

MPI

MEETING PROFESSIONALS INTERNATIONAL



OHIO CHAPTER

define

THE OFFICIAL NEWSLETTER OF MEETING PROFESSIONALS INTERNATIONAL OHIO CHAPTER



June/July 2012 Issue

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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: Anna Ryan, CMP



Dear Members:

As we start a new year I am excited to serve as the MPI Ohio President and look forward to the opportunity to meet each of you at an upcoming chapter meeting or networking event. As a 6 year member of MPI I am pleased to see how much our chapter has grown and where we are today. We are a strong chapter and what makes us so strong is our members. I encourage each of you to pick one way that you can volunteer this year within the chapter. If your time is limited and you can only assist in one task, no worries we have a task for you. Please contact myself or one of our Board members and let us know you would like to help. We will make a place for you. By volunteering you will reap more benefits from your membership than you can imagine.

I speak from experience. After being a member for one year, I highly considered not renewing and just attending a meeting or two a year as a non-member. I didn't see the real need to spend my organization's money on MPI as I just didn't feel "connected" to the chapter or its members the way I really wanted to. As my membership came up for renewal, I was speaking with my coworker about the situation and she asked, did you volunteer to help? Did you get involved? Or did you expect to just show up to a meeting or two and be part of the association without much effort? This made me think, I really didn't do much that first year, besides showing up to a few chapter meetings and possibly a REACH meeting. I never volunteered for a committee or offered up my assistance. So, I decided to give it another year and this time I volunteered. I picked the Membership committee, seemed easy enough. I made phone calls when asked and when I attended chapter meetings; it was like I joined a whole new association. People I had talked to on the phone came up to me to talk and I started recognizing people's names. Before I knew it my membership was up for renewal again and this time there was no doubt in my mind, I had to renew! This was my network of fellow meeting planners and the opportunity to get to know Ohio suppliers, not to mention my only professional development outlet. This all came about after just one year of volunteering. Two years later I was on the Board and three and half years after that, I start my year as President. So take the time today, make contact with a member of the Board and get involved, I promise you won't regret it.

As an association that is run by volunteers I think it's important to realize that what you put into your membership is what you will get out. I cannot thank you enough for being a part of the MPI Ohio Chapter. On behalf of the board, we look forward to seeing you at meetings, working with you as volunteers and serving you as members.

MPI 2012 MidAmerica Educational Conference Review

By: Alec Windle

The Kentucky and Ohio Chapters of MPI have always had a great relationship, continuing to push the brand message of MPI and provide its members with the best education available. The MidAmerica Educational Conference is a great representation of not only the partnership, but also the hard work and dedication that the volunteer committee has to MPI that enables these chapters to put on such an amazing educational experience. This year's event was no exception, as attendees found themselves at one of the newest and most spectacular conference facilities in the state at Kalahari Resort in Sandusky, Ohio. Kalahari is also home to America's largest indoor waterpark with huge water slides, wave pools, and indoor surfing to name a few. The resort does a wonderful job of giving you the Amusement Park experience but also the professional convention setting. The MAC planning committee included exceptional educational value with some of the most well-known speakers in the business, but also enabled attendees to get an idea of what Sandusky has to offer with creative and well executed networking sessions. This combined effort by many individuals made for a great conference where you could really place a return on your investment with the educational value received.

The pre-conference tour has become a staple with the MidAmerica Conference over the years, and is not only a great way to start off the event entertainment wise, but also enables attendees to experience activities in the local area. This year the Culinary Vegetable Institute gave a detailed tour of their award winning garden areas, but also enabled guests to taste samples of their food and wine products. Attendees came to the opening reception raving about this tour. Thank you to the chefs at the Institute as well as to Quarry Hill Winery who made this program possible!

One of the more well received additions to the MAC Conference over the recent years is the First Time Attendee Reception, which was sponsored by the Lake County CVB & Quail Hollow Resort. This enables MAC newbies to meet and greet with MAC committee members and chapter leadership to get acquainted with individuals who have a detailed knowledge of the program and what it takes to get the most out of the experience. This is also a great way for people to break the ice and meet new friends right off the bat.

The opening night reception was sponsored by Kalahari Resort & Conference Center, and was certainly an event that left guests with an experience to



MPI 2012 MidAmerica Educational Conference Review continued

remember. Three different themed rooms, each with their own menu items gave you varied takes on the island lifestyle, from the Caribbean back to the Great Lakes. Guests raved about the food and theme décor throughout the weekend. Attendees were also treated to a private photo session with a baby lion that lives at Kalahari, this was very popular. The networking session was a great way for attendees to mingle with the sponsored vendors as well as enjoy the finer points of what Kalahari has to offer.

The main event opened with MAC Conference legend Jon Petz, Author of Boring Meetings Suck and founder of Miracles & Magic, an internationally recognized show that raises funds and provides lasting memories to children with life threatening illnesses. Jon provided his Emcee skills throughout the conference, bringing his energy to the stage and keeping the event moving! For the second year MAC welcomed the then current Chairman of the MPI International Board of Directors, Sebastien Tondeur. It is always exciting to receive live feedback from International leadership. He discussed that regional conferences are the best kept secrets of the Global MPI initiative. He stated that the talent seen at the MidAmerica Conference rivals that seen on the International level at the World Education Congress. He spoke of the importance of marketing towards a larger audience for regional conference and selling other industry professionals on the value of the education and sponsorship opportunities that these events offer.



Next up was the Excel Speaker Showcase, featuring Connie Dieken, a former broadcast journalist turned business coach that works with companies around the world on effective communication and leadership in the work place. She pushed the idea that impact is fleeting, influence is sustainable. She discussed how influence is when people are committed, and how this impacts people deeply, thus resulting in a closer connection, whether that be to your brand or you as an individual.

The second part of the Excel Showcase was one of my all-time favorite speakers, Dr. Todd Dewett, Ph.D, management professor at Wright State University and leadership coach. His eccentric yet almost simple take on human interaction is a breath of fresh air, as his realism and passion comes out naturally through his personal stories which he connects back to important lessons in the work place. In this keynote, he pressed upon the negative aspects of stereotypes, and how people need to think outside of their natural response to follow preconceived feelings towards individuals in the work place. He stated that “negative emotions



move faster and stick harder than positive ones.” This really resonates to the personal interactions with co-workers and clients, as you can do as many positive things as you want, but negative reactions still last longer than anything positive that

you may do.

The morning break out sessions featured, both Dr. Todd Dewett and Connie Dieken, as well as Barbara F. Dunn, Esq. with her presentation of Advanced Contract Legal Issues and Negotiation Strategies. The session was described this way; “She facilitates an open discussion on negotiation strategies for success, in today’s marketplace as well as the key legal issues which should be addressed in every



contract.” I myself attended the Dr. Dewett break out

MPI 2012 MidAmerica Educational Conference Review continued

session, and really enjoyed his personal stories and sense of emotion that he brings to each presentation. It is not often that you enter into a break out session and have attendees laughing and crying at the same time.

The luncheon keynote speaker was The Corps Group featuring Kyle "Cruiser" Howlin & Carey "Vixen" Lohrenz with High Performing Organizations: A workable Plan for a Winning Culture. Both Howlin and Lohrenz are former active airmen in the Airforce. Their session discussed how organizations can achieve better results, in less time, using fewer resources, transforming your team by following their key principles. The pair has great energy and intriguing examples comparing an office environment with that of some of the great teams in military history, including the Blue Angels. The session definitely left attendees with a driven mentality to push through a busy day of great education.

Afternoon break out sessions included Holly Duckworth, CAE, CMP with Generation Now: 7 Strategies to Build Future Leaders, Staff & Meeting Professionals.

Holly discussed how many people put too much focus on generations and age discrepancies. Holly pushes for leaders to look at "Generation Now", and look at the overall meetings industry as a whole, and how we can move forward together to make a better industry from the ground up. "Case studies will demonstrate trends from youth in the work force, women emerging in business, mobile work forces and technology."

Local MPI Board Member John Killacky with Bartha Audio Visual was also featured in his first MAC break out session with; How to Add Zest to Your Meeting at Any Budget (You Mean I can do THAT?). "Technical production is ever evolving. Even the most seasoned event planning veterans may not know about resource changes in the industry that have created projection solutions with significant cost variation from the past. A lot has changed with video and projection. It may be less expensive and more impactful than you ever imagined." This was a great topic that really gave a fresh outlook on the current technological perspective of the meetings and events industry.



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MPI 2012 MidAmerica Educational Conference Review continued

Monday night's reception certainly left attendees with an experience they will not forget anytime soon. The evening was sponsored by the always generous Lake Erie Shores and Islands, who did an amazing job setting up the entire experience. To greet us on our bus trip to downtown Sandusky, Lake Erie Shores and Islands had informed the business owners of the event and many of them included a message on their signs for us. First stop was the Sandusky State Theatre where we stepped into the world of Finnegan's Farwell, and interactive performance where we were all attendees to a gentleman's funeral. Laughs were plentiful as members of MPI were pulled into the story line. The entertainment was enjoyable during the funeral, but the plot thickened during the reception. The reception featured a taste of the Shores and Islands with a variety of local vendors including delectable restaurants, wineries and sweet treats! During a great deal of commotion attendees came to find out that the funeral we had attended was a fraud, as Finnegan has faked his death! The soap opera like plot was great entertainment and had attendees laughing all night.



Day two of education got off to a wired start with stand-up comedian Greg Hahn, with his presentation of BETTER THAN COFFEE. The best way to describe Mr. Hahn is that his mannerisms and excitement look as if he has drunken a whole urn of coffee. Greg's take on life and awkward crowd interaction was a great way to get the giggles going early in the morning and wake us up for another great day of education.

Our keynote speaker for the morning was Robin Crow, author of *Evolve or Die: Seven Steps to Rethink the Way that You Do Business*. Mr. Crow is



also owner and founder of Dark Horse Recording Studio just outside of Nashville, TN, where he turned a simple recording studio into a retreat style escape for recording artists to create in a beautiful environment with upscale service. He speaks of the same aspects that enabled him to be successful in his business, and how to transcend these ideas into your own life.

Next up on the Excel Showcase bill was Jason Barger, human behaviorist and Author of *Step Back from the Baggage Claim*. Jason writes and speaks of his experiences observing individuals and their behaviors during various situations in a very stressful environment; Airports. Jason spent seven straight days in seven different airports, without leaving them the entire time. Jason reminds people to "Step Back from the Baggage Claim" and look at our stresses under a different perspective, as things are much worse for many people all over the world. Through his extensive world travels, Mr. Barger experienced with his own eyes the results of intensive poverty, and reminds people to try and see the world from these individuals shoes, and you may be able to take that step back and assess things with an altered more peaceful perspective.



The closing session is a Mid America Conference favorite, Michael Cerbelli's: *The Hot List TM*. Mr. Cerbelli is known around the world for his exquisitely produced events, but also for his keynote presentation of the most up to date trends in the events industry. Each year he compiles his "Hot List" and spreads the word of these services and technological advancements in order to bring people up to speed on what is available and ways to spruce up their own events with some of the products.

Overall the 2012 Event was a huge success, thanks to the sponsors as well as the volunteers that made this event possible. Thanks so much to Kalahari Resorts and Lake Erie Shores and Islands for all of their hard work and dedication to MPI. We look forward to seeing you at next year's Mid America Conference!



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Getting the Most Out of MPI Membership

MPI celebrates its 40th anniversary this year knowing that it is the sum total of the members' ideas, goals, knowledge and talents. As the premier association for meeting and event professionals, MPI is committed to constantly delivering professional development and business relationships to make members successful. That's where four decades of building an association come into play. No matter the business landscape or the economic situation, MPI has remained committed to growing this industry, proving the business value of meetings and events, and evolving to deliver what its members need to sometimes survive—and always to thrive.

Here are some valuable resources available with MPI membership:

- “My MPI” has just been added to the www.mpiweb.org website. This is an online resource to connect, share and discuss. This is where the exchange of ideas, documents and easy access to professional peers all come together in a private setting created just for MPI members.
- MPI has also recently made visual enhancements to www.mpiweb.org, making it easier to connect to content, people and resources.
- Career Connections by MPI gives members an exclusive 15-day advance peek at new industry jobs. Plus, members always save by being able to post their open positions for free—a \$225 savings in fact.
- Online education is available 24/7/365 on your desktop or your mobile devices through MPI's Professional Development On Demand, with over 200 CIC-IS approved contact hours that are CMP qualified and available free for MPI members.
- MPI Foundation's Thought Leadership program delivers cutting-edge industry knowledge that keeps members ahead of their game in a fast paced industry whirling with change.
- Sustainable Event Measurement and CultureActive© tools on www.mpiweb.org provide assistance to members so they can meet the challenges of going Green and doing business internationally.



- MPI's award-winning *One+* magazine gives members industry news and opinions they need to be on top of their profession.
- MPI's annual World Education Congress connects members to relationships, knowledge and ideas that elevate their performance. From the hosted-buyer program to Market Square, MPI is bringing new ways for planners and suppliers to connect.
- MPI's Chapters now have access to an educational database that lets them deliver locally proprietary education created to meet the specific needs of MPI members.

These are just a few of the ways to maximize the value of MPI membership. But truly, you get out of an MPI membership what you personally put into it. While the resources above all come with the membership the moment you write the check, the real value awaits until you jump in and get involved. Go to meetings. Make personal connections that develop into long-term relationships. Join a committee. Vow that at each MPI event you meet someone you do not know.

The value of MPI is expressed in the personal stories of MPI members across its 40-year history. There is now a special place where they are kept. Visit www.mpiweb.org/stories to learn more. If you are a member, share your story too. If you are not a member of MPI, join and start your story today.

Google Places

By: Burgie MediaFusion

Did you know that one out of five searches is location related? Creating a listing on Google Places is a quick and easy way to make sure your company appears when consumers come looking for you. And, it's free.

The Importance

The advantages of listing your company on Google Places are endless, but here's just a few:

·It's one more way to up your SEO

·Phone books are quickly becoming a thing of the past. When people start looking for your service or product, they head to the Internet. Google Places will make sure you appear in their search.

·If optimized correctly, your Google Places listing makes your business show up on the the first Google page.

·Mobile users can find you more easily, too, in the palm of their hand.

·You don't actually have to have a location to advertise your business.

·It's a great place to have your consumers write a review.



How to Sign Up

It only takes a few minutes to sign up. Go to [Google Places](#) and click "Get Started." The site will try to find your company by phone number. If it's not found, you can manually enter in the information and location. Share your business hours, photos, videos, address, website and any other information that will attract consumers.

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How to Play Nice in the Sandbox...

By: Barb Burgie, Burgie MediaFusion

We learned sometimes you do just have to get up and walk away!

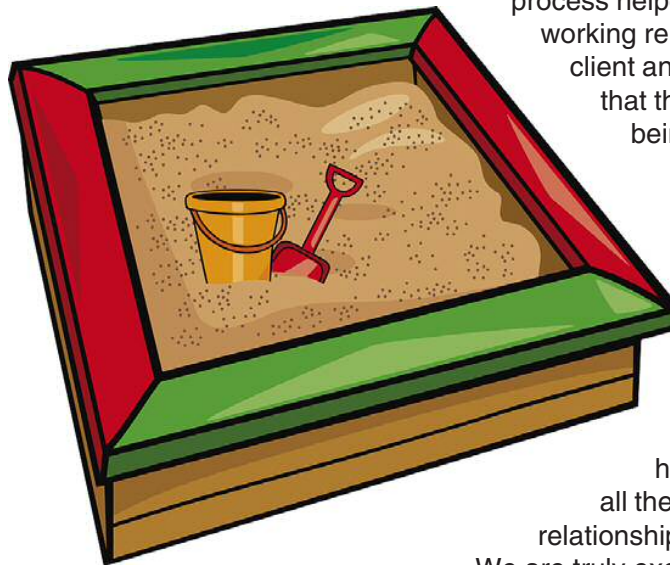
The beginning of 2011 brought BMF a new client, with that new client came working with existing vendors and suppliers. We knew we would have to learn to “fit in” and play nice in the sandbox. Typically, we have one or two suppliers in the mix but this particular client had a company they had worked with for years and felt they were the best provider of all things they might need. After introductions took place it was very clear that us “newbies” were going to have to prove our worth and ability to make it on this new team.

After two weeks; we quickly learned that we didn’t even want to go to practice. The path and steps we normally took to complete a project were not going to work and it was unknown how to best proceed because continual mistakes, miscommunications and errors were taking place. We decided to confront our client; express our concerns and try to develop a process and a chain of communication to help minimize errors and keep projects and tasks moving quickly.

We soon learned that our goals and our processes were not going to be used; that we were NOT going to be able to communicate effectively and that we needed to back away.

And for the first time in a long time, we stood up for ourselves, our process and our work model. It was a great experience for our entire team because we learned that our process does work. Our work model helps achieve success and that even though our expectations of our partners are high—we still plan to keep those expectations. Walking away and standing

up for what we knew to be the “right” process helped to define a better working relationship for us with our client and helped them to realize that their expectations were not being met.



But mind you; it is in our DNA to play nice with others so this lesson has proven to help strengthen all of our relationships. It helped us to learn that when selecting partners you have to outline expectations

all the way through the

relationships; not just at the start.

We are truly excited to take what we learned and continue to adapt and change to serve our clients better by defining our process with each of our partners.

As you have challenges of new bosses, new clients to serve or people to work with. Keep in mind that you need to play nice but if you know your right; stand up and say something.

Facebook Update

By: Shawna Polivka

After researching the new Timeline for Facebook's business pages, I thought I'd share some very interesting things I found on the restrictions placed on pages.

Cover photo

Did you know that you will not see cover photos that say 'like' or 'share' this page? Your cover photo cannot contain discounts, calls to action or contact information found under the 'About' section.

You can still add up to 12 apps to your page including a welcome page. This is located under the cover photo, and you now have the option to change the photo to the app's link. Many companies are using these photos to initiate a call to action.

Also note that the profile photo is now 30 pixel by 30 pixel. Therefore, this should not contain too many words, but rather just a logo.



Page name

The name of your page cannot be generic like "baseball." Facebook also requires that the name uses "proper, grammatically correct capitalization and may not include all capitals, except acronyms." You cannot use symbols, either.

If you wish to change the name of your page, you have to have a valid reason and it cannot "mislead" the consumer or result in an "unintended connection."

You will not be able to make a name change that would require you to re-categorize your product, either.

Be sure to check out the [Facebook Pages Terms](#) for more information.

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