



MEETING PROFESSIONALS INTERNATIONAL

# DEFINE

# MPI

OHIO CHAPTER

THE OFFICIAL NEWSLETTER OF MEETING PROFESSIONALS INTERNATIONAL OHIO CHAPTER

**JUL — SEP 2014**



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## 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.

### MPIOH Executive Office

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# President's Column

By: Julie Kowalewski  
Director Sales & Marketing, Cincinnati Marriott at River Center



## Dear MPIOH Members,

Did you know that members who attend WEC have a 90% chance of renewing their membership the following year? Wow! Your fellow members feel the value that this brings to their professional career and are excited to be a part of an organization comprised of their peers, roughly 20,000 people strong. If you missed this experience in Minneapolis in August 2014, I hope you will join us in 2015 to experience this fantastic conference!

Our goal, as the 2014/2015 MPI Ohio Chapter Board of Directors, is to bring a similar level of excitement to Ohio Chapter events so that when it becomes time for you to renew your membership, your decision can be made with certainty. I believe we have a proud history of bringing you quality education, making MPI Ohio Chapter the premier education destination for meeting professionals in this region. What we hope to enhance in the coming year is an element of fun, surprise, and celebration.

I was, regrettably unable to join you at the Recognition Event in June where so many of our members were celebrated for the contributions they made to our chapter this past year. Our VP of Membership, Amanda Stredney, led by Committee Chair, Robin Stephens orchestrated a beautiful event that appropriately celebrated MPIOH! Thank you, Amanda and Robin for bringing us Treasures in the Sand. I celebrated with you in spirit that evening. Since I did not have the opportunity to offer up a "Cheers" to Holly Draughn, the 2013/2014 Ohio Chapter President, I happily do so now. With a proverbial clink of the glass, I thank you Holly for your leadership and vast contributions to the MPI Ohio Chapter members. I look forward to your continued guidance and sound judgment as part of our Board leadership.

I will dutifully serve as your President for the next 12 months. I look forward to meeting you, listening to you, understanding how MPIOH can help you accomplish your personal and professional goals, and celebrating your achievement of those goals. Please feel free to reach me any time at [julie.kowalewski@marriotttrc.com](mailto:julie.kowalewski@marriotttrc.com).

Kindly,

*Julie*

# 2014 MPIOH Recognition & Appreciation Awards

## Why do we recognize volunteerism?

Is it an excuse to have fun? Maybe. Or some cynics might say that recognition is nothing more than an annual obligation -- dutifully performed by well meaning organizations? However, we all know that recognition is more than just a duty. The truth is that recognition is vital to any organization worth its salt – especially those staffed by volunteers. Without good volunteers, striving to improve themselves and their industry, groups like MPI of Ohio would not be the organizations they are today.

So it is with great appreciation and recognition, we once again acknowledge the following volunteers, who were recognized at this year's 2014 MPIOH Recognition & Appreciation Awards Banquet.

The winners are as follows:

## 2014 COMMITTEE OF THE YEAR - EDUCATION COMMITTEE:



Dee Wolfe, Carmel Martin, Shana Wheeler, Pete Honsberger, Kathyne Gardette, CJ Lecky, Kim Cole-Fitzgerald, Sharree Brenneman-Reehling and De de Mulligan.

The 2014 MPIOH Education Committee not only provided quality educational opportunities, they professionally pooled their real-world knowledge so that they might further improve the MPI's Continuing Education Credit program. Through the committee's hard work and dedication, MPIOH was able to better track CEP credits that greatly improved the CEP process. Working diligently, the Education Committee created innovative educational opportunities for MPIOH members. Throughout the year, MPIOH meetings continued to provide a wealth of professional knowledge and networking opportunities for its members.

*Thank you for your hard work and dedication!*

## 2014 MPI OHIO PLANNER OF THE YEAR - DIANA HISEY



If there is one person in MPIOH that exemplifies volunteerism – it is Diana Hisey. Not only has Diana logged countless hours for MPIOH, she was the Co-Chair for this year's outstanding Mid America Conference. Through her professionalism, Diana has consistently raised the standards for all MPIOH events. MPIOH owes a great deal of gratitude to Diana for her

professionalism and dedication to our industry.

*Thank you Diana for your help!*

## 2014 MPI OHIO SUPPLIER OF THE YEAR - LISA HUNT



Currently, Lisa is the National Sales Manager for the Hilton Columbus at Easton. With over 20 years experience in the hotel and hospitality industry, Lisa joined MPIOH in 2012 and quickly made an impact. As a integral member of the Membership Committee, Lisa easily made a personal connection with MPIOH members.

Through her sincere interest, Lisa made member feedback a priority. Through her personal efforts, Lisa is an excellent example of how a small commitment to volunteering, can make a big difference.

*Thank you Lisa for your commitment to MPI!*

## MPI OHIO FACILITY OF THE YEAR - FRANKLIN PARK CONSERVATORY



Located just outside of downtown Columbus, the Franklin Park Conservatory is an absolute gem. In addition to being one of the premiere venues in Ohio, Franklin Park's entire sales and catering team make the location even more appealing. Through their personal service and individual excellence, the Franklin Park Conservatory was an absolute joy to work with. Special thanks to Lauren Mach, who was especially helpful in her role in helping our Auction Committee plan and produce our event.

*Thank you Franklin Park Conservatory!*



# 2014 MPIOH Recognition & Appreciation Awards





# MPI Recognition Spotlight 2014 Planner of the Year

By: Lanie Cuthbert

## Diana Hisey



If you were lucky enough to attend this year's fabulous MPI MAC this year, you have Diana Hisey and her team to thank! It is a huge job to be the co-chair, and Diana has done it twice, all while running an extremely successful Event Planning company! Define was lucky enough to have the opportunity to interview Diana Hisey, MPIOH's Planner of the Year, during a rare free moment to ask her how she got started in the industry and

how she carries off a highly praised MPI MAC event.

Diana explained that after graduating with a Fine Arts degree from Ohio University, she was a stay at home mom until her youngest son was in school. At that point, she started her career as a principle in an Interior Design firm. Then, she transitioned into event design 15 years ago. She feels very fortunate to have built a business that focuses on designing and ultimately planning events for corporate clients, ranging from mid size, to international corporations. Diana also served as the Cincinnati ISES President for two years.

We asked how she came to be a member of MPIOH. Diana responded that her client and friend, Nancy Tiemeier, who was a long-standing MPI Ohio Chapter member, suggested Diana attend a chapter meeting and consider joining the Ohio Chapter. She liked the experience and joined 8 years ago. Diana said her expectations of membership included finding ways to meet the increasing client demands in terms of meeting planning. She hoped to gain education in the meetings industry, and ultimately increase her skills as a planner to fulfill client needs.

When asked how she started volunteering, Diana responded that when she went to a Mid America Conference in French Lick, the then VP of Education, Deanne Drury, suggested that she join the Education Committee, which she did. Then, the Board asked her to consider serving as the MPI Mid America Conference Ohio Co-Chair. Diana accepted and produced her first MAC, as well as a second MPI MAC, which was hosted in Columbus this year.

If you are wondering what it takes to be so successful in her role, Diana credits having several years experience in different roles for

MPI (including VP of Education for Ohio, and MAC Education Chair for Ohio) to giving her a good insight into the conference, an event which has developed into a very successful conference that is recognized on a national basis. In addition, she admits a passion for MPI and MAC in particular. Diana believes one must have drive and passion for whatever you undertake in order to find true success.

Define asked about Diana's thought on MPIOH member volunteerism. She enthusiastically responded that she would absolutely encourage any member of the chapter to get involved saying, "There are so many opportunities available. Even if you are not able to make a large commitment, there are many smaller volunteer options that might be a good fit for your time and talents. I know that as a result of my commitment to MPIOH, I have not only experienced tremendous professional growth, but also built lasting relationships and great friendships throughout the state and on a national level." Diana looks forward to continuing in what she calls her "niche" within the organization -- MAC's Education Committee.

We asked Diana to look into her crystal ball and tell us what she sees for the future of MAC. Diana stated that there is such a strong commitment and bond between the Ohio and KY Chapters, which present MAC each year that she expects the conference to continue to grow. She reminded us that 2015 MAC will be the conference's 15th year Anniversary. Diana said that the MPIOH Chairs and their teams are committed to providing outstanding education that is, and will always be, relevant for planners and suppliers. In addition to the education, they keep adding more opportunities for planners and suppliers alike to interact with their peers through great networking opportunities. Because of the quality and strength of the conference, Diana said that within MPI, our Mid America Conference has been compared to a "mini WEC", which is a great compliment to both the Ohio and KY chapters and all of the volunteers that make the conference possible.

MPIOH is so lucky to have such a strong leader in our Chapter, and we were excited to honor Diana as MPIOH Planner of the Year for a second time (She was also honored in 2007.) Congratulations, Diana, on your well deserved accolades.

# MPI Recognition Spotlight 2014 Facility of the Year

By: Lanie Cuthbert

## Franklin Park Conservatory

For the Member Recognition awards, the category of “Best Venue” went to one of the most unique and beautiful venues in Columbus, the Franklin Park Conservatory & Botanical Garden. Define talked to Lauren Mach, a planner at the venue.

To get a history of the relationship between FPC&BG and MPIOH, we asked how long the venue had been a member. Lauren answered that they had been members for at least four years. She said that they decided to join to network with other Ohio meeting professionals and to continue learning within our industry. She is the only member at FPC&BG. Define wondered what Lauren had found to be the biggest benefit to belonging to MPIOH. Lauren reported that the network of industry professionals is the biggest benefit. Lauren highly recommends to others to join MPIOH saying, “You learn so much with the variety of speakers that come to the monthly meetings and meeting new people.” When asked what she likes the best about her MPIOH experience, Lauren responded, “Attending the networking events that MPIOH hosts. Its great to connect with new people in the industry and these events allow professionals to see different venues around the area. I enjoy learning about new venues and experiencing new things.”

Franklin Park Conservatory & Botanical Garden was nominated because it did such an excellent job hosting the Education Auction this past year. We inquired if Lauren would share with us the behind the scenes work it took to pull that event off. Lauren reported that preparing for the auction was so much fun. She asserted that it was a group effort with FPC&BG's events team making sure every element was going to be perfect for the evening.

Lauren was proud to say that the venue's entire team was on site the evening, which ensured that everything went smoothly. Their in house catering team had a fabulous display of food and desserts, and no one left hungry. Lauren also said that it was a great opportunity for FPC&BG to have MPIOH members out to showcase the facility, which is so unique to Columbus. She also stated that she appreciated that Jennifer Veselko, of the MPIOH Board, thought of offering FPC&BG the opportunity to host. Lauren asserted that the MPIOH Auction Committee was a huge part of making the evening a memorable one.

Beyond the MPIOH Auction that won the venue the award, Define was interested in knowing what are the most exciting events FPC hosts? Lauren reported that all of FPC&BG's events are unique and exciting. They host up to 350 events each year including weddings, corporate meetings, and other social events, like cocktail parties. She said that it was always exciting to see the spaces transform for each event and every one is different. We asked what Lauren enjoyed most about her job at FPC&BG. She enthusiastically responded, “Working at a botanical garden! It's so beautiful to be around the garden and to see all the amazing exhibits that come through. You learn so much.”

If you have not had the pleasure of visiting the Franklin Park Conservatory & Botanical Garden yet, we suggest you take the time to see it yourself. The “MPIOH Venue of the Year” recognition undoubtedly went to a deserving host member this year.







# A Social Science Perspective on Awards & Recognition Events

By: Quinn McMurtry

Have you ever wondered what a social scientist might say about an awards event or a recognition event? Many of you might already be familiar with Robert Cialdini's Six Principles of Persuasion and his award winning book "Influence: The Psychology of Persuasion." Based entirely on social science research, Dr. Cialdini explains why people say "yes" and how to apply these persuasive principles in our everyday lives, businesses and yes — your awards and recognition events.

*Here are Dr. Robert Cialdini's Six Principles of Influence from a Meeting Planner's perspective:*

## 1. The Principle of Reciprocity

People typically want to return favors, pay back debts and treat others, as they want to be treated -- awards ceremonies do just that and more. Think about it. Work hard and give your time and talent to others, well without "reciprocity" people might start doing less and giving less. It is because of the principle of reciprocity that organizations feel obliged to recognize those who volunteer and achieve. And to make reciprocity possible and to continue to function as an organization — companies and groups need qualified meeting and event planners that understand the principle of reciprocity so that they might better plan great events.

So awards and recognition events are not just budgetary line items, they are part of a reciprocal process that sustains volunteerism. Recognize less — get back less.

## 2. The Principle of Commitment (and Consistency)

People and organizations have a natural desire to be consistent. For this reason, once someone has volunteered and committed to do something, the principle of commitment and consistency leads people or potential "award winners" to expect continued commitment and consistency. Award shows are not every now and then — award shows are annual events. Without the principle of commitment and consistency, meeting and event planners would have an even tougher time planning an event and organizations would be less intrinsically effective.

Imagine if the Academy Awards were now and then — would people care as much or would artist have the same commitment to winning. The principle of commitment and consistency is key to all awards and recognition events.

## 3. The Principle of Social Proof

This principle relies on an individuals' sense of "safety in numbers" or a sense of community with a cause or organization. Simply put, getting an award is "social proof" or evidence that everyone agrees that someone's personal efforts and volunteering is a good thing for both themselves and their communities. In other words, "social proof" is why we play the music, dim the lights and walk up to the podium — excuse me... I mean lectern.

There is no denying it, but a little pat on the back makes everyone feel better — especially when it is in front of an audience.

## 4. The Principle of Liking

Well, some of you may or may not remember Sally Field's infamous Academy Award speech, and if you do not, just Google the following: "sally field you like me you really like me" and you will understand. However, I digress because Cialdini states that we are more likely to be influenced by people we like — not necessarily Sally Field.

As with many things, "likability" comes in many forms and approaches and one way is called "stage presence" and an ability to be liked by others. So just ask yourself, whom would you rather have as your Master of Ceremonies — William Shatner or Miley Cyrus? Well, I guess that depends on the audience, but you get the point. Just remember that the principle of liking goes a long way.

## 5. The Principle of Authority

Job titles, suits, flags, bunting and rotating disco balls (my personal favorite) lend an air of authority or legitimacy to events and meetings — in other words, the symbols that people recognize and respect. After all, people just don't stand or clap for just anyone or any situation. The audience must feel an innate sense of legitimacy or obligation to clap or stand for people — who at this award winning moment — won an award and the "authority" to be applauded and recognized.

So when planning your next award ceremony or event – a little pomp and circumstance is just another way of using the principle of authority and honing your meeting planner “authority wielding” prowess.

## 6. The Principle of Scarcity

I don't know about you, but I feel a little gyped when everybody's kid gets award. Valedictorian and Miss Congeniality really have very little in common. It is the principle of “scarcity” that suggest that all award ceremonies and recognition events be limited in their

approach. So when your client suggests giving everyone an award, you might want to use the principle of scarcity and steer your client in the right direction. After all, things are more attractive to an audience when availability is limited or scarce and not everyone is getting a consolation award.

Although it may not be considered standard reading material for meeting and event planners, Dr. Rober Cialdini's book “Influence” is a great resource for anyone seeking to understand “why” people say “yes” and the social science behind meeting and event planning.

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### Kalahari Resorts and Conventions

In today's world, everyone is focused on the bottom line, especially when it comes to business. Increased competition for budgets, attention and resources, paired with the need to prove return on investment provides a unique set of challenges for the meetings and conventions industry.

Kalahari Resorts and Conventions expertise and in-depth knowledge of what it takes to host the perfect event is clear, with more than 22,000 groups selecting Kalahari Resorts and Conventions as their venue of choice (resulting in more than 1.4 million group rooms) since opening.

The authentically African-themed Kalahari Resorts and Conventions offers a unique all-under-one-roof experience so guests can maximize their time on-site. With top-notch meeting space, delicious dining options, award winning indoor/outdoor attractions, retail shopping, Spa Kalahari and more, we have something perfect for the entire family.

This mindset is reaping dividends for attendees – for those that host their event at Kalahari Resorts and Conventions, negative attrition is a thing of the past. Kalahari has a proven ability to consistently increase meeting attendance by more than 20 percent, with an average block pick-up of 108%, leading to a higher satisfaction, at an unbelievable value. Now that's a bottom line worth touting.



### Sandusky, OH

Located between Cleveland and Toledo, Kalahari Resorts and Conventions in Sandusky, Ohio features over 890 individually appointed guest rooms and suites and six 4,100 square-foot, stand-alone entertainment villas that can accommodate up to 22 people.

The recent completion of a \$22 million expansion brings the total square footage of meeting and exhibition space to 215,000 square feet, making Kalahari Resorts and Conventions in Sandusky, Ohio the largest convention center in Ohio.

Designed to host the best in regional and national conferences, conventions, consumer and industry trade shows, Kalahari Resorts and Conventions in Sandusky, Ohio has exhibit space for more than 400 booths, 39 meeting rooms, and three diverse and exquisitely appointed ballrooms.

For business travelers accompanied by their families, Kalahari Resorts and Conventions boasts the nation's largest indoor waterpark at 173,000 square feet, a 77,000 square foot outdoor waterpark, and a 115,000 square-foot Safari Outdoor Adventure Park.

### Pocono Mountains, PA

We're excited to bring this unique beyond experience, our in-depth knowledge and 65,000 square feet of flexible convention space to the Poconos in 2015.

Ideally located for the tri-state area just 1.75 hours from New York and 2 hours from Philadelphia, the newest Kalahari Resorts and Conventions location is scheduled to open in June 2015. The resort will feature Kalahari's signature authentic African design and will be built in three phases.

Phase one will include 457 guest rooms and suites, over 65,000 square feet of flexible meeting space and 15 separate meeting rooms featuring the latest in technology and business amenities with planned additional phases growing the resort to 900 rooms and over 200,000 square feet of event space. The resort will offer a wide range of recreational and entertainment activities, providing business guests and their families with a truly unique experience. These include eight unique dining experiences, America's third-largest indoor waterpark, an 18-hole Donald Ross design golf course, retail shopping, and a full service spa and salon.

For more information or to inquire about holding an event at Kalahari Resorts, please call 855-411-4605, or visit <http://www.kalaharimeetings.com/>



# MPI CEO, Named to Industry “Most Influential” List

By: Jeff Loy



MPI President and CEO **Paul Van Deventer** was recently named to Successful Meetings magazine’s 2014 “25 Most Influential People in the Meetings Industry” list, along with a number of MPI members and former volunteer leaders.

In honoring Van Deventer, the magazine commended his guidance of the association over the past year, saying, “...MPI has a distinct plan to improve the professionalism of the industry and raise the profile of meetings as a legitimate business tool.” It also cited the debut of MPI’s quarterly research report, Meetings Outlook, as well as the acquisition of the Healthcare Meeting Compliance Certificate program.

“I’m honored by this recognition, which is a result of the hard work and dedication put forth each day by the global MPI team and our volunteer leadership,” Van Deventer says. “It’s a reflection of MPI’s transformation over the past year and a testament to how our association is influencing the industry.”

In addition, Pat Schaumann, MPI’s director of professional development, healthcare sector, and Michael Dominguez, immediate past chairman of MPI and senior VP of sales for MGM Resorts International, were named to the list.

Other MPI members honored include Shawna Suckow, founder and president of the Senior Planners Industry Network; Karen Kotowski, CEO of the Convention Industry Council (CIC); Roel Frissen, co-founder of EventModelGeneration (EMG); Kevin Iwamoto, vice president of industry strategy for Lanyon; Sallie Coventry, portfolio director for Reed Exhibitions; Ray Bloom, chairman and founder of IMEX Group; David Peckinpugh, president of Maritz Travel Company; James Montague, CEO of Plannernet; and Sebastien Tondeur, CEO of MCI Group and past MPI chairman.

“We salute Pat Schaumann, Mike Dominguez and all the other MPI members and former volunteer leaders that made this year’s list,” adds Van Deventer

In 2013, the magazine named Van Deventer to their “Six People Worth Watching in the Meetings Industry” list, while Schaumann and Dominguez were honored on the “Most Influential” list.

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## Volunteer of the Quarter

By: Lanie Cuthbert

### DANIEL LOPES, DIRECTOR OF SALES, ASSOCIATED LUXURY HOTELS

You probably know Daniel from his winning smile, engaging personality, and his lovely accent. He was nominated for Volunteer of the Quarter because of the active role he plays in the Membership Committee. Define started our interview by asking how he got started in the industry.

Daniel shared that he started his career in operations at a 5 Star hotel in London, before getting into Sales at The Homestead Resort in picturesque Hot Springs, Virginia. He spent four incredible years there. When the opportunity presented itself to be a part of Associated Luxury Hotels International, selling on a national sales level, Daniel said he could not pass it up. For the past 6 years, Daniel has been in global sales for what he calls, "A great company", with a portfolio of over 160 Four and Five Diamond and Star locations, consisting mainly of independent hotels and resorts.



Define wondered how Daniel heard about MPIOH. He responded that he was always aware of MPI since starting in the industry, especially on a national level. When he considered which chapter to be actively involved with, the Ohio chapter made the most sense. He attended a few chapter events and could tell by the caliber of the programs, networking opportunities and most importantly, the people, that this was the chapter for him. Daniel joined MPIOH in April 2008. We asked what his expectations were from his membership. Daniel responded that he sought engagement with other members who shared the same passions and objectives for our industry, and the opportunity to work together towards similar goals.

Daniel first started volunteering about a year after joining MPIOH. This is when he joined the Membership Committee. He stated that it was the leadership of Amanda Stredney, and her creation of a sub-committee this year that drew him into more involvement. Daniel's sub-committee reaches out to all members to help them become more aware of the many MPIOH Membership Committee functions and to become more engaged to make our chapter even stronger. Part of Daniel's role is also making sure that our newer members feel welcome, to accelerate their involvement, and to discover ways to make their membership more worthwhile for them. Daniel has discovered that, for many members, having a mentor can facilitate this process. When asked if he knew why he is being recognized, Daniel graciously states, "It goes back to the membership committee as a whole. As with most endeavors, and worthwhile pursuits, 'It takes a village.' It really has been a community approach that has and continues to add to the success of the role."


Define asked if Daniel would encourage others to volunteer. He responded with an enthusiastic, "Yes!" He said that he realizes that we are all busy, especially in today's market place, but he believes that is why members must get involved. Daniel has discovered that being involved accelerates his overall success within the industry. Daniel also stated that he believes the beauty of our chapter is that there are different levels of involvement to fit each person's schedule. He suggests that a member could start out making three phone calls a month on behalf of the chapter or be available as a mentor for new members, and then, grow into a more involved role, if time permits.

When he is not busy with clients and volunteering with MPIOH, you can find Daniel playing in the yard with his children. He says the simple summer pleasures, enjoying the weather and getting in a golf game, are his favorite ways to enjoy the lazy, hazy days.

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# Want to Make Your Awards Ceremony Special? Follow These Do's and Don'ts

By: De-de Mulligan

Associations, nonprofits and corporations alike usually hold an annual gathering to recognize their members, board of trustees or employees and thank them for all their hard work over the course of the previous year or their career lifetime. Your job as an event professional is to make the honorees feel like they are receiving the “red carpet” treatment while keeping the audience entertained and engaged. Here are the do's and don'ts of this type of function:

## **DON'T** hold this function at the office or the same venue used for all your meetings.

Holding it where you have every training session or sales meeting says two things about your organization: 1) You don't care to look outside your regular meeting places and 2) This event is really not that special.

## **DO** look for a unique venue.

Find somewhere that makes you feel special. Perhaps an out-of-the-way restaurant or resort conference center would do. Don't rule out a national park with a view, an observatory or a country club.

## **DON'T** rely solely on venue lighting.

Most meeting space is functional for all type of events from conferences to galas. Therefore, the venue is going to invest in practical, functional and boring lighting for each meeting space.

## **DO** explore your lighting options.

LED light equipment rentals are a great choice because of the coolness and weight of this system. Your AV partner can place it on the walls and ceilings of the meeting room, out in the entry way or even outside the facility.

## **DON'T** skimp on the stage presence.

A boring stage equals a boring event.

## **DO** extend the theme to the stage.

The right backdrops, curtains, lighting and decorations can turn a boring platform into a buzz worthy one. Look at the theme and unleash your creative team by exploring options that will make the stage pop. If the event is very large, invest in Plasma Displays or Video Wall rental units so everyone from the front of the room to the back can visually engage in the festivities.

## **DON'T** take sound for granted.

From the speeches to the entertainment, if attendees cannot hear what is going on or the audio is inconsistent, they will check out and pull out their mobile devices to surf the web or post something on social.

## **DO** invest in state-of-the-art sound rentals and extensively test the equipment.

You want your audience to be engaged from the moment they sit down. Keep them on the edge of their seats by taking the time to have your AV team test for every location in the room. Have an AV tech on site to ensure if anything happens, they can quickly and efficiently remedy it.

## **DON'T** wing it.

Not providing an agenda, alerting honorees how much time they have for their speeches and letting them rehearse on stage is a big mistake. Remember, many of these folks are not public speakers so it is your job to make them look good and feel comfortable.

## **DO** communicate and rehearse.

Run your show like the Oscars. Choreograph the movement of the presenters and award recipients. Let them practice their speeches in front of an empty audience. Have someone time the honorees' speech and give immediate feedback.

*This content was originally posted on the SmartSource Rentals blog site on September 13, 2013.*



**De-de Mulligan** has been an active blogger since 2009 and writes meeting and event related pieces for a number of organizations. She has been published in Social Media Today, Social Tables, Cvent Hospitality, Tech Patio, Ewnt, MPI Ohio's DEFINE magazine, Crain's Cleveland Business and Crain's New York Business.



# Meeting Planner Spotlight

## GADGET SPOTLIGHT: The Laser Measure

Laser Distance Measuring Tool, aka “Electronic Tape Measure,” “Laser Distance Finder,” “Digital Measuring Device” or even “Dis-tometer” -- no matter what you call them, they can make a meeting planner’s job a whole lot little easier. All you do is simply point the laser distance-measuring device at a target, such as a stage, screen, wall, chair etc. and the device will measure the distance on its LCD screen.

*Why would a meeting planner want such a device? Here is why:*

- Good to use for site visits.
- Helps find the actual room dimensions.
- Quickly note ceiling heights and the deceptive height of hanging chandeliers not mentioned in the room’s specs.
- Stage distance from wall.
- Compliance for fire egresses.
- Screen heights and dimensions.
- Location of production table.



Furthermore, regardless of your technical knowhow, these measuring devices are true time savers and are very, very accurate.

Cost range: \$100.00

.....

## DÉCOR & PROP SPOTLIGHT: Mini Light Globes

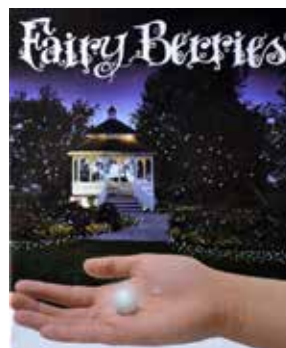
Although there are countless variations available, the LED light globe can always add a little ferry dust to any event.

It is called a “Ferry Berry.” Perhaps nothing more than just a modern reincarnation of a Chinese lantern, Fairy Berries can be used just about anywhere and for any event.

According to the manufacturer, the berries are only .75 inch in diameter and will last for hours. Ferry Berries are also water resistant and although they cannot fly — Ferry Berries can float.

*Possible uses:*

- Sprinkle over the lawn.
- Hide in trees and hang from limbs.
- Spread throughout courtyards.
- Ornament bushes.
- Accent table arrangements.
- Wear on clothing.



So if you are looking to add a little ambiance to your next event — just play a little mood music, dim the lights and creatively place these little LED globes throughout the venue.

Cost range: 10 berries for \$18.00

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# The “Secret Sauce” of Human Motivation

By: Noah St. John *for* The Power Habits System

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!

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*.

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# Considering Earning the Certified Meeting Professional Credential?

By: Shane Yates, CAE, CMP



## PREPARE WITH THESE IMPORTANT UPDATES

The Convention Industry Council (CIC) launched the Certified Meeting Professional (CMP) program 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 10,000 meeting professionals in 46 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.

This past April, the CIC Manual 9th Edition was released and has some significant differences from previous editions. The first notable difference is that it has been reorganized to follow the CMP International Standards (CMP-IS). The CMP-IS replaces the previous CMP Blueprint – and outlines the expectations for CMP candidates, as well as current best practices in the meetings management industry. In addition to the reorganization, the manual has taken a more international approach than previous editions.

## PREPARING FOR CHANGES

As such, the 9th Edition replaces the CIC Manual, 8th Edition and the CIC International Manual. A team of more than 50 international authors and reviewers supported this global approach to meeting and event management. Project Management, Human Resources and Stakeholder Management are new domain areas that were introduced in the CMP-IS. Although previous editions addressed these themes, they have been explored more extensively in the 9th Edition. While previous editions of the CIC Manual and the CIC International Manual included chapters on green meetings, a greater focus on sustainability has been integrated throughout the manual in keeping with the CMP-IS and the inclusion of sustainability as a distinct knowledge set.

## PREPARING THE APPLICATION

Additionally, the CIC is putting the finishing touches on the CMP exam application redesign. The application has been updated for

better navigation and now, it also will be saveable! No longer will you have to complete the application in one sitting. You will now be able to start the application, save it to your hard drive and return to it to continue working and complete it at your leisure. The redesigned application is set to launch soon. When filling out the application, here are some important tips to remember:

- *Complete both sections of the application: Professional Experience and Continuing Education.*
- *Don't forget to include your resume or CV.*
- *All continuing education activities must include documentation of attendance.*
- *Use an email address that isn't likely to change in the next five years.*
- *Include your payment with the application.*
- *Make sure you meet the application deadlines.*

Your application still must arrive at the CIC headquarters no later than 5:00 pm (17:00) ET on the deadline date.

## PREPARING FOR DEADLINES

There are three important deadlines to pay attention to when taking the Certified Meeting Professional (CMP) exam: application deadline, exam registration deadline and test scheduling deadline. If you have a specific testing window in which you want to test, the registration and scheduling deadlines are particularly important and must be met; missing those deadlines means you have to wait for the next window. If you register without taking or canceling the exam appointment, this can cost you all or part of your registration fee.



## PREPARING FOR THE EXAM

One question many have about the certification examination is a seemingly simple one: How do I study? What materials should I use, which course(s) should I take, and how can I best prepare for the CMP examination? The "Preparing for the Exam" page of the CIC website will give you the answer to most of those questions. There you will find a list of (and link to purchase) the required texts, information about study courses, study guides and study groups. But once you have all of that information, how do you use it and where, specifically, can you find the answers that you'll be asked on the test?

MPI Ohio is working collaboratively with the Ohio Society of Association Executives as we review materials that have been used in the past and working on a joint study program for members of both organizations. Overall there is no simple answer to how to study for the exam. Everyone learns differently so just because your co-worker makes color-coded outlines, it doesn't mean that's the best way for you to study too.

The exam does not measure how well you remember information; instead, it measures how well you can apply your experience and learning to the best practices and industry standards while making professional decisions about meetings and events. And it is the successful application of that combination of factors that will determine the outcome of the exam. Remember, too, that the exam is testing best practices in the meeting industry as defined by practicing meeting planning

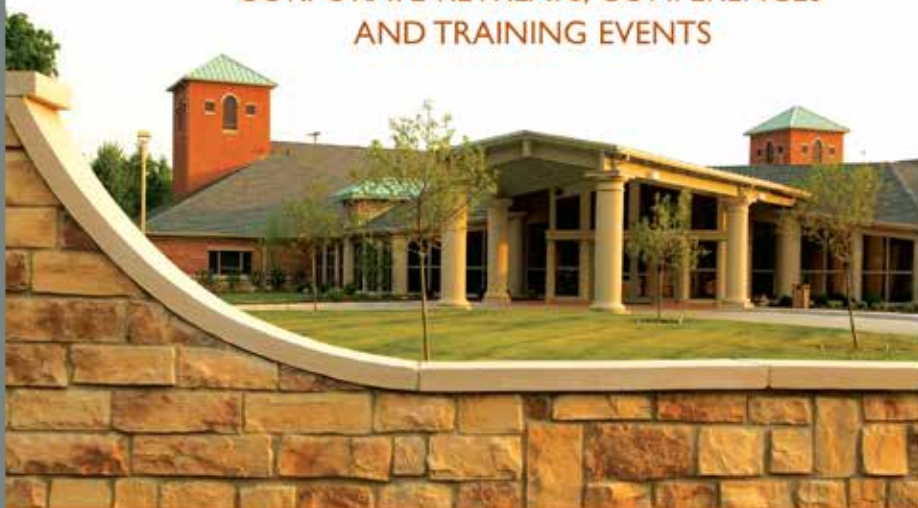
professionals. So how you do something in your own organization may not be considered the best way to perform that task

## PREPARING FOR THE RESULTS

You will receive your "preliminary" score results immediately following completion of the exam at the testing center. These results will indicate whether you have passed or failed the exam; however, this is a preliminary exam result and should be treated as such. CIC and Prometric conduct a review of the exam administration to validate certain aspects of the exam related to security, technical administration or similar site-specific occurrences. The review process occurs after every exam window as a standard best practice to ensure the integrity of the exam. Your score will become official thirty days from the exam unless you are contacted directly by CIC. Prometric will notify you of Pass or Fail status; numeric scores are not released to passing candidates. If you fail the exam, your score results will include your numeric score and how you performed on each of the 10 domains. CMP certificates are mailed to successful candidates by the CIC within four (4) weeks after scores are official.

Please check chapter announcements for any updates regarding the new MPI/OSAE joint study program which is expected to roll out in the fall. If you have any questions in the meantime, please contact Amanda Smith Rasnick, CMP Director of Professional Development with MPI Ohio.

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# Welcome to Our New Members!

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**Alison Zoll**

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Email: alisonzoll@boydgaming.com

## MPIOH Host Location Appreciation Quest Conference Center

The Ohio MPI Chapter would like to thank the Quest Conference Center in Columbus for hosting the MPI Study Groups and Boot Camps since 2005. The Ohio MPI Chapter is very grateful for their support and hospitality — it has been a great partnership for many years. Quest has updated its facility with a fresh look, new menu options, and flexible pricing (a la carte items or packages).

MPIOH encourages you to stop by for a tour and see some of these changes for yourself! “We Know Meetings” is their motto and Quest lives up to it!



The advertisement for the Rock and Roll Hall of Fame and Museum features a large, illuminated building at night. The text "MAKE THE ROCK AND ROLL HALL OF FAME AND MUSEUM YOUR OWN." is prominently displayed in large, bold letters. Below this, it says "For an unforgettable experience, host your next event surrounded by the world's largest single collection of rock and roll artifacts that celebrate the spirit of rock and roll." The bottom of the ad includes the Rock and Roll Hall of Fame logo, the phone number "216-515-8420", the website "rockhall.com", and the address "Collection Auto Group Plaza | 1100 Rock and Roll Blvd., Cleveland, Ohio 44114". There is also a small photo of a group of people in blue dresses holding up signs.



## Mark Your Calendar!

**AUGUST 20, 2014**

"Think & Drink"  
Columbus, Ohio

**SEPTEMBER 24, 2014**

"Coffee Talk"  
Toledo/Lima, Ohio

**AUGUST 20, 2014**

"Think & Drink"  
Cincinnati/Dayton, Ohio

**OCTOBER 15, 2014**

Chapter Meeting  
Cleveland, Ohio

**SEPTEMBER 10, 2014**

"Think & Drink"  
Cleveland, Ohio

**OCTOBER 22, 2014**

REACH Meeting  
Cincinnati/Dayton, Ohio

**SEPTEMBER 16, 2014**

Chapter Meeting – Joint Meeting  
with NACE & ISES  
Horseshoe Casino Cincinnati

**OCTOBER 22, 2014**

REACH Meeting  
Columbus, Ohio



**NOVEMBER 12, 2014**

REACH Meeting  
Cleveland, Ohio

**NOVEMBER 19, 2014**

Annual Scholarship & Fundraising Auction  
Columbus, Ohio

## 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 Lori Stickley, Director of Strategic Partnerships, to secure your date at [lstickley@helmsbriscoe.com](mailto:lstickley@helmsbriscoe.com) or 937-206-1726.

**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?  
We do too! Be sure to follow  
@MPIOH



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!



# YOUR HOLIDAY PARTY IS AT THE TOP OF OUR LIST



Booking the perfect holiday party at Belterra couldn't be easier. Our superior service and expert planners make every event merry and bright. Good food, great entertainment – we take care of all the details. The only thing you have to do is call.

## CONTACT OUR SALES MANAGERS TODAY

Debbie Tewanger - 614.282.2867 | [Debra.Tewanger@belterracasino.com](mailto:Debra.Tewanger@belterracasino.com)

Brian Kahn - 513.442.9617 | [Brian.Kahn@belterracasino.com](mailto:Brian.Kahn@belterracasino.com)



YOUR **EVERY DAY** ESCAPE.

