



MEETING PROFESSIONALS INTERNATIONAL

DEFINE



THE OFFICIAL NEWSLETTER OF MEETING PROFESSIONALS INTERNATIONAL OHIO CHAPTER

JAN — MAR 2017



*Millennials
Meetings and
Measurements*

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steve@allegracinci.com
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President

Jennifer Veselko CMP
National Sales Manager
Caesars Entertainment, Inc.
7772 Callow Road
Leroy, OH 44077
Phone: 440-254-4314
Cell: 440-429-4900
jveselko@Caesars.com

President-Elect

Amanda Stredney
Account Executive
Marriott International
50 North Third Street
Columbus, OH 43215
Phone: 614-203-9248
Amanda.stredney@marriott.com

Past President

Jason Linscott
Regional Vice President
HPN Global
4241 Verbena Lane
Powell, OH 43065
JLinscott@HPNGlobal.com

Vice-President – Communications

Quinn McMurtry
Director of Sales & Marketing
and Creative Services
MAC Productions
242 Pike Street
Covington, KY 41011
Phone: 859-655-3080
qmcmurtry@mac-av.com

Vice-President - Education

Joan O'Connor
Director of Sales
Corporate College
4400 Richmond Road
Warrensville Heights, OH 44128
Phone: 216-987-2938
Joan.O'Connor@tri-c.edu

Vice-President - Finance

Mike Moseley CHSP
Business Development Manager
Nationwide Hotel & Conference Center
100 Green Meadows Drive South
Lewis Center, OH 43035
Phone: 614-880-4203
mmoseley@columbushospitality.com

Vice-President - Membership

Diana Shackelford
Event Marketing Manager
Anthem Blue Cross and Blue Shield
4361 Irwin Simpson Road
Mason, OH 45040
Phone: 513-336-4423
diana.shackelford@anthem.com

Director of REACH

Kelsey Reckless CMP
Convention Services Manager
Embassy Suites Dublin
5100 Upper Metro Place
Dublin, OH 43017
Phone: 614-353-0754
kelsey.reckless@hilton.com

Director of Education

Amanda Smith Rasnick CMP
Group Sales Manager
Lake Erie Shores and Islands
4424 Milan Road, Suite A
Sandusky, OH 44870
Phone: 419-625-2984
amanda@shoresandislands.com

Director of Professional Development

Adriane Cesa CMP
Potters Council Manager
The American Ceramic Society
600 N Cleveland Ave., Suite 210
Westerville, OH 43082
Phone: 614-794-5824
acesa@ceramics.org

Director of Special Projects

Heather Gortz CMP, CTA
Meetings & Events Coordinator
Grange Insurance
671 S High Street
Columbus, OH 43215
Phone: 614-445-2718
gortzh@grangeinsurance.com

Director of Strategic Partnerships

Shannon Sprau CMP
Planner, Meetings & Events
Cardinal Health, Inc.
7000 Cardinal Place
Dublin, OH 43017
Phone: 614-757-1451
shannon.sprau@cardinalhealth.com

Director of Marketing

Adam Kowaleski CTA
Corporate Sales Manager
Hyatt
350 North High Street
Columbus, OH 43215
419-515-4377
adam.kowaleski@hyatt.com

Director of Member Care

Abbey Border
Prospecting Sales Manager
Columbus Hospitality Management
775 Yard Street, Suite 180
Columbus, OH 43212
614-949-7623
aborder@columbushospitality.com

Director of MidAmerica

Lori Stickley CMP CASE
Manager, Global Accounts
Helmsbriscoe
13635 Coddington Rd.
St. Paris, OH 43072
Phone: 937-206-1726
lstickley@helmsbriscoe.com

Chapter Administrator

Jessi Konnagan
Association Connection
4010 Executive Park Drive
Suite 100
Cincinnati, OH 45241
Phone: 513-563-8674
admin@mpioh.org

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

Jessi Konnagan
4010 Executive Park Dr.
Suite 100
Cincinnati, OH 45241

Phone: 513-563-8674
Fax: 513-563-9743
Email: admin@mpioh.org

President's Column

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



Off To A Great Start!

Hopefully everyone is staying warm during the brisk, winter months and making plans for a prosperous 2017— both personally and professionally.

Our year kicked off with the Board full speed ahead on renewed strategic plans, after a productive leadership retreat in late December. Some of the great NEW events that resulted were the 2nd Planner Forum, hosted on February 10th in Cleveland at Metropolitan at the 9. And the first annual family MPIOH social networking night at the Columbus Blue Jackets game on February 19th at Nationwide Arena. We hope that our members will plan to attend these events and let us know how they enjoyed them!

One of the largest and most important meetings of the year is our Mid America Conference, in partnership with the MPI Kentucky Chapter. This annual conference will be held in Louisville, Kentucky at the Galt House, February 26-28, 2017. Both chapters have collaborated together to improve upon and expand this conference to give our attendees the maximum ROI out of their attendance. Currently, the attendance is pacing upwards from last year's and we expect record trade show and planner attendance, as well. Hope to see y'all there! A look ahead for 2018—next year's MAC conference will be back in Ohio in Columbus.

As we move into Spring, we are planning a very exciting NEW event on May 13th, Striding Into The Light—5K Run/Walk. This special fundraiser will benefit the MPI Foundation, which funds all chapters' MPI education and pan-industry research that aid in driving the success of meeting professionals. In addition, we are partnering with Out of Darkness, our charitable partner for 2016-2017. A portion of the proceeds will help fight against the epidemic of human trafficking in Ohio and other outlying areas. The event is also being supported by the OHLA community and we really encourage members to invite family and non-members to join us for this important cause. I encourage individual hotel sales to join together in teams and help us raise awareness of a problem that sadly intersects with our hospitality community every day. We appreciate anyone interested in volunteering on the Striding Into the Light committee, please reach out to Heather Gortz (Director of Special Projects) for more details.

In February, the annual member survey will be coming from MPI Global via email. The Board appreciates the time everyone will spend in measuring how the chapter is doing, what we can do to improve and the direction we want to take in the future. So, THANK YOU in advance for your suggestions.

As a final note, I would like to acknowledge membership and how important it is to our Chapter. I would like to remind everyone that we have scholarships available for current members and non-members on everything from monthly chapter luncheons to annual membership dues for planners and suppliers. Anyone interested in applying can find a scholarship application on the website or can contact Abbey Border, our Director of Member Care. We welcome questions anytime and are happy to assist with discussing the benefits of MPI membership.

Sincerely,

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

Jennifer Veselko

What It Takes to Win

By Jerome Wade



Winning is fun! Losing, well, not so much. I played soccer at Caprock High School in Amarillo, TX in the mid-eighties. I hate to say this but our soccer team was not a winning team, in fact, we were more like The Bad News Bears of soccer. I have to admit that our three-year losing streak was miserable. While we played to the best of our ability the other teams were just better at winning and we were better at losing.

One of the unforeseen benefits of playing on a losing team is that I knew first-hand what it felt like to be a loser (think agony of defeat). I did the walk of shame on numerous occasions as we walked off the field and onto the bus, heads bowed and hearts cowed. Can you relate? What I couldn't know at the time was that being a loser was actually a gift that I would come to leverage to lead me to success in my adult and professional life. The gift was in losing and knowing intimately the pain and anguish that accompany it. The gift was in the embarrassment and pain of being a failure.

Losing made me a winner! As I turned the corner into my adult and professional life, remembering my past losses fueled me to find ways to win. Losing was actually an advantage, it motivated me to get better, become a bigger person, and learn ways to succeed.

Here's what I have learned about What It Takes to Win:

1. WINNERS KNOW WHAT THEY WANT.

Knowing what you want is the first step in achieving any level of success personally or professionally. As an executive coach, I have coached numerous people through the years and the common denominator of those who win and those who don't is the level of clarity they have in what they want. Here's why this is important: when you know what you want you can focus your efforts and attention to achieving a specific outcome. If you only have a general idea of what you want, you minimize the odds that you will achieve anything of any significance. It's when you specifically know what you want that you are able to get specific results that lead to your success. What specifically do you want?

2. WINNERS ENDURE THE SUFFERING AND SACRIFICE THAT WINNING REQUIRES.

One thing for sure about winning is that if you are not willing to pay the price through sacrifice and suffering you will not achieve any significant level of success. Winning comes with a price and sometimes that price tag is profound. Winners learn to push through the pain to achieve their dreams. Winners discipline themselves to make the sacrifices so that they can achieve their dreams. Your winning season is waiting for you to endure the demands of success so that you walk home a winner. How committed are you to winning?

3. WINNERS FIERCELY LEAN INTO THE FIGHT.

I have yet to win a battle that didn't require a fight: losing weight, starting a business, forgiving someone, charting a new course, or making simple changes. Winners do not shrink back, they fiercely lean into their fight even when facing seemingly insurmountable barriers and even more losses, they keep fighting. Sometimes you will find luck opening the doors for you but most of the time you will be faced with struggle and challenge. What differentiates winners from losers is their ability to put up their dukes, get in the ring, and battle it out. I know that the battle can be intimidating and our opponent can be menacing but winners are fighters. How fiercely are you leaning into your fight for success?



Jerome Wade, Chief Epic Officer of The Epic Advantage | International keynote speaker, author, entrepreneur, and adventure athlete.
www.jeromewade.com



Lights...Camera... Awards!

It's time to do a little bragging...

Each year our MPI Ohio Chapter hosts an Annual Recognition Event to celebrate and honor our wonderful members with a number of awards. For the past several months, our Recognition Committee has been hard at work designing this year's program to be extra special!

We are thrilled to announce exciting enhancements to the existing awards as well as two new ones. Based on your feedback, we are giving you the opportunity to spotlight your accomplishments, not only as a member of the MPI Ohio Chapter, but as a dedicated professional in the meeting industry.

Also, new this year, you will be able to experience a new and enhanced process to make your voice heard. All nominations can now be quickly and easily submitted online.

Additional details about this event and how to submit nominations will follow in the coming months. Be sure to mark your calendars to join us on Wednesday, June 14th and come celebrate You!

NEW AWARDS:

Leadership Award: This award goes to the MPI Volunteer whose efforts, initiatives and creative ideas have resulted in significant contributions to the chapter.

Rising Star Award: A rising star is a member who is currently a student or new to the industry (less than 5 years of experience). He or she is dedicated to learning about the industry, continues to work on his/her education, active in the community and shows high potential as a leader. Do you know someone like this?

ENHANCED AWARDS:

Planner / Supplier of the Year: Yes, you CAN toot your own horn! We want to hear about you. This year our Planner / Supplier of the Year award will be self-nominated! This is your opportunity to share your career accomplishments within the industry and in your own community.

Committee of the Year: Make your voice heard and show us what matters most to you. Committees will highlight their accomplishments and ask for your vote.

Venue of the Year: Throughout the year, a number of venues provide support to our chapter by not only providing a location for our events, but services that create a memorable experience. Vote for the venue whom you felt provided superior execution, service and creativity.

CONTINUING AWARD:

Christy Selby Lifetime Achievement Award: this award was created last year in memory of member Christy Selby who lost her battle to cancer. The Lifetime Achievement Award is thoughtfully selected by your MPI Board members and presented to an accomplished meeting professional and longtime, outstanding member of the MPI community.

WAS YOUR MEETING A PROVE IT!



Oh, the age old question.

How do we measure the ROI of a meeting?
How can we justify the budget for an
upcoming event? How do I know whether I've
won or lost after the last attendee leaves?

These are all excellent questions. And today,
I have a few answers.

Not everything will work for everyone,
of that I'm sure. However, I promise not
to spend these next few hundred words
lecturing about things I've read in a book or
about the importance of event registration
spreadsheets. I'm here for action, and for the
1-2 measurables that maybe, just maybe, you
can begin to implement right away.

I'm sure you're already taking steps to
determine meeting success, quantifying
impact and justifying future spend. But what
if there was a more defined system for doing
so? What if you could pass each meeting
through the same filter? If that interests you,
I challenge you to read on.

STEP 1. DECIDE WHAT YOU WANT FROM THE MEETING.

For example:

- To achieve a certain # of registrations
- To make key decisions
- To solve important issues
- To provide a unique experience
- To create loyal clients
- To impact participants beyond that day
- To market or sell products and services

STEP 2. DECIDE YOUR METRICS.

For example:

- I want to have 100 people sign up for
the event. This is the number of paying
attendees that will make it profitable or will
enable us to hit our fundraising goal.
- Most meetings have an agenda. If you
identify the big decisions that need to be
made in advance and put them on the

agenda, you can accurately say after the
meeting whether each one was made.
Sometimes, making one big decision at a
meeting makes the entire thing worth it.
Measuring this can be a simple "Yes, we
decided that," or "No, we didn't decide."

- How many issues did you solve during the
meeting? Write out an Issues List before/
during the meeting and physically cross
them off as you go. Maybe your goal is
to knock out 10 issues during a meeting.
If you do that, then you will consider it a
success.
- If you want to know whether a meeting
experience was unique, fun or meaningful,
a follow-up survey or questionnaire can do
the trick. Keep it brief, five (5) questions
or less. To make this quantitative, set
your goal for 80-90% of responses to be
an 8-out-of-10 or a 4-out-of-5 on each
question.
- If you want to know what people honestly
think about your meeting, ask them at the
end. For smaller events (25 people or
less), this can be done aloud. "On a scale
of 1-10, how effective was this use of your
time? And if you can't answer a '9' or a
'10,' you have to give one reason why."
This real-time feedback will tell you where
you stand and give you suggestions on how
to improve the experience next time.
- 30-Day Check-In: After a month, follow up
with your attendees. Ask them if they have
done anything different since the event.
Have they instituted a new habit, kept a
commitment, or changed their behavior? In
their opinion, has this resulted in value for
the company? How and how much?
- How much money, or how many deals do
you plan to make at this meeting, within
one week after, 30-days after, or for
the rest of the year? The measurement
doesn't need to stop the day after you get
home.

STEP 3. DECIDE WHO OWNS EACH MEASURABLE.

One person must be driving
each number and be accountable for its
result. Remember, it must only be one person
per metric. If multiple people own something,
nobody owns it.

CultureShoc hosted an October 2016 event
in Cleveland. It was a workshop designed
to introduce the Entrepreneurial Operating
System (EOS) to small and mid-sized
businesses in Northeast Ohio, and to refresh
companies that were already using EOS.

One of our team members was responsible
for getting 100 registrations. Someone else
was to achieve X number of new prospect
meetings within 30 days. Another person's
job was to manage the budget, staying
underneath a goal number. Yet another team
member was responsible for a thank you note
goal (at least 50, for example).

Overall, we had a targeted scorecard that
helped us determine the success of the event.
Within 30 days, we were able to definitively
say whether it was a good use of our time
and resources (it was!), and I attribute
that clarity to the measurables we set up.
Everyone knew what they were responsible
for, and what needed to be achieved to "win"
the event.

Regardless of your style of meeting,
conference or retreat, there are measurables
out there to help you determine its success.
If you're willing to ask questions, set the
metrics and hold your team (and yourself)
accountable to them, you'll never worry about
being asked for meeting ROI again.



Pete Honsberger is the
Director of Client Services
for CultureShoc, a meeting
facilitation and culture
development firm. Reach Pete
at 844-336-SHOC or drop him a
line at pete@cultureshock.com.

SPOTLIGHT MEMBER

Let's all give an #MPIOH welcome to one of our newer MPI of Ohio members. We are excited that you have become a part of our organization and look forward to helping you grow and reach your goals.

Here's some information about Susan – and if you get a chance introduce yourself the next time you see her.



NAME: Susan Valentine

WHERE DID YOU GROW UP? Jeffersonville, Ohio

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE?
My son

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE?
Holiday Inn and Roberts Centre

HOW DID YOU GET TO WHERE YOU ARE TODAY IN YOUR CAREER? I started in sales and worked up and became a General Manager and then decided to go back into sales as a Director.

WHAT IS THE BEST THING ABOUT YOUR JOB? The relationships and the networking

WHAT IS YOUR PROUDEST MOMENT? Holding a presidential rally for president elect Donald Trump. We had 3 days to make it happen and we pulled it off without any issues. What a historic moment for me. He and his staff were awesome to work with.

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Leadership, organization and detailing

WHAT WOULD YOU LIKE TO BE DOING IN 5 YEARS? Still holding a leadership role and pursuing what I love most.... sales!!

WHAT ONE PIECE OF ADVICE WOULD YOU GIVE TO SOMEONE BEGINNING THEIR CAREER IN THE MEETING INDUSTRY? Listen, listen and listen some more. Imperative to be a good listener to your clients, really hear them and value their needs. Success is way more than the event, it is the relationship you make while building up to it.

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER? Snap my fingers and be where I need to be in a matter of seconds.

Susan.valentine@robertscentre.com

10 WAYS TO MILLENNIAL-IZE YOUR MEETINGS



By Cara Silletto

It's no secret Millennials (born 1980-2000) are taking over the world, I mean the workforce, becoming the majority of employees by 2020. But what meeting planners continue to ask me is what to do about it. As a former conference director turned speaker (and a Millennial myself), I've seen the expectations of young professionals evolve dramatically over the last 10 years.

In my mid-20s, I became the Education Director for a state association running two large conferences, a trade show and nearly 100 days of stand-alone educational programming. I learned that our black tie gala and formal awards banquet offered the same agenda and brought in the same attendees for decades, but attendance was dropping. I remember questioning all the long-standing traditions asking why we did things the same way. I drove our leadership crazy, but I was simply giving them a taste of the evolving expectations they were about to face as our attendees got younger every year.

So, why is it that Millennials think and act so differently than previous generations? Here are a few examples of things that have changed during our upbringing, which impacted the way Millennials see the world:

CHANGING WITH TECHNOLOGY

We don't embrace change, we expect it, and we evolve with it. We grew up with the latest technology revolution and expect to adopt new things all the time. Remember, we were forced to throw out our cassette players when CDs were released as boom boxes got smaller. Then MP3 players quickly replaced our CDs. We don't hold on to the past for long, because we know we have to stay ahead of the curve to remain relevant.



EVALUATING TRADITION

Because things in our lives have changed so quickly, we don't look back to the past much. For this reason, accepting tradition for tradition's sake is hard to find within my generation. From wedding rituals to black tie gala formalities, traditional customs mean little to most Millennials. Keep in mind, we don't know the guy your big award was named after, and they nicknamed

us "Generation Why?" for a reason. Millennials rarely accept responses like "because I said so."

EVERYONE'S EQUAL

Millennials were raised as children with a voice, unlike most kids from previous generations. "What do you want for dinner, Cara?" "Where do you want to go on vacation, Cara?" Our parents asked our opinions most days, so as adults it makes sense that we are extremely egalitarian, believing everyone is equal and our voice carries just as much weight as the next person's.

This also means we don't believe "expert" speakers are any better than we are. Just because someone focuses their work and can speak intelligently about a specific topic at a conference, doesn't mean they're smarter than their Millennial audience, who often prefer to remain generalists. Previous generations put speakers on a pedestal like a rock star for the day, but they don't carry that type of weight for most Millennials, unless they're really famous.

So what can planners do differently to ensure Millennials sign up, enjoy the meeting and come back next year?

Here are a few tips:



1. **DON'T RELY ON TRADITION.** If you do anything solely because “you’ve always done it,” that won’t be a good enough reason for younger folks to attend. It may mean challenging the political powerhouses who want it to remain that way, but it can be worth it to gain Millennial involvement.
2. **THE “WHAT’S IN IT FOR ME” (WIIFM) FACTOR HAS NEVER BEEN GREATER.** Ensure you share with Millennials how the event will help advance their career. It doesn’t have to lead them toward an immediate promotion, but do you offer relevant learning opportunities that will enhance their skillset, connections to expand their network, or just fun to escape the real world? (That’s okay too!) Be sure your promotions explain what attendees will walk away with that’s beneficial to their careers?
3. **SERIOUSLY VET YOUR SPEAKERS!** Require multiple video clips for review, and ask what their relevant takeaways are for participants. (Don’t accept generic answers!) And contact someone who’s used them before to get feedback. Attendees sit in the back row first for a reason. They want to be able to escape if they don’t like the presenter.
4. **SHORTEN YOUR SESSIONS AND FOCUS ON OUTCOMES.** Attention spans are getting shorter, and people want content faster. If you’re going to hold sessions longer than 45 minutes, be sure the speaker has a plan for interaction. And tell speakers not to give their background story during their presentation; that’s what the speaker intro is for. They need to get to the meaningful stuff more quickly!
5. **ENCOURAGE SOCIAL MEDIA POSTS.** Be sure you have an event hashtag to gather thoughts, memorable moments and photos from attendees leading up to and throughout the event.
6. **WANT THEM TO POST PHOTOS?** Offer a photo-worthy experience! I recently spoke at a conference where they printed the event logo on the desserts. Tons of people tweeted pictures of their cheesecake with the event hashtag, so it was totally worth the extra cost for that exposure! Also, designate a specific place for taking fun on-site photos. Use a red-carpet-esque background with your event theme and/or giant picture frames and accessories like at photo booths.

7. **MOBILE APPS ARE A MUST.** Make everything mobile friendly from registration to speaker evaluations and everything in between. Include ways for attendees to reach one another too!
8. **NEVER STOP WINNING OVER YOUR ATTENDEES.** Don’t think once they’ve registered or arrived, you’ve got them. They need to be continuously “wowed” if you want them to say great things about your event and come back again next year.
9. **WI-FI AND CHARGING STATIONS ARE A MUST.** Many groups are able to get a tech sponsor to cover these costs and you can make cool kiosks extending your event theme. Don’t make us use our data!
10. **HIGHLIGHT HOW COOL YOUR DESTINATION IS.** If it’s in a cool city, that’s easy. But if it’s not a tourist hot spot, make sure to emphasize the unique amenities the area has to offer that attendees can enjoy while there’s downtime. Lots of Millennials are foodies, so tell them where the best local joints are to grab a bite. (The local CVB will have recommendations!)

So you’re thinking, “This isn’t specific to Millennials.

Attendees of all ages want this stuff.” And you’re absolutely right, which is why it’s critical to implement many, if not all, of these strategies. But it’s important to realize, non-Millennial attendees will usually keep coming back if they’ve attended for years, but the Millennials will not, if it doesn’t meet their expectations. Their demands tend to be greater and their tolerance for mediocrity much lower, so less-than-stellar meetings aren’t going to cut it if you want to attract young, talented attendees. Happy planning!



Cara Silletto, MBA, is a former state association conference director turned highly-sought-after national speaker/trainer on understanding the Millennial mindset and reducing unnecessary employee turnover. She works with leaders in nearly all industries to understand the impact of the shifting workforce and their expectations. Visit www.crescendostrategies.com for more info or contact her at cara@crescendostrategies.com.

7 COSTLY MISTAKES THAT ARE KEEPING YOU STUCK

By Noah St. John

Founder of Power Habits® Academy www.TryPowerHabits.com

Many people come up to me during my live events or contact me on social media and say something like this: 'Noah, I'm stuck. It seems like I'm working harder and harder just to stay in place. Can you help me get unstuck?'

It happened so much that I began extensive research to answer two basic questions:

1. What does "being stuck" really mean?; and
2. How can I help people get unstuck?

Through the course of my research, I've discovered 7 costly mistakes that are keeping many people stuck. See how many of these you recognize...

Mistake #1: Lack of Belief in Yourself

The first mistake I see people making is a lack of belief in themselves. That means people just don't have enough confidence to think they can do it.

That leads to many missed opportunities, because they're telling themselves that they're not good enough or they need to be 'someone else' in order to have the success that they want.



Mistake #2: Lack of a Support System

This is closely related to having a lack of a belief in yourself — because if you don't have the right people in place who can help you fulfill your dreams, it's awfully hard to believe in yourself.

You might feel lost and alone, and feel like you're swimming upstream. That's going to make it very hard on you, and people might even make fun of you when your results don't come right away.



Maybe when you share your dreams with the people in your life, they say things like, 'Are you kidding? That's impossible! No one in our family has ever done that! What makes you think you can do it?' They just shoot you down, and that can really hold you back. I'm not saying that's your fault, but you've got to be aware of it, because it could be costing you big time.

Mistake #3: Fear of Failure

That often leads to paralysis by analysis, waiting for everything to be

perfect before you take action. In business, just like in life, nothing is ever actually 'perfect'. You're never really 'ready.' You just have to act anyway!

I have failed I can't tell you how many times. I spent a over quarter of a million dollars to learn how to run a profitable company and be successful. You can't let the fear of failure stop you. Just because you fail, doesn't mean you're a failure.

Atychiphobia

Fear of failure

Mistake #4: Fear of Success

The fourth mistake, ironically, is the fear of success. This means that you're waiting again — like when you have the fear of failure - but in this case, you are afraid of success. Maybe you're afraid of losing your so-called "friends" when you become really successful.

Can you see how many of these costly mistakes are related to that lack of a support system? The fear of failure, the fear of success — it sounds counterintuitive, but they really go hand-in-hand.



Mistake #5: Lack of Organization

Many people have clutter in their home or office, which leads to things like chronic lateness, constantly feel overwhelmed, and so on.

You can see if you're suffering from this if you have trouble finding important papers, files, your keys or even your computer! I'm not



kidding. We actually had a client who came to me and told me that she had trouble finding her computer because her office was so cluttered. Now certainly that's an extreme case; but disorganization will cost you, even if it's not that extreme.

If you're unorganized, you're essentially reinventing the wheel each time you need to do something, find something, or launch something — and that's going to directly affect your bank account.

Mistake #6: Lack of Effective Strategy

That means you're just not sure what to do next, and spend a lot of time wondering what you're supposed to be doing.



You're working really hard, but seeing others who are less qualified than you are, getting ahead of you. That's one of the worst pains there is -- seeing people who aren't even as good as you, become more successful than you! That hurts, but that really is a function of not having the right strategy in place.

Mistake #7 Failure to Take Appropriate Action

That's when you're just not taking action, and that leads to bad habits like procrastination. You're putting off things that really can help you reach your goals -- your personal goals, your financial goals, your business goals, your life goals.

You overwhelm yourself with all those choices that are out there because, of course, there are millions of things you could do, but are you doing the appropriate things and doing them on a daily basis?

Failure to Act

Are you struggling with any of these costly mistakes - lack of a belief in yourself, lack of support system, fear of failure, fear of success, lack of organization, lack of effective strategy, or not taking appropriate action?

By the way, I've made all of these mistakes at one point in my business. The first step is to recognize these mistakes and then take steps to stop doing them. That takes time, patience -- but most of all, it takes having someone there to support you and show you that there is a better, faster, easier way!

About Noah St. John



Noah St. John is a keynote speaker and best-selling author who is famous for inventing Affirmations® and helping busy executives and mission-driven entrepreneurs enjoy emotional and financial freedom. His sought-after advice is known as the "secret sauce" in personal and business growth.

Noah's dynamic and down-to-earth speaking style always gets high marks from audiences. As the leading authority on how to eliminate limiting beliefs, Noah delivers live programs and online courses that have been called "the only training that FIXES every other training!"

Get Noah's new book Mastering The Inner Game of Success FREE at www.NoahStJohn.com

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Mark Your Calendar!

FEBRUARY 19, 2017

MPIOH Membership Night
Networking Event & Hockey Game
Nationwide Arena – Columbus, OH

FEBRUARY 26-28, 2017

MidAmerica Conference (MAC)
Galt House – Louisville, KY

MARCH 15, 2017

Chapter Meeting
Critical Infrastructure Protection, How to be Prepared in Today's Environment
Presented by Patrick Shaw
Athletic Club of Columbus – Columbus, OH

MARCH 22, 2017

REACH Workshop
Roundtable/Best Practices
Embassy Suites by Hilton RiverCenter – Cincinnati/NKY

APRIL 19, 2017

Chapter Meeting
Everybody Hates AV. There, I Said It. Now, Let's Fix It.
Presented by Stephen O'Connor
Hilton Cleveland Downtown – Cleveland, OH

MAY 17, 2017

Chapter Meeting
Understanding Difficult Contract Clauses – the "Other" Clauses
Presented by Tyra Hilliard
Embassy Suites by Hilton, Cincinnati NE/Blue Ash

MEETING ATTENDANCE POLICY: All Essential Level members or non-members are limited to no more than two events in one fiscal year and must pay the Essential Level/Non-member rate. MPI Preferred or Premier Level members are welcome to attend all chapter events at the Member Price.

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 Shannon Sprau, Director of Strategic Partnerships, to secure your date at shannon.sprau@cardinalhealth.com or 614-757-1451.



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MPI
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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.

PRINT ADVERTISING (DEFINE Newsletter/Annual Directory)

DEFINE NEWSLETTER (3x/year - 1Q/2Q/3Q17) Ads include COLOR				
	MEMBER		NON-MEMBER	
	1-2x Rate	3x Rate	1-2x Rate	3x Rate
Full page	\$775	\$2,100 (\$700/issue)	\$975	\$2,625 (\$875/issue)
Half page	\$600	\$1,650 (\$550/issue)	\$800	\$2,175 (\$725/issue)
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 1/2" 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.

15% premium for special placement ads (back cover, IFC, IBC, p. 3)

Mail Inserts to: MPIOH Chapter Administrator | 4010 Executive Park Drive, Suite 100 | Cincinnati, OH 45241

The *Annual Directory* contains a wrap-up of the year's events, member lists, industry resources and more. It is mailed to MPIOH members, other MPI chapter members & industry professionals.

15% premium for special placement ads (back cover, IFC, IBC, p. 3)

ANNUAL DIRECTORY/4Q17 DEFINE (1x/year combined issue)				
	MEMBER		NON-MEMBER	
	B&W	Color	B&W	Color
Full page	\$1,200	\$1,500	\$1,350	\$1,650
Half page	\$700	\$1,000	\$770	\$1,100
Quarter page	\$500	\$700	\$550	\$770
Business card	\$200	n/a	\$220	n/a
Company logo	\$50 (MEMBERS ONLY) - Logo to appear next to company listing			

DIGITAL ADVERTISING (Website Banners/Weekly eBlasts)

WEBSITE BANNERS		
Ad Type	Rate	Specifications
Tier 1	\$1,000/year	320 x 250 pixels
Tier 2	\$750/year	720 x 90 (horizontal)
Formats: GIF, JPG, PNG Size Limits: 12 KB Animation: 5 second max; GIF ONLY		

Website banner advertisements may be submitted for the MPIOH website. All banner ads will be linked to your company website and run on the site for one year.

25% off Web pricing for all four (4) time DEFINE/Directory advertisers

Submissions may be made via email attachments or on CD or other removable storage.

This *Weekly Electronic Newsletter* is sent to all MPIOH members and other industry professionals each Thursday or Friday. Select the week(s) that you want to run your advertisement and reach over 700 business professionals. Content is due two weeks prior to publication week.

WEEKLY eBLASTS		
Ad Type	Rate	Specifications
Weekly eBlast	\$150 Member \$250 Non-Member (rate is per weekly eBlast)	Up to 30 words of text & company logo (PDF or JPG) for distribution in the weekly newsletter.

Welcome to Our New Members!

ASHLEY ASPINWALL

513-675-7544
aaspinw@bgsu.edu

THOMAS DUREN

Radisson Hotel Cleveland-Eastlake
440-953-8000
thomas.duren@radisson.com

ANNA GLOWSKI

216-538-3859
aglow@bgsu.edu

TINA GRUMAN

Meet Chicago Northwest
847-490-1010
tgruman@chicagonorthwest.com

VICTORIA HUDSON

The Bertram Inn & Conference Center
330-995-7624 ext. 4
vhudson@thebertraminn.com

MICHAEL IACONO

Iacono Productions
513-403-7758
miacono@iaconoproductions.com

JEANNINE LAMBERT

Northern Kentucky University
859-572-6403
abukhaterj1@nku.edu

LORI LAVINSKI CMP, PMP

LML Communication Management LLC
216-228-9756
lori.lavinski@gmail.com

VICTORIA (TORI) LYNCH MBA

Class Acts Entertainment
614-358-1889
tori@class-acts.com

SHANA MEYER

Cardinal Health, Inc.
614-757-1702
shana2013@msn.com

ALI MOLLET

330-806-5028
amollet@bgsu.edu

JENNIFER MOWREY

Hilton
216-413-5011
jennifer.mowrey@hilton.com

CAROL PNIEWSKI

Radisson Hotel Cleveland-Gateway
216-377-9000
carol.pniewski@radisson.com

HEATHER POHLMAN

419-204-4829
heathcp@bgsu.edu

HEATHER POWELL

Kings Island
513-667-3149
Heather.Powell@visitkingsisland.com

LYNN MARIE RHOADS

Vantiv
513-900-4942
lynn.rhoads@vantiv.com

CINDY SIMONELLI

Radisson Hotel at The University of Toledo
419-381-6800
cindy.simonelli@radisson.com

MEGAN SPLIEGA

Cincinnati Marriott North
megan.spiegla@marriott.com

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Aimbridge Hospitality
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American College of Cardiology
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cstrader@acc.org

JENNA TEETERS

ARCOS LLC
614-396-5175
jteeters@arcos-inc.com

AMY VANDENABEELE

Sinclair Community College
937-512-3021
amy.vandenabeele@sinclair.edu

MIKKI WALLS

Myrtle Beach Area CVB
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Hilton Columbus Downtown
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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!

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