

MEETING PROFESSIONALS INTERNATIONAL

DEFINE



THE OFFICIAL NEWSLETTER OF MEETING PROFESSIONALS INTERNATIONAL OHIO CHAPTER

JAN — MAR 2019

THE AUTHENTICITY ISSUE

KEEP IT REAL!

What's Inside:

Board of Directors

President's Column:
Authentic MPI
Participation

May Chapter Meeting
Speaker: Julia Spangler's
Quick Tip

June Recognition Event:
Miss it and you'll miss a
lot!

A Culture of Authenticity:
How to be genuine and
actually use that as an
advantage

We're All Selling
Something, So Overcome
The Fear of Selling

MPI Member Spotlights

CMP

Big Things Are Coming:
Mark Your Calendar

Welcome New Members

The Official Newsletter of MPI Ohio Chapter

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OPEN

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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

Quinn McMurtry
Sales & Marketing Director for MAC Productions



Dear MPI Ohio...

I sincerely hope you enjoy this edition of DEFINE. Pete Honsberger, our VP of Communications, makes a genuine effort to produce a magazine that is worthy of our chapter and our industry.

The production of DEFINE involves multiple people who graphically design the layout, sell the advertisement, coordinate the printing and most importantly – write the articles. This issue of DEFINE is focused on a singular theme – Authenticity. As meeting and event professionals authenticity is vital to our industry and our personal relationships. If we are not authentic in who we are and what we do – our industry would be in jeopardy. So just like our industry, everything with MPI Ohio is authentic. I speak for the Board and for everyone at Global, we strive to be informative, industry focused and totally genuine to our membership. DEFINE is a big part of our service and commitment to authentically be your MPI Ohio Chapter.

Your MPI Ohio board strives to offer you, our members, the very best in education and networking opportunities. As the premiere association for the meetings and events industry, our mission is to “authentically” and positively influence your career and personal journey. However, to authentically deliver, we need you to authentically participate.

As a member of MPI Ohio, authentically participating can take on many forms. However – your involvement and active participation is KEY. So once again, we welcome everyone to get involved and to participate in YOUR chapter. Not just show up to a meeting – but to authentically participate with your thoughts, words and deeds. So the next time you join us for a chapter meeting, read our social media messaging or notice our email communications – we ask that you reach back to us! Reach back and tell us and show us – who you are, what you need and how MPI Ohio can help and we will find a way for you to participate.

And in the meantime, I encourage you to consider the following ways to authentically participate in your chapter:

- Join a committee and get involved
- Nominate colleagues for awards or consider asking someone to consider nominating you
- Apply for a Board position
- Write articles for DEFINE – share your knowledge and help market yourself
- Ask to attend a MPIOH Board Meeting

All of our members are encouraged to witness MPI Ohio in the most authentic way possible. Opportunities are many and the rewards can be tremendous. So start slow and build up to it or dive right in – no matter what, you will be welcomed with open arms.

A handwritten signature in black ink that reads "Quinn McMurtry".

Sincerely,

Quinn McMurtry, MPI Ohio Chapter President

Cut Buffet Waste with Smaller Plates & Serving Utensils



By Julia Spangler
(May 2019 Chapter Meeting Speaker)

If you're a food lover like me, you probably get excited when you see a buffet at an event you're attending. So many things to try! And you get seconds of the foods you like! Talk about living the dream!

Unfortunately, buffet enthusiasm can lead to a lot of wasted food. I've definitely fallen victim to my eyes being bigger than my stomach, even as someone who's hyper-conscious about food waste. In an "all you can eat" setup, it's easy for attendees to accidentally serve themselves more than they can eat.

So how do you provide an enjoyable buffet experience while also preventing food waste?

Quick Tip:

Use smaller plates and serving utensils at buffets to prevent guests from over-serving themselves.

With less real estate on their plates to fill up, guests will serve themselves less food. And smaller spoons, scoops, or other serving utensils will help guests serve more reasonable portions.

Americans in particular have gotten used to giant plates being the norm when eating out, without realizing that restaurant plates are much bigger than the plates they probably use at home in their own kitchens.

Do you typically use 10-inch plates at your buffets? Try an 8- or 9-inch plate instead. If you have multiple stations each with their own plates, those plates can be even smaller, since they won't be holding every component of the meal.

Another added benefit of guests not over-serving themselves is that they're less likely to be full and sluggish for their next session. Using portion-wise buffet practices not only cuts food waste, but it helps your guests get the most out of your event as well.

Get wise about food waste. I offer consulting for caterers and event venues about reducing food waste and winning new business with green services.

Learn more about Julia and her work at www.juliaspangler.com

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June Recognition Event

IF YOU MISS IT, YOU'LL MISS A LOT!

Once a year, the MPI Ohio Community comes together to recognize the outstanding work and ambassadorship of its members. Exciting conversation is had, efforts are rewarded, food/drinks are plentiful, and networking fills the room.

* * *

Registration is open at
www.mpiweb.org/ohio

* * *

CLEAR YOUR SCHEDULE AND MARK YOUR CALENDARS FOR JUNE 5, 2019, AS THE RECOGNITION EVENT TAKES OVER COLUMBUS. For the uninitiated, Chapter leaders and members submit nominations for their peers to get a small slice of the appreciation that they truly deserve.

Where: Embassy Suites by Hilton Dublin Columbus (5100 Upper Metro Place, Dublin, Ohio, 43017)
When: June 5, 2019
Who: MPI Ohio's finest!

Order of Events:

2:00pm - 2:30pm: Registration & Networking
2:30pm - 3:30pm: Education Program with speaker **Charles Ryan Minton**
3:30pm - 4:15pm: Awards Programs
4:15pm - 5:30pm: Networking, Drinks & Appetizers

Among the achievements and praise-worthy characteristics of winners are:

- Professional/Career Experience and Accomplishments
- Leadership in MPI & Ohio Chapter Service
- MPI International Service (state, regional, national, or international level)
- Meeting Industry Professional Accomplishments
- Active membership in other industry organizations: PCMA, ASAE/OSAE...



And the best news is that you don't have to wait any longer. Please go online to register.
We can't wait to see you there!!!

A Culture of Authenticity:

HOW TO BE GENUINE AND ACTUALLY USE THAT AS AN ADVANTAGE



By Pete Honsberger, Lead Facilitator, CultureShoc LLC.

In January, and then again in March of this year, I had the honor of facilitating sessions at a conference for the Wounded Warrior Project. These Warrior Leaders and Peer Support Group

Leaders were all military veterans who were giving back to their veteran communities by hosting events and support groups on a regular basis.

Among their challenges is to engage their local veterans to attend events, participate at the events, recruit others to attend events, and ideally become ambassadors that pay forward the support they received to others.

So, my task with the group was to equip them with activities, energizers, conversation-starters, and any other tools to help them build trust with the veterans both at their events and who may consider attending their events. Their ultimate goal is to provide support to as many fellow veterans as possible through a number of different WWP resources.

And as one of the only non-veterans in the rooms full of 60+ people, I had to build their trust quickly. The way I went about this was almost the same as the content I provided to them for their own events.

1. Get Vulnerable – As Patrick Lencioni writes in *The Five Dysfunctions of a Team*, vulnerability-based trust is the foundation of high performing teams, and such trust drives the type of results that a team really wants. With WWP, the first thing I offered was a pair of activities that encouraged the audience to show a tiny bit of vulnerability in a fun, non-threatening way. We talked about Unique Facts about each of the attendees, had them share their “common ground” with members at their tables, and even got into some lightly embarrassing moments. Of course, I had to get vulnerable alongside them, sharing my answers as an example. This

helped me let them know that I wasn’t here as a know-it-all, and that I wasn’t going to ask them to do anything that I wouldn’t do myself.

2. Show Empathy – Similar to how they want to connect and relate to their fellow veterans at events, I needed to connect with them and demonstrate that I was actively trying to understand—even though, as I willingly admitted, I’ll never fully understand what they’ve been through. The acknowledgment that, while we all have unique experiences, someone is willing to put in the work to learn more about your perspective is a powerful trust-builder in a relationship or even in a single interaction.



3. Share Experience Before Advice – As I posed the following question to the group, I reflected on it myself: “How many of you have been given advice that you didn’t ask for, and you didn’t even want?” The reply was a unanimous YES, because we’ve all been on the receiving (and probably the giving) end of this unsolicited advice. Most of us don’t want others telling us what to do when they haven’t been in our

specific shoes. However, those same people may have life experience that they've lived, seen or heard about that can be helpful. The way this is shared with others is KEY. If we position our experiences as ideas that we've seen help certain situations, that's a much more palatable message than telling a stranger, an acquaintance, or even a close friend, "Here's what you SHOULD do."

4. Find Solutions Together — One of my favorite questions to ask clients is, "So how do we solve this?" It tends to be a lot more common to discuss our issues/problems than to discuss solutions. Of course, sometimes it's helpful to vent. But in a business or meeting setting, we don't (or shouldn't) have time for complaining sessions where issues are discussed until they are beat into the ground. In just about any case, we strongly recommend giving each person in a conversation ONE opportunity to state an issue, before we shift into the direction of solving the issue. In WWP's case, if their fellow warriors don't like the venues where they hold events, then they can have influence into the location of a

future event. If they feel that the food, the programming, the speakers, the timing, the agenda, or any other parts of their meetings/events can use improving, their leaders can empower them to help create those solutions, together. I know I always prefer the opportunity to help find a solution if something is bothering me, or even if I see a chance to improve something that is already positive.

Overall, the group walked away with individual resources and many made commitments to incorporate one or more of the activities into their future events.

And if you want to do the same with your meetings, professional relationships, sales prospects, or company-wide, those four steps above will give you a major advantage in the process.

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WE'RE ALL SELLING SOMETHING, SO OVERCOME THE FEAR OF SELLING

By Jason Zook, co-founder of Wandering Aimfully



To overcome your fear of selling learn from your experience. Don't get too distracted by all the options and all the money-making potential.

Selling is not reserved for “salespeople.” We are all salesmen and saleswomen. It's time to overcome your fear of selling.

People who sell things come in all shapes, sizes, and varieties. You've probably purchased something from one of them in the past hour/day/week (without thinking you were buying from a salesman/woman).

Every time you spend a dollar, it's because someone convinced you that you needed to buy that thing.

Unless it's food. Then you don't need convincing because that's just survival. Well, maybe not donuts? Actually, yes. Donuts = Survival.

What It Takes To Overcome The Fear Of Selling

The very first thing you need to do (and that I learned the hard way) is to stop letting your assumptions drive your decisions. Thinking these thoughts is not going to help you and most are completely fabricated by our brains:

- “People are going to think I'm selling out.”
- “What if someone doesn't think I'm a good person once I start asking for money?”
- “What if I put something up for sale and no one buys it and I look like a complete fraud?”

These are things we've all thought. They are also all assumptions until they actually happen. (Which means they're usually false.)

Acknowledge your assumptions but don't let them dictate your decisions.

Assumptions suck and can derail your future success if you let them. So guess what? Don't let them! Acknowledge your assumptions, write them down if you want to get them out of your head, and then move on. Want to feel empowered over your assumptions? Write them down on paper and then burn that paper! (Just, you know, burn it in a safe place.)

We assume we know what it means to sell, and as a result, we never bother to learn what it actually means. What's worse, we fail to differentiate it from selling out. The two are very different.

Selling out is getting paid for doing something you don't enjoy.

If you work at a dead end 9-5 job and hate your boss, you're a sellout. If you feel like you're asking people to pay for a product you don't believe in, you're a sellout. If you get paid to smuggle rare Indonesian birds, you're a sellout. (This one might not apply now that I think about it; however, still bad.)

But if you're selling something you believe in? If you're offering a product, service, or opportunity you've created and want others to be helped by? That's not selling out. That's just selling. And that's your job.

So let's talk about doing your job.

3 realistic selling schedules that can help you sell more with less stress

There are so many ways you can sell something, especially online. It's incredibly helpful to pick a selling schedule that works for you. Here are some that have worked for me, currently and in the past.

1. Reduce your fear of selling by doing open-and-closed launches

Sell something for a certain amount of time (say, one week), and then “close the cart.” Assess how things went, especially if it's a new product or your first time selling. Having an open-

and-closed launch (annually or on any other schedule) can create urgency and scarcity for your customers while allowing you to maintain a nice work-life balance: busy during launch, and then off enjoying your life the rest of the time. Selling via open-and-closed launches is also great because it puts you in control of when you need to spend time being in the selling mindset. No one wants to be selling all the time (sorry Alec Baldwin).

2. Have evergreen products that can sell year-round

Evergreen products are great in theory, but I caution you with this option. While the idea of a set-it-and-forget-it sales schedule is wonderful to think about, it 99% of the time requires ongoing attention and effort. If you want to have your product or service for sale all the time, that's a perfectly fine option. Just know that you'll most likely need to do quarterly promotions or mini-launches throughout the year to see a spike in sales. But hey, you get to control those spikes, so that's a good thing!

3. Or... don't follow a specific schedule of any kind

Ahh, the anti-schedule! Create a sales cycle on your calendar that gives you something to stick to and look forward to. I tend to loosely plan out my product launches 3-6 months in advance. These can be put on the calendar and moved around as you see fit. But doing the initial planning will help you have some semblance of an idea of what's on your sales plate (which is obviously made of very expensive and ancient materials).

No matter what sales schedule you decide to use, you can always change it. You can always mix things up and learn from your experiences. The most important part is that you sell and give people the opportunity to put money in your bank account for the thing you are creating.

Read the rest of the article at www.wanderingaimfully.com/fear-of-selling

Wandering Aimfully is a membership community designed to help independent creatives like you earn more so you can live more. Find out more at www.wanderingaimfully.com

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MEMBER SPOTLIGHT

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!



FRAN BROWN
KALAHARI RESORTS & CONVENTIONS CENTERS

fbrown@kalahariresorts.com

Direct: 419-433-3661

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? God is number #1, my husband, my family and my friends

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? Kalahari Resorts & Conventions Centers – Ohio Senior Sales Manager

WHAT IS THE BEST THING ABOUT YOUR JOB? I love the variety. Every day is different and I get to interact with such varied groups/people. It means I am always learning, growing and representing. I absolutely love seeing clients first visit and their smiles when they walk in the door. Truly a beyond expectations experience!

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Strategic Prospecting Skills, Active Listening/ Communications, Making a personal connection with my clients

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

Working in the Meeting Industry can be both physically and mentally demanding. It requires a lot of communication between customers, staff and management, and without it, the whole ship can sink. Because it is such a fast paced environment, everything needs to be running to schedule at all moments of the timeline. In order to ensure this, effective oral and written communication must be executed at all facets of the operations. To succeed in this industry, your ability to effectively communicate will be relied on time and time again.

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

The ability to read people's mind or be in two places at one time, both would save a lot of time and make life easier.



CHANDLER COWLEY
KALAHARI RESORTS & CONVENTIONS

<https://www.linkedin.com/in/chandler-cowley-b3ab01b/>

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? My Family, Friends & Kind People

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? Kalahari Resorts & Conventions in Sandusky, Ohio. I am a Sales Manager.

WHAT IS THE BEST THING ABOUT YOUR JOB? Creating memorable experiences and events for our clients.

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Communication, Active Listening, Relationship Management

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

It's OK to make mistakes. Mistakes help shape who we are, and make us better! And hey, chances are...once you make a mistake, you won't make it again! We are ALL human!

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

I would love my super-power to be a mindreader. I would love to know exactly what our clients needs are BEFORE they even know what their needs are!



LEAH DAVIS
HAMPTON INN & SUITES
COLUMBUS-DOWNTOWN

Leah.Davis@Hilton.com

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? I have so many people in my life to be thankful for, and who I consider most important. My children, my parents, in-laws, and my close circle of friends that my children look at as family.

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? I work for the Hampton Inn & Suites Columbus-Downtown, which is an Indus Hotels property – a local hotel management company. I am a corporate group sales and business travel manager.

WHAT IS THE BEST THING ABOUT YOUR JOB? One thing I love is that I get to be part of the incredible growth and development that is happening in the Short North & Downtown neighborhoods. It has been really fun being able to use my knowledge of the neighborhoods to help clients have memorable experiences and collaborations with local experiential businesses. It is important to me that I have a great team that makes coming to work fun, and I am proud to represent the property.

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Communication, Listening, and Relationship Building. It is important to me that I am able to communicate, not only efficiently with my client, but clearly and succinctly with my team to ensure that client needs are met. I don't believe that you can have successful communication without also having good listening skills; there is too much room for error and misunderstandings otherwise. Building relationships is the cornerstone of what I do and why we are all here. As a natural introvert, I have grown so much over the years and am proud that I have honed the ability to build relationships, but also to nurture them.

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

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER?
I guess good old telepathy would be a useful super power as any to have for my line of work. Telepathy takes all of the guess work out of differing communication styles.

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DANIELLE DOBKINS
EMBASSY SUITES BY HILTON
– COLUMBUS/DUBLIN

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? I have a brand new husband who makes life so much fun. Also, my mom and my 2 sisters are always my corner.

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? I am the Corporate Sales Manager at Embassy Suites by Hilton – Columbus/Dublin.

WHAT IS THE BEST THING ABOUT YOUR JOB? Our Sales Team is a very close group and we have some much fun together. The work-life balance this job offers is also a huge benefit that I'm really enjoying.

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Prospecting skills, listening skills, and excellent follow-up/follow-through skills

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

Networking in the industry is key. I have gotten access to jobs due to networking and that's really changed the direction of my career and has allowed me opportunities I'm not sure I would have otherwise.

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

I would love to have the power to know what people are thinking. We get a lot of RFPs and you never get the opportunity to speak directly to the client. If I was able to know what they were thinking I might be able to fill out my responses better in order to win more business.



ANN OVERFIELD
CROWNE PLAZA COLUMBUS/
DUBLIN

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ann.overfield@thewitnessgroup.com

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? I am big on family! My husband Shannon and I have been married for 10 years and we have 2 daughters, Mylann 10 and Laylann 7. Also, 2 mastiff pups Parker and Evie.

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? Crowne Plaza Columbus/Dublin as the Director of Sales

WHAT IS THE BEST THING ABOUT YOUR JOB? Working with my dedicated sales team and watching them grow into great Sales Managers and leaders.

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

Communication, Organization and being a team player.

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

Explore everything within the Industry to find where you fit the best! This also helps to build your knowledge of different departments which is a great tool when growing your career.

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER? If I could read everyone's mind!

JANICE PRICE
HOLIDAY INN & SUITES
CINCINNATI-EASTGATE

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WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? My family. I have two married daughters, 4 grandchildren and a partner of 20+ years.

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? I work at Holiday Inn & Suites Cincinnati-Eastgate as their Sales Manager

WHAT IS THE BEST THING ABOUT YOUR JOB? Meeting new people and that no one day is the same as the previous day.

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Organization, time management and prospecting skills.

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

I was taught early in my career to listen. Slow down, take notes and listen to what the client's needs are and not assume what I think their needs are going to be.

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

It would be to be mind reading or click my fingers so I could be somewhere instantly or have a project completed.



TERRIA SAUNDERS BELOVED ONES INC.

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WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? My husband Aaron and our two daughters – my entire extended family and friends too, of course.

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? I am the Owner and Lead Planner of Beloved Ones Inc. Events – Also I am the Financial Service Associate part time of Navy Federal Credit Union.

WHAT IS THE BEST THING ABOUT YOUR JOB? The best part about of running my company is building relationships that of with vendors and as well as clients. I enjoy making an impact in other businesses lives and seeing their dream, vision or plan come to life by exceeding their expectations from concept to execution. Being a Financial Service Associate part time is also rewarding because I am able to meet people, impact their lives through their finances and be a beacon of

light to them and their families military and civilian.

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Logistical skills, listening skills, and organizational skills.

WHAT ONE PIECE OF ADVICE WOULD YOU GIVE TO SOMEONE BEGINNING THEIR CAREER IN THE MEETING INDUSTRY? I would say know your market, study it and make sure your passionate enough to do it effortlessly.

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER? I would say my heart for people and the fact that I go the extra mile to make sure my clients and also Navy Federal members feel valued and walk away stress free.



www.innatonu.com



THE INN AT ONU is the right choice for your next business function. The Inn offers state-of-the-art technology such as 80" touch screen interactive displays that allow users to interact with and write on the displays, integrated audio and a webcam in the boardroom. We have flexible meeting and banquet space. Our **full-service hotel** is located on a vibrant 300-acre campus featuring art exhibits, athletic events, lecture series and performing arts. We are proud to offer eco-friendly options: paperless, plastic free and energy efficient.

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866.713.4513 • 419.772.2500





RACHEL STUART
EMBASSY SUITES
COLUMBUS DUBLIN -
AIMBRIDGE HOSPITALITY

rachel.stuart@hilton.com
www.linkedin.com/in/rachelstuart

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? My family. My husband and two children (Olivia 9yrs and Max 7yrs). We have coined the term "Stuart Experiences" and we enjoy traveling and experiencing as much as we can as a family.

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? I am an Area Director of Sales for Aimbridge Hospitality. In this role, I am the full-time Director of Sales at the Embassy Suites Columbus Dublin. I also provide sales support for the teams at the Homewood Suites Columbus Dublin and the Country Inn & Suites Columbus Airport.

WHAT IS THE BEST THING ABOUT YOUR JOB? Working with sales teams to help them achieve both their professional and personal goals. It is very satisfying for me to watch a sales manager take on a new role or responsibility and excel. I love being part of that experience.

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Listening, hands on (working side-by-side with both sales and operations), and staying organized.

WHAT ONE PIECE OF ADVICE WOULD YOU GIVE TO SOMEONE BEGINNING THEIR CAREER IN THE MEETING INDUSTRY? Try everything! Explore all areas of the hospitality/meeting industry until you find the career that is best fit for you. That might mean stepping down or back a few times to try something new or grow your career.

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER? To read people's minds. Communication is very important and at times can be challenging. I would love to be able to read people's minds so that I can understand exactly what they need.



JILL TEUBL
MEDINA COUNTY CONVENTION
AND VISITORS BUREAU

jill@visitmedinacounty.com
800-860-2943

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? My family and fur-babies!

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? I am the Sales Coordinator for the Medina County Convention and Visitors Bureau. In addition to reaching out to the small meetings market, I share information on social media outlets.

WHAT IS THE BEST THING ABOUT YOUR JOB? I absolutely love Medina County and it is a privilege to share all we have to offer with meeting planners. Being able to assist planners find the perfection location is rewarding.

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Utilizing professional connections, open communication, and follow through.

WHAT ONE PIECE OF ADVICE WOULD YOU GIVE TO SOMEONE BEGINNING THEIR CAREER IN THE MEETING INDUSTRY? Be sure to prioritize your needs/wants and convey them to everyone you work with so they understand what you expect...no surprises.

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER? I would love to be able to read people's minds.





CHLOE WADE
IMPROVEIT! HOME REMODELING

Cwade@improveitusa.com
937-510-7744

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? My parents, sister, and my bestfriend and roommate. Their support and guidance helps me in everything I do!

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? I am the Marketing Trade Show and Events Coordinator for Improveit! Home Remodeling.

WHAT IS THE BEST THING ABOUT YOUR JOB? My team! Also, that everyday is not the same.

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Strict attention to detail, problem solving, creative set design.

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

Be prepared to work hard but to love every minute of it. Your end event is worth it. Be willing to talk to anyone. You never know who could end up helping you down the road.

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER? If I could teleport! That would make set ups go much faster!



TREY WEAVER
CARDINAL HEALTH

trey.weaver@cardinalhealth.com
614-757-3657

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? The amazing friends I've made over the years, both here in Ohio and all over.

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? I am a Sr. Planner for Meetings and Events at Cardinal Health.

WHAT IS THE BEST THING ABOUT YOUR JOB? Working with an incredibly supportive team who are all passionate about the events we produce. There's no lack of creativity, collaboration, and commitment to our work, and it's an amazing environment in which to be a part.

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Creativity, attention to detail, and having fun (it's a skill!)

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

Communicate, communicate, communicate. That will make or break your event. Communicate everything going on, with your stake holders, teammates, vendors/suppliers, customers/attendees, your pets, everyone.

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER? Ability to slow/stop time... we can always use more time!

INEZ WEISHEIMER FINLEY
SELECT SIRES INC.

ifinley@selectsires.com | 614-733-3407
Facebook: Inez Finley | Twitter @iwfinley

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? My family – my husband and our full family.

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? I am the Executive Assistant to the President & CEO of Select Sires Inc.

WHAT IS THE BEST THING ABOUT YOUR JOB? Helping people! I work as an extension of my boss – fielding issues on his behalf with his executive team. I coordinate events on behalf of Select Sires and its Board of Directors and I enjoy that immensely.

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Project management; prioritizing activities; listening.

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

Look at your events holistically. See the big picture to map out where you need to go, then drill down to all the small segments that complete the path.

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER? I would be able to see the unanticipated – to know what is going to happen to cause a problem before it happens!



2019 Advertising 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 - Circulation 400-450)

DEFINE NEWSLETTER (3x/year - 1Q/2Q/3Q19) 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 ½" 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/4Q19 DEFINE (1x/year combined issue)				
	MEMBER		NON-MEMBER	
	B&W	Color	B&W	Color
Full page	\$1,200	\$1,500	\$1350	\$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			

DISPLAY AD SPECIFICATIONS	
Ad Type	Dimensions
Full page	8" x 10.5"
Half page (vertical)	3.812" x 10.5"
Half page (horizontal)	8" x 4.875"
Quarter page	3.812" x 5.125"
Business card (Directory only)	3.5" x 2" (B&W ONLY)

General Requirements: Provide high-resolution PDF of ad that is PDF/X-1a:2001 compliant. Export ads using PDF/X-1a:2001 settings with compatibility set to version 1.3. File must contain only one page. DO NOT include crop marks, bleeds or other information beyond the ad size.

Supported Applications: Ad can be created in any application capable of exporting to PDF/X-1a:2001 standards. Adobe InDesign, Illustrator, Photoshop, Quark XPress, CorelDraw, etc. DO NOT create ads in Microsoft Word, Publisher or other word processing programs. Photos and graphics in ads should be 300dpi minimum.

We may require 'native files' if the PDF is not X-1a complaint or has other issues. If this is the case, we will contact you to provide the original files.

Additional charges may apply for ads not adhering to the guidelines above. MPIOH and the publisher cannot be held responsible for reproduction quality if the requirements are not met.

Submitting Ads: Email Files under 5MB to leslie@burgiemediafusion.com. Files greater than 5MB we recommend www.yousendit.com. Create a free YouSendIt account and follow the instructions for uploading/delivering files.

DIGITAL ADVERTISING (Website Banners/Weekly eBlasts – Circulation ~3,000)

WEBSITE BANNERS – NOTE NEW SPECS!

Ad Type	Rate	Specifications
Tier 1	\$1,000/year	300 x 250 pixels
Tier 2	\$750/year	728 x 90 pixels
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.

VIDEO ADVERTISING – NEW FOR 2018-2019!

VIDEO ADVERTISING

Ad Type	Rate	Specifications
Video Advertising	\$2,500/year	Length: 3 minutes or less Includes posting on Social Media sites

Interested in getting your message heard and seen? Have a great video about your property, community or yourself? The new Ohio MPI Video Sponsorship is for you! Every in-face meeting there will be the opportunity to have two videos played – before and after the meeting. Contact us today to find out more about this unique opportunity!

RESERVATIONS

Leslie Klenk | leslie@burgiemediafusion.com | 614.554.6294

SHIPPING

Email ad copy to:

leslie@burgiemediafusion.com

Or mail to:

Burgie MediaFusion | P.O. Box 1124 | Worthington, OH 43085

PAYMENTS

MPIOH | 4010 Executive Park Drive, Suite 100 | Cincinnati, OH 45241 | 513.563.8674

LIABILITY

Liability claims arising from context of ads (text, representation, and illustration) are assumed by advertisers and advertising agencies. The publisher reserves right of refusal of any advertising not in keeping with publisher's standards. Advertising that simulates editorial must have prior approval of publisher and must carry an "Advertisement" line at the top of each ad.

A commitment via email constitutes advertising space is reserved and under contract. An advertising agreement will be issued for formal signatures and payment information by Burgie MediaFusion. If your company procedure to issue an Insertion Order, indicate that to the sales representative so it can be noted in your record.

Should you need to change your insertion, you must notify Burgie MediaFusion no later than the commitment deadline for said issue or your ad will be billed as denoted in the advertising agreement.

MPIOH 2019 PUBLISHING SCHEDULE

Publication	Commitment Deadline	Artwork Deadline
1 st Quarter DEFINE	1/11/2019	1/18/2019
2 nd Quarter DEFINE	4/5/2019	4/12/2019
3 rd Quarter DEFINE	7/5/2019	7/12/2019
Annual Directory/ 4Q19 DEFINE	10/4/2019	10/11/2019

Mark Your Calendar!

MAY 15, 2019 CHAPTER MEETING

Six Steps to a Zero Waste Event
Cincinnati, OH

JUNE 5, 2019 MPIOH ANNUAL RECOGNITION /APPRECIATION EVENT

Embassy Suites Dublin - Columbus, OH

JUNE 15-18, 2019 WORLD EDUCATION CONGRESS (WEC)

Toronto, Canada

AUGUST 21, 2019 ACCOMMODATING PEOPLE WITH DISABILITIES AT MEETINGS AND EVENTS

Buffalo Creek Retreat - Seville, OH

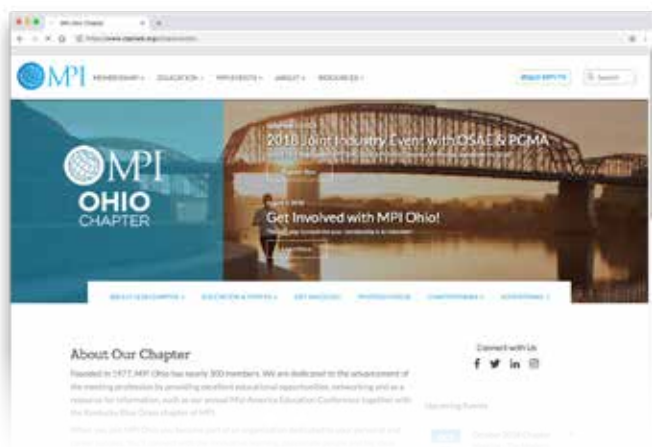
MEETING ATTENDANCE POLICY: All Essential Level members or non-members are limited to no more than two events in one fiscal year and must pay the Essential Level/Non-member rate. MPI Preferred or Premier Level members are welcome to attend all chapter events at the Member Price.

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 Heather Gortz, Director of Strategic Partnerships, to secure your date at heather.gortz@ihg.com or 614-461-2613

Check out our website at:
www.mpioh.org



Congratulations to
MPI of Ohio's newest
Certified Meeting Professionals.

Kate Wagener, CMP
Nationwide Children's Hospital

The Certified Meeting Professional (CMP) program was established with the aim to increase the professionalism of meeting management professionals and suppliers by promoting industry wide standards, identifying industry knowledge and advocating the science of meeting management.

Go to (www.mpioh.org) now and find out how you can get your CMP.

**MAKE YOUR NEXT EVENT
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Get the party started by
contacting rental@rockhall.org | **216.515.8420 • rockhall.com**
1100 Rock and Roll Blvd., Cleveland, OH 44114

Welcome to Our New Members!

Taylor Boone

740-706-2461
tb423014@ohio.edu

Fran Brown

Kalahari Resort & Convention Center
419-433-3661
fbrown@kalahariresorts.com

Chandler Cowley

Kalahari Resorts & Conventions
419-433-3660
ccowley@kalahariresorts.com

Melissa Eppley

Grand Wayne Convention Center
260-426-4100
meppley@grandwayne.com

Inez Finley

614-202-3749
ifinley@selectsires.com

Matt Forsythe

614-582-6270
mf050814@ohio.edu

Kennetha Fox

East West Connection
919-702-4997
NinaLeonardFox@gmail.com

Elizabeth Fricke

Hyatt Regency Cincinnati
540-421-4495
elizabeth.fricke@hyatt.com

Tyler Ganssley

Hilton Hotel
216-413-5000
tyler.ganssley@hilton.com

Angie Gergely

Visit Canton
330-454-1439
angieg@visitcanton.com

Jack Gordon CMP

City Bar Be Que Inc
614-583-0999
jgordon@citybbq.com

Emma Heydlauff

National Association of State Treasurers
202-347-3864
ehydlauff@gmail.com

Jessica James

Bowling Green State University
419-436-2349
jesjame@bgsu.edu

Vianetta Johnson

Visit Norfolk
757-622-2926
vjohnson@visitenorfolktoday.com

Mallory Jones

419-388-0325
mj710116@ohio.edu

Starr Klenotic

330-518-9790
Klenotsa2019@mountunion.edu

Allyson Kuentz

Ohio State University
allyson.kuentz@gmail.com

Tonya McDole

Ashworth College
336-251-2777
Tlkmcdole@gmail.com

Danette Meyer

Procter & Gamble Company
513-313-3060
meyer.de@pg.com

Maria Miller

GIE Media, Inc
216-393-0263
mmiller@gie.net

Erika Molyneux

Cedar Point & Kings Island
erika.molyneux@cedarfair.com

Rachel Newton

Crowne Plaza Dayton
937-229-9361
rnewton@cpdayton.com

Amber Paxson

Renaissance Columbus Westerville-Polaris Hotel
614-948-6465
amber.paxson@concordhotels.com

Heather Powell

Great Wolf Lodge - Mason
513-340-2744
hepowell@greatwolf.com

Madison Smith

304-483-1280
mmsmith4141@gmail.com

Lauren Southwood

Fern Exposition and Event Services
513-333-7060
lsouthwood@fernexpo.com

Samantha Spuhler

330-949-3388
ss758515@ohio.edu

Jill Teubl

Medina County Convention and Visitors Bureau
330-722-5502
jill@visitmedinacounty.com

Amity Wilkin

740-215-8842
wilkinamity@gmail.com

Lance Woodworth

Destination Toledo
904-903-1840
Lance@VisitToledo.org

Haley Yeager

Scripps National Spelling Bee, Inc.
513-977-3977
haley.yeager@scripps.com



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!



THE LODGE & CONFERENCE CENTER AT

GENEVASM
ON-THE-LAKE
OHIO'S WINE COUNTRY RESORT



Make meaningful connections at The Lodge at Geneva-on-the-Lake, a picturesque lakefront resort in the heart of Ohio's Wine Country. With more than 8,500 square feet of flexible meeting space, full-service catering, and dedicated sales and conference staff, this inspiring destination is perfect for productive meetings and unforgettable celebrations.

TheLodgeAtGeneva.com | 866.387.9907
Located off I-90 on SR 534 North



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PREMIER 2019 DATES AVAILABLE!

1777 E. Broad St. | Columbus, OH
614.715.8100
eventsales@fpconservatory.org
www.fpconservatory.org