



MEETING PROFESSIONALS INTERNATIONAL

# DEFINE



THE OFFICIAL NEWSLETTER OF MEETING PROFESSIONALS INTERNATIONAL OHIO CHAPTER

**OCT — DEC 2016**



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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

Jennifer Veselko CMP  
National Sales Manager, Caesars Entertainment, Inc.



## *Off and Running...*

It certainly has been full speed ahead since July 1st, when my Presidential term and the new Board began. Collectively, there has been such a sense of enthusiasm and excitement towards creating a year full of superior Education, innovative Networking Events and continual Membership growth for the 2016-2017 year.

There have been a few new events that kicked off over the last few months that I am proud to highlight. The REACH programs have a new format and are evolving to create additional Educational opportunities that are more interactive and share best practices amongst peers in the industry. On October 26th, a student Career Fair / Industry Panel and Roundtables was hosted at Bowling Green State University. Along with seven industry panelists, there were almost 100 students that attended throughout the half day event. This partnership was orchestrated in conjunction with Professor Greg Dickerson, and resulted in almost 25 new student membership applications. We are grateful for the hard work and to all who participated and we will look to repeat these types of events in the future!

Another re-invention was our Planner Forum held in Cincinnati, sponsored by the Duke Energy Center. This planner only event was attended by over 25 people who had an interactive open forum to discuss issues and priorities that effect their professional lives on a daily basis. The idea sharing and specific subject matter offered by Brennan Scanlon as the guest speaker made this a true success story for our chapter. Look for the next one tentatively scheduled for February 2017 in the Cleveland area.

One of the best networking events and always an enjoyable evening is the MPI Ohio Annual Fundraiser and Scholarship Event. This is a hybrid evening event, where you can bid on some amazing packages and donated items online and also network while featuring a live auction, mystery raffle items and refreshments. Of course, a percentage of the proceeds from the evening will go towards our continuous effort to support Out of Darkness.

As we look forward and close out the 2016 year, it is an important time for us to plan for the future. Within the months of November and December, we are accepting applications for new Board members to slate for the 2017-2018 year. These applications can be found on the Chapter website and can be forwarded directly to our Immediate Past President, Jason Linscott. He would be delighted to discuss our current Board openings and answer any questions applicants may have. Any member is welcome to apply and becoming a part of this exceptional group of colleagues, it will certainly be a rewarding experience to anyone that joins.

*Warmest wishes to you & yours for an enjoyable and safe holiday season!*

Sincerely,

Jennifer Veselko

A handwritten signature in cursive script that reads "Jennifer Veselko".



# Top Ten Reasons why Cincinnati USA is an Ideal Meeting Destination

## 1. RECENT URBAN RENEWAL BRINGS ADVENTURES TO ATTENDEE FINGERTIPS

When the meetings end in Cincinnati, the fun just begins. Cincinnati has undergone a dramatic transformation in recent years with more than \$2 billion in downtown and Riverfront development. The region boasts an outstanding lineup of arts and cultural attractions all walkable within the downtown area. Attendees can take in a Reds or Bengals game, visit art museums, try their luck at a new urban casino, or visit the many neighborhoods from the riverfront to the historic and revitalized Over-the-Rhine neighborhood, which has been making national headlines for its recent turnaround story.

## 2. NEW HOTEL DEVELOPMENTS = UNFORGETTABLE EXPERIENCES FOR ATTENDEES

The Cincinnati region is seeing a trend of hotels going in as adaptive reuse of historic downtown buildings, as well as new, boutique lines and first-time hotel developments coming on board. In 2014 and 2015, Downtown Cincinnati experienced an explosion of new hotel properties, with the three new properties (Homewood Suites, Hampton Inn & Suites, and the Renaissance Hotel by Marriott) bringing 572 new rooms to the downtown market. Now, at least four more hotels are expected to open in Cincinnati in the next year, including Holiday Inn & Suites, AC Marriott and Marriott Autograph Collection, to name a few. In addition to the new construction, existing downtown hotels have invested over \$30 million in renovations alone over the past few years.

## 3. EXPERIENCE AMERICA'S ORIGINAL BREWING CITY WITH UNDERGROUND TOURS OR MICROBREWERIES

In 1860, Cincinnati could be considered the beer capital of the United States, with 36 breweries and a very high concentration of German immigrants. By 1890, the city was the third largest beer producer per person in the country. Prohibition crashed a Cincinnati economy built on beer, dispersing the German immigrants and causing most of the breweries to close. Today, craft breweries and gastropubs are opening throughout the region, concentrated in the historic brewing district of Over-the-Rhine.



Group Angle: Attendees can explore the local brewing heritage with a tour that takes them under city streets into long-forgotten pre-Prohibition lagering tunnels, or with a pint at a microbrewery occupying a historic brewing building!

## 4. AWARD-WINNING DINING & GROUP-FRIENDLY WAYS TO TASTE CINCINNATI'S "NEW COOL"

The headlines about Cincinnati's food scene are piling up thanks to an influx of both big city and local chefs getting entrepreneurial in some of downtown's hottest up and coming neighborhoods. Below are a few great examples of what people are saying.

- a. Thanks to the diversity of options and affordable menus, Cincinnati was ranked the #6 best foodie city for your wallet in 2015!
- b. USA Today – "40 Flavors Only Found in Cincinnati"
- c. Restaurant Accolades include:
  - a. Salazar OTR – Featured in Bon Appetit, Saveur and New York Magazine
  - b. Boca Restaurant – Travel + Leisure's "Best Italian Restaurants" and OpenTable's Top 100 Diner's Choice Awards
  - c. Senate – Featured on Diners, Drive-Ins, and Dives, Food & Wine and The Daily Meal
  - d. Maverick Chocolate – A 2014 Good Food Award winner for their bean-to-bar chocolate
- d. How groups can enjoy them: Cincinnati Food Tours leads groups around the Findlay Market area or all of Over-the-Rhine to try small bites at up to 8 of the hottest new restaurants in the neighborhood!



## 5. CINCINNATI'S WALKABILITY & ACCESSIBILITY MAKE IT EASY FOR ATTENDEES

**Walkable:** Cincinnati USA was named the Best Walking City in Ohio and ranked 10th in the nation, according to Prevention magazine and the American Podiatric Medical Association. The study ranked more than 500 cities in the United States on a list of 14 criteria ranging from the number of walking commuters and green space, to street safety and air quality.

**a. What it means for attendees:** More than 3,200 hotel rooms - from headquarter hotels to stylish boutiques are within 3 blocks of the Duke Energy Convention Center. Our easy-to-navigate footprint allows attendees to explore the city, with countless restaurants, clubs, attractions and live music a 2-minute walk from their hotel. They can mix and mingle rather than wasting time being shuttled.

**Accessible:** Cincinnati is located within 500 miles of 60 percent of the U.S. population. Our airport has more flights than most in the region and was named as one of the world's best. We're easily accessible from I-71 and I-75 for attendees who drive in.

## 6. PUBLIC TRANSPORTATION OPTIONS ABOUND!

With the September 2016 opening of the Cincinnati Bell Connector Streetcar, plus the Southbank Shuttle or Cincy Red Bike bicycle sharing program, meeting attendees can easily and safely hop on public transportation from their hotel to experience the vibrancy and energy of the downtown area and riverfront revitalization.



## 7. FREE ENTERTAINMENT AVAILABLE YEAR-ROUND FOR ATTENDEES



From salsa dancing sessions on Fountain Square (in the heart of downtown Cincinnati) to live bands every day of the week throughout the city, there is always programming going on in the urban area for

attendees to enjoy during their stay, taking the weight off of the meeting planner to bring it all together themselves.

Past planners to Cincinnati have actually chosen their meeting date around major annual festivals to help build attendance and excitement for their event.

## 8. FREE PUBLIC ART AND STUNNING HISTORIC ARCHITECTURE ON EVERY CORNER

Groups can now enjoy the arts and cultural heritage of Cincinnati on a quick walk between their hotel and convention center, thanks to the ArtWorks mural program, which has more than 100 murals painted on the sides of buildings around the region. Attendees can also take a self-guided tour, or reserve a guided tour, to experience the mural's stories in greater depth.

As one of America's oldest cities and an early haven for immigrants, Cincinnati's architecture is stunning, ranging from skyscraping Art Deco towers to the largest preserved historic district in the country, Over-the-Rhine. For an attendee, the architecture sets Cincinnati apart from other Midwestern destinations, making it a memorable and photo-worthy spot.



## 9. WELCOMING CITY: CERTIFIED TOURISM AMBASSADORS & WELCOMERS PROGRAMS

In the Cincinnati region, meetings are more than welcomed, they're celebrated. From the openhearted friendliness of citizens to a pro-business downtown, attendees will feel like they own the city. In addition, Cincinnati is proud to offer the Certified Tourism Ambassador Program, which has certified more than 1,150 residents to welcome visitors and guarantee an exceptional experience.

**a. Volunteer Network:** Cincinnati also offers planners access to the "Welcomers," a network of thousands of community volunteers willing to jump in and assist with planners' event needs.

## 10. A CVB TEAM DEDICATED TO YOUR SUCCESS AND MAKING EACH EVENT AS UNIQUE AS YOUR GROUP

From bringing in more than 20 local food trucks for an attendee event to working with the local police and transportation to pull off a citywide event, the award-winning Cincinnati USA CVB team partners with planners from the beginning to ensure that their dreams become a reality.



# Out of Darkness

*How our industry can help stop human trafficking*



*Maria watched the girl walk in the sliding door of the hotel and up to her counter. The girl kept her head down as she checked into the reserved room on the first floor by the door. She asked her how her evening was trying to make small talk, but the girl only responded with one-word answers. As she walked away with nothing but her key card and a large purse, Maria studied the girl and had a sinking feeling in her chest.*

Human trafficking is a multi-billion dollar industry affecting millions worldwide, including here in the United States. By definition, it is the use of force, fraud, or coercion in order to obtain a commercial sex act or forced labor. Despite growing awareness, human trafficking continues to thrive due to its covert nature and a lack of understanding of what to look for. By September in 2016 alone, there have been 5,748 trafficking cases reported, according to the National Human Trafficking Resource Center, with over 64,000 victims identified since 2007. Ohio is fourth for the number of cases reported, after California, Texas and Florida. This number grows every year as more people become aware of the indicators and how to contact help.

Hotels play a vital role in the identification and rescue of trafficking victims. Nearly 2,000 victims have been identified in hotels, according to the Polaris Project. Trafficking networks often use legitimate businesses, such as hotels, to sustain their operations. In 2016, it is the venue where the highest number of cases have been reported. Hotels may be used, for example, in transit or when selling their victim's forced services. This activity presents a great risk for the safety and security of the hotel businesses as well as legitimate customers.

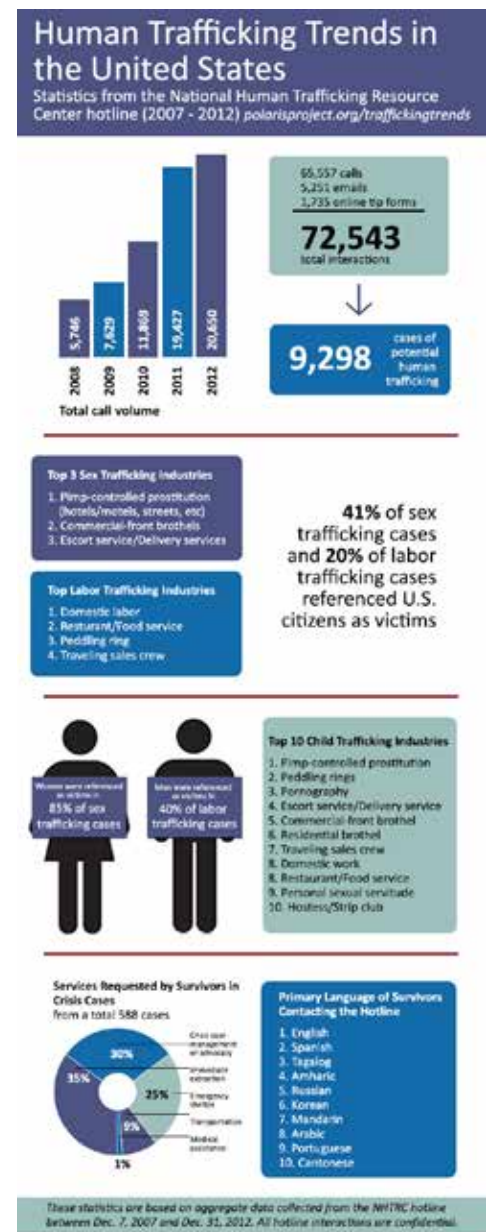
Each staffing position in a hotel has a unique opportunity to help prevent and combat human trafficking. For example, the front desk may notice when a patron comes in with a minor they did not come in with originally, when individuals are dropped off at the hotel or visit repeatedly over a period of time, or if an individual has few personal items possibly carried in simple plastic bags. Housekeepers may notice individuals not leaving the room at all or at odd hours, a constant flow of men to the room, or individuals lingering outside the room or lobby waiting. While cleaning they may

discover excessive amounts of sex paraphernalia, children's clothing when none are registered to the room, or multiple computers and other forms of technology. It is critical that hotel managers create a safe and secure reporting mechanism and train employees on what to look for. When several indicators are noticed, staff should immediately report their concerns to their designated manager and the human trafficking hotline.

Out of Darkness has a mission to reach, rescue, and restore those trapped in sexual commercial exploitation. They partner with local hotels, corporations, and community groups to ensure that employees and community members are equipped with what to look for and how to report suspected cases of human trafficking. Through their street outreach called Princess Night, Out of Darkness, Columbus partners with universities and other local organizations and volunteers to reach out and develop relationships with women on the streets. In 2017, they will be opening the Central Ohio area's first trauma informed, fully-staffed safe home for women rescued. Here she will be surrounded in peace, love, and affirmation as her immediate needs are addressed before being placed into a long-term holistic program best suited to meet her needs.

It is their goal that Maria at the front desk will know the indicators and pick up her phone to call the general manager and the trafficking hotline. This girl will be rescued and receive long-term care and the restoration she needs. The trafficker will receive justice, and word will spread that at this hotel, trafficking is not welcome.

If you suspect human trafficking, call the National Human Trafficking Resource Center at 1-888-373-7888 or text HELP or INFO at 233733.





# Make Plans to Attend MAC 2017 to Experience the POWER OF YOU!

Plans are underway for a brand new format, MPI MidAmerica Conference. This year's conference, hosted at the **Louisville Galt House, February 26 – 28, 2017** promises to ignite the fire and help you harness the

## Power of You!

With the magnificent, EMC and Keynote Speaker, Judi Holler, we know this year's MAC in Louisville will be full of high-energy and to quote Judi, "Heart & Hustle." Judi is a dynamic Keynote that will assist you in defining and refining your personal brand to maximize your impact in 2017.

Sunday night we kick off with a networking reception at the Galt House and quickly lead into a full day of education on Monday with loads of CIC approved content to ensure you attain or retain your CMP. Education topics include creating strategic meeting plans, assistance in marketing your event and so much more.

The Louisville CVB will showcase the Heart of the 'Ville on Monday night with a bourbon soaked dine around. Tuesday we will shake up the program with an exclusive Sponsor/Exhibitor/Meeting Planner Morning Mix-Up with Mimosas and wrap up MAC with an impactful Industry Panel Brunch.

Registration opens soon and there are many exclusive sponsorship and exhibitor opportunities – but they are going fast.

Mark down MAC 2017 on your calendar (it is a week earlier this year) and scoot over to **[www.mpimidamericaconference.com](http://www.mpimidamericaconference.com)** for more information.



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5. There is a ZERO tolerance policy for negative people, places and things.
6. Learn something new every day.
7. If you are not having fun, what's the point.
8. Stop waiting .. open your own doors!
9. Bring Value to Every Interaction.
10. Whitespace is Oxygen.

---

The image shows three circular icons arranged horizontally. The first circle contains the word 'HEART' in a handwritten style. The second circle contains an ampersand '&'. The third circle contains the word 'Hustle' in a handwritten style.

# MEMBER SPOTLIGHT

## Ann Marie Pugh



**Where did you grow up?** Cincinnati, OH

**Who are the most important people in your life?** My husband, Greg, my children, Elizabeth and Adam, my parents and my sister and brother

**Who do you work for and what is your role?** I am the Sales & Event Manager at the Cooper Creek Event Center with the City of Blue Ash.

**How did you get to where you are today in your career?** I started in the Hospitality business in 1992 and was fortunate to work for both private hotels and municipalities that led to my job here

**What is the best thing about your job?** The awesome staff that I work with and the gorgeous facility that we get to work in

**What is your proudest moment?** Planning an event, working through all of the minute details and ending with everyone leaving here talking about how wonderful everything was from beginning to end

**What are the 3 most important skills you use at work?** Awesome customer service, communication and patience

**What would you like to be doing in 5 years?** I would like to be the General Manager of the Cooper Creek Event Center

**What one piece of advice would you give to someone beginning their career in the Meeting Industry?** Network, network, network. Getting to know people in the industry is key

**What super-power would you love to have to help you do your job better?** Be a mind reader so it is easier to plan events for people

**Would you like to share your contact information and/or social media profile?** Ann Marie Pugh, 513-686-1202, apugh@coopercreekblueash.com



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# Meetings & Events Industry Trends

## What did we see in 2016 and predictions for 2017

The Meetings and Events Industry is a quickly changing industry. Keeping up with the latest trends can be daunting. What are the latest trends in technology, food and beverage, security, lead times, and contract negotiations? As a CVB sales person, I get many requests for unique venues and experiences to add to conventions to make them more engaging. Team building has become a highly requested activity and many facilities are creating fun, interactive experiences to meet the challenge. I see these trends continuing for 2017, as well as the very popular trend of craft beer tastings and healthy small plate options. Many conferences are also including a community project that benefits a local charity. I see this trend becoming even more popular in 2017. So what trends are our MPI Ohio members seeing at their meetings and events? Several of them added their expertise to this article. See if you agree.



Heather Gortz, CMP with Grange Insurance sees many changes in our industry. "For technology I know we are trying our best to go paperless for all our events. With this we do use guidebook as one of the apps to upload all our meeting materials. Meetings are not being added currently, and budgets are looking to stay flat, which makes for a challenge when reaching out to locations/hotels as room rates keep rising. Allergies, restrictions, and food preferences are the biggest trend I am seeing. I am loving the new cheese displays with raw nuts, raw honey, and mustard. Reinventing the vegetable crudité has been too cool with purple cauliflower and white asparagus. Succulents I love for center pieces. I know it sounds cheesy but we also use balloons a ton for our agency events."



Quinn McMurtry of MAC Productions says "Trending now, I still see LIVE video inching towards total integration for meetings and events. Broadcasting live video is becoming increasingly easier and more and more affordable. Although some groups and associations are hesitant to totally accept the trend, webcasting your event will become the norm just like 16:9 screen dimensions.

As media channels become more integrated with video options, meeting and event planners will continue to embrace and use these technologies. Those who fear LIVE webcast video will be forced to play catch-up."



Dawn Stewart of BCD Travel also sees the use of technology increasing in the meetings she plans. "Obviously meeting apps and the use of social media during meetings and events is on the rise. My client configures an app for the larger meetings, (over 500 attendees) and also for incentive trips for the top sales contest winners. It is mainly used for promoting the event, scheduling and networking during the event. We track what the participants view to improve app usage for the future. As a participant at IMEX, I utilized the app for my schedule, to respond to session questions (polling), and also followed the convention on twitter so I'd be updated on what was happening. I believe presentations will become shorter and more visual. The days of long power point slide presentations with a lot of text are over. Participants attention spans are decreasing and they want an exciting, interactive experience."

When asked if she predicts an increase in the number of meetings she will be planning for 2017 Dawn commented that, "The number of meetings that we have planned has stayed level for the past two years and we don't expect an increase in 2017. The number of participants has decreased slightly for some of the meetings due to budgets staying the same but costs per person increasing." With regards to food and beverage Dawn's attendees are requesting healthier meal options and requests for special diets such as gluten-free, diabetic, and vegan are becoming more frequent. "For some of our larger meetings, the survey comments about food can



Dwight Loken, CMP President of the Meeting Connection commented on his predicted increases in food costs for 2017. "We always recommend sitting down with the chef to come up with menus that work. Many times they can come up with seasonal dishes that can fit with your budget and program. If you let them know what your goals are, they will work with you. People do not need two pounds of food

for dinner, so work with the chef to make the right portion and price happen for you."

# #trending

actually sway the decision of where to hold the meeting if the room rates are similar. Participants are becoming a little more adventurous and willing to try food with global influences. Since food costs are increasing, we sometimes order pitchers of water vs. bottled which can really add up.” Dawn has also experienced a drastic decrease in lead time. “In our company, it’s been a volatile year for meetings due to financial ups and downs, so one quarter will be down and then the beginning of the next quarter every department receives a green light to go ahead and plan meetings. Several requests will come in with not a lot of lead time which does make it more challenging for us to find availability within the group’s budget.”

Barb Burgie from Burgie Media Fusion says, “We are seeing a wide spread want for “free” wifi from event venues. Additionally, we are seeing the use of webinars to create “buzz” around events. This allows presenters to lay ground work prior to the meetings. I have also seen an increase in planning lead times for annual meetings. However, I’m also seeing an increase in taking staff meetings and trainings off-site and deciding at the last minute to make changes.”

Increases in costs for food and beverage, meeting facilities, and overnight accommodations are predicted, but increases in budgets are not. In 2017 planners will need to be creative when planning events and will be working with facilities that are flexible and willing to work within their budget. Technology will be an even more important component than in the past if it’s cost effective. It’s always good to be aware of the trends in our industry, but also know what will work for your event. If your attendees are not tech savvy creating a totally digital experience doesn’t work. There are also trends that are impressive but not budget friendly. What are you giving up to include something trendy at your event? None of our planners saw a trend towards increased security at their meetings. A special thanks to all of our members that contributed to this article.



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# The Language of AV **FOR BEGINNERS**



Lynne Wellish CMP CHSE  
Triage Meetings and Event Consulting

Have you ever seen a special effect and thought, “WOW, that effect would be perfect for our next Company Sales Meeting?” Then you think, “How would I ever communicate that to My AV Company?” Do you lack the words to describe that look and experience to your Technology Partner? Perhaps you are at a festival where the speakers are loud, and you can barely hear the announcer’s voice—but the music sounds great. Are you able to share those thoughts with your AV team? Your client is bringing his or her team together to communicate a message; that message must be heard clearly, seen clearly, and understood clearly by everyone.

To craft an AV Production, you need sound, lights, and projection and maybe a few special effects. Are the words “sound,” “lights,” “projection,” and “special effects” just words to you? Would you like to learn what they do? Each element helps you design the flow of your meeting or event. Failure in any of these areas negatively impacts each participant’s ability to understand the event’s message; failure here means failure everywhere—both for the current event and for any potential future events with the client.

Lights allow the audience to see what you want them to see, or keep an area dark so that no one sees it. Light focuses the eye.

Sound focuses the ear. Sound travels; ask about a delayed distribution system. This system allows everyone to hear the same thing at the same time without any echo. In addition, the human ear hears the human voice and music differently. Ask what kind of speakers your Technical provider had in

mind—for example, would they be flown from the ceiling (better speaker distribution and stage sightlines vs. higher cost), or on stands on the side of the stage (lower cost vs. worse stage sightlines)? Both options require that the A1 adjust the board on a continuous basis.

Projection is when a light beam travels from a projector to a surface. The distance is called the throw. Be aware of what are you projecting on (screen type, wall type, or water type), what are you projecting with, and just how clear the projection has to be. Remember: all the participants need to be able to see the message.

Special Effects create a memorable moment, and are affordable. Nothing puts energy or enhances excitement in a room like a confetti cannon or balloon drop. Think of them as your exclamation mark when planning your client’s production

Do lights, sound, and projection make you feel uncomfortable or uncertain? When reading AV quotes, do you feel like you need a translator because they are in a different language? Does staging an engaging experience enhance your timeline to deliver a clear message? With a little explanation, vision, and creativity, you can learn a few tricks to involve your audience without increasing your budget. What is the real difference between A1 and A2?





# What does a motorcycle mechanic, an architect and an event planner have in common?

By Greg Dickerson, BGSU

As a motorcycle enthusiast, there is nothing more exhilarating than riding my 2006 road star warrior on the open road during the fall. The scent of autumn air, the cool, crisp breeze and the switching colors of the leaves is an experience that is unforgettable. My love for motorcycles was birthed when I, as a child, watched Evel Knievel, the death-defying daredevil soar through the air on his motorcycle. He sailed over cars, trucks and even...Snake River Canyon. Knievel was my hero and shortly thereafter, I became obsessed with all types of motorcycles, from dirt bikes to cruisers to custom choppers.

In retrospect, it didn't occur to me that I was intrigued with the exterior beauty of motorcycles rather than its interior parts and functions. I was fascinated with their flawless shapes, vibrant colors and sophisticated styles rather than its humdrum, mechanical and electronic complements of hardy metal. It wasn't until years later, after purchasing my first motorcycle and having read, *Zen and the Art of Motorcycle Maintenance* by Robert Pirsig, that the relationship between art and science, romanticism and classicism would profoundly influence my life.

*Zen and the Art of Motorcycle Maintenance* examines the dichotomy between classical and romantic reasoning by exploring the love of science and art. Pirsig articulated that, "A classical understanding sees the world primarily as underlying form itself. A romantic understanding sees it primarily in term of immediate appearance. If you were to show an engine or a mechanical drawing or electronic schematic to a romantic it is unlikely he would see much of interest in it. Is has no appeal because the reality he sees is its surface. Dull, complex lists of names, lines and numbers. Nothing interesting. But if you were to show the same blueprint of schematic or give the same description to a classical person he might look at it and then become fascinatedby it because he sees that within the lines and shapes and symbols is a tremendous richness of underlying form."

Pirsig suggested that oftentimes people see themselves as either romantic or classical thinkers, not both. At BGSU, where I teach an introductory course on event management, I ask my students which category best represents them? Overwhelming, most identify as romantic thinkers. Rarely does anyone describe himself or herself as possessing both characteristics. I find this intriguing because as future event management professionals, an appreciation for both romantic and classical worldviews is crucial.

I continue my journey along the Maumee River, breathing in the beautiful countryside and savoring the sound of my 1700 cc, air-cooled, engine. I sit back on my bike, relax my arms and legs and continue leisurely riding around each bend through overhanging trees, embracing the moment as if it were my first ride, ever. It is the freedom of not having a frame around my body and connecting with nature that resonates with my soul. As I look around, I cannot help but observe the beautiful homes that have been artistically crafted along the river. Each with their own distinctive form, shape and color: some small, some large and others so spectacular that I momentarily stare in awe. As I reflect on my childhood when other kids were drawing stick figures, I was sketching floor plans of my future home. Peculiar, perhaps, but I didn't care. Then and now my passion for architecture remains, and now this obsession spills into the structures of motorcycles.

In 1991, the American Institute of Architects bestowed Frank Lloyd Wright as "the greatest American architect of all time." Wright was a consummate architect, educator, designer, visionary and innovator. Falling Water, Wright's most "beautiful job" and Smithsonian's Life List of 28 places "to visit before you die" is a National Historic Landmark. It is Wright's greatest display of fusing nature with humanity. He called it, organic architecture. A philosophy that "promoted harmony between human habitation and the natural world. It is achieved through design approaches that aim to be sympathetic and well-integrated with a site, so buildings, furnishings and surroundings become part of a unified interrelated composition."

In my opinion, Wright could not have been a prominent and influential architect without having possessed both classical and romantic



characteristics. Wright needed to understand blueprints, site planning and schematic design, structural and building systems, building design and construction systems, hydrology, theoretical bases for modernity, insulating properties of glass along with geometry and spatial design to name just a few. Wright needed to know the “science” of architecture before Falling Water became an “artistic” masterpiece. As a classical thinker, Wright was immersed in reason and laws “which are the underlying forms of thought and behavior.” As a romantic thinker, he was inspirational, imaginative, and creative – feelings proceeded by intuition and esthetic conscience.”

I inform my students that scientific expression is equally as important as artistic expression in event management. Both modes are needed for current and future generations of event management professionals. Throughout each semester, I reinforce the romantic-classical concept by utilizing a simple illustration. I show students a picture of a water molecule, H<sub>2</sub>O. I ask them, “what do you see?” Their response is “it’s a water molecule described in scientific terms.” Next, I show them a picture of a beautiful crystal-clear lake. I ask, “what do you see?” Their response is “a beautiful lake where water is so clear you can see the bottom.” “Excellent” I say! Then, I explain that H<sub>2</sub>O is essentially the science of event management or the “classical realm” of the industry. Here, you will find the nuts and bolts of our profession – the RFP’s, budgets, theoretical concepts, contracts, complaints etc. On the other side, or the romantic side, you will find the lovely lake of color schemes, flawless performances, stunning set designs, the “wow” factor, memorial experiences, etc. Lastly, I show them the same two pictures of water; H<sub>2</sub>O and the crystal-clear lake. I conclude that as event professionals we need to see and understand the “science” of water (classical side) and the “beauty” of water (romantic side) – both pictures of water. However, the difference is that as event professionals, we see the science behind our events while our clients see the “art” or creation of our events.

After my long journey along the river, I slowly cruise into town. I hear the rumbling sound of my motorcycle echo off the buildings as strangers stop and stare, trying to identify the type of bike I own. I laugh quietly and continue on to my beloved home. As I pull up to my garage, I take a closer look at my house; its straight lines, privacy windows (now illegal), style and color. I like it! It is simple and minimalistic but yet functional and effective. I Google my 1956 ranch style home and discover that it was inspired by the Usonian home concept invented by... you guessed it, Frank Lloyd Wright.

I turn off my motorcycle, take off my jacket, helmet and walk into my house, and thought, “what a memorable ride!” Just like an architect that creates awe inspiring buildings or the motorcycle mechanic that is passionate about repairing the fuel-injection system, the future of the event industry is in the hands of those studying to pursue this rich and vibrant career. May they dive into the inquiry of romanticism and classicalism and become event architects who mastermind magnificent memories.



Greg Dickerson is currently a full time Advisor and adjunct faculty member for the Tourism, Leisure and Event Planning department at Bowling Green State University. He is 1989 and 1998 graduate of Bowling Green State University having earned degrees in Criminal Justice and Training and Development. In addition to being a member of MPI, he also a member of the Association of Talent Development (Greater Toledo Area Chapter). Greg got his start in the events industry in 1999 when he started and co-owned, S.T.R.A.W. Edutainment, a multimedia production company that produced educational and entertaining content for elementary children. Greg is married and has two boys. In his spare time, he enjoys cycling, basketball, reading and spending quality time with his family.

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# 2017 Rate Card

MPI's Ohio Chapter offers advertising solutions for members and non-members to showcase their services and facilities in ways that are conducive to various types of marketing strategies. We have integrated both print and online options to allow you to create a marketing campaign to best suit your needs.

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Quarter page	\$525	\$1,425 (\$475/issue)	\$725	\$1,950 (\$650/issue)
Newsletter Insert	\$450 per issue (MEMBERS ONLY) Mail 500 copies to Chapter Administrator   Up to 8 ½" x 11" in size Color or B&W   One or two-sided			

**DEFINE**, the official publication of the Ohio Chapter of the Ohio Meeting Planners International, is published quarterly for its members and others in the profession. The newsletter is a valuable information forum covering all aspects of the meetings profession.

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Full page	\$1,200	\$1,500	\$1350	\$1,650
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Business card	\$200	n/a	\$220	n/a
Company logo	\$50 (MEMBERS ONLY) - Logo to appear next to company listing			

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# Meeting Planner Spotlight

## GADGET SPOTLIGHT: The Laser Measure

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- Helps find the actual room dimensions.
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- Screen heights and dimensions.
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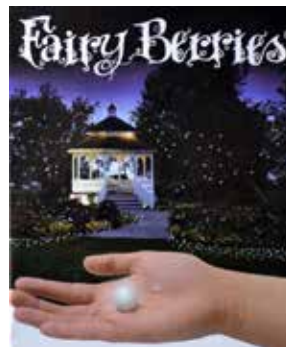
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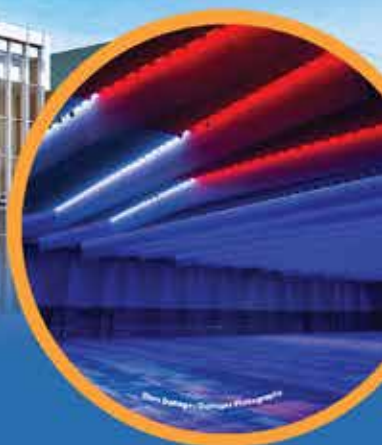
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