

THE INTEGRITY EDITION

*Real integrity
is doing the
right thing,
knowing that
nobody's going
to know
whether you
did it or not.*

- Oprah Winfrey



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The Official Newsletter of MPI Ohio Chapter

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MPIOH Mission Statement:

To enhance the overall quality and awareness of the meetings industry by ensuring the professional development and growth of its membership through targeted educational programs and networking opportunities.

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President's Column

Over the past few years, I'm sure that integrity, ethics, and responsibility have been at the forefront of everyone's minds - particularly when everything shut down in March 2020. I know some of my thoughts were, "How do I keep my attendees safe? What's going to happen with all these contracts? How do I make sure my hotelier knows that I'm being transparent? What can I do to help support my planner friends and colleagues? (and is everyone questioning their career path right now?)."

But then I took a deep breath and reminded myself that I have amazing supplier partners, my attendees know that they'll be as safe as possible, and events are still our favorite thing to do.

**"You can count on me like one, two, three
I'll be there"**

At lunch recently with a former colleague, we were discussing the topic of being there for others and ethical dilemmas. We recalled past events where we didn't know what to do and how we would handle the situations now if faced with them again. I remembered several times where they had supported me, but I struggled to think of a time that I helped them. They gave me a side eye and reminded me that, "You always stop what you're doing and take the time to listen and try to help... even if it's something non-event related - like Excel!"

When faced with ethical dilemmas, I always try to lead by example. One of the best ways I've found is simply being there when others are struggling. Often, it's just lending an ear and troubleshooting ideas, but sometimes it's more than that. Your Office of the President made the tough decision to lead our industry by moving our April 2020 program online and then created a safe in-person program in July 2020. We know that you count on us to not only keep you safe, but to do the right thing - even when it's tough.

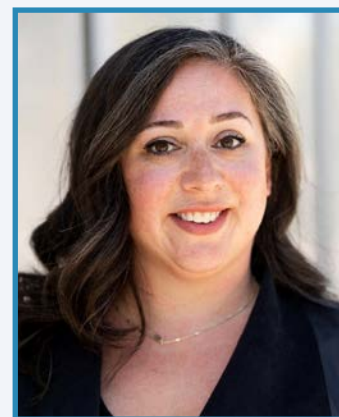
**"And I know when I need it, I can count on you like four, three, two
And you'll be there**

'Cause that's what friends are supposed to do"

I know that many of you have stories of other attendees, suppliers, and planners going above and beyond. For a recent event, I was working with a not-yet-open hotel and their open date kept being pushed back...and back... and back, until it wasn't going to open until after our program dates. Unbeknownst to me, the GM had reached out to a sister property and put space on hold, allowing my meeting owner to keep their dates and move a block over. The new property honored our original contract and went above and beyond to make sure that our group had an amazing experience. And I now recommend both hotels to anyone that asks for a recommendation in that city.

What's been a time where you had to make a difficult decision? Or when did someone help you?
Tell me about it at adriane@redstory.co!

Adriane Cisa



ON THE GOLDEN RULE OF INFLUENCE



INSIGHTS (on leadership/self-leadership)

Here's a simple, but profound, truth. People don't remember us for what we do for ourselves; they remember us for what we do for them. Want to leave a legacy behind? Live in service

of others with a desire to touch the lives of as many people as you can in your time on this planet. There's a wonderful proverb that says: "If you're intentional about living a meaningful life and serving others, you never really die. Instead, you break into 1,000 pieces, each of which stay alive within the people whose lives you've touched along the way." One of the ways those pieces stay alive is through **the stories told about you**. What are the big, sweeping tales that characterize who you are? What will be said about the little impressions you left behind and the small gestures you made along the way? What will be said about you from the heart, when no one is looking?

How did you live your life?

And make no mistake, stories will be told about you. As author Charles de Lint said, "We're all made of stories. When they finally put us underground, the stories are what will go on." That's true in life, and at work. Ever find yourself discussing your boss over the dinner table? If you're a boss, what do you think your people are discussing over dinner from time to time? It's worthwhile to check in on how the "stories of you" read. You might be surprised. Enroll people you trust to tell you the truth about the anecdotes of you. One senior leader I know used reverse mentors, people lower in the organization who agreed to be open and honest with him about the net impressions he was leaving behind. The point is, match up the stories you hear with how



you'd like them to go. Remember that you're the editor of your own life story, and rewrite as necessary.

IMPERFECTIONS (a mistake many of us make)

Many of us think (incorrectly) that we have unimpeachable integrity. It's others who lack it. Integrity expert Dan Coughlin points out, however, that **we all can improve our integrity** in ways that might not be as obvious as forgoing the usual suspects, like cheating, lying, stealing, etc. First, you can improve your internal integrity (i.e., being vigilant to always do what's right, even when no one is looking). Next, you can act with external integrity (i.e., always doing what you say you will). Even if it's something as small as being on time for a meeting, which you implicitly agree to do when you accept a scheduled meeting—that's still improving your external integrity. (Being on time was something I had to work on in my corporate days to improve my external integrity, by the way). It's also important to integrate your internal and external integrity, so you don't come across as "fake" or inconsistent. And finally, you can be mindful of your image of integrity (i.e., don't do things that are perfectly innocent but might cause someone watching to "wonder what's going on"), like a well-meaning manager I knew who thought it was OK to hold 1 on 1 meetings in his hotel room when he was

on the road with employees. You get the idea. A little vigilance on these fronts can help protect others sense of certainty about you and prevent trust from being obliterated.

IMPLEMENTATION (one research-backed strategy, tip, or tool)

What's the best way to influence peers -- co-workers over whom you have no formal authority? By practicing what I call the **Golden Rule of Influence**. Think of someone in your work life (or just life) that had tremendous influence over you, but whom you had no formal authority over. Go ahead, get a mental picture of that person. I'll wait. Now, the odds are that person was so influential to you because they engaged in one (or more likely, all) of four activities. Let's find out--did that person care, listen, give, or teach you something? I'm betting all four. And that's the Golden Rule of Influence. Do the same for your peers and I promise you'll have tremendous influence over them. While this rule is a good one to apply to life in general, it's especially powerful for influencing peers you have no authority over because your willingness to care, listen, give, and teach aren't the norm and will be seen as true gifts. The absence of authority isn't a barrier to influencing because you're drawing on the basics of human emotion and empathy.

by Scott Mautz, popular keynote speaker and author of Leading from the Middle



Why **TRANSPARENCY** is *GOOD* for **BUSINESS**

Whether you're driving on a raining day with wiper blades in high gear or you're peering out the front door waiting for an important delivery, smudges on the window are an annoying distraction. We focus on what's in the way of our view rather than seeing what's important. Clarity is essential, not just to the person on the inside, but for those on the outside trying to look in.

Having clean windows is a little like maintaining transparency in the work world. Transparency is a hallmark of integrity, and eliminating any ethical smudges from your business practices is a worthwhile endeavor. It's crucial for those inside your organization and those on the outside that you would like to win as clients. Almost every week, business and political news highlights examples of people caught in complicated webs caused by lack of integrity. It's always in the best interest of leadership to seek and maintain the transparency that comes from honesty.

Honesty Builds Trust – Trust Builds Loyalty

- This is a benefit **INSIDE** the organization because you want your employees to tell you the truth about what's working and not working with your business plan so corrections can be made in real time.
- This is a benefit **INSIDE** the organization because you want your best employee to stay, especially while retention is one of the overwhelming obstacles facing employers today.
- This is a benefit **INSIDE** the organization because it eases the burdens on HR; loyal and satisfied employees need less conflict resolution or intervention.

Integrity Builds Accountability – Accountability Builds Relationships

- This is a benefit **OUTSIDE** the organization because clients can trust that your word is your bond; reputation matters and reputation travels from customer to customer, increasing opportunity.
- This is a benefit **OUTSIDE** the organization because strong relationships with clients promises retention, even during hard financial times.
- This is a benefit **OUTSIDE** the organization because it reduces legal risk; if you stand for fairness in policy and price you are more likely to avoid complicated entanglements.

From Planner to Supplier, CEO to Administrative Assistant, upholding high standards should be expected and applauded. While the saying, "Nice guys finish last," gets a lot of air time, what's truer is that *good guys* can do business with no regret and that's the best finish to any race.



Integrity

IT IS THE SEED FOR ACHIEVEMENT.
IT IS THE PRINCIPLE THAT NEVER FAILS.

-Earl Nightingale

Mark Your Calendar!

MARCH 23, 2022 **CHAPTER MEETING**

Tech Solutions presented by Jim Spellos
Corporate College East – Cleveland, OH

APRIL 7, 2022 **NETWORKING EVENT**

Global Meetings Industry Day
Cincinnati, Columbus
& Cleveland, OH

**All dates and locations are
subject to change*

MAY 18, 2022 **CHAPTER MEETING**

Cincinnati Marriott at
RiverCenter – Covington, KY

JUNE 15, 2022 **SPECIAL EVENT**

MPI Ohio Annual
Recognition /Appreciation Event
& 34th Annual Education
& Scholarship Fundraiser
Columbus, OH

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

Call or email Anita Washburn, Director of Strategic Partnerships, to secure your date at education@mpioh.org or 330-670-7806



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PEOPLE BUY FROM PEOPLE

You make a purchase from your favorite store, an online retailer, or another vendor in the event industry. What draws people to buy from one place or individual over another? We tend to favor stores, brands and people who share our ideals and offer a product or service with which we can connect. This is true on a global scale with big brands and retailers, but is especially important with our personal brand and the connections we make with clients in the meeting and event industry.

When meeting with clients, suppliers ask the standard questions. When is your event? Where is it located? How many guests will be there? But digging deeper and getting to know your customer on a personal level brings a whole new mindset to the “sales” process. Where did they grow up? What are their kids’ names? What are their interests and hobbies? Conversation creates far deeper connections than the checklist of a typical sales meeting. Of course, the event details are important, but create the connection and then do business with your new friend. You’ll find that creating connections with individuals on a personal level strengthens relationships. Relationships create touch points and touch points strengthen relationships. It is a wonderful cycle that, when cultivated, can yield incredible results.

Creating connections deeper than business-only conversation also allows you to reach out when there aren’t any “business items” to discuss. Wish them a happy birthday. Comment on that

photo they just posted on Facebook. Shoot them a text when you find an article you think they may find interesting or useful. These little things put you in a category above simply a service provider and take you one step closer to being their “go-to” guy or gal. You are breaking down the barrier of communication and keeping continuous and casual dialogue open. The next time a business opportunity comes up, they will reach out to you every time over that vendor that hasn’t said a word since their last event.

But why is this all important? As we move into an age where competition of services is abundant and that other company is just a Google search away, what reason are you giving the client to continue calling you back again and again? Your final product and service needs to be spot on; however, it is the personal connection you create that will keep your phone ringing,

Simply put, we are all human. We all have lives outside of the work environment and love to share our stories with others. Tapping into these connections won’t only make your job more fun when meeting new people, but will further solidify and strengthen the relationships you have with your clients. Because remember, people buy from people.

Jeff Dick is a Partner & VP of Event Experience at Rock the House in Cleveland



CULTIVATING HUSTLE IN A HYBRID WORKPLACE

Five Ways to Make Sure Productivity is Visible

How can you ensure hustle is cultivated in your hybrid workplace? CEOs have raised concerns about remote workers embracing a hustle mentality but there are ways managers and their remote employees can work to create an arrangement that encompasses hustle in a hybrid office.

Companies are taking different approaches in moving to a hybrid workplace. Some employees divide their work week between the office and home. There is a stigma that remote employees are not ambitious and productive.

The keys to building the hustle into a hybrid office is adapting a 'moments that matter' approach. Working in a hybrid office requires more planning and care. If your sales team is trying to close a deal, the priority should be for them to hold a

face-to-face meeting. If your creative team is planning to launch a campaign, they should hold the first meeting in person. It comes down to planning ahead and being strategic for key moments that matter.

Prepare for Key Moments: Managers and remote employees should work together to develop a strategy to handle key moments. Sometimes a Zoom call will be sufficient but there will be bigger moments when a face-to-face meeting may be necessary.

Establish a flexible work routine: Flexibility is key for connection. Make sure your expectations are clear and performance is sustained while you stay flexible. Plans are likely to evolve over the next month and throughout the next year so anything set in stone is likely to be etched out. Managers and

remote employees should determine a work routine that fits for both parties. A standard 9-to-5 work day in-person may look different for remote workers. Stay flexible!

Provide visibility of your work schedule: While remote employees may feel their lack of presence at the office may be determinantal, they should not burden their manager about every doctor appointment and errand they run. It is best to map out their week and write a summary about the gaps in their schedule and provide frequent check-ins. The key is to keep the check-ins concise and proactive in nature!

Be active on Mondays and Friday: It is no surprise that most remote employees prefer to work from home on Mondays and Fridays. To many managers, most sick days and person time occurs on Mondays and Fridays. For remote employees, it is important to manage perceptions that they are working on Mondays and Fridays from home. It is recommended for remote

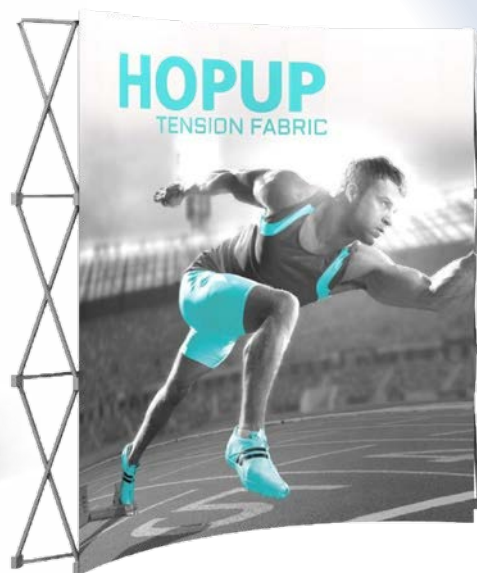
employees to respond to emails promptly, be responsive and proactive.

Ask for Feedback: Managers should work hard to provide feedback regularly to remote employees. The best way to reduce friction is to keep in tune with your manager. If not, the remote employee should take the initiative and schedule time on their manager's schedule. And remember, feedback is a gift!

A workplace needs to compel people to want to return. The space needs to inspire collaboration, connection, creativity and a sense of belonging that people may have lost this past year.

~Mark Ostach's goal is to restore energy and focus to organizations battling modern life's non-stop pace and growing sense of disconnection. He is the author of *Courage to Connect: Stories that create meaningful connections in your life.*

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MEMBER SPOTLIGHT

Let's all give a #MPIOH welcome to a few of our newest MPI Ohio members. We are excited that they have become a part of our organization and look forward to helping them grow and reach their goals.

Here's some information about them – and if you get a chance introduce yourself the next time you see them!



JESSICA FOSCO
CEDAR POINT

LINKEDIN:

WWW.LINKEDIN.COM/IN/JESSICA-FOSCO-36753665

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? Husband, Children Parents & Siblings.

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? Cedar Point and I am the Director of Resorts Sales.

WHAT IS THE BEST THING ABOUT YOUR JOB? Traveling and meeting new people all the time!

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

WHAT ONE PIECE OF ADVICE WOULD YOU GIVE TO SOMEONE BEGINNING THEIR CAREER IN THE MEETING INDUSTRY? Be thorough and open minded.

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER? Cloning for sure, if there was more than one of me, life would be so much easier.



JOSH ANDERSON
LIVE TECHNOLOGIES

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PHONE: 847-707-4081

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WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? My wife of over 26 years and our four daughters.

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? I work for LIVE, a full scale event production company, based in Columbus, Ohio and I am the newest Account Executive to the sales team.

WHAT IS THE BEST THING ABOUT YOUR JOB? Helping clients reach their event goals with engaging new ways to deliver on their brand's potential.

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Patience, Respect, and Collaboration.

WHAT ONE PIECE OF ADVICE WOULD YOU GIVE TO SOMEONE BEGINNING THEIR CAREER IN THE MEETING INDUSTRY? Always keep yourself open to learn from those skilled people around you. Never close yourself off to new information as there is always a different perspective of value out there to discover.

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER? The ability to slow time around me to accomplish more in greater detail.

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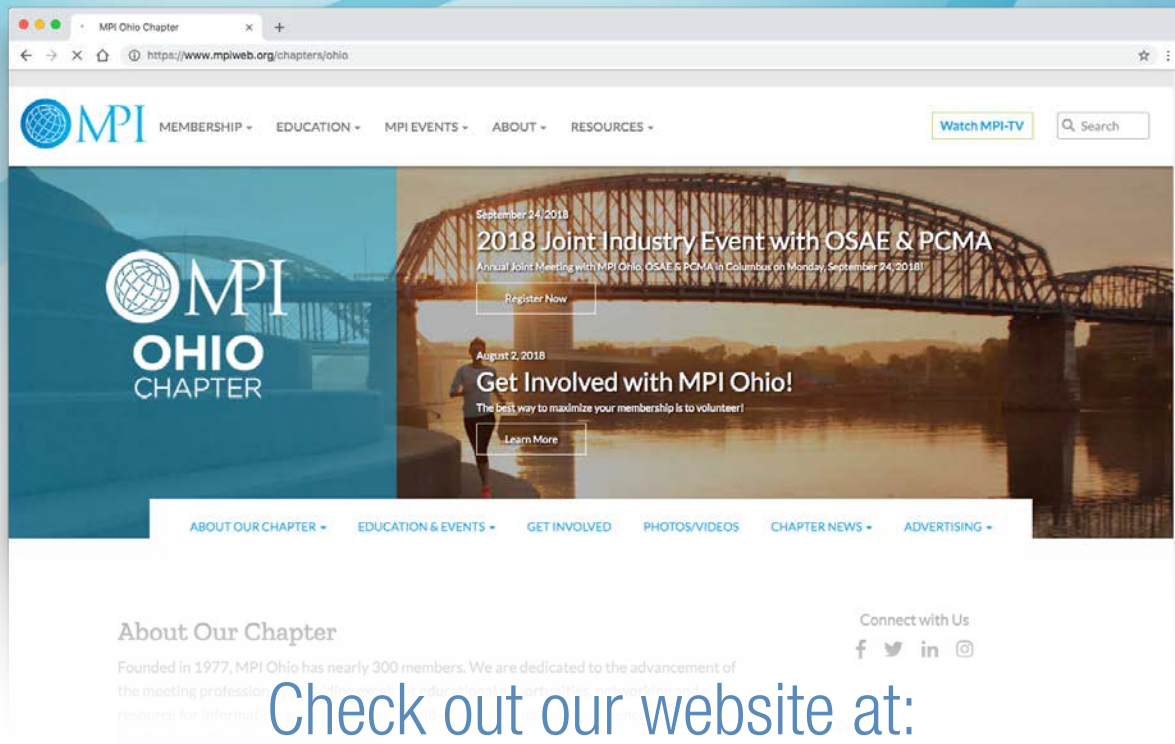
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APPRECIATION EVENT IN JUNE 2022!**





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They say learn something new
everyday. There's no easier way than
participating in our MPIOH group on
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peers a thing or two!



[https://www.youtube.com/channel/
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