

OCTOBER - DECEMBER 2024

THE OFFICIAL NEWSLETTER OF



OHIO CHAPTER

NAVIGATE EXPERIENCES



2025 Navigate Conference

February 24 - 25 at Cherry Valley Hotel

Insights on designing experiences

that resonate and drive meaningful engagement

Elevate Awards Event Highlights

Upcoming Events

THE OFFICIAL NEWSLETTER OF MPI OHIO CHAPTER.

Define is the official publication of the Ohio Chapter of Meeting Professionals International. It is published quarterly as a benefit of membership and circulated free of charge to MPIOH members.

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OUR MISSION.

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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MEMBER DIRECTORY

PRESIDENT'S LETTER



Happy New Year, Friends!

The time for fresh starts and new beginnings has arrived. Serving as the MPI Ohio Chapter Board President over the past 18 months has been an absolute pleasure. I am thrilled to introduce our incoming president, Adam Kowaleski. Adam has been a dedicated board member, and after a brief hiatus, we are excited to have him lead us into 2025. Alongside Adam, we welcome a brand-new board of directors, featuring fresh faces and some of your favorite veterans taking on new roles. I would be remiss not to express my deepest gratitude to our departing board members - thank you for your invaluable contributions to this chapter over the past 18 months.

I hope each of you had the chance to step away from work and spend quality time with family and friends during the holidays. Personally, while I don't make "resolutions," I do enjoy the feeling of a hard reset after the holiday break. For me, this reset often involves focusing on wellness, fitness, and both personal and professional growth. If something worked last year, I build upon it. If a goal faded by the second Friday of January (hello, Quitters Day), I reassess and adjust. Either way, the sense of a new beginning is always invigorating.

Speaking of personal and professional growth, our first major initiative for 2025 is the **3rd Annual Navigate** event. This year, it will be hosted by Cherry Valley Hotel on February 24th and 25th. Navigate is my favorite MPI Ohio Chapter event, and I know it's a favorite for many of you as well. If you haven't attended before, I encourage you to make it a priority this year. Each year, the event grows bigger, better, and stronger. Our amazing Navigate Team has taken a giant leap for 2025, with incredible support from our friends at Cherry Valley. You'll find more details in this issue of *Define*, but trust me - register now!

Happy New Year, and let's all Thrive in '25!

Cheers,

Jason

2025

MPI OHIO CHAPTER

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WELCOME *to our* New MEMBERS!

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Fern Exposition & Event Services

MADI CARRELL

BTTS Events

KATHLEEN CROWLEY

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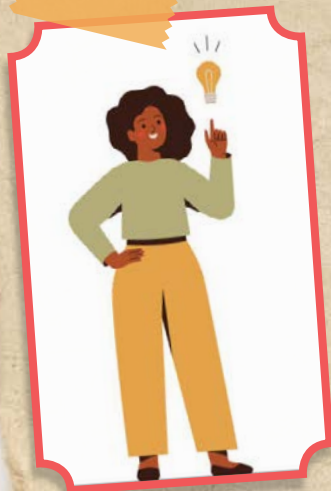
CHART YOUR PATH TO SUCCESS

Navigate Conference February 24-25, 2025

Are you ready to level up? The 2025 MPI Ohio Chapter Navigate Conference is your chance to advance your career, expand your network, and have some serious fun along the way!

Join us February 24-25, 2025 at the beautiful CHERRY VALLEY HOTEL in Newark, Ohio, a hidden gem just east of Columbus. This two-day experience is packed with everything you need to ADVANCE your professional and personal goals while earning up to 7 CE CREDITS to power your growth.

HERE'S WHAT YOU WON'T WANT TO MISS!



KEYNOTE SPEAKERS

who will inspire
you to dream big
and take action.



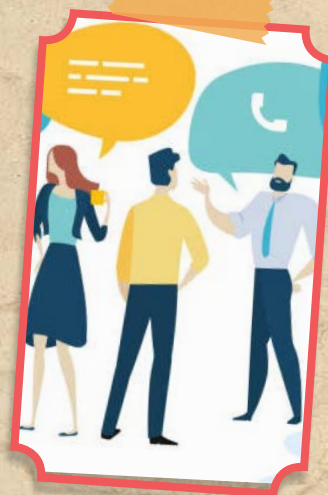
CONCURRENT SESSIONS

designed to give
you tools and
strategies you can
apply immediately.



THE EXHIBITOR SHOWCASE

where you'll discover
the latest industry
trends and solutions.



THE NAVIGATORS RECEPTION

hosted by
Cherry Valley Hotel
& Ohio Event Center,
a perfect blend of
networking and
celebration.



THANK YOU
Cherry Valley Hotel
for hosting!



This is your chance to **CHART** your path to success by soaking up knowledge, connecting with industry leaders, and building a community of peers who will cheer you on. And, of course, **BUILD** on the relationships you've cultivated—because your network is your greatest asset.

The **MPI Ohio Chapter** is your foundation, your compass, and your biggest supporter. Together, we'll help you **NAVIGATE** toward achieving — and exceeding — your goals.

Don't let this opportunity sail by! Secure your spot now. Want to make an even bigger impact? **Showcase your brand** to hundreds of engaged attendees. **CONTACT** Shannon Sprau at shannon@meridian-360.com for sponsorship opportunities.

This is more than a conference — it's your ticket to **big** ideas, **bold** connections, and **unforgettable** moments. See you at **Cherry Valley Hotel!**



OHIO
CHAPTER

ELEVATE

— awards —

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ELEVATE 2024 NOMINEES



PLANNER OF THE YEAR 2024

Alexis Dick, HARDI
Debbie Hershfield, HelmsBriscoe
Liz Otterbacher, Huntington National Bank

SUPPLIER OF THE YEAR 2024

Gina Predovich, Experience Columbus
Jamie Schafrath, Bartha
Shawn Stidham, Travel Butler County, Ohio
Brandon Blankenship, Hyatt Regency Cincinnati
Abbey Border, Cherry Valley Hotel & Ohio Event Center
Lesley Cornathan, Greater Columbus Convention Center

2024 RISING STAR AWARD

Alexis Dick, HARDI
Robert Kapel, Arms Of Love
Ashley Sweet, Ohio Veterinary Medical Association

2024 LEADERSHIP AWARD

Adriane Cesa, CMM, CMP, Huntington National Bank
Lori Stickley, CMP, HelmsBriscoe

VENUE OF THE YEAR 2024

Hyatt Regency Columbus
Hyatt Regency Cleveland at the Arcade
Pro Football Hall of Fame Museum
CoHatch Polaris
Vitria on the Square
Nationwide Hotel & Conference Center
Studio West 117
Champion Mill Conference Center
at Spooky Nook Sports
Liberty Center
Hilton Columbus at Easton
Cleveland Marriott East
The Kee
The Junto
The Getaway
Five Iron Cleveland
Five Iron Cincinnati
AC Cincinnati Hotel at Liberty Center



Congratulations!

PLANNER OF THE YEAR 2024

Debbie Hershfield, HelmsBriscoe

SUPPLIER OF THE YEAR 2024

Jamie Schafrath, Bartha

2024 RISING STAR AWARD

Alexis Dick, HARDI

2024 LEADERSHIP AWARD

Adriane Cesa, CMM, CMP, Huntington National Bank

VENUE OF THE YEAR 2024

The Junto

CHRISTY SELBY LIFETIME ACHIEVEMENT AWARD

Kathryne Gardette, MSPOD, CMP, CTA,
Prestige AV & Creative Services



ELEVATE 2024 AWARD WINNERS



ANNUAL CHAPTER MEMBERSHIP

Campaign

February 1st - March 3rd, 2025

**20%
OFF**
NEW MEMBERSHIP

**USE CODE:
MPIOH25**

Membership Categories: NEW preferred
and premier, planner, and supplier
membership



JUST IN TIME FOR...



**NAVIGATE
OHIO**

FEBRUARY 24 & 25, 2025

IF YOU'VE BEEN CONSIDERING MPI OHIO CHAPTER MEMBERSHIP, NOW IS THE PERFECT TIME! HERE ARE FIVE GREAT REASONS TO JOIN:

- ✦ **20% DISCOUNT** From Feb. 1 - March 3, 2025, new preferred and premier members receive a 20% discount by using code: MPIOH25. (This applies to planners and suppliers.)
- ✦ **COST SAVINGS** Attend our Navigate education conference at the member rate. (A savings of \$50.) This outstanding conference will be held Feb. 24-25 at the Cherry Valley Hotel in Newark, OH. Hurry, because the Navigate registration deadline is approaching quickly. Check out the list of those already registered!
- ✦ **BENEFITS** You'll be invited to member-only events for additional education and networking opportunities.
- ✦ **NETWORKING** Meet planners and suppliers and who can be valuable resources to you, and perhaps future clients.
- ✦ **PROFESSIONAL DEVELOPMENT** Keep proving your value by staying on the cutting edge of industry trends.

*This chapter membership program is offered just **once a year**, so get in on the **savings now!***

JOIN HERE AND BE SURE TO USE THE DISCOUNT CODE: MPIOH25

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Navigating the Future of Event Design:

THE POWER OF EMPATHY AND STRATEGY





ENTERING INTO 2025, the need for skilled event designers who understand experience design has never been more crucial. Event design is no longer just about aesthetics—it's about crafting meaningful, transformative experiences. In the evolving landscape of the events industry, understanding the core values of event design, including empathy mapping, change behavior, and stakeholder alignment, is essential to stay ahead.

Empathy mapping is a powerful tool in designing experiences that truly resonate with attendees. By understanding the needs, motivations, and challenges of the audience, event professionals can craft experiences that anchor memories to deliver lasting impact. Creative questioning—such as asking “what if” and “how might we” questions—challenges conventional thinking and sparks innovative solutions, pushing the boundaries of traditional event design.

Stakeholder alignment is another critical element of effective event design. When all parties—internal teams, clients, and vendors—are aligned with a shared vision, events run more smoothly and achieve greater success. This alignment fosters the creation of cohesive, seamless experiences that meet both business objectives and attendee expectations.

For event professionals looking to remain competitive in this rapidly evolving industry, upskilling in these areas is key. Mastering tools like empathy mapping, creative questioning, and stakeholder alignment equips event planners to navigate future challenges with confidence, creativity, and a deep understanding of the audience's needs.

The future of events is electric, and those who embrace these strategies will be the ones who create experiences that don't just shine—they spark change, inspire connection, and set the stage for what's next.





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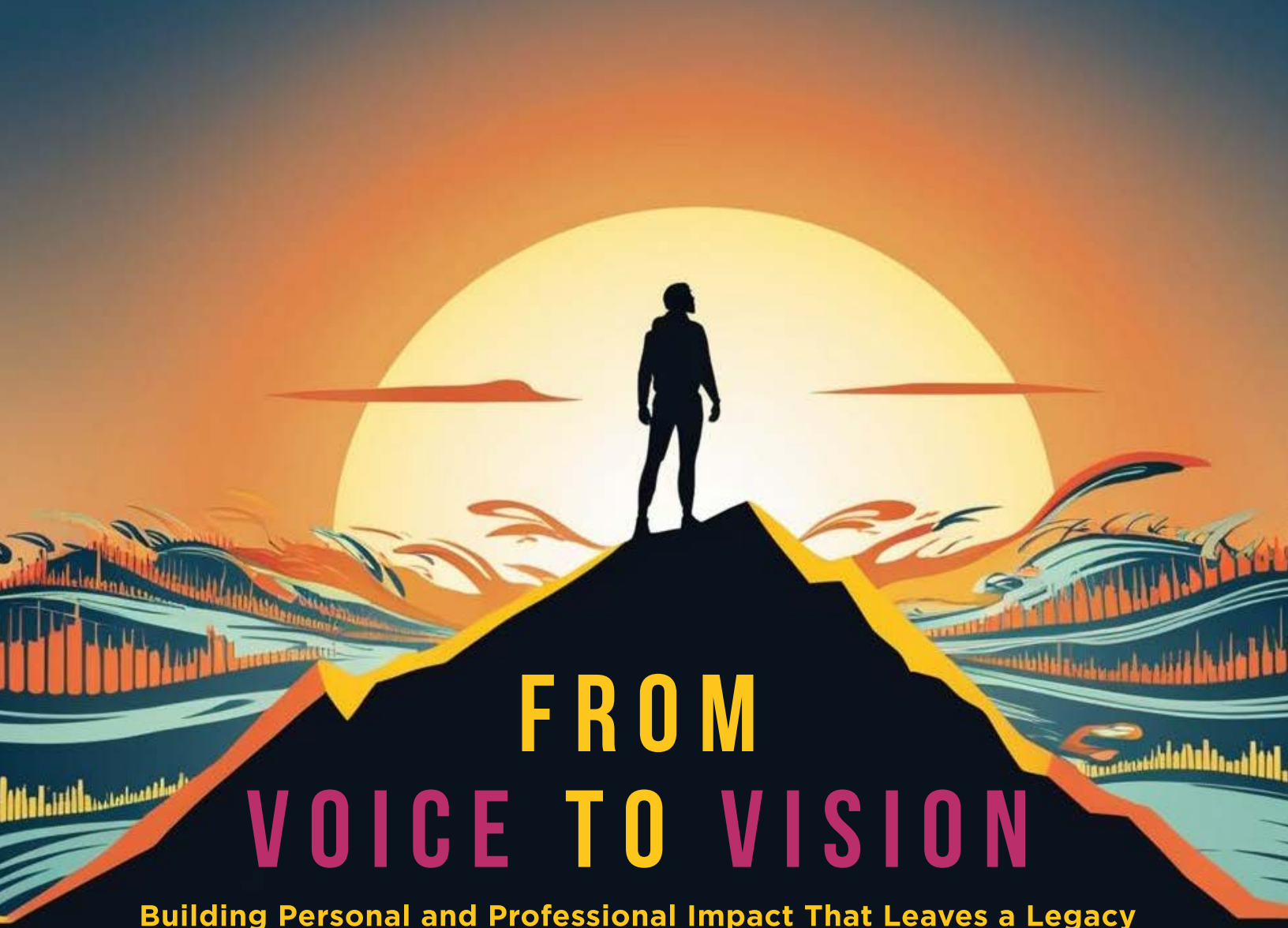
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FROM VOICE TO VISION

Building Personal and Professional Impact That Leaves a Legacy



BY: COURTNEY STANLEY

Keynote Speaker, Public Speaking Coach and Host of Dare to Interrupt

Creating memorable experiences is a cornerstone of success in today's world, whether you're leading a team, building a brand, or connecting with your audience. The two sessions I'll deliver during the MPI Ohio Navigate Conference—OUTSPOKEN: Owning Your Mic Drop Moment and Rise Above the Noise: Building and Championing a Winning Brand—are designed to equip attendees with the skills and strategies to leave a lasting impression on others while achieving exceptional results.

The journey begins with OUTSPOKEN, a keynote that dives into the power of personal expression. Too often, we hesitate to share our thoughts or advocate for our ideas, leaving opportunities—and impact—on the table. This session will empower attendees to uncover what holds them back, build confidence in high-pressure moments, and embrace their unique voice. By learning to speak with clarity and conviction, participants will not only transform how they show up in meetings, conversations, and negotiations but also inspire others through authentic and courageous communication.

Building on this foundation, Rise Above the Noise takes a deep dive into branding—another essential element of crafting unforgettable experiences. This interactive breakout session will help attendees clarify their message, sharpen their value proposition, and align their brand identity with audience expectations. With actionable strategies for connecting authentically with their target audience, attendees will learn to create a brand presence that not only stands out but also deeply resonates, ensuring their efforts leave a meaningful and lasting impact.

Together, these sessions provide a holistic approach to empowering attendees. By owning their voice and refining their brand, participants will be able to craft experiences that are not only unforgettable but also transformative for those they serve.

“OUTSPOKEN” KEYNOTE LEARNING OBJECTIVES:

Life-changing verbal and nonverbal strategies to communicate with confidence and impact.

Methodology to connect with others more authentically, powerfully and profitably.

How to transform moments of fear into opportunities of growth and change.



“RISE ABOVE THE NOISE” BREAKOUT LEARNING OBJECTIVES:

Powerful strategies to sharpen your vision, value proposition, and pitch.

How to clarify your buyer persona to target and attract highly qualified customers.

Tangible, effective methods to balance brand perception versus brand identity.

COURTNEY STANLEY is recognized globally as an award-winning keynote speaker, leadership coach, and host of the podcast for women in business, Dare to Interrupt. Courtney has spent more than 12 years engaging professionals, entrepreneurs and organizations in game-changing, impactful conversations that empower individuals to tap into their true potential, improve team and culture dynamics, and drive meaningful change.

Courtney is the youngest member to have ever been elected to Meeting Professionals International’s (MPI) International Board of Directors, and is recognized as one of the event and hospitality industry’s most impactful change-makers. Courtney currently serves on MPI’s Public Relations Advisory Board, is a Meetings Mean Business Ambassador and is the co-founder of the award-winning movement to prevent sexual misconduct at events, #MeetingsToo.



Courtney Stanley | Keynote Speaker, Event
Emcee & Career Coach | United States

The Power of Play!

Building Essential Skills for Success in a Fast-Paced World

In today's ultra fast paced world the ability to slow down and create connection is more vital than ever. With advanced technology and AI creeping in on more and more jobs, the soft skills are becoming the hard skills. A person without the ability to engage effectively with peers, clients and supervisors will quickly find themselves out of their league.

So how do we help equip our people with the essential skills for future success?

The answer is simple. We PLAY! Think about it. When were you the most carefree, creative and confident? Chances are it was when you were a child and you had the entire world to explore. You could be anything and everything! Your skills may not have matched your imagination but in your mind you played out complex scenarios and had epic adventures. All of this led to a skillset that continues to help you today. The playground was THE arena for every essential skill you need to be successful today.

If we bring the playground to your teams we can create opportunities for skill growth in the safety of low risk play. Imagine being able to increase your team's ability to communicate, create and engage with clients at a much higher level. What could that do for your team? Come ready to learn, play and connect in this exciting world!



GEOFF MCLACHLAN is a dynamic speaker and facilitator who brings people together through storytelling, connection, and the transformative power of play. With a passion for helping others reach their full potential, he has inspired over 50,000 individuals across North America to grow, engage, and thrive.

www.professionalsatplay.com

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NAVIGATE EXPERIENCES

How Can Less Be More in Event Experiences?



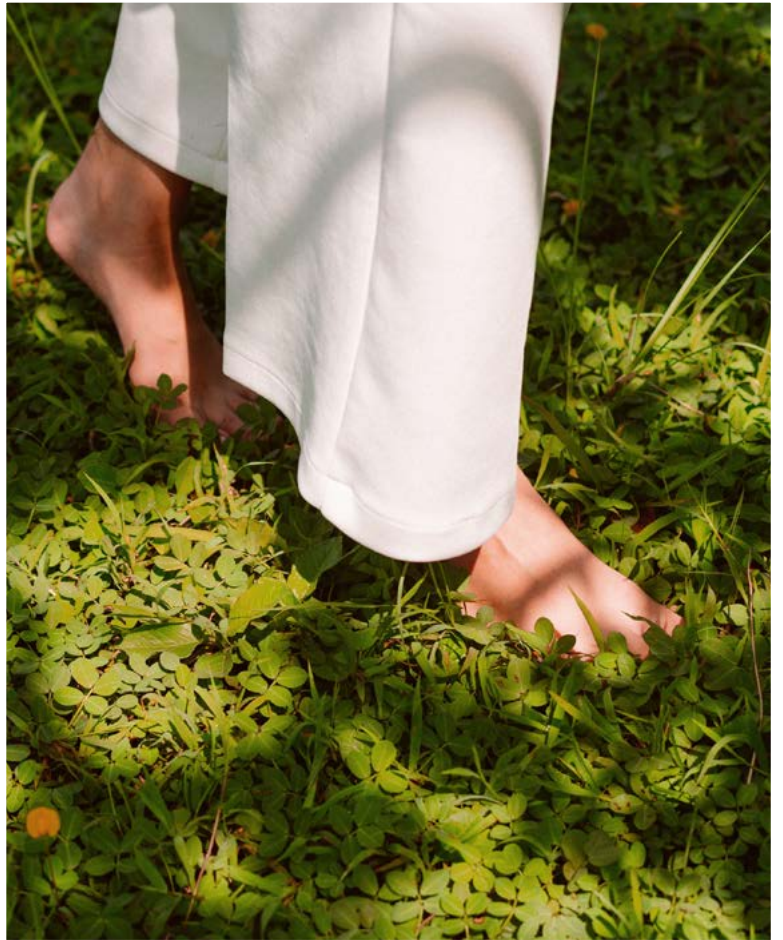
DAMI KIM is the Director of Corporate Wellness at Body & Brain Wellness, leveraging 25 years of expertise in wellness innovation. Recognized as a 2024 Trendsetter by Meetings Today, she is a sought-after Wellness Speaker at Caesars Entertainment and has been featured on Skift Meetings, Northstar Meetings Group, and Smart Meetings. Dami offers comprehensive services including worksite wellness programs and stress management, serving a diverse clientele from entrepreneurs to celebrities.

Formerly CEO of Body & Brain, she now designs transformative wellness experiences for global events, conferences and workplaces.

For more information or to connect with Dami, please email her at dami@bodynbrain.com or visit Bodynbrainwellness.com

In our modern world, we are increasingly addicted to complexity. We fill our lives with endless tasks, technologies, and distractions, believing that more is better. Ironically, even when we seek to manage the stress brought on by this complexity, we often turn to yet more tools, techniques, and supplements. But the true antidote to the chaos of life isn't found in adding more—it lies in embracing less.

Simplicity is not about deprivation but about making room for what truly matters. By consciously removing unnecessary clutter from our lives, we create space—both physically and mentally. This newfound space allows for greater freedom, creativity, and peace. When we stop constantly filling every moment with noise, we can begin to hear the quiet voice of our inner wisdom.



Consider the simple practice of mindful walking. By tuning into your body, feeling each step, and observing your surroundings without judgment, you can refresh your mind and invigorate your body. This practice, devoid of complexity, reconnects you with the present moment and fosters a deep sense of calm and clarity. Similarly, spending time in silence, simply observing your thoughts without the need to act, can unlock creative insights that endless reading and research might never uncover.

In a world that constantly urges us to do more, achieve more, and be more, there is a profound power in choosing simplicity. By doing less, we often achieve more—more peace, more clarity, and more joy. In this way, simplicity becomes not just a strategy for reducing stress, but a path to living a richer, more fulfilling life. Indeed, when it comes to true well-being, less really can be more.

● MARK YOUR CALENDAR.



FEBRUARY 24 & 25 2025
NAVIGATE
NEWARK OH

APRIL 3 2025
GMID
COLUMBUS, CLEVELAND,
CINCINNATI OH

APRIL 16 2025
Chapter Meeting
CLEVELAND OH

MAY 21 & 22 2025
Joint MPI OH & MI Event
OREGON OH

JULY 2025
Chapter Meeting
CINCINNATI OH

AUGUST 2025
Cornament
COLUMBUS, CLEVELAND,
CINCINNATI OH

* ALL DATES & LOCATIONS
ARE SUBJECT TO CHANGE

Host the Next MPI Ohio 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 MPI Ohio Chapter members and non-members throughout Ohio, Michigan, Kentucky and Indiana with over \$1,600 of sponsorship advertising.

Call or email Jane Lee, Director of Strategic Partnerships, to secure your date at education@mpioh.org

● AT YOUR SERVICE.

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Email: OfficeOfPresident@mpioh.org

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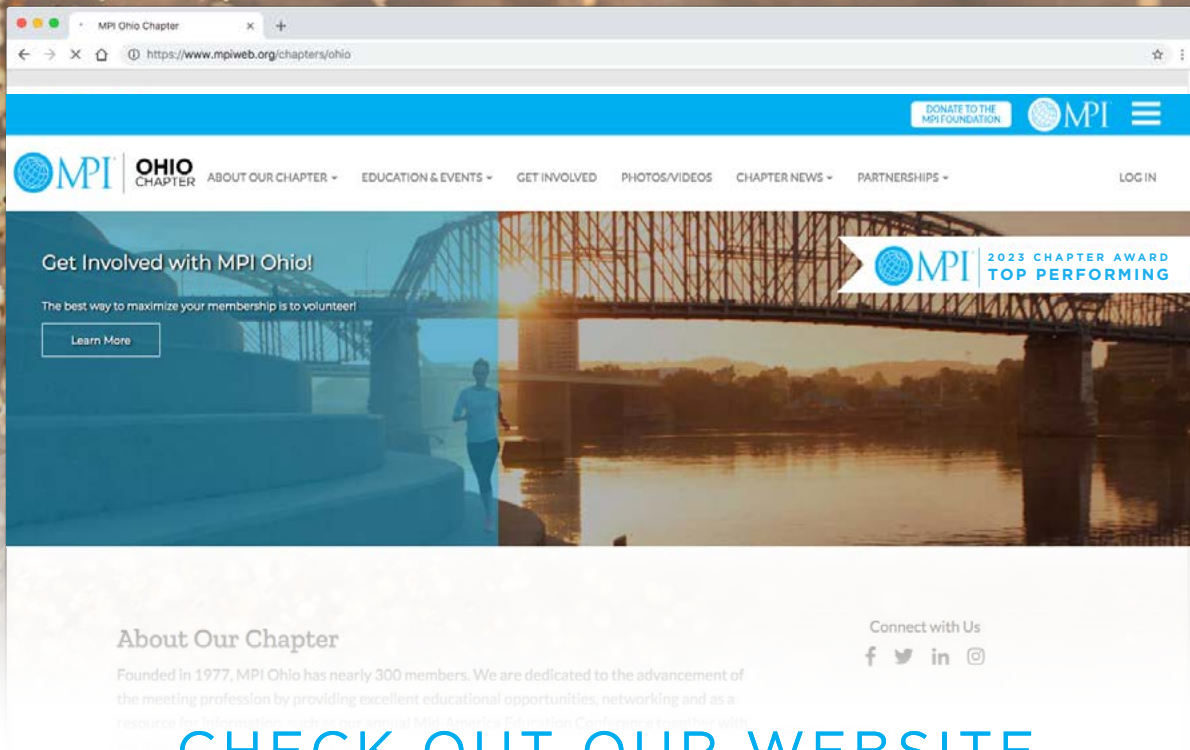
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NAVIGATE EXPERIENCES





CHECK OUT OUR WEBSITE
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Join our Group Forums at <http://u.MPI.org> where MPI members can engage in conversations, ask questions, share best practices, and network with the world's most vibrant online community.



They say learn something new everyday. There is no easier way than participating in our LinkedIn group at “**MPI Ohio Chapter.**”

You may even teach your peers a thing or two!



To stay in the loop, be sure to follow us at “**MPI Ohio Chapter**”



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