



MEETING PROFESSIONALS INTERNATIONAL

DEFINE

MPI
OHIO CHAPTER

THE OFFICIAL NEWSLETTER OF MEETING PROFESSIONALS INTERNATIONAL OHIO CHAPTER

APR — JUN 2014



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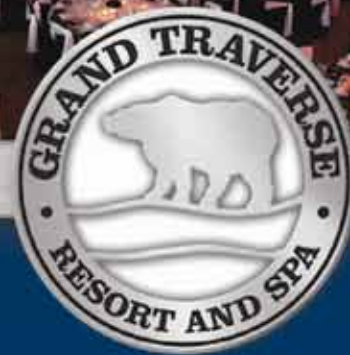
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MPIOH Mission Statement:

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

By: Holly Draughn, CTA
Hampton Inn & Suites, MPI Ohio Chapter President



Dear MPIOH Members,

Today is bittersweet as I come to the end of my presidency for the Ohio Chapter. It has been a true pleasure and I have learned more than I could have ever imagined in such a short amount of time.

I have been asked recently what is the biggest takeaway that I could share that could sum up what this year has been like and here is what I would like to share:

"We won't always know whose lives we touched and made better for having cared, because actions sometimes have unforeseen ramifications. What's important is that you do care and you act."

Charlotte Lunsford

Remember to be engaged, remember to care and always remember you can only get out what you put in.

I will not say goodbye for I have the pleasure of serving for one more year as the Immediate Past President; and will always be a part of MPI.

I have the honor of turning over the reins to an amazing person to take over the leadership of this great board and chapter and I know that Julie will do an amazing job in driving our chapter forward with the continued excellent education and networking opportunities for our members.

Thank you for letting me be a part of something so amazing!

Ohio Chapter of MPI Announces 2014-2015 Board of Directors

The Ohio Chapter Nominating Committee has selected the following individuals, whom we believe to have the skills, dedication and integrity to provide outstanding leadership to our chapter during their term of office. The slate of officers has been approved by a unanimous vote and will take office July 1, 2014.

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Sustainability in the Real World

Helping Companies Start a Meeting Revolution!

By: Amanda L. Gourgue, CMP, LEED, AP

For those of you who attended my sustainability presentation on February 19th, thank you! As I mentioned at the presentation, it is an honor to be part of your sustainability journey. For those of you who didn't attend, it is not too late to start a meeting revolution within your company.

Remember that there are five stages of the sustainability journey that most companies (and people) go through. They are:

1. **Grass Roots** - One person or a group who starts. Example, bringing the office paper home to recycle or get the company talking about bottled waters.
2. **Functional** - Usually starts with the utilities department. Example, someone reads about how they can save money by saving energy. Or switch to multi flush toilets. Bottom line... Usually the driver.
3. **Strategic** - Slow trickling up and out to other departments. Starts moving to the C-Level. Heard about the financial savings or the customers are starting to demand it.
4. **Ecosystem** - Where you start influencing your supply chain.
5. **DNA** - Not only is it just the way it is but it reaches out to the community. It isn't just internally, they also think about environmental/social justice. They own it. This is where we all want to be. We want to have sustainable meetings in our DNA.

However, DNA is not that easy to achieve. A great example of a company with sustainability in its core is Timberland, the footwear and apparel maker based in Stratham, NH. This company, while always a big contributor to social responsibility, has dramatically increased its focus on environmental sustainability under the stewardship of its CEO Jeff Swartz.

Every employee is encouraged to participate in 40 hours of paid community service, and the participation rate approaches 90 percent, with most of the activity related to the environment; a passion for driving social and environmental change is an important screen in the hiring process; the company provides an Eco-label on its products identifying the environmental impact; sustainability is a key driver in product design; the company is very transparent about its goals, successes, and also areas where it

fell short; and last but not least, the CEO talks constantly about his company through the lens of sustainability.

To have sustainability at the core of your company, follow these seven steps:

Step ONE - Understand and analyze your organization's strategic plan, goals and objectives, and assess the company's brand, values, culture and objectives.

It starts at the internal level. In order to craft a strategic CSR program for your organization, you need to be familiar with the vision, mission, values and business goals so these can be supported and enhanced by any activities that are developed in the community or communicated to stakeholders at your meetings and events. This will help define the strategic relevance of the meetings function.

Step TWO - Identify your core meeting professional competencies and objectives and how they support overall organizational CSR strategy. Identify stakeholders to consult for buy-in of your planned activities.

It is important to assess how your strengths as meeting professionals can bring CSR to life in your organization or for your clients and other stakeholders. For example, how can your control of logistics enhance people, planet, and profit? Recognize that every organization will be different, in terms of ability, focus and organizational mandate. Inside out and outside in. Use the TOWS matrix – what can you do well? How can you enlist the support of other areas within your organization and outside of the meetings division to advance the implementation of the CSR initiatives?

Step THREE - Draft a preliminary meetings and CSR proposal/policy that supports your organization's strategic plan. Consult with partners/stakeholders for validation.

Define how the meetings/events function can help support their goals and satisfy stakeholder interests.

Including CSR initiatives in this proposal, remember to keep in mind that it will need to respond to business questions, and being able to quantify information will support the narrative. It might include:



- An executive summary of key points
- An explanation of why the proposal is important to your company
- Identification of short- and long-term financial, environmental and social impacts (both internal and external to the organization) impacts
- A list of current policies and procedures and a glimpse at how they may evolve
- A communication plan articulating how you recommend to roll out the program to stakeholders
- An evaluation plan that will help you measure the program's success

Step FOUR - Identify types of external partners to facilitate contracts and supply chain management. The actions of your suppliers reflect on your organization.

The actions of your suppliers reflect on your organization and your meeting. In selecting and negotiating with your suppliers, ensure that they support your goals and objectives in respect to CSR. Failure to do so runs the risk of damaging your reputation. Think of the problem Nike had with sweatshop labor in the 1990s.

Planners and suppliers alike in the meetings industry have the ability to increase the impact of their CSR initiatives through implementing supply chain practices that support their vision. Audit your potential supply chain by asking for information including:

- Product quality and availability
- CSR programs currently in place
- Environmental policies
- Any measurement and reports
- Do they source materials sustainably?

If you are within a large corporation, your procurement department may be your biggest internal partner in vetting and creating partnerships within the supply chain.

Step FIVE - Identify appropriate technological tools for data collection, reporting and analysis.

Now that there is a policy in place, how will you measure your success? What tools are available to you? Can you use available technology, such as a simple spreadsheet, or are their more advanced tools you wish to use?

Step SIX - Define success measures

Defining success measures allows you to track success. Engage with your stakeholders (Staff, Attendees, Volunteers, Suppliers, Sponsors, Partners) to help define the objectives for your event.

For example, ISO 20121 Green Event Management Standard requires organizations to complete this process as part of Phase 1 of certification.

Step SEVEN - Implement your strategy, review and revise based on attainment of success measures and how successfully they support the needs of the stakeholders.

The implementation and review process is essential to integrating strategic CSR within the meetings and events function. This allows you to adjust strategy locally based on how well the needs of the stakeholders are being met. This should be a 360 evaluation, taking into account not only internal stakeholders but identified external stakeholders. There is a school of thought that advocates that "CSR" should actually stand for "Corporate Stakeholder Responsibility", they view this as so essential to the process. It allows a greater opportunity to innovate not only internally, but within your supply chain to create value locally. It may enhance your competitive ability, and creates goodwill within your stakeholder community.

These seven steps are not easy but they are essential in your journey to sustainability. Many companies hire consultant, like me, for this type of work. I am available if your company is looking to get to that next level of sustainability.

For those who were at the presentation, will remember that I ended with the puggle the pug and beagle cross-breed. Not too long ago, this cute little puppy would have been called a mutt, now it is a highly priced and highly sought-after designer pet.

A paradigm shift is starting to happen in the meetings industry in respect to CSR, but we're not quite there yet: There are a few things that haven't yet happened.

First, is moving to an expanded view of CSR that goes beyond merely green meetings.

Second, let's look at redefining luxury and quality. Long term sustainability will happen when we cease to equate these with lavishness and excess but rather with attributes such as rarity and elegant simplicity. We can then gain an appreciation for the value of sufficiency above abundance.

Then, let's re-imagine the potential ahead, where we apply the power of meetings and the abilities of our collective organizations to propel success not only for industry but also for society and the environment.

Finally, I leave you with this challenge: let's make sustainable meetings the next puggle; what once was an underappreciated accident of nature to a highly valued and intentionally designed way of doing business.

Hosted Buyer Programs—THE NEW MODEL FOR TRADE SHOWS?

By: Michael J. Lyons, Exhibition Director – AIBTM

The notion of “hosted buyer” is steadily building buzz in the U.S.

Imported from Europe, a hosted buyer program in a nutshell, is a business vehicle that brings qualified meeting buyers and sellers together with a high likelihood to book real business with each other through pre-arranged face-to-face meetings at the show.

“Hosted,” simply means that the show organizer picks up the cost of travel and hotel expenses if the buyer is qualified and has been accepted into the program.

Though the “hosted buyer” concept has been around overseas for many years, its introduction into the U.S. meetings market didn’t start until 2011, when AIBTM was launched in Baltimore. AIBTM’s Hosted Buyer format quickly established itself as a popular alternative to the traditional trade show model, and has since been adopted by other meeting groups.

Sallie Coventry, Portfolio Director, Meetings and Events for Reed Travel Exhibitions, describes hosted buyer programs as “a significant part of the evolution of the meetings market.”

“Now, more than ever, ROI in time and money is paramount,” Coventry says. “The hosted buyer program provides highly efficient face time for business to happen.”

Meeting Professionals International has also successfully conducted hosted buyer programs during WEC (World Education Conference).

Like AIBTM, they use matching software that automatically pairs up suppliers and planners based on their specific mutual needs and requirements.

“In the past, exhibitors who did not prepare properly, and as a result didn’t get the anticipated business leads, would blame the show,” she says. “But the hosted buyer model guarantees that each exhibitor will have appointments and thus justify their investment.”

Small companies that exhibit can also benefit because it allows them to attend the show and get solid leads where they might not otherwise in the past due to budget constraints.

Participants are required to fulfill eight appointments per day over the two days of the trade show, which still allows five free hours each day to walk the show floor. The planners also take advantage of CEU (Continuing Education Units) accredited education sessions fueled by MPI, PCMA and others, and also enjoy a number of daytime and evening networking opportunities. All in all, the entire experience for the buyer meets all of their needs—business, education and networking.

Here’s a short list of advantages to a Hosted Buyer program:

SELLERS

- Buyers prequalified
- Schedule arranged through matching software
- Alternative to traditional trade shows where buyers are approached as they walk by
- Knowing which meetings are scheduled ahead of time helps to prepare
- Education and networking opportunities

BUYERS

- One stop shop: exposure to multiple destinations/venues in short period of time
- Minimal commitment with little or no cost
- No registration cost
- Customized schedule arranged through software
- Education and networking opportunities

For more information about the AIBTM Conference in Orlando June 10-12, and their Hosted Buyer program, visit: www.aibtm.com

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Getting to Know Your New Membership Committee Chairs

LISA HUNT – NATIONAL SALES MANAGER – HILTON COLUMBUS AT EASTON

DEFINE: When did you join MPIOH and why?

LH: I joined 2013 because our Director of Sales, Wendy Nicodemus is a big supporter of MPI and she thought that I would gain a lot from the membership from a hotelier's position.

DEFINE: What would you tell a prospective member that you love about MPIOH?

LH: I love all the additional networking opportunities that you gain as a member. Since some of the members are not involved in other organizations, this may be the only time you will get to connect with them and MPIOH gives you plenty of meetings / sessions to do that.

DEFINE: Why did you decide to volunteer?

LH: Previous Membership Director, Phil BeMiller encouraged me to join his team and I am happy that he did.

DEFINE: What will you be doing in your new Membership role?

LH: I will be in charge of growing Student Membership along with the help of others. We will be reaching out to local Universities and Colleges to introduce them to MPI and get them excited about becoming members.

DEFINE: And, just for fun: When the weather finally gets warm, what are you looking forward to doing? :)

LH: I look forward to hanging out at my swimming pool and learning some new activities such as paddleboarding.

DIANA SHACKELFORD – EVENT MARKETING MANAGER – ANTHEM

DEFINE: When did you join MPIOH and why?

DS: I've been a member of MPIOH since 2006. I've been with my company 34 years as of this past February and over half my tenure with Anthem, I've been managing events. The natural progression for me when I joined MPI was to build my knowledge base on current techniques and event processes, as well as expand my network of peer planners.

DEFINE: What would you tell a prospective member that you love about MPIOH?

DS: A few of the many aspects of MPIOH that I love is the opportunity it affords to keep up on the latest trends, technological advances, third-party vendor and network opportunities. On occasion, there's the added bonus of attending meetings at new, unique venues or maybe one that you weren't as familiar with.

DEFINE: Why did you decide to volunteer?

DS: I was most intrigued with this opportunity to volunteer for a few reasons. I am a "people person" for sure and love meeting new people as well as embellishing long-standing relationships. I also think it's helpful to have someone to help guide you through the process.

DEFINE: What will you be doing in your new Membership role?

DS: I will call on members who newly joined or renewed recently ensure membership meets their needs. I want to be sure they understand how grateful we are for their membership and participation, and how important their input and feedback is to our overall growth and success. Also, I will reach out to those who have not attended meetings in the last 6 months or so.

DEFINE: And, just for fun: When the weather finally gets warm, what are you looking forward to doing? :)

DS: Like most everyone else, I am so looking forward to the warmer weather. I live on a small farm in Indiana so we enjoy just being outdoors. I love spending time with my six precious grandchildren.

Rosen Hotels & Resorts: Celebrating 40 Years of Exemplary Service with 40 Percent Planner Discounts

This year, Rosen Hotels & Resorts in Orlando celebrates 40 years of surpassing expectations as Florida's largest independent hotel chain. The company is inviting meeting planners to share in this milestone with exclusive "Anniversary Savings" at its three convention properties – the 1,501-room Rosen Shingle Creek, 1,334-room Rosen Centre, and 800-room Rosen Plaza. The savings include a 40 percent discount on some of the hotels' most popular services and benefits for groups who book and meet at one of the participating properties by December 24, 2014.

Rosen Hotels & Resorts' "Anniversary Savings" program offers a menu from which the planner can select several valuable special concessions such as a 40 percent discount on Millennium Technology Group 2014 rates and Shingle Creek Golf Club individual tee times. The company is also giving away a necklace featuring the 40th anniversary gemstone — the ruby — to a lucky qualified meeting planner each quarter of 2014. Planners can visit RosenHotels.com/40 to learn more about the anniversary specials including how to enter to win a ruby necklace and to submit an RFP.



"What a wonderful occasion to show our appreciation for meeting planners and group customers who have played such an important role in the growth of our convention hotels," said Leslie Menichini, Vice President of Sales & Marketing, Rosen Hotels & Resorts. "We look forward to providing our passionate service and commitment to group customers for many more years to come."

Orlando, Fla.-based Rosen Hotels & Resorts encompasses seven properties that total more than 6,300 hotel rooms and suites, all of which are located within Orlando's main tourism corridor including the Orange County Convention Center (OCCC) and International Drive.

Rosen Hotels & Resorts' three convention hotels offer a trifecta of convenience with the most rooms, meeting space and closest proximity to the Orange County Convention Center. Combined, they lead the local convention market with more than 3,635 hotel rooms and 700,000 gross square feet of meeting and event space.

Rosen Hotels & Resorts' award-winning convention hotels are also home to some of the destination's most highly rated leisure diversions. Rosen Shingle Creek's award-winning championship 18-hole Shingle Creek Golf Course and Brad Brewer Golf Academy are just one mile from the OCCC. Guests of all three hotels receive preferred tee times, as well as complimentary transportation from Rosen Plaza and Rosen Centre. All three hotels offer access to world-class The Spa at Rosen Centre and The Spa at Shingle Creek, state-of-the-art fitness centers at each of the three hotels, a variety of tennis and sport courts and nearly two dozen total dining, entertainment and lounging options.

In 2013, the company debuted the Gary Sain Memorial Skybridge, an overhead covered pedestrian walkway that directly connects Rosen Plaza to the OCCC's West Building for a safe, easy and weatherproof commute. The Rosen Centre Skywalk offers a similar direct connection from the hotel to the opposite side of the OCCC's West Building. Rosen Centre also recently debuted a new 18,000-square-foot Executive Ballroom and The Spa at Rosen Centre with seven treatment suites. A new poolside restaurant — Harry's Poolside Bar & Grill — is scheduled to open this summer.

For more information: Rosen Hotels & Resorts, (866) 337-6736; Sales@RosenHotels.com; RosenHotels.com/40

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— DR. DAVID A. WILSON
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It Just Wouldn't Be a Meeting without a little "PowerPoint"

Here are a few tips to pass along to your clients.

Recommendations for more effective and professional presentations and remember that PowerPoint should be used as an aid.

- The slides should provide visual support and not be relied upon to carry the presentation.
- Audiences can only retain a very small amount of information per presentation
- Maximum seven topics as a guide (not seven per slide!)
- Discover your seven (or ideally less) most important pieces of information and focus on those. If you have more to say then consider an alternative medium of communication for best retention.
- Keep file size small for email.
- Keep text to an absolute minimum
- Reduce all sentences or bullet points to as few words as you can - one word if possible! Use pictures instead of text where possible to improve retention of your message.
- Keep the bulk of detail in your verbal presentation and the slide as a simple summary of a point. People will generally read a slide before listening to the presenter. Keep it simple.

Screen Safe - Guidelines

- Presentations are often rear projected onto a screen. There is usually an overlap at the edges of the screen to ensure that the screen is filled.
- Ensure that no logos, text or images go within a finger's width (on your computer monitor!) of any of the edges of the slide.

Fonts - Headlines

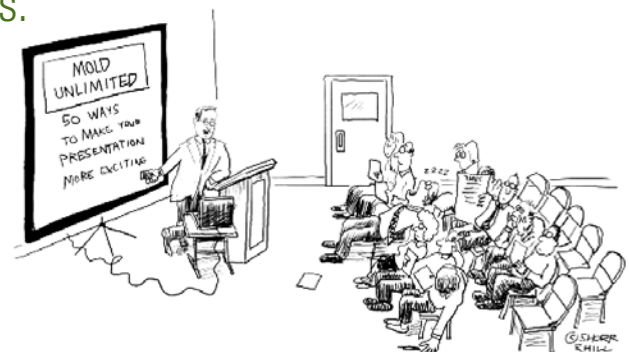
- Headlines should be in a clear bold font (Arial Black for example) and no smaller than size 36pt

Normal text or bullets

- Normal text or bullets should be no smaller than size 24pt font. What may be easy to read on your computer will be barely legible in a large conference room. If it is too small they will not see it and frustration will lead to distraction.

Font color

- The preferred font color is for the text to be a strong contrast to the background color i.e. Black text on white background. White or yellow text on black or blue backgrounds.



AND NOW LET'S WALK THROUGH SLIDE #67, FIFTY WAYS TO MAKE YOUR PRESENTATION MORE EXCITING. NUMBER ONE...

Bullet Points Guidelines

- Try not to use more than five bullet points on one slide. It is unlikely that your audience will attempt to read a slide with too much information.
- Alternatively they won't really start listening until they've finished reading the information. Space the bullet points out and never allow them to wrap around to more than 2 lines.

Line Spacing

- Line spacing should be used to ensure that the bullet points fit evenly onto the page. It shouldn't be spread out too much as this would look odd so we would recommend not to increase the 'After Paragraph' spacing more than about 25 points.

Transitions

- Avoid the temptation to use flashy changes between slides – they quickly become predictable and off-putting. Simple 'cut' changes or a fast dissolve are more conducive to audience comfort.

Embedded Video

- If the video is embedded, remember to bring the source file along with the main presentation and ensure that the MAC Productions is aware that you will need to play back audio from the computer.

Article by Quinn McMurtry

Quinn is the Creative Services producer for MAC Productions, where he specializes in creating content that is visually and emotionally rich and adaptable to television, interactive media and the web.

In 2004, Quinn was selected by AV Multimedia Producer Magazine as one of the nation's Top 30 content producers for his work on the National Submarine Science Discovery Center's interactive marketing media.

Quinn has produced marketing videos, training videos and event media for a variety of clients including CINTAS, TOYOTA, RE/MAXX, Standard Textile and Southbank Partners and his media efforts have helped raise millions of dollars for non-profit organizations.



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The “Secret Sauce” of Human Motivation

By: Michael J. Lyons, Exhibition Director – AIBTM

What causes people to do what they do? Your mind is like an infinite weighing machine — every moment, your mind is weighing your perceived Benefit against your perceived Cost of doing any behavior, habit or activity you can think of. Every decision you make, every habit you form, is built upon your perceived Why-To's and Why-Not-To's of doing that thing.

These habits include...

- The clothes you put on this morning
- The food you ate for breakfast – and if you ate breakfast in the first place
- How many snacks you'll eat today and exactly what you eat
- Whether you procrastinate at work
- Whether you find it hard or easy to finish projects
- Whether you are easily distracted or have no trouble concentrating

Whether I'm coaching CEOs or consulting for Fortune 500 companies, I've never met one human being who doesn't

want to succeed. Yet, we also know that millions of people and organizations have tried everything under the sun to become more successful, but are still not getting the results they want. So, what's going on here?

The Hidden Cause of Habits

According to scientific research, your conscious mind makes up less than 10% of your total brain function. That means that the subconscious or unintentional aspect of your mind represents around 90% of your total brain function.

Your subconscious is a vast collection of unintentional, habitual thoughts, behaviors, and actions. Therefore, the phrase that best describes the Subconscious mind is NO CHOICE.

For example, imagine that you're sitting in your office and suddenly someone came in and turned off all the lights. Now it's completely dark and you can't see anything.

What would happen if I then asked you to re-arrange the furniture? How successful would you be at rearranging the furniture in a room with no visible light? The answer is: not very!

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From senior executives to sales teams, entrepreneurs and industry leaders,

Noah St. John is famous for Inventing Affirmations® and creating high-impact, customized strategies for fast-growing companies and leading organizations around the world.

Noah will tailor his presentation so it meets the particular needs of your organization. His sought-after advice is known as the “secret sauce” to creating breakthrough performance in high-growth businesses.

Noah's engaging and down-to-earth speaking style always gets high marks from audiences. As the leading authority on how to eliminate limiting beliefs, Noah delivers innovative programs and products that have been called “mandatory for anyone who wants to succeed in business.”

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CASE STUDY

Noah's Results Say It All

A software company came to Noah with four years of flat sales. Noah coached the CEO using his Power Habits System. In the next 12 months, the company grew SIX TIMES in size, or more than 611% growth in a stagnant economy. (No, that is not a typo.)



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"Many speakers address sales skills, marketing, and product knowledge; but very few can address the REAL issue - overcoming your own self-limiting beliefs that keep people from succeeding. Noah St. John is the leading authority on eliminating your “head trash” and removing limiting beliefs that cause so many business professionals to fail. I highly recommend Noah if you're looking for that “secret sauce” to add to your live events and programs."

— Joey Davenport, Hoopis Performance Network

Praise for Noah St. John

"Noah St. John's work is about discovering within ourselves what we should have known all along we are truly powerful beings with unlimited potential."

STEPHEN COVEY, author
The 7 Habits of Highly Effective People

"Noah's work represents one of the most significant breakthroughs in the study of success in decades."

JACK CANFIELD, author
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"It's very simple: Noah's programs will change your life."

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Now, because you can't rearrange the furniture in a room where you can't see anything, does that mean you're incapable of rearranging furniture? Of course not! You are PERFECTLY capable of rearranging furniture... when you can see what the heck you're doing! Your subconscious mind is like that dark room. It's hidden beneath the surface, like the bottom 90% of an iceberg. And when you can't SEE something, it's awfully hard to change it!

Your subconscious mind is like that dark room. It's hidden beneath the surface, like the bottom 90% of an iceberg. And when you can't SEE something, it's awfully hard to change it!

Every human being wants to succeed on the conscious level

But, because your Why-Not-To's of Success are hidden in your subconscious mind, it's like you're driving down the road of life... with one foot on the brake.

For example, let's say you want to drive from New York to Los Angeles. And let's say you've got a nice, reliable car to get you where you want to go. So you start down the highway towards your destination. You're thinking positive, you're motivated, and you can't wait to get there.

So you press down really hard on the GAS pedal. But unbeknownst to you, at the same time as you have one foot on the gas, you've developed the unconscious habit of driving with your other foot on the BRAKE.

So here you are driving down the highway of life, trying to reach your goal... but you've developed the habit of driving with one foot on the BRAKE. How long do you think it's going to take you to reach your destination? EXACTLY. A loooooong, long time.

Now, because it's taking you much longer than you thought it would to reach your destination, you start to search for a way to get there faster with less effort. So you find someone who says they know how to get there, and they say to you: "You know what you need? You should get a more expensive type of GASOLINE! That's your problem!"

So you pull into the gas station and fill your tank with the most expensive, high-octane gasoline you can find, and get back on the highway of life. But, guess what? Because you didn't change your habit of driving with one foot on the BRAKE, you're still not making much progress.

So someone else comes up to you and says: "You know what you need? You should get a new set of TIRES! Try these REALLY EXPENSIVE tires, that's your problem!"

So you go to the service station, spend MORE money buying the most expensive tires you can find, and get back on the highway. But, you've still got the same habit of having one foot on the BRAKE... so you're still not reaching your destination.

Finally, someone says to you, "You know what you need? You should get a new CAR! This car you're driving isn't good enough. You should get a REALLY EXPENSIVE sports car, that's your problem!" So you trade in your nice, reliable car, spend MORE money buying an expensive sports car, and get back on the highway of life.

But, even after ALL this time, money and effort, because no one took the time to show you the REAL problem – which is simply the fact that you have developed the habit of driving with one foot on the brake – you end up NOT reaching your goals... and perhaps even giving up on your dream.

So let me ask you a question: If buying more expensive gas, more expensive tires, and even a brand new car isn't going to get you where you want to go, shouldn't you do whatever it takes to do two things...

First, learn why you developed the habit of driving with your foot on the brake in the first place; And second, learn how to replace that very costly habit with a more productive habit that enables you to get you where you want to go faster, easier, and with far less effort.

About Noah St. John

Noah St. John is the best-selling author of *The Book of Affirmations: Discovering The Missing Piece to Abundant Health, Wealth, Love, and Happiness* (Hay House). Noah is famous for inventing Affirmations® and creating customized strategies for fast-growing companies and leading organizations around the world.

His sought-after advice is known as the "secret sauce" for creating breakthrough performance. Noah's books have been translated into ten languages and he appears frequently in the news worldwide, including CNN, ABC, NBC, CBS, Fox, National Public Radio, *PARADE*, *Woman's Day*, *Forbes.com*, *Los Angeles Business Journal*, *Chicago Sun-Times*, *Washington Post*, *Bottom Line/Personal*, *Selling Power* and *The Huffington Post*.

Get up to \$500 worth of breakthrough performance training FREE when you order *The Book of Affirmations* at www.AffirmationsBook.com/more

Congratulations to the Latest Class of CMPs

The Convention Industry Council (CIC) announced the individuals who passed the 1st quarter CMP examination, of which 2 were MPI Ohio Members!

James Godin and Heather Gortz

This distinguished credential, recognized throughout the meetings, conventions, and exhibitions industry, demonstrates an individual's comprehensive knowledge of meeting management as well as a commitment to the profession.

Established in 1985, the mission of the CMP program is to elevate and enhance the professionalism of the meetings, conventions, exhibitions and events industry and the dedicated individuals who are responsible for meeting management.

Obtaining the CMP designation is a two-part process consisting of an application and a written examination, administered and monitored by an independent testing agency. Eligibility to take the examination is based on an extensive review of professional qualifications - candidates must have at least three years of employment in the meetings industry, and demonstrate responsibility and accountability for successful meetings. Additionally each applicant must have completed a minimum of 25 hours of industry specific continuing education or a meeting management internship. The comprehensive written examination tests knowledge of all functions of meeting management.

The next North American CMP exams are scheduled for May 8-17th, August 7-16th, and November 6-15th, 2014. Additional information on the CMP process and the MPI Ohio Study Group and Boot Camp can be found online at www.mpioh.org.

Welcome to Our New Members!

Judy Clark CHSP
Roberts Convention Center
Phone: 937-283-3276
jclark@robertscentre.com

Shannon Crowther
3D Destinations
Phone: 847-987-8933
scrowther@3ddestinations.com

Wende Nemes
DoubleTree by Hilton Cleveland East
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We are looking for venues to host our chapter & REACH meetings beginning August 2014, contact Lori Stickley now to reserve your meeting!

Social Media Update



If you have not “liked” our Facebook Page at “MPI Ohio Chapter,” then you are missing some great information. To stay in the loop, be sure to “LIKE” “MPI Ohio Chapter.”



Like 140 characters or less?
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