. Committee projects include soliciting donations, coordinating the bidding process, and setting up auction materials the day of the auction. Auction Committee members work under the direction of the Director of Special Projects throughout all facets of the planning process. This committee also plans the chapter networking events.

EDUCATION COMMITTEE: The Education Committee is responsible for the development and content of eight chapter meetings with educational programs each fiscal year. The committee is represented on the MPIOH Board of Directors by a VP of Education and a Director of Education. The VP of Education coordinates the yearly calendar of Chapter Meetings, program development, speaker selection, site coordination, menu planning, and all meeting logistics of the chapter meetings. Under the Director of Education there are Education sub-committees led by the City Chairs in Cincinnati/Dayton, Cleveland, Columbus and the Toledo areas. The Director of Education oversees the REACH Program (Regional Education and Conversation Hour) which consists of 3-4 local meetings per fiscal year. The City Chair coordinates their REACH meeting by providing a speaker/panel discussion, and coordinating the logistics of the early morning meeting. This REACH Meeting provides local educational opportunities as well as the opportunity to visit local venues and network with MPIOH members and potential members.

PROFESSIONAL DEVELOPMENT COMMITTEE: This committee is responsible coordinating and facilitating the CMP study group held several times per year. They work closely with the Director of Professional Development.

COMMUNICATIONS COMMITTEE: This committee assists the VP and Director of Communications in three ways: 1) Production of the MPIOH quarterly publication, DEFINE, by submitting articles or lending your editing expertise. 2) Checking the chapter web site to insure information is updated, maintained and relevant. 3) Increase awareness of MPIOH within the meetings industry and the public media including sending out press releases, engaging with MPIOH groups on social media tools such as Face book, Twitter and LinkedIn, maintaining updated media lists, and soliciting media coverage for chapter events and member accomplishments.

MEMBERSHIP COMMITTEE: This committee is responsible for membership engagement, recruitment, retention & recognition. Duties include following up with members regarding membership satisfaction & renewal, expired memberships, contacting potential new members to promote benefits of

membership, helping with the new member on-boarding program, connecting with new members & non-members at all chapter events, and recognizing existing members within the community. The VP of Membership enforces the Membership Business Plan and selects a chairperson within the committee to lead membership efforts in their respective geographic areas. Conference calls are held monthly with the membership committee and new tasks are assigned throughout the year.

MIDAMERICA CONFERENCE COMMITTEE: This committee is responsible for a portion of the annual MidAmerica Conference, sponsored by the Ohio and Kentucky chapters of MPI. You may be working on the educational program, trade show, sponsorship, logistics, printed materials, or many other projects involved with implementing the Conference. The MidAmerica Conference committee members work under the direction of the MidAmerica Chair.

RECOGNITION COMMITTEE: This committee will assist the Member Recognition Chair in planning and executing the Annual Recognition/Appreciation and Awards Gala. Establishing a relationship with the hosting venue, conducting site tours at the venue, promoting & collecting the nominations for Planner/Supplier/Committee/Facility of the year are all responsibilities of this committee. The Recognition Committee falls under the Membership Committee with the VP of Membership assisting in writing the program show flow to incorporate the installation of the Board of Directors for the upcoming year. The Recognition Committee members are also encouraged to join Membership Committee conference calls on ideas for more consistent recognition throughout the year.

STRATEGIC PARTNERSHIPS: This committee supports our chapter in their goal to meet and exceed budgeted cash and in-kind sponsorships. They are responsible for establishing and maintaining relationships with the chapter's advertisers, sponsors and event host organizations. Through regular communication of Board of Directors needs this committee is responsible for finding and contracting venues for all Ohio MPI meetings and events. The committee will also provide referrals of suppliers that can provide in-kind and cash sponsorships and make recommendations to the Board of Directors about sponsorship packages and proper recognition of sponsors.

FINANCE: This committee oversees the Chapter's funds and financial records. The collection of all funds and/or assessments; establish proper accounting procedures for the handling of funds; and is responsible for keeping the funds in such banks, trust companies, and/or investments as approved by the Board of Directors or by the Executive Committee.

CERTIFICATIONS

CERTIFIED MEETING PROFESSIONAL (CMP)

The Certified Meeting Professional (CMP) program was launched in 1985 to

- *enhance the knowledge and performance of meeting professionals,*
- *promote the status and credibility of the meeting profession, and*
- *advance uniform standards of practice.*

Today, the CMP credential is recognized globally as the badge of excellence in the meeting, convention, exhibition, and event industry. The qualifications for certification are based on professional experience, education, and a rigorous exam.

More than 11,000 meeting professionals in 55 countries around the globe hold the CMP designation. This unique community represents every sector of the industry—from corporations and associations to government and institutional organizations.

The CMP program aims to increase the professionalism of meeting management professionals in all sectors of the industry by:

- *Identifying a comprehensive body of knowledge in the meeting management profession*
- *Promoting industry standards, practices and ethics*
- *Stimulating the advancement of the art and science of meeting management*
- *Increasing the value of Certified Meeting Professionals to their employers*
- *Maximizing the value received from the products and services provided by CMPs*

REQUIREMENTS TO OBTAIN YOUR CMP

- *36 months of experience **or***
- *24 months of experience and an industry degree **or***
- *36 months as an educational instructor **AND***
- *25 clock hours of educational activities **or***
- *Industry Internship*

CERTIFIED MEETING PROFESSIONAL – HEALTHCARE SUBSPECIALTY (CMP-HC)

In 2014, the Certified Meeting Professional healthcare subspecialty (CMP-HC) program was launched to address the needs of a growing segment of CMPs who manage the production of meetings in the healthcare industry. The CMP-HC is a subspecialty of the CMP. Those seeking this certification must first pass the CMP exam.

The CMP-HC credential is designed to validate CMPs who have demonstrated a superior understanding and mastery of the specific regulations, laws and best practices that must be followed when conducting a healthcare-focused meeting.

CERTIFICATION IN MEETING MANAGEMENT (CMM)

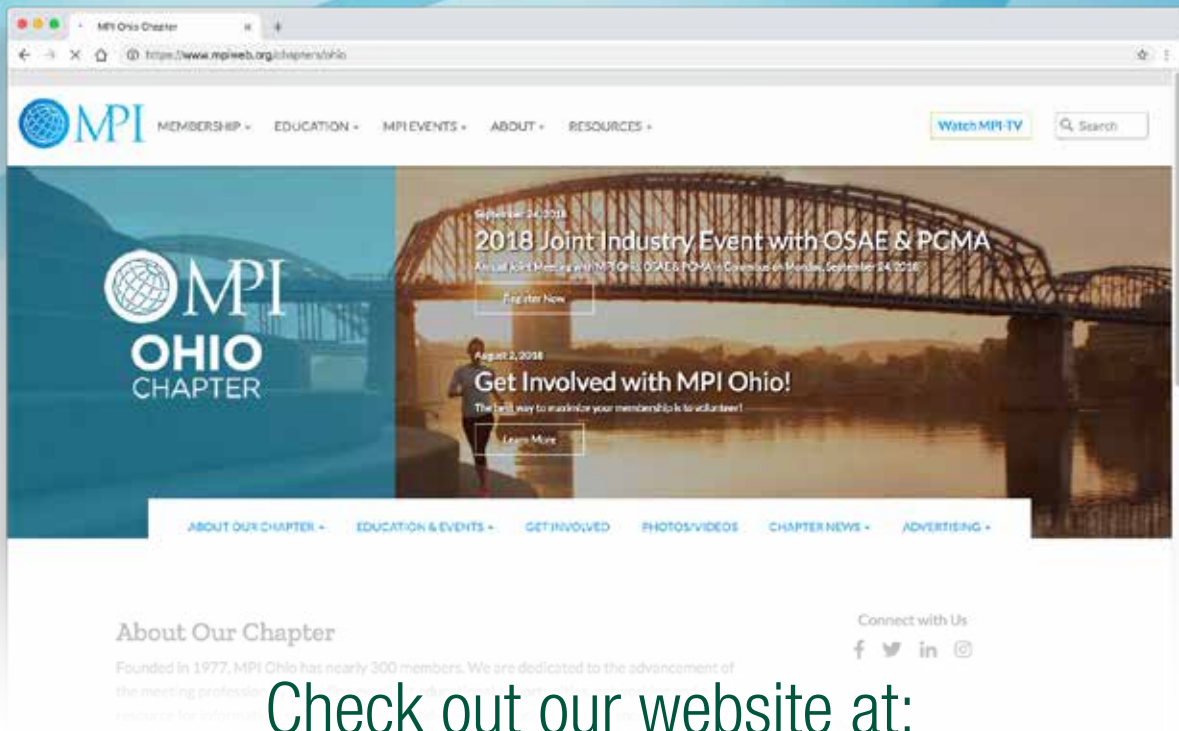
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Taught by Indiana University faculty, the entire program takes 15 weeks to complete. Upon successful completion of the coursework, attendees earn 48 clock hours and 4.8 CEUs. They will also have the opportunity to earn three graduate credit hours, which can be applied to the Indiana University Kelley School's Executive Degree Program (EDP) Business Management Certificate.

QUALIFICATIONS

- *7+ years of professional experience in the meeting and event industry*
- *3+ years of management experience*
- *2+ years of profit and loss responsibility*

If you meet these qualifications, you are ready to apply for this professional designation. Visit the MPIOH website for more information at <https://www.mpiweb.org/education/academic-partnerships/certificate-meeting-management>



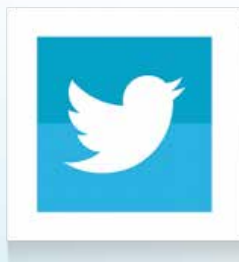
Check out our website at:
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