



MEETING PROFESSIONALS INTERNATIONAL

DEFINE



THE OFFICIAL NEWSLETTER OF MEETING PROFESSIONALS INTERNATIONAL OHIO CHAPTER

JAN — MAR 2018

What's Your Memorable MAC Moment?

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— February 25-27, 2018 —



What's Inside:

Board of Directors

President's Column : The
MidAmerica Conference
is upon us!

Ask the Board: Our
Memorable MAC
Moments

Melanie Spring: The
Secret to Manifesting...

Jim Spellos: Meeting
Tech 2018 – Augmented
Reality

Member Spotlights

Calendar

Welcome New Members

<<Endorsement Line>>
T<<Tray Number>> B<<Bundle Number>> <<Sort Position>>
<<Salutation>> <<First Name>> <<Last Name>> <<Name Suffix>>
<<Title>>
<<Business>>
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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

Amanda Stredney
Account Executive, Marriott International



MidAmerica!

With the MPI MidAmerica Conference upon us, I wanted to take a moment to reflect on the impact this unique program has had on our association. This year will mark our 18th Annual Educational Conference and the education we have lined up is guaranteed to make an impact on personal and professional development amongst the attendees.

This regional conference, hosted by MPI Ohio and the MPI Kentucky Bluegrass Chapter, is recognized globally as one of the premier regional educational conferences to attend. While not all of our members get the opportunity to participate on calls or at programs where MPI Global is present, I feel it's necessary to share with you the feedback.

The MidAmerica Conference is discussed at global meetups and at conferences like WEC, among others. And it's always discussed as a shining example for other chapters to hold similar conferences. The partnership we have with the Kentucky Bluegrass Chapter also offers a great blend of educational topics. We give our suppliers the opportunity to showcase their offerings by sponsoring our program while presenting planner & supplier continued education. Not to mention, the fantastic networking opportunities we have that continue to help promote our buying power from within.

On a personal level, MAC has awarded me the opportunity to connect with other industry leaders and have valued conversations relating to our positions in this industry. This helps me stay current on issues or changes that impact both planners & suppliers so that I may continue to have educated conversations with my customers. At the same time, the creative networking opportunities help me to continue to connect with those individuals who continue to assist in my professional development.

If you have not attended MAC in the past, I urge you to consider. It's not too late to sign up! I also want to share with you that outside of Ohio and Kentucky, we have attendees registered for MAC 2018 traveling in from Michigan, Tennessee, Florida, Missouri, Indiana, Illinois, Mississippi, Nevada, Georgia, Colorado, California, New Mexico, and West Virginia. I look forward to meeting you there!

A handwritten signature in cursive script that reads "Amanda Stredney".

Amanda Stredney

Memorable MAC Moments

To go beyond the normal advertisements and marketing copy, we wanted to hear from some 2018 MPI Ohio Board Members on their real, unedited, memorable moments from past MAC experiences. Enjoy!

“ *One of my most memorial MAC moments was introducing myself to the students of Bowling Green University as their point of contact and lead during their time volunteering at MAC. It was at that moment I had just realized I was moving from an attendee learning, to a teacher and guide to new attendees joining the industry. To pass on knowledge and guide others in understanding the “why” in what we do and to see how receptive they were, was one of the most memorable moments at MAC.* **”**

- Peter Barton

“ *One of the most fun moments I remember from when we were in Columbus last time. Kalahari sponsored part of the evening and brought baby animals from their wildlife park to the opening reception for everyone to enjoy. It was such a different, exciting idea and people took photos home to show their families.* **”**

- Jennifer Veselko

“ *My first time ever at MAC, I knew almost nobody but was instantly welcomed in by everyone at the opening reception. Then, while simply networking the next night in Columbus, I started chatting with a guy who turned out to be a hotel sales manager in Cleveland. About a month later, he called and referred me to a client looking for a team building project. In addition to being fun, it was almost instant ROI!”* **”**

- Pete Honsberger



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THE SECRET TO MANIFESTING

... IS THERE IS NO SECRET

By Melanie Spring (Branded Confidence)



I love words. Lately, my favorite word is “manifest.” It's one of those weird little misunderstood words so many of us think is “woo-woo.” All the life coaches and energy healers use it so it gets put in the category of mystical. This word gets entangled with The Secret and positive thinking - when, by definition, manifesting goes way deeper. Most people think that manifesting is just another way of getting what you want. The faith-focused humans liken it to praying. Some call it “the laws of attraction” and still others don't believe in manifesting at all. But it's a thing. A real, concrete, fact-based thing. (read on for a free downloadable workbook).

Let me put it simply - when we show up for ourselves, we show up for others.

THAT is the key to manifestation. It's not about sitting on the couch and thinking positive thoughts. It's not about waiting for Prince Charming or that business idea to pop into our heads. It's about knowing what we want, making a plan, showing up for ourselves, and doing the work to get it. That's what I mean when I say “manifest that shit!”



The word manifest is an adjective AND a verb. Let's get super clear on what it means and put it into action so you can manifest the life/business/person you desire. Grab a coffee (or your drink of choice), download & print the workbook, grab your favorite pen - let's do this thing!

1. GET CLEAR ON WHAT YOU WANT

Before it's an action, manifest first means “clear or obvious to the eye or mind.” This means manifesting is not a secret. Amazingly enough, the antonym (opposite) of manifest is “secret” - which means it's in front of our noses. And sometimes we can't see what's right in front of our noses. From little things like getting a parking spot every time you go to the gym so you'll be less likely to stay home to big things like the business you want to start or meeting the man/woman of your dreams, I want you to get super clear on everything you want for your life. You already know what you want, but sometimes we just need a little clarity.

2. WRITE DOWN WHAT YOU WANT

To manifest also means “be evidence of; prove.” That means you have to create a place to show evidence - proof - that you want it. If you want something, you have to write it down. Put it on the wall, on your mirror, in a journal, or as a status on Facebook. Write it somewhere - pronounce it as the thing you want and then make it your mantra. Once you put words to it, you'll continue the process of manifesting.

3. MAKE A PLAN TO GET WHAT YOU WANT

A manifest is “a document giving comprehensive details of a ship and its cargo and other contents, passengers, and crew for the use of customs officers.” A manifest is a detailed list of everything that’s included in a ship. Think of this as the detailed list of everything you need to get what you want. Writing all the little details down will help you hone in on the things you want. It will help you get super clear about the path it will take to get there. Without this plan, you’re just hoping. With this plan, you’ll start manifesting.

4. WORK TOWARD WHAT YOU WANT

To manifest means to “display or show (a quality or feeling) by one's acts or appearance; demonstrate.” This means you have to DO the work. You have to show up and put some skin in the game. You have to MAKE a plan then WORK the plan. Mark Patterson, my pastor, likes to say “Work like it depends on you. Pray like it depends on God.” Swap out the words however you need, but DO THE WORK. Sitting on the couch will never get you what you want.

Now, let me be even clearer. Just because you want something doesn’t mean you’re going to get it. God, Spirit, The Universe, whatever you believe is out there giving you what you want - it might not be what they want for you. These things might not be the best thing - and you have to be ok with the fact that something better may show up - better, different, not-quite-exactly-as-you-planned. And that’s the fun of manifesting - we typically don’t know what we want because we can’t dream that big. Or we just aren’t dreaming big enough for the things we really deserve. But those will show up and we celebrate all of the loveliness that is manifested. And if bad things manifest - well, that’s a whole different blog post.

Get clear about what you want and then do the work to get what you want.

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CHAPTER MEETING

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BEST PRACTICES ROUNDTABLE DISCUSSION

Blue Ocean Facilities – Cincinnati, OH

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Meeting Tech 2018

THE YEAR AUGMENTED REALITY COMES ALIVE

By Jim Spellos (Meeting U.)

So how are you integrating new technologies into your meetings and events (and hotels and service industries, too)? Is your organization's approach to modernizing your event giving your conference app a new design (or, dare I say, getting a conference app for the first time... nah, that can't still be happening, can it?).

The perils of moving forward with technology is the question of, "Where do I jump in?" Too early, and nobody will have a clue how to use the technology (not even your early adopters). Too late, and, well, you're playing catch up, again, with your competitors.

So what do you need to focus on in 2018 if you want to be in that tech sweet spot? While we could talk about the potential of virtual reality, or the power (and way creepy-ness) of artificial intelligence, I think you're missing out if you're not strongly considering integrating Augmented Reality into your events and marketing.

I've heard it called QR codes on steroids, but that doesn't do any justice to the booming number and sophistication of apps that can turn regular design elements (signage, ads, almost anything) into a second level of experience for the user. I can't even imagine why an organization would create printed (or even web-based) marketing pieces without adding an augmented element to it in 2018.

In the past six months, I've walked through many trade shows where the event organizer, or sponsor, has created a great visual marketing element about their event or destination. There it is, in a prominent place for all to see... yet it's just a basic image. What if that image can turn into a cool video (or, even better, an interactive experience) for the attendee to not just walk by, but engage with?!

Perhaps the perfect way to use AR at events is to augment your signage. Imagine your attendee, walking down the corridor trying to determine which session would be best for them, taking their conference app, hovering it over the sign outside each room, and getting a brief video clip telling them what they could learn by going into the room? Augmented reality can do that for you.

How do you find out more? The free app *HP Reveal* (formerly known as *Aurasma*) allows you to create your own simple AR straight from your smart phone to get an idea of what it can do without having to spend any dollars to get an idea of its capability. Other tools to try include *Layar*, *Zappar* and *Roar.io*.

Will 2018 be the Year of AR in our industry? My phone will be waiting to find out.





SPOTLIGHT MEMBER

Let's all give an #MPIOH welcome to a few of our newest MPI 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 each of them – and if you get a chance introduce yourself the next time you see them!



TRACI BEDDOW
**PICKERINGTON AREA
 CHAMBER OF COMMERCE**

www.linkedin.com/in/traci-beddow-cta-802a40102

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

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? Pickerington Area Chamber of Commerce, Director of Marketing; and Ohio Bureau of Workers' Compensation, Meetings and Conventions Department, Event Specialist Intern

HOW DID YOU GET TO WHERE YOU ARE TODAY IN YOUR CAREER? The businesses I get to meet and work with on a daily basis to help them succeed.

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Problem solving, communication and teamwork.

WHAT ONE PIECE OF ADVICE WOULD YOU GIVE TO SOMEONE BEGINNING THEIR CAREER IN THE MEETING INDUSTRY? It is very fast paced and can be overwhelming at times, but you have to focus in and take one day at a time and be very good at time management.

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER? The ability to be in more than one place at a time.



ANDREA CULLINAN
WESTIN COLUMBUS

andreacullinan@westincolumbus.com
 614-220-7026

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? My parents, my 4 sisters and my beloved Corgi – Moose!

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? I work for the gorgeous and newly renovated Westin Columbus. My role is Group Sales Manager. I handle the Corporate and Professional Sports Markets.

WHAT IS THE BEST THING ABOUT YOUR JOB? Besides getting to sell a stunning historic hotel, I truly love engaging with my clients. Face to face interactions and getting to know my clients on both a professional and personal level is my favorite part of my job.

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Listening, time management, and negotiating.

WHAT ONE PIECE OF ADVICE WOULD YOU GIVE TO SOMEONE BEGINNING THEIR CAREER IN THE MEETING INDUSTRY? I would advise them to get involved! I have learned so much by volunteering with industry events, attending sales/training seminars, and participating in events hosted by Experience Columbus. I find it important to network and make those connections!

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER? The ability to read people's minds would be wonderful!



JILL FLYNT
**AMERICAN EXPRESS GLOBAL
BUSINESS TRAVEL**

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? My husband Brian, and our 3 children Molly (6), Michael (5), and Sarah (3)

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? I work for American Express Global Business Travel, and am a Sourcing Manager on the EY account.

WHAT IS THE BEST THING ABOUT YOUR JOB? I was a former meeting planner for EY before moving over to American Express GBT, and am grateful to be working on the EY account so I am still connected with my former colleagues

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Negotiating skills, active listening, and following up

WHAT ONE PIECE OF ADVICE WOULD YOU GIVE TO SOMEONE BEGINNING THEIR CAREER IN THE MEETING INDUSTRY? Hang in there – it can be a wild ride!

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER? Mind reading abilities :)



AMANDA HAWKINS
**THE SUMMIT, A DOLCE
HOTEL**

www.linkedin.com/in/amanda-hawkins-991b8444/

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? The women in my life are so important to me; everyone from my mother, to my best friend, to my daughter. They all continue to inspire me in all facets of life!

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? I am the opening Senior Sales Manager at The Summit, a Dolce Hotel, opening in Cincinnati, OH Spring 2018!

WHAT IS THE BEST THING ABOUT YOUR JOB? I love people and being able to help them. My job allows me to interact with so many different and wonderful people that I may not have otherwise encountered.

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Diligence, Compassion & Hustle!

WHAT ONE PIECE OF ADVICE WOULD YOU GIVE TO SOMEONE BEGINNING THEIR CAREER IN THE MEETING INDUSTRY? Listen & learn. The people around you are your most valuable assets.

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER? Time travel. I would love a few more hours in my day!



LEXI MILLER
EMBASSY SUITES DUBLIN

lexi.miller@onelodging.com

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? Husband - Jimi, Parents - Pam & Steve, Brother & Sister-in-law - Noah & Barbara, Nephews - Nate, Jordan, Zaiden

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? Embassy Suites Dublin, Convention Services Manager

WHAT IS THE BEST THING ABOUT YOUR JOB? Meeting new people and planning events

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Time management, detail oriented, listening

WHAT ONE PIECE OF ADVICE WOULD YOU GIVE TO SOMEONE BEGINNING THEIR CAREER IN THE MEETING INDUSTRY? Take notes

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER? Mind reading



TAYLOR SAVAGE
EXPERIENCE COLUMBUS

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? The most important people in my life are my five sisters.)

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? I work for Experience Columbus and I am a Convention Sales Manager for all markets, 75-200 rooms on peak.

WHAT IS THE BEST THING ABOUT YOUR JOB? I am able to travel and meet new people with the objective of sharing my enthusiasm about Columbus! No day is the same, and I am very passionate about my job!

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Asking questions,

listening, being decisive. I also strive to be very detailed (it's a work in progress)

WHAT ONE PIECE OF ADVICE WOULD YOU GIVE TO SOMEONE BEGINNING THEIR CAREER IN THE MEETING INDUSTRY?

1. There is no "right" way to do things 2. Share what you learn and ask questions! By sharing your knowledge, you're reiterating your confidence about the idea and teaching someone else in the process. By asking questions, you are gaining more knowledge.

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER?

The ability to perfectly craft what I should say in every situation.



DAPHNE SPENCER
HILTON COLUMBUS AT EASTON

614-416-8407

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? My family!

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? Hilton Columbus at Easton (Olshan Properties) – National Sales Manager

WHAT IS THE BEST THING ABOUT YOUR JOB? Interacting with people, solving problems and creating experiences with unforgettable memories.

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? =The ability to communicate effectively, attentiveness and creativity.

WHAT ONE PIECE OF ADVICE WOULD YOU GIVE TO SOMEONE BEGINNING THEIR CAREER IN THE MEETING INDUSTRY?

Get involved, network and stay connected.

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER?

The ability to read minds & perform magic!



THE 2018 MPI MIDAMERICA CONFERENCE WILL BE HELD AT THE GREATER COLUMBUS CONVENTION CENTER AND HYATT REGENCY COLUMBUS IN COLUMBUS, OH.

MAC AGENDA HAS BEEN UPDATED!

Agenda

1. Register for MAC
2. Make hotel reservations
3. Prepare to learn and have a great time!



WWW.MPIMIDAMERICACONFERENCE.COM

Welcome to Our New Members!

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