



MEETING PROFESSIONALS INTERNATIONAL

# DEFINE

# MPI

OHIO CHAPTER

THE OFFICIAL NEWSLETTER OF MEETING PROFESSIONALS INTERNATIONAL OHIO CHAPTER

**JAN — MAR 2014**



## What's Inside:

Board of Directors

President's Column

Calling All Members...

Knowledge is Power

2014 MAC — 14th Annual  
MPI MidAmerica  
Education Conference:  
The Art of Meeting

Volunteer of the Quarter

The Lawyer is In...

4 Global Meeting Trends  
in 2014

Newest Class of CMPs

Welcome New Members

Calendar

Social Media Update



at bartha we value .....  
**EXPERIENCE**



**NICK WEARS.**  
HEAD OF BARTHA'S  
VIDEO DEPARTMENT.

**15** YEARS EXPERIENCE.



OVER 700 SHOWS.

A MASTER OF THE

**1:1** PIXEL COUNT



& HIGH-DEFINITION PROJECTION.

TO NICK VIDEO IS **EVERYTHING.**

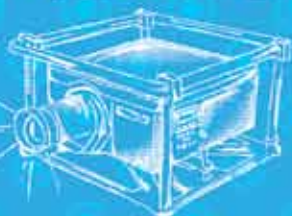
EVERY SCREEN.

EVERY IMAGE.

EVERY TIME.

THAT'S

**EXPERIENCE.**



OHIO  
CHAPTER  
MPI

MEETING PROFESSIONALS INTERNATIONAL



bartha

events • production • staging

To learn more go to [Bartha.com/WeValue](http://Bartha.com/WeValue) or call 1.800.363.2698



BarthaAV



BarthaAV



TheBarthaChannel





## The Official Newsletter of MPI Ohio Chapter

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

Copyright, 2014. All rights reserved.

Permission requests to reproduce written materials should be sent to 4010 Executive Park Drive, Suite 100, Cincinnati, OH 45241.

Information appearing in this publication is obtained from sources we believe to be reliable. The information may not be a complete statement of all available data and is guaranteed as such. Calculations are based solely on editorial judgement and analysis of technical factors and meeting professional industry information sources. Define is copyrighted and portions may be reprinted with the permission of MPIOH. Define is not responsible for the contents of its advertisements and advises all members to investigate claims before making any purchases.



Helping to build your company's voice,  
identity and personality.

Reserve your space for the upcoming issue!

### Advertising Opportunities

For information about advertising opportunities, please contact  
Barb Burgie at 614.273.0783 or [barb@burgiemediafusion.com](mailto:barb@burgiemediafusion.com).

## 2013-2014 MPI OHIO CHAPTER BOARD OF DIRECTORS

### President

Holly Draughn  
Hampton Inn & Suites  
501 North High St.  
Columbus, OH Downtown 43215  
Phone: 614-324-9028  
[holly.draughn@hilton.com](mailto:holly.draughn@hilton.com)

### President - Elect

Julie Kowalewski  
In Market Sales Manager  
Caesars Entertainment  
2620 Hazelnut Court  
Hebron, KY 41048  
513.262.6704  
[jkowalewski@caesars.com](mailto:jkowalewski@caesars.com)

### Immediate Past President

Anna Ryan CMP  
OCLC - Online Computer  
Library Center Inc.  
6565 Kilgour Place  
Dublin, OH 43017  
Phone: 614-764-6179  
[ryan@oclc.org](mailto:ryan@oclc.org)

### Vice President of Communications

Jason Linscott  
HPN Global  
4241 Verbena Lane  
Powell, OH 43065  
Phone: 740-881-4204  
[jlinscott@hpnglobal.com](mailto:jlinscott@hpnglobal.com)

### Vice President of Education

Dee Wolfe  
Director, National Business  
Development  
Bartha  
600 N. Cassady Ave.  
Columbus, OH 43219  
Phone: 1-800-363-2698  
[dee@bartha.com](mailto:dee@bartha.com)

### Vice President of Finance

Laurie Miller CMP  
Ohio School Boards Assn  
8050 North High St., Suite 100  
Columbus, OH 43235  
Phone: 614-540-4000  
[lmiller@ohioschoolboards.org](mailto:lmiller@ohioschoolboards.org)

### Vice President of Membership

OPEN

### Director of Education

De-de Mulligan CMP, CMM  
President  
Mulligan Management Group, LLC  
PO Box 974  
Hudson, OH 44236  
Phone: 330-472-7673  
[dede@mulliganmanagementgroup.com](mailto:dede@mulliganmanagementgroup.com)

### Director of Marketing

Lanie Cuthbert  
Allied Sources  
4327 Claymill Court  
Hilliard, OH 43026  
Phone: 614-352-2487  
[lanie@alliedsources.com](mailto:lanie@alliedsources.com)

### Director of Member Care

Amanda Stredney  
Hilton Columbus/Polaris  
8700 Lyra Drive  
Columbus, OH 46240  
Phone: 614-310-2225  
[astredney@hiltonpolaris.com](mailto:astredney@hiltonpolaris.com)

### Director of Professional Development

Danielle Shiltz CMP  
Quest Business &  
Conference Center  
8405 Pulsar Place  
Columbus, OH 43240  
Phone: 614-540-5540  
[dshiltz@quest-centers.com](mailto:dshiltz@quest-centers.com)

### Director of Special Projects

Jennifer Veselko CMP  
Caesars Entertainment Inc.  
7772 Callow Road  
Leroy, OH 44077  
Phone: 440-254-4314  
[jveselko@caesars.com](mailto:jveselko@caesars.com)

### Director of Strategic Partnerships

Angie Gasaway CMP  
HelmsBriscoe  
2838 Pheasant Field Dr.  
Hilliard, OH 43026  
Phone: 614-205-8998  
[agasaway@helmsbriscoe.com](mailto:agasaway@helmsbriscoe.com)

### 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](mailto:admin@mpioh.org)

# President's Column

By: Holly Draughn, CTA  
Hampton Inn & Suites, MPI Ohio Chapter President



## Dear MPIOH Members,

So as our current President, I am asked to write an article for each edition of our Define Magazine. My biggest fear each month is this: Do I have something important enough to say that people will want to read it or be able to connect to it? My answer to that is, no... probably not every time. So here I am again sitting at my desk asking myself, what do I write about this time?

I have decided that today I want to share the importance of engagement in regards to your work, your life and organizations, like MPI that you belong to. "You can only get out, what you put in." That is a very powerful statement if you ask me. Do you put all of your effort in the things you do with your family, co-workers, or your organizations? I think most of us can answer that as "no". We find excuses as to why things don't get done, why we don't participate, why we don't engage, and for this we are not getting what we want out of things we do. We even sometimes struggle to find the "value" in things we do. The reality is the "value" of something is different for everyone. What you may find as the value at work is completely different from the person in the next office. People have different opinions on what the value is in their relationships with family and friends. Ask yourself what is the value for you and are you making the best effort to achieve that.

I challenge each of you to put more in, and see what the results will be. Get more involved and feel better for it, and who knows you may build new relationships with people you never met before. I know I am going to work hard at putting more in with all the things I do.

Set aside the time to do things that are going to better yourself either professionally or personally. MPI Ohio has a great way for our members to do this. Put March 2nd – 4th on your calendar and attend MAC (Mid-America Conference) at the Hyatt Regency in Columbus. It is there that you will provided the opportunity for fantastic networking, great education and maybe just a little fun too.

I know our conference committee has dedicated a lot of time to be sure we have the best of the best for your education and the best venues for networking and fun.

I truly hope to see all of you at MAC and at our monthly chapter events.

I will leave you with this quote;

***"Every day do something that will inch you closer to a better tomorrow."*** —Doug Firebaugh

# Calling all Members... 2014-2015 Call for Leaders



The MPIOH Nominating & Governance Committee is pleased to announce the call for applications to serve on the 2014- 2015 Board of Directors.

The Ohio chapter relies on the dedication and service of

our volunteers to help us lead the chapter, advance our industry and meet the needs of our members. This is your opportunity to expand your network, distinguish yourself from your peers and contribute to the goals and success of the Ohio chapter.

The Nominating & Governance Committee is currently seeking candidates to serve in the following leadership positions for the 2014-2015 MPIOH Board of Directors:

- President-Elect (3-year commitment, with automatic succession to President in 2015-2016 and Immediate Past President in 2016-2017)
- Vice President of Finance (two-year term)
- Vice President of Membership (two-year term)
- Vice President of Communications (two-year term)
- Director of Education (two-year term)
- Director of Special Projects (two-year term)
- Director of Strategic Partnerships (two-year term)
- Director of Professional Development (two-year term)
- Director of MidAmerica Conference (one-year term)
- Director of Member Care (one-year term)

Among the many benefits include:

- A hands-on opportunity to enhance the value of your membership and impact the future of our chapter;
- Sharing your unique skills and industry experience while learning from key industry leaders;
- An opportunity to gain leadership experience in managing volunteers, budgets and projects;
- Meeting and networking with other chapter leaders throughout the world;

The Board of Directors is comprised of 13 chapter members. Julie Kowalewski will serve as the 2014-2015 MPIOH Chapter President.

Nominations for all positions will be in accordance with MPIOH Bylaws. Any supplier or planner member in good standing is eligible for nominations and election to these positions.

Please take a few minutes to review the Board of Directors Position Descriptions located at [www.MPIOH.org](http://www.MPIOH.org). (get involved/become a board member)

**Applications are now being accepted through Monday, February 24, 2014 for terms beginning July 1, 2014 (see link below). All applications must be submitted to Jessi Konnagan, Chapter Administrator at [admin@mpioh.org](mailto:admin@mpioh.org). Please direct any questions to a member of the Nominating Committee (listed below).**

**Please visit [www.mpioh.org](http://www.mpioh.org) or contact Jessi Konnagan at [admin@mpioh.org](mailto:admin@mpioh.org) for your Candidate Interest Form**

The 2014-2015 MPIOH Nominating Committee is as follows:  
**Chair:**

***Anna Ryan***, CMP, OCLC

**Committee Members:**

***Julie Kowalewski***, Caesars Entertainment

***Barbara Perry***, CMP, Abbot Nutrition

***Debbie Vaughn***, CMP, Columbus Convention Center

***Mary Vlahos***, Canton Stark County Convention & Visitors' Bureau

**Non-voting ex-officio Member:**

***Jessi Konnagan***, MPIOH Chapter Administrator



EXECUTIVE BUSINESS MEETINGS,  
CORPORATE RETREATS, CONFERENCES  
AND TRAINING EVENTS



The Inn at Ohio Northern University is so much more than just a place to rest your head. You will experience the height of luxury. A full service hotel situated on a beautiful 300-acre campus featuring art exhibits, athletic events, lecture series and performing arts.

The Inn is the ideal setting for association meetings, executive business meetings, corporate retreats, conferences and training events.

**HOTEL AND MEETING FACILITY**  
The Inn at Ohio Northern University  
Contact our Meeting Professionals  
[www.innatonu.com](http://www.innatonu.com)

866.713.4513 or 419.772.2500  
401 West College Avenue  
Ada, Ohio 45810

LUXURIOUS COMFORT, DISTINCTIVE ELEGANCE ... A TRUE DESTINATION



GREAT LAKE. EVEN GREATER MEETINGS.



You'll find everything you need for a remarkable meeting at The Lodge & Conference Center at Geneva-on-the-Lake.

We offer 8,500 square feet of flexible meeting space, full-service catering, professional audiovisual support, and a dedicated staff ready to make your event a success on the shores of Lake Erie.

COMPLETE MEETING PACKAGE (\$159\* PER PERSON)

- Guest room
- Breakfast
- Morning and afternoon breaks
- Meeting room
- Basic audiovisual support

Ask about our many eco-friendly meeting options to make your event good for you and the environment.

THE LODGE & CONFERENCE CENTER AT

**GENEVA**  
ON-THE-LAKE  
OHIO'S WINE COUNTRY RESORT

For more information or to book your meeting,  
call 866.387.9907 or visit [TheLodgeAtGeneva.com](http://TheLodgeAtGeneva.com).

\*Offer valid Sunday-Thursday, January-April 2014; and September-December 2014. Not valid on December 31, 2014. Subject to availability. Tax and gratuity included. Not valid on previously confirmed meetings. Rate based on single occupancy.



Hospitality by Delaware North Companies Parks & Resorts, Inc.  
©2014 DNC Parks at Geneva State Park, LLC.  
4888 NORTH BROADWAY • GENEVA-ON-THE-LAKE, OH 44041

# KNOWLEDGE IS POWER

By: Dee Wolfe



It's a fact. The majority of MPI members join for the educational opportunities provided at the local, as well as, national and international levels. That doesn't mean they don't also enjoy the fun and networking opportunities of MPI membership!!

So what does the Vice President of Education do??? The responsibility of putting together educational programming for the MPI Ohio Chapter goes to the Vice President of Education (VPE), who is also a member of the chapter's board of directors. The board's plan is to coordinate inspirational programming and targeted educational opportunities to help both Planner and Supplier meeting professionals stay informed and proficient in our constantly evolving meeting and event industry.

It might surprise you to know that we are big on research! We take seriously the fact that we've been entrusted to bring you the most current and meaningful topics presented by the most compelling and knowledgeable experts in our business. At the same time, we're committed to providing a program that focuses on topics that help to prepare our members for a successful CMP exam experience by offering programs approved for continuing education credit by the Convention Industry Council.

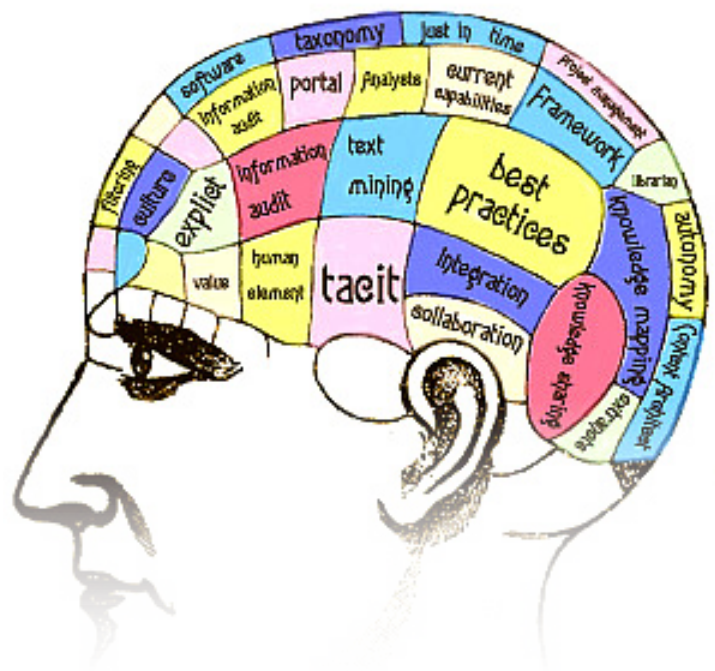
Our Ohio MPI education series 2014: KNOWLEDGE IS POWER focuses on:

- Hearing from leading business experts on the transformative power of meetings
- Redefining how information is shared in public spaces to improve engagement and results
- Delivering transformational leadership through shared social action
- Finding new tools, techniques and learning experiences for members
- Revitalizing meeting professionals so their meetings can revitalize others.

Our plan for you is to engage members with educational sessions that consciously use a variety of learning approaches: lecture, interactive, and business-to-business or peer-to-peer engagement.

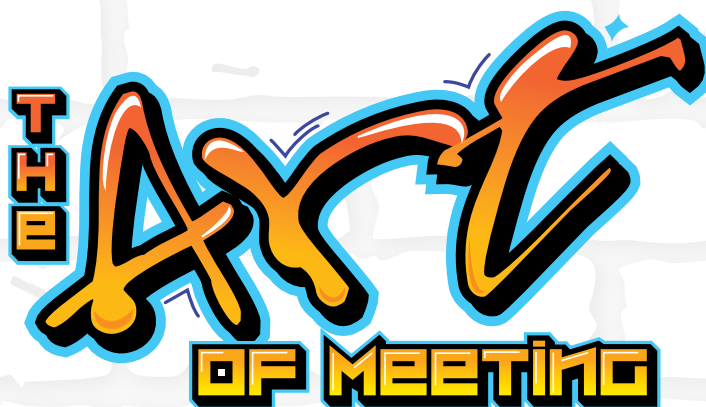
We will continue to focus on and stay abreast of technology, human engagement, multi-generational audiences, sustainability, profitability, and especially providing tools for improving member organization's content delivery thereby making them super stars within their Career arena.

Our MPI Ohio education series is designed to support the notion within our Industry, and especially with employers and all business contacts, that MPI members possess greater skills, business knowledge and connections than non-members, and bring real as well as inherent value to the organizations they represent.





# The 14th Annual MPI MidAmerica Education Conference



**Columbus, OH    March 2-4, 2014.**

## About the Conference

The MidAmerica Educational Conference, known as MAC, is a partnership between the Ohio and Kentucky MPI Chapters and offers outstanding education and networking opportunities to attendees. This unique regional event is coordinated by dedicated chapter volunteer members. With their leadership and the involvement of other chapter leaders, the annual conference has grown into a successful event, offering education and networking at a tremendous value to members of the host chapters and to other attendees throughout the region.

### REGISTRATION:

Member - \$250.00

Non-Member - \$325.00

Multiple Registration Discount

(Three or More from Same  
Company/Organization):

Member - \$225.00

Non-Member - \$300.00

Day Rate (Monday Only): \$150.00

Student Member Rate: \$85.00

Guest/Spouse Rate -

Evening Events ONLY \$75.00

### LATE REGISTRATION – AFTER FEBRUARY 21, 2014:

Member - \$300.00

Non-Member - \$375.00

### MULTIPLE REGISTRATION DISCOUNT:

Member - \$275.00

Non-Member - \$350.00

Day Rate (Monday Only): \$200

## The Fine Print

Members of MPI Chapters in KY and OH, as well as past MAC attendees, have all been sent a Priority Code for registering online. This code, which you insert during the registration process, will unlock member pricing for you. **YOU MUST USE A PRIORITY ORDER TO RECEIVE THE MEMBER RATE.**

Only the non-member rate is accessible without a Priority Code. Member rates for registration and multiple registration discounts are \$75 less than published non-member rates.

If you are unsure about the Priority Code system, please contact us **BEFORE** registering. Refunds for incorrect registrations generate costly merchant processing fees.

When registering, make your selections and enter your personal information. At the bottom of the screen, there is a field for entering your Priority Code. Enter the code and press Continue. Your discount will be reflected on the next screen.

If you have difficulty using the code, or for some reason have misplaced it, contact us at [MAC@aecmanagement.com](mailto:MAC@aecmanagement.com). Or call us at 502.456.1851 x1.



# MPI MidAmerica Conference 2014

## TENTATIVE AGENDA

### SUNDAY, MARCH 2, 2014

4:00pm – 6:30pm Registration Opens  
4:30pm—5:15pm First Time Attendee Reception  
6:00pm – 9:00pm Opening Reception hosted by  
Hyatt Regency Columbus

### MONDAY, MARCH 3, 2014

7:30am – 4:30pm Registration Open  
7:30am – 8:00am Continental Breakfast

#### GENERAL SESSION 1: 8:00-9:40am

Welcome from MPI Chairman, Michael Dominguez, CHSE  
Keynote: Dave Gordon, Rock Your Role

9:40am Break in Sponsor Showcase Area

#### “STUDIO” SESSIONS

**(Breakouts A-D): 10:00-11:15am**

Presentations to be announced

##### Breakout A:

Across the Pond & Beyond: Negotiating Across Cultures  
Larissa Schultz, CMP

##### Breakout B:

Nancy Flynn, Founder & Executive Director, ePolicy Institute,  
Columbus OH (Topic TBD)

##### Breakout C:

Jumpstart Your Sponsorship Sales  
Michael Alderson, VP of Marketing and Public Relations  
and Lorraine Houghton, Director of Sponsorship and  
Advertising Sales, FSA Group, Louisville

##### Breakout D: TBA

11:15am Break in Sponsor Showcase Area

#### GENERAL SESSION 2: 11:30am-12:30pm

Keynote: Scott Christopher, The Levity Effect  
2015 Host Presentation

12:30pm: Lunch

#### GENERAL SESSION 3: 1:45-2:45pm

Keynote: Sam Glenn, A Kick In the Attitude.  
Authority on Attitude – Speaker - Author

2:45pm Break in Sponsor Showcase Area

#### “JAM” SESSIONS

**(Interactive Breakouts E-G): 3:00-4:30pm**

3 Hands-on Workshops and Open Space Sessions

##### Breakout E:

Six Degrees of What I Need (Result-Driven Networking),  
Larissa Schultz, CMP, MHS

##### Breakout F:

Project Venue: Strategic Event Design, Dianne B. Devitt, President/CEO  
of D3Dimensions, and author of What Color is Your Meeting?

##### Breakout G:

Business Growth Innovation: Game Changing Ideas to Transform Your  
Business, Ford Saeks, President/CEO, Prime Concepts Group, Inc.

6:00pm-9:00pm Monday Evening Reception

### TUESDAY, MARCH 4, 2014

7:30am – 9:30am Registration Open  
7:30am – 8:00am Continental Breakfast

#### GENERAL SESSION 4: 8:00-9:30am

Chairman's Address: Michael Dominguez, CHSE, Senior Vice President of  
Sales MGM Resorts International; Chairman, MPI

Keynote: Karen Hough, The Improvisation Edge (An interactive  
“KeyShop” CEO, ImprovEdge, Author, The Improvisation Edge

10:10am Break in Sponsor Showcase Area

#### “STUDIO” SESSIONS 3 (Breakouts G-I): 10:30-11:30am

##### Breakout H:

Changes in Meetings Today & the Future of Meetings (or TBD) Michael  
Dominguez, CHSE, Senior Vice President of Sales, MGM Resorts  
International; Chairman, MPI

##### Breakout I:

Energizers to Turn Good Meetings Great, Ron Kaminski, Partner,  
President of Culture Development, Studiothink

##### Breakout J:

WHAT WOULD YOU DO? A Simulation of Ethical and Moral Dilemmas  
Shane Yates, CAE, CMP, Executive Director, Ohio Society of Association  
Executives

#### CLOSING LUNCHEON AND KEYNOTE: 11:30am-1:30pm

Closing Luncheon sponsored by \_\_\_\_\_

Keynote: David Merrell, Managing Creativity  
President/Creative Director, AOO Events, Inc., Los Angeles

1:30pm – Conference Ends

# MPI MidAmerica Conference 2014

## SPEAKERS & SESSIONS

### “STUDIO SESSIONS”

#### Breakouts Monday and Tuesday Mornings, March 3 & 4

MAC's Morning Breakout Sessions will combine the best of meetings industry professionals and business experts with practical, actionable practices to make your professional life and meetings excel!

#### MONDAY, MARCH 3: 10am-11:15am

**ACROSS THE POND & BEYOND:** Negotiating Across Cultures  
Larissa Schultz, CMP, MHA, Founder, LJS Meeting Strategies

International negotiation has multiple complexities working with both the environmental and immediate contexts affecting the negotiator and the negotiation process. Effective international negotiators need to understand and manage these contexts. By conceptualizing culture and focusing on its influences, the negotiator can see these effects of culture on negotiation outcomes, negotiation processes, negotiator cognition, and negotiator ethics. With an awareness of culture's influence a negotiator can then utilize the eight different culturally responsive strategies (either jointly or individually) while working with a negotiator from another culture to increase the positive outcome for a successful negotiation.

BIO: Larissa has been actively involved in the meeting management industry for over 17 years. She is the founder/owner of LJS Meeting Strategies, LLC – a meeting management, training and consulting company based out of the Los Angeles area, and active member of MPI and is currently the Immediate Past President of the Southern California Chapter. Her background and experience as a meeting planner includes working with corporations and associations planning both domestic and international conferences and meetings. Some of her former and current employers/clients include: ING Advisors Network, California Association of Realtors®, Academy of Country Music, One2One Network (BlissDom Events), International Council of Shopping Centers, ICANN, and Cetera Financial Group.

**BREAKOUT PRESENTER:** Nancy Flynn (Topic TBD)  
Founder/President, ePolicy Institute, Columbus OH

Bio: An internationally recognized expert on workplace email, social media, and Internet policy, compliance, and communications, Nancy Flynn is founder and executive director of The ePolicy Institute. The Columbus, Ohio-based ePolicy Institute is dedicated to helping employers limit electronic risks, including litigation, through written policy, employee training, and compliance management programs. The ePolicy Institute has nearly 10,000 worldwide members who turn to Nancy Flynn for help implementing strategic, best-practices-based policy and

training programs related to workplace email, social media, and Internet use, content, and compliance management.

Nancy Flynn is the author of 12 books including The Social Media Handbook; The ePolicy Toolkit; The e-Policy Handbook; E-Mail Rules; Blog Rules; Instant Messaging Rules; E-Mail Management; and Writing Effective E-Mail. Her books are published in six languages: English, German, Spanish, Russian, Vietnamese, and Chinese.

#### JUMP START YOUR SPONSORSHIP SALES

Michael Alderson, Vice President of Marketing and Public Relations

Lorraine Houghton, Director of Sponsorship and Advertising Sales

Looking to enhance your event's sponsorship program—or build one from scratch? This interactive session covers the basics of sponsorship sales and explores how sponsorships are changing and evolving. Take-away tips will include how to strategize your prospecting efforts, how to build a program that attracts prospects, and how to customize your fulfillment to meet the sponsors' changing expectations. Come with questions or share your own experiences ... this is an open conversation, dialogue is encouraged!

BIO: The team of presenters from FSA Management Group in Louisville, KY oversees sponsorship and advertising sales for conferences, websites, programs and publications. An industry leader for more than 40 years, FSA manages association clients of all sizes in the foodservice, retail and healthcare industries—closing \$1.8 million in sales in 2013 alone. Their experience covers all aspects of sales strategy, materials development, prospecting and onsite fulfillment... the “who, how and what” of how to maximize sales!

#### TUESDAY, MARCH 4: 10:30am-11:30am

**CHANGES IN MEETINGS TODAY & THE FUTURE OF MEETINGS (or TBD)**

Michael Dominguez, CHSE, Senior Vice President of Sales, MGM Resorts International; Chairman, MPI

Take an in-depth look at social, communication and demographic changes driving change in meetings today. With

the speed of change and multiple generations in the meetings space, it has never been more important for content and content delivery to be specific to core audiences.

**BIO:** Mike Dominguez provides oversight for the company's sales strategies in the convention, leisure and transient segments, including industry relations, diversity sales and MGM Resorts events. Additionally, he offers strategic oversight for the company's vertical sales efforts, manage the strategy for regional sales offices in Chicago, San Francisco, Dallas, New Jersey and Phoenix and oversee the development and execution of a companywide sales strategy for top destination accounts.

Dominguez is a Certified Hospitality Sales Executive (CHSE) from Hospitality Sales & Marketing Association International, and he serves on the International Board of Directors for Meeting Professionals International, Industry Issues and Trends Task Force for the Professional Conference Management Association, the Industry Partner Alliance for the American Society of Association Executives and the Advisory Board for Starcite. He was also the Past President for MPI – Southern California Chapter.

#### **ENERGIZERS TO TURN GOOD MEETINGS GREAT**

Ron Kaminski, Partner,  
President of Culture Development, Studiothink

Through this collaborative session, Ron introduces strategic activities that capitalize on a group's energy and increase vitality and focus during any gathering. Learn how to eliminate static meetings once and for all by managing energy, not the clock. Attendees participate in selected energizers that are easy to

use and immediately implementable. In conjunction with the demonstrations, Ron dives into the methodologies behind each energizer and optimal times for utilization. Get ready to learn, have fun and bring the energy!

**BIO:** For more than a decade, Ron Kaminski has been helping organizations and leaders build high performance cultures that attract and retain high performers. Ron's style is facilitative, engaging, challenging and maybe a bit obsessive when it comes to expressing the benefits of passionate leadership to his clients. Ron is a graduate of John Carroll University and in 2003 founded Corporate Quest: a team, leadership and high performance culture development firm that later merged with Studiothink. Ron is the co-creator of Studiothink's CultureShoc family of product offerings and is a Certified Self-Management Master Coach and Trainer.

#### **WHAT WOULD YOU DO?**

##### **A SIMULATION OF ETHICAL AND MORAL DILEMMAS**

Shane Yates, CAE, CMP

Executive Director, Ohio Society of Association Executives

It's said that ethics is doing the right thing when no one is watching. On the candid camera-type television programs What Would You Do, show producers create scenarios to see how the average person responds when he or she thinks no one is watching. As pressures to succeed rise in this fast-paced turbulent world, more people are willing to risk doing things that are not entirely honest. This session is a hands-on group experience that explores some of the core concepts of teamwork and ethical decision making.

## **Need Social Media Help to Promote Your Hotel or CVB?**

**Mulligan Management Group, LLC is Here to Work with You!**



Expiration Date: 06/30/14



*Dede Mulligan has been a member of MPI for over 11 years*

*Let us help you grow in the digital world by setting up your accounts, training your employees, or completing a competitive analysis of your social media position.*

*One-time offer. Mention MPI Define when you call.*

**Connect with Dede**



**Call today at  
330.472.7673**





## BREAKOUT SESSIONS SHOULD HAPPEN BEYOND MEETING ROOMS



Which is why Belterra is the perfect destination for your next meeting. Here, you'll discover everything you need to generate big ideas and even bigger smiles. So relax and enjoy exceptional service, mouthwatering meals, a spa, shopping, a Tom Fazio-designed golf course and Stadium Sports Bar & Grill—all just a phone call away.

### ASK ABOUT EXCLUSIVE OFFERS FOR NEW BOOKINGS LIKE:

- Rebates
- Complimentary Rounds of Golf & Hotel Rooms
- And More

#### CONTACT OUR SALES MANAGERS TODAY

Debbie Tewanger | 614.282.2867 | [Debra.Tewanger@belterracasino.com](mailto:Debra.Tewanger@belterracasino.com)

Brian Kahn | 513.442.9617 | [Brian.Kahn@belterracasino.com](mailto:Brian.Kahn@belterracasino.com)



YOUR EVERY DAY ESCAPE.



# Volunteer of the Quarter

## Lisa Hunt

Lisa Hunt has been working in the hotel industry for over 20 years, moving from the role of Banquet Manager to the role of Sales Manager. She feels fortunate to be working at the Hilton Columbus at Easton for the past 12 and a half years as a National Sales Manager, where she has enjoyed many wonderful work experiences, as well as, solid friendships. Lisa was originally introduced to MPI by former President, Phil BeMiller, and more recently, encouraged to join by Wendy Nicodemus (also a former President). When Wendy joined the team at the Hilton Easton, she encouraged Lisa to get more involved with MPI. Through the years, Lisa remembers Wendy regularly speaking highly of all she had gained from her involvement with MPI, and it convinced Lisa that she wanted to take an active role in the organization. So in 2012, Lisa joined MPIOH as a member after attending for many years as a guest.

When asked what she hoped to gain through an affiliation with MPIOH, Lisa said that she believed the networking opportunities would be beneficial. In addition, she has also gained industry knowledge from other planners and suppliers and remains current with industry topics through the numerous educational opportunities offered through the association.

Lisa decided to volunteer as soon as she joined MPIOH. Phil invited her to join the Membership Committee and she hit the ground running. She was asked to reach out to current members near their renewal dates. As a volunteer, Lisa enjoys making a personal connection with the people she contacts and says she has a sincere interest in the feedback she receives, which she knows helps MPIOH determine how well members' expectations are being met. When asked how she is so successful in her role, Lisa responds that the Membership Committee has a very good, easy to understand system to reach out to members. As a result, volunteers can efficiently carry out the role of ambassador to other members. She contacts a list of members each month and finds that it only takes a small amount of her time to help out on a regular basis. In addition, Lisa

said it is a good way to meet MPIOH members she might otherwise not encounter. Committing to volunteering, according to Lisa, "Is time that you give, which will reward you threefold." She truly believes that relationships she's fostered through volunteering and networking have benefitted her immensely. She admits that, prior to making her commitment to assisting the Membership Committee; she was hesitant to take on a volunteer role due to her busy schedule. However, Lisa asserts that she was pleasantly surprised how little time was required to assist in such an important way. She considers the 20 or 30 minutes she spends on her tasks each month very doable. In the future, Lisa would consider other volunteer roles with MPIOH if she felt she had a skill set that would benefit another committee.

In addition to volunteering with MPIOH, Lisa is an active volunteer with the Make A Wish Foundation, the Franklin County Children Services (as a mentor), and Hilton's Blue Energy Committee. Lisa is also a Board President for YP360, which is a foundation that supports the Columbus Young Professionals Club, for which Lisa is also a Guest Ambassador. When she finds time this season, Lisa "enjoys" winter activities. (She admits that she is really more a "summer person". In the warm weather, she fits in many exciting activities, including running marathons, skydiving, hang gliding and bungee jumping.) Lisa is trying to embrace winter with the same enthusiasm, so she has decided that this year, she will start cross country skiing. (Lisa would like advice from other members on a good place to try this in the state.). She also likes sledding, making snow angels, and downhill skiing. Lisa was excited to win a certificate at the MPIOH Auction to use at the Toboggan Chutes in Strongsville, OH, so she will be visiting that location soon.

Lisa's pleasant volunteer outreach through the Membership Committee, and her willingness to be the "face" of MPIOH to other members, makes her an excellent example of how a small commitment to volunteering can make a big difference to our organization!

✓✓✓ **Have you completed your 2014 MPI Survey?** ✓✓✓

**Please keep an eye on your inbox February 14-28, 2014**

Knowing how to best meet your needs and exceed your expectations is important to your chapter leaders and MPI staff. Sharing your feedback about your MPI experience takes just 15 to 20 minutes.

Out of respect for your time, International and Chapters have collaborated to only issue one satisfaction survey to the membership. We've done this because your feedback is important and enables MPI to improve programs and services to better meet your needs. We will use your input to make adjustments, refine and deliver greater value to you. We thank you in advance for taking the time to complete our survey.

**BECAUSE this survey is so important... when you complete the survey you will be entered to win a \$100 gift card! Our chapter will be offering a \$100 gift card to 2 lucky winners!**

This is very important to the future of the Ohio Chapter, Thank You in advance for your time! -Ohio Chapter Board of Directors



# CLOWNS

## THE ONLY THING SCARIER THAN A BAD EVENT!

Don't worry. MAC has you covered.  
No one is more reliable, no one treats you better  
and no one has a better supply of clown repellent.

NO SIGNAL



Live Events, Live Video, Live Production  
do **LIVE** better

[www.mac-av.com](http://www.mac-av.com) 800.347.2902  
contact us at [sales@mac-av.com](mailto:sales@mac-av.com)

## YOUR SINGLE RESOURCE FOR...

Targeted Lead Generation  
Promotional Products  
Event Signage – Design + Execution  
Print + Online Communications  
Graphic Design

**STEVE KAPUSCINSKI**  
PRESIDENT

[steve@allegracinci.com](mailto:steve@allegracinci.com)  
P: 513.554.1797  
F: 513.554.0343



[www.allegracinci.com](http://www.allegracinci.com)



## Meetings and Events can be Risky Business/The Lawyer Is In with Naomi Angel, ESQ.

### *Cincinnati/Luncheon Meeting - April 16 2014*

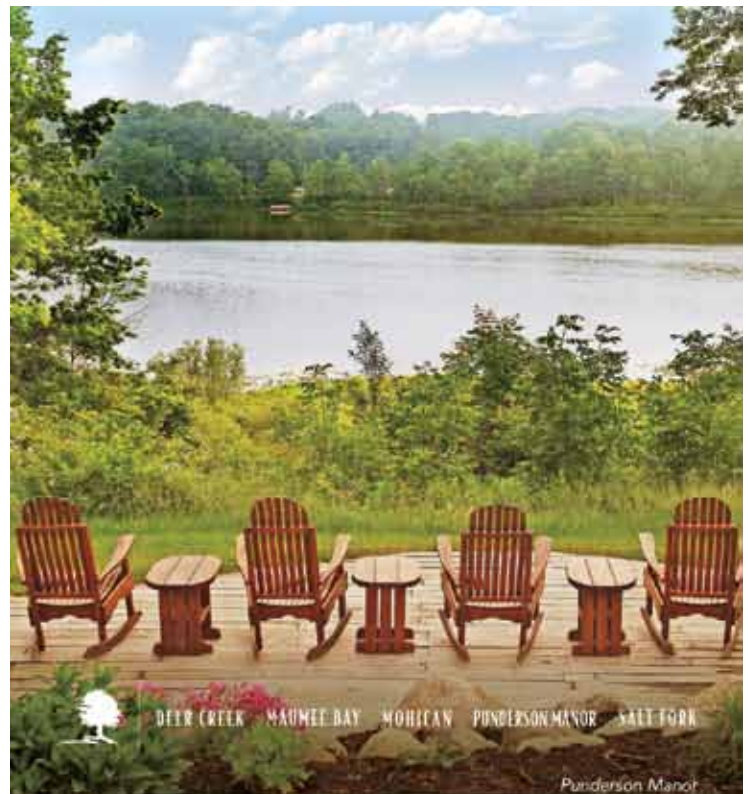
Ever feel that negotiating contracts is like navigating your way through the aisles in a dark movie theater? Worry about the legal feet sticking out that might be in your way and trip you? Join hospitality industry attorney, Naomi Angel, as she explores the vast world of meeting and event contracts, various areas of liability associated with them, and the risk management tools to combat such liability. Topics to be addressed include room and food and beverage attrition fees, cancellation fees, force majeure clauses, liquor liability, labor disputes, construction issues, indemnification, relocation, the Americans with Disabilities Act, and releases/waivers.

Ms. Angel will also dedicate the final segment of her presentation for Q&A with the group, thus the Lawyer will be in for all of your meeting and event planning questions. This lively and informative session is one you won't want to miss!

NOTE: This program has been submitted to the Convention Industry Council. According to their review, this program aligns with CIC International Standards under Domain C: Risk Management.

### **Naomi Angel Esq. - Chicago, IL United States**

Naomi Angel, a partner with Howe & Hutton, Ltd., works with individuals and organizations in the meetings, travel, tourism, and hospitality industries. Additionally, she serves as General Counsel to national and international trade associations and professional societies, providing guidance in the areas of intellectual property, contracts, risk management, business continuity and disaster planning, governance, standards development, certification and accreditation, product liability, antitrust, and international organizational issues. She has extensive commercial litigation experience at state and federal levels and is also a trained mediator. Naomi is a frequently requested speaker for MPI and its chapters, ASAE and its affiliated societies, PCMA, SGMP, ISES, SITE, and other groups in the meetings and hospitality industries. It is our pleasure to have her join us.



**OHIO STATE PARK LODGES**  
AND CONFERENCE CENTERS

**Bonfires to Tee Shots,  
Geocaching to Ziplining**

**HOST YOUR GROUP EVENT AT  
OHIO STATE PARK LODGES**

SCENIC, NATURAL SETTINGS • FLEXIBLE MEETING SPACES  
WIRELESS INTERNET • TEAMBUILDING ACTIVITIES  
UNIQUE FACILITIES WITH LAKE & FOREST VIEWS  
GOLF & OUTDOOR ADVENTURES • FULL-SERVICE DINING

For more information on our five lodge facilities,  
call Dianna Rom, Regional Director of Sales,  
at 877-496-9224 or email [drom@xanterra.com](mailto:drom@xanterra.com).

LEARN MORE AT: [OHIOSTATEPARKLODGES.COM](http://OHIOSTATEPARKLODGES.COM)



## 4 Global Meeting Trends to be on the Lookout for in 2014

American Express Meetings & Events recently published their 76-page report forecasting “Signs of Stability” as we move through 2014. Below are four trends they garnered from in-depth interviews with planners and suppliers around the world. Today’s blog is focused on North American trends. For more information about the rest of the world, please download their entire report.



### **Trend #1: No Increase or Decrease in Overall Meeting Spend and Individual Meeting Budgets.**

*The overall meetings spend predictions are as follows:*

- 37% of the respondents said budgets would stay the same
- 26% stated the budget would decrease by 1-5%
- 25% stated the budget would increase by 1-5%

The only change to this figure is expected to be in the area of interactive technology tool rentals which are expected to allow for easy registration and provide online payment solutions.

*The individual meeting budget predictions are:*

- 41% of the budgets would stay the same
- 29% would decrease 1-5%
- 20% would increase 1-5%

### **Trend #2: Large Cities Rule.**

*According to survey participants:*

- 74% primarily book their meetings in large city locations
- 19% primarily book in second-tier cities and
- 7% primarily book in resorts or suburban areas

*According to Cvent, the 10 cities with the most meeting and event activity are the following (in descending order),*

- |              |                   |
|--------------|-------------------|
| 1. Orlando   | 6. New York       |
| 2. Chicago   | 7. Washington, DC |
| 3. Las Vegas | 8. Dallas         |
| 4. Atlanta   | 9. Miami          |
| 5. San Diego | 10. Phoenix       |

The interesting thing about this data is seven cities are in the south with two of them being in Florida.

### **Trend #3: Lead Times for Meetings are going to Get Slightly Shorter.**

*Here is what participants shared:*

- 42% said lead times would stay the same
- 18% said lead times would decrease by 1-5%
- 16% said lead times would decrease by 6-10%

With most lead times already being 60 days or shorter, this is not a good indicator. When considering all the factors that go into planning a meeting — space, food, speakers and renting audio visual equipment — shorter is not always better. Ironically, short lead times can cause budget increases due to limited supplier inventory at your desired location.

### **Trend #4: Use of Social Media will Increase.**

This is no surprise, but in North America, social media use is expected to increase by 4% over last year. According to a May 2013 Pew Research report, 72% of US Adults are on at least one social channel. And according to Google, 55% of social users are updating their status on their smartphones.

So don't fight social any longer because it is here to stay! And to better prepare for it, rent iPads and have a Wi-Fi network array rental unit available to provide attendees with social and the bandwidth to make postings interactive and easy.

“Meeting organizers are looking to utilize social media tools to create higher quality and more engaging programs that better meet the needs of attendees,” stated Issa Jouaneh, Vice President & General Manager of American Express.

De-de Mulligan, CMM has been an experienced meeting professional since 1993. She has planned, coordinated and executed over 1,600 meetings for groups from 10 to 10,000 individuals. She has been an active blogger in the meetings industry since 2009, and writes 3-7 meeting and event related pieces per week. Mulligan is on the Board of Directors of the MPIOH and the Hudson Clocktower Rotary. She lives and works in Hudson, Ohio and can be reached at [dede@mulliganmanagementgroup.com](mailto:dede@mulliganmanagementgroup.com) or @DedeMulligan.



# Congratulations to the Latest Class of CMPs

The Convention Industry Council (CIC) announced the individuals who passed the 3rd and 4th quarter CMP examinations, of which 7 were MPI Ohio Members! Congratulations to:

**Lillian Erickson – Great Wolf Lodge**

**Carmen Shannon – JPMorgan Chase**

**Amanda Smith Rasnick – Lake Erie Shores & Islands**

**Valerie Eyssen – Thommen Medical**

**Whitney Harrington – Assurex Global**

**Shana Richards – Mettler Toledo**

**Rebecca Salsbury – Teradata Corp**

This distinguished credential, recognized throughout the meetings, conventions, and exhibitions industry, demonstrates an individual's comprehensive knowledge of meeting management as well as a commitment to the profession.

Established in 1985, the mission of the CMP program is to elevate and enhance the professionalism of the meetings, conventions, exhibitions and events industry and the dedicated individuals who are responsible for meeting management.

Obtaining the CMP designation is a two-part process consisting of an application and a written examination, administered and monitored by an independent testing agency. Eligibility to take the examination is based on an extensive review of professional qualifications - candidates must have at least three years of employment in the meetings industry, and demonstrate responsibility and accountability for successful meetings. Additionally each applicant must have completed a minimum of 25 hours of industry specific continuing education or a meeting management internship. The comprehensive written examination tests knowledge of all functions of meeting management.

The next North American CMP exams are scheduled for January 23-February 1st, May 8-17th, August 7-16th and November 6-15th, 2014. Additional information on the CMP process and the MPI Ohio Study Group and Boot Camp can be found online at [www.mpioh.org](http://www.mpioh.org).



## *Our only success is yours.*

At Great Wolf Lodge® and Conference Center, you'll always find competitive room rates, full-service catering options, and configurable meeting space with integrated audio visual solutions.

But our true difference is that with us, you'll partner with a team that will collaborate with you on every detail. A team fully vested in the complete success of your meeting or event.

- Located just 20 minutes northeast of downtown Cincinnati
- 25,000 sq. ft. of flexible meeting space
- 15 separate and configurable meeting rooms
- Full-service catering options
- 401 spacious guest suites

*Start the conversation at 513.459.8885 ext. 557  
or [masongroupsales@greatwolf.com](mailto:masongroupsales@greatwolf.com).*

[greatwolf.com/meetings](http://greatwolf.com/meetings)  
2501 Great Wolf Drive • Mason, OH 45040

**GREAT WOLF LODGE.**  
GROUPS & MEETINGS  
*Plan on it.*



# Welcome to Our New Members!



Rick Bethea CASE  
Sonesta Resort Hilton Head Island  
Phone: 843-815-4114  
Email: rbethea@sonesta.com

Staci Headings  
Hampton Inn & Suites Columbus Polaris  
Phone: 614-885-8400  
Email: sheadings@buffalolodging.com

Jennifer Ollinger  
Detroit Metro Convention & Visitors Bureau  
Phone: 313-202-1846  
Email: jollinger@meetdetroit.com

Debbie Bugezia  
Kettering Health Network  
Phone: 937-458-4152  
Email: debbie.bugezia@khnnetwork.org

Ashley Kelly  
Booz Allen Hamilton  
Phone: 937-623-0023  
Email: ak158383@yahoo.com

Nancy Plassman  
Winding Hollow  
Phone: 740-815-5531  
Email: nancyp@windinghollow.com

Anne Colinan Dufort CMP MTA  
L Brands, Inc.  
Phone: 614-577-6085  
Email: adufort@lb.com

Lauren Mach CTA  
Franklin Park Conservatory  
Phone: 614-715-8110  
Email: lmach@fpconservatory.org

Emily Schreiber  
Phone: 609-921-6875  
Email: emilyschreiber3@gmail.com

Jennifer Fay  
Cincinnati Airport Marriott  
Email: jennifer.neltner-fay@marriott.com

Sara McKay  
Hard Rock Cafe Cleveland  
Phone: 216-344-3859  
Email: cleveland\_sales@hardrock.com

Jeffrey Smigelski CMP  
CWT Meetings & Events  
Phone: 216-524-0328  
Email: jsmigelski@carlsonwagonlit.com

Nick Harper  
Bartha  
Phone: 614-643-2539  
Email: nharper@bartha.com

Camelia Mesek  
Emirates  
Email: camelia.mesek@emirates.com

Lauren Southwood  
Butler County Visitors Bureau  
Phone: 513-860-4194 ext.111  
Email: lsouthwood@gettothebc.com



## *Renovations that put you lengths ahead*

Meet the world's dynamic demands with a touch of Lexington charm. Our renovated lobby and atrium, coming spring 2014, will provide the flexibility you need and the sophistication you deserve. You'll enjoy bluegrass hospitality right from the start. Guests will love the ability to have private meetings and events on demand in our reimaged atrium. Gather in the new Marriott Greatroom or refreshed JW's Steakhouse to meet with colleagues, grab a bite, sip cocktails and enjoy some of the best bourbon Kentucky has to offer.

To book a meeting or event, contact your Account Executive or call the hotel directly at (859) 231-5100.

GRIFFIN GATE MARRIOTT  
RESORT & SPA  
1800 Newtown Pike  
Lexington, Kentucky 40511  
GriffinGateMarriott.com



## Mark Your Calendar!

### **MARCH 2-4, 2014**

MidAmerica Conference  
Hyatt Regency Columbus  
Columbus, Ohio

### **APRIL 9, 2014**

REACH Meeting  
Toledo/Lima, Ohio

### **APRIL 9, 2014**

REACH Meeting  
Columbus, Ohio

### **APRIL 16, 2014**

Chapter Meeting  
Cincinnati, Ohio

### **APRIL 30, 2014**

REACH Meeting  
Independence, Ohio  
DoubleTree by Hilton Independence



## CMP Spring Study Group and Testing Information

Spring Study Group:

March 11th-April 29th. Tuesdays at Quest Conference Center 6-9pm

Bootcamp:

May 3rd – 9am-3pm. Quest Conference Center

Exam Dates:

May 8-17th (Registration Feb 20-March 14th)

Aug 7-16 (Registration May 27-June 10th)

For more information regarding the exam and application process please go to [www.conventionindustry.org](http://www.conventionindustry.org)

## 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 Angie Gasaway, Director of Strategic Partnerships, to secure your date at [agasaway@helmsbriscoe.com](mailto:agasaway@helmsbriscoe.com), 614-205-8998.

## Social Media Update



If you have not “liked” our Facebook Page at “MPI Ohio Chapter,” then you are missing some great information. To stay in the loop, be sure to “LIKE” “MPI Ohio Chapter.”



Like 140 characters or less? We do too! Be sure to follow @MPIOH



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!



# Meeting

success in any season



At Grand Traverse Resort and Spa, your meeting or event comes to life with a backdrop of 900 acres of rolling greens, woodlands, and beach, surrounded by orchards, vineyards, and the beautiful blue waters of Lake Michigan. It's the surprising destination that has it all: expansive meeting space, exceptional golf, exciting group activities, delicious food and drink - and a staff that excels at successful meetings.

800-748-0303 | [grandtraverseresort.com](http://grandtraverseresort.com)

Owned & Operated by the Grand Traverse Band of Ottawa & Chippewa Indians



Watch  
Barefoot TV



Request our  
magazine



Friend us  
online