

MEETING PROFESSIONALS INTERNATIONAL

DEFINE

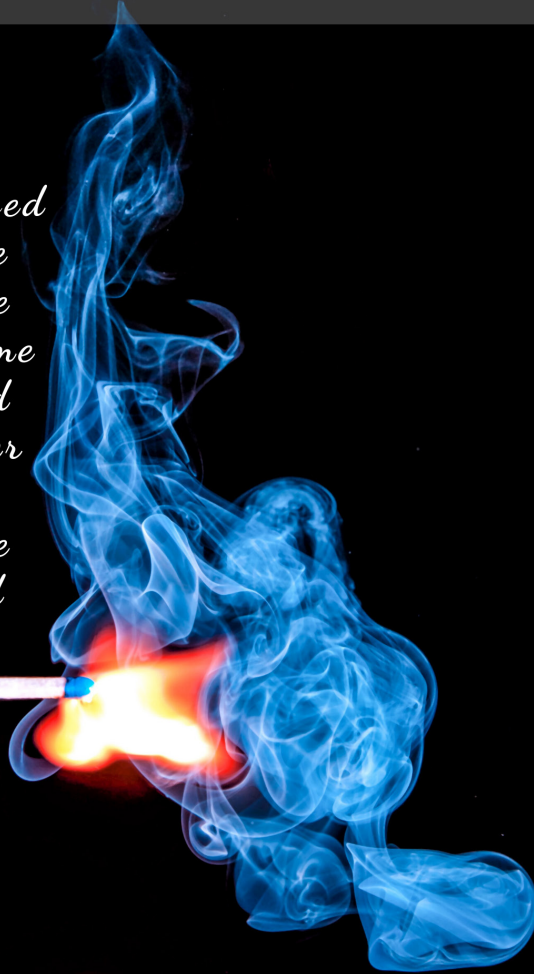


THE OFFICIAL NEWSLETTER OF MEETING PROFESSIONALS INTERNATIONAL OHIO CHAPTER

APR — JUN 2020

SURVIVAL

*I survived
because
the fire
inside me
burned
brighter
than
the fire
around
me.*



What's Inside:

Board of Directors

President's Column:
Abbey Border

The Coronavirus Impact
on a SUPPLIER

The Coronavirus Impact
on a PLANNER

The Coronavirus Impact
on a STUDENT

MAC's a WRAP

My CMM Journey

Work-From-Home
Helpers

Welcome to New
Members

The Official Newsletter of MPI Ohio Chapter

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

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***Due to COVID-19, some contact
information may be different.**

**Login to mpiweb.org to
view current information
in the member directory.**

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

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President's Column

Abbey Border
Sales Manager, Kalahari Resort & Convention Center



Dear MPI Ohio...

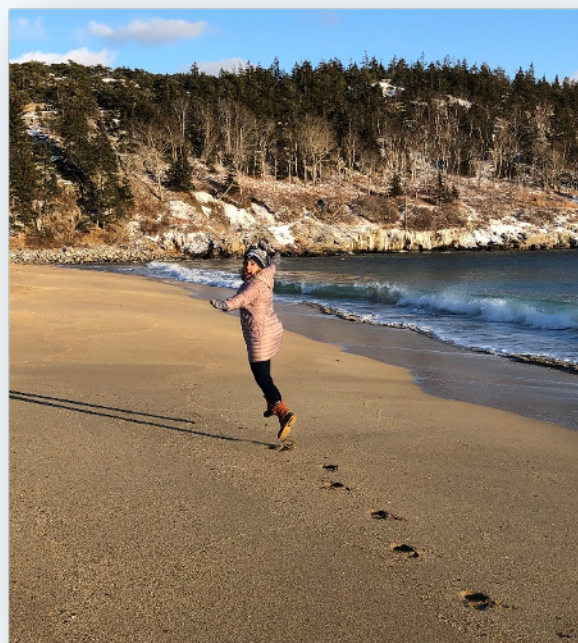
Here we are in Q2 of 2020 already and I am motivated by what our chapter continues to achieve while persevering through uncharted water. This is a time of uncertainty and many of us, myself included, are experiencing temporary and permanent separation from our employer, and need each other more than ever. I want my message to provide you with hope to remind you that we are a community of survivors and we should still take time to reflect on our successes through our purposeful efforts. If you follow us on social media than you know how hard our Communication committee is working to keep you abreast of every changing chapter events and COVID-19 resources, and our DEFINE publication is a result of their labor of love. The Membership committee is working with MPI Global to ensure our members can remain active when it's time for renewal. We understand that your financial situation may be changing so I urge you to email help@mpi.org or call 972.702.3053 to discuss payment alternatives. The Finance committee is comprised of strategic partnerships and special projects whose current game plan entails exploring ways to bring you networking substitutions such as virtual Member Mixers in the coming days. We currently need to distance ourselves physically; however, that does not mean we need to distance ourselves socially. Therefore, our Education committee is in conversation with several of our supplier members in the audiovisual market to pursue ways to stream live so distance learning with our phenomenal speaker lineup will still take place as planned until we are permitted to gather again in person.

I was encouraged to take a leap outside of my comfort zone by joining the MPI Ohio chapter board of directors, and it has been one of my greatest accomplishments professionally. This photo depicts the joy in my heart for each of you as you have inspired me to be a better person during my time as your President. Thank you for granting me the honor of serving you!

“

Yours in hospitality,

Abbey Border



*With ordinary talent
and extraordinary perseverance,
all things are attainable.”*

—Thomas Fowell Buxton

CORONAVIRUS CRISIS

from a Supplier's perspective



Having worked in the events industry for 23 years, I thought I had seen it all. However, executives being heckled, power failures, and talent missing cues are nothing compared to what we are all facing today. Even the events of September 11 and the recession of 2008 pale in comparison.

As a member of a global association of event technology companies, the Colortone Staging & Rentals (CSR) team was alerted to the potential outbreak of COVID-19 (Novel Coronavirus) in January. Partners from across the globe in Asia and Europe had experienced wide-spread cancellations and warned us, “it’s coming your way.” In February, two of our clients hosting major international events (one in Europe and one in the US) “pulled the plug” citing health concerns.

Spring has historically been one of the busiest times in the event industry. Corporate America is shaken out of winter doldrums to gather their executives, association conferences are on their way to warm weather destinations to meet, and locally, we are breaking out of hibernation to raise funds and awareness. But as state and federal leaders closed facilities and banned mass gatherings, cancellations mounted up. In the past, I would spend the months of March, April, and May juggling multiple events, constantly on the phone or meeting with clients. Hours were spent refining plans and handling those last-minute emergencies. Our technician teams would be traveling near and far to assist our clients. Not so this year.

For staff safety, my CSR facility closed on March 16th and I was relegated to working from home. Great! Better snacks and an easy commute await. . . until I started sneezing, coughing (make that hacking), and running a fever. My wife, who is a nurse, confined me to the dining room “office” and the bedroom. Our communication became stilted by apprehension, distance, and anxiety. Do I have “it”? Then on March 24, with no business on the horizon due to this pandemic, my coworkers and I were furloughed.

No one really knows what the future holds. It’s certain there will be new realities, but we don’t know what they are. The good news is that I am feeling better and my symptoms are abating every day. My wife and I are actually eating at the same table, albeit significantly farther apart than we ever have before. The sun is shining and I left the house today to take a short walk.

I look forward to our next meeting, whenever that may be. Until then, wash your hands and stay healthy, Ohio!

~Rob Mier

Prior to his furlough Rob was the Director of Sales at Colortone Staging & Rental in Cleveland.

CORONAVIRUS CRISIS

from a Planner's perspective



Can you believe how much can change in a few short weeks? The Coronavirus Pandemic has hit the meeting, events, and hospitality industry in such a devastating way. As a planner, I have been faced with helping my clients cancel events, and I have become even more familiar with Force Majeure and rebooking clauses. From looking at huge cancellation fees to being able to work with hotel partners to rebook events for a later date, I am striving to give my clients the information necessary to make the best decision for their organization.

My heart breaks for the hotel partners who are experiencing below 10% occupancy and for those who are closing their doors. I have reached out to many hotels where the sales team has been furloughed or let go. In addition to helping my clients and commiserating with my hotel friends, I am also dealing with the nagging worry about the financial impact to my own business.

While working at home is new for many people, I have been working from home for over 13 years and have enjoyed every minute. So, my work environment has not changed significantly, but what has changed is that now I have a sophomore in college, a senior in high school, and my husband also “working” from home. I suggest that first time home workers keep a regular schedule, use the many technology tools we have available to stay connected, and use this time to get a little bit more organized. My best piece of advice though is to get outside every day and move for at least 30 minutes.

What have I learned? I have learned that in this industry we care about each other and we are all in this together trying to navigate uncharted waters. We reach out to check on each other and look forward to better times. I have learned that my planner personality struggles with not being in control and not knowing what is next, but I have also learned to take a breath and be thankful that I work in such an industry. During this extraordinary time, take care of each other, enjoy your family time, connect with friends, and keep faith that there are brighter times ahead.

~Lori Stickley, CMP, CASE

Lori is a Senior Director, Global Accounts with HelmsBriscoe working from St. Paris.

CORONAVIRUS CRISIS

from a Student's perspective



When the Coronavirus made its way to the U.S., my life as a junior at Bowling Green State University changed completely. Suddenly the campus felt like a ghost town with only a few students walking to class. Shortly after, my peers and I were shocked to learn that the university decided to close altogether. Online classes for the rest of the semester? It couldn't be true. I prepared myself as best I could during Spring Break to get ready for the transition to total online learning. I love people, so the absence of a physical classroom was going to be difficult. Learning from a laptop is completely different than being in a lecture hall full of students. You don't get that connection or opportunity to ask your professor questions or talk to your classmates. You can't go to the library, or study at a nice quiet coffee shop like so many students do.

The transition has been a bumpy one, but it is getting better day by day. I have been living at home since Spring Break and my routine is very different. I find it harder to be productive at home, a place where you go to relax at the end of a day. I liked having my academic life and my home life separate, like professionals who have their work life and personal life apart. I still need to work on creating a study space for myself as I have been doing my schoolwork primarily in my bedroom.

My future plans have been affected as well. I got a job at a baseball stadium and was excited to start working games in the spring. I wanted to spend more time with my best friend before he graduated in May, and we wanted to run a couple of 5Ks in the beautiful weather. And because I have to complete an internship, I have concerns about what will happen if the self-quarantine gets extended until the end of summer. My college major is called THEM (Tourism,

Hospitality, & Event Management) and this industry is getting hit hard. My heart goes out to all of the industry professionals that I look up to and aspire to be like one day, but I am happy to see everyone supporting and looking out for one another.

Through this pandemic, I am learning to enjoy the little things, to be present, and be appreciative of spending time with my parents, sister, and dog. I am learning how to balance and manage my time. A quote I keep reciting is, "When you focus on the good, the good gets better," and I believe this to be true. We will all get through this together.

~Erin Garrick

Erin is a junior at Bowling Green State University and a member of the student MPI chapter



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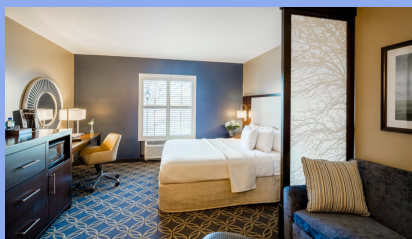
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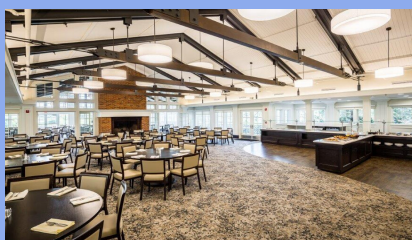
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MAY 13, 2020
VIRTUAL CHAPTER MEETING
HOPE AMID CRISIS BY MICHAEL OWEN
Online

JUNE 6-9, 2020
WORLD EDUCATION CONGRESS
HOSTED BY MPI GLOBAL
Grapevine, TX

JUNE 17, 2020
MPIOH ANNUAL RECOGNITION /
APPRECIATION EVENT
Nationwide Hotel & Conference Center - Columbus, OH

AUGUST 19, 2020
CHAPTER MEETING
GOING VIRTUAL: HOW TO MOVE YOUR EVENT
FROM IN-PERSON TO ONLINE BY SALVATORE
CAMARDA
Johnson Controls Hall of Fame Village - Canton, OH

*All dates and locations are subject to change due to the impact of COVID-19

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.

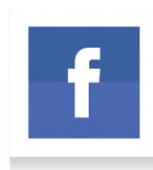
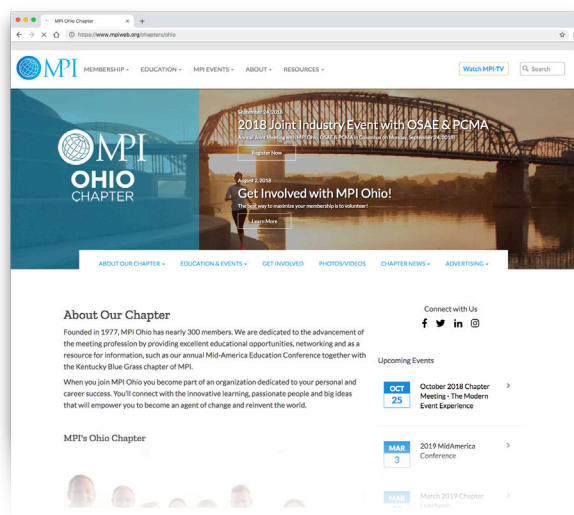
Host the Next MPIOH Chapter Meeting!

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



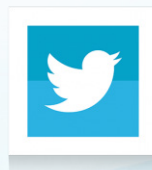
Check out our website at:
www.mpioh.org



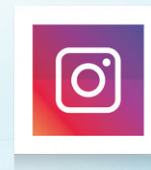
To stay in the loop,
be sure to follow
"MPI Ohio Chapter"



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!



@MPIOH
#OHMPI #MPI



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#OHMPI #MPI



MAC'S A WRAP!

"The best overall lineup of keynote speakers that I can recall and a great opportunity to meet and network with several first-time attendees and rekindle past connections as well." ~Brian Proud, Pro Football Hall of Fame

"I learned so much in Rosemarie's session. Her photos of what works to make an event accessible for someone in a wheelchair were so helpful. It was a great session and I learned a lot. Also a shout-out to the pastry chef at Duke. She was amazing, talented, and a joy to speak with."

~Margaret O'Gorman, Butler County Visitor Bureau

"The food and AV production was fantastic. The Cincy team really pulled out all the stops.

~ Peter Barton, Spectra - Duke Energy Convention Center

"I always find value in the networking opportunities and have made some great connections over the years at conferences like MAC! ~Jennifer Sauber, Owens Corning

"I am always so impressed with this Regional Conference. It offers all of the benefits of the large national conferences, without the enormous price tag. I find the networking the most beneficial though, and this year's event at Rhinegeist did not disappoint! Building those personal relationships help us all do business more smoothly.

~Shannon Sprau, Cardinal Health

CERTIFICATE IN MEETING MANAGEMENT



For most of my career, I have been lucky enough to do what I love – develop and plan meetings. While I may not have always had the “right” title, the part I enjoyed most was crafting a program and seeing it enrich attendees. In my roles, I’ve built and managed volunteer engagement by actively working with memberships and boards, broadened my risk management skills by taking groups overseas for hands-on programs, and managed budgets for multiple programs all while decreasing costs and increasing revenue. While this doesn’t fully encapsulate all that I have achieved, it provides a strong snapshot of the skillset I have developed to date in my professional roles.

In August 2019, I decided I wanted to take the next step in my career and apply for the Certificate in Meeting Management (CMM) – to me this was the best next step because it brought together the opportunities to learn and grow my skillset in an academic setting and to interact and learn with peers from around the globe. And then... I was accepted!

Up next was a four day in-person program with Indiana University professors and our cohort. Here we discussed leadership, communication styles, economics, budgets, and sustainability, all while getting to know our peers. This was followed by 12 weeks of online coursework (including a zoom presentation!). Our final task was a capstone paper. While this varies for everyone, mine was geared toward creating a guidebook to benefit MPIOH and MPIKBC for future MidAmerica Conferences.

Some might consider me an “expert” in our field because of my experience and earning my CMP; however, I do not. This program has helped me expand and develop my leadership skills, particularly with managing up and across, further strengthened my communication and presentation skills, and assisted me in gaining new ideas in sustainable event design and industry evolution. The best part though has been getting to know my cohorts, hearing more about their experiences and learning from them. In a short period of time we created strong bonds and lasting friendships which further cements that earning my CMM was the best next step in my career.



continued...

Thinking about applying? Here is what you need:

Qualifications

7+ years of professional experience in the meeting and event industry

3+ years of management experience

2+ years of profit and loss responsibility

Required Documents

Personal Statement: Personal statements should include responses to the following: 1) Describe your experience in meeting management. 2). Identify your gaps in the meeting management skillset. 3) How will earning the CMM designation help you in your career? 4) What challenge or opportunity do you currently have at work that participating in the CMM program could potentially help you solve or capitalize upon?

Letter of Recommendation: Letters of recommendation should be written by a professional colleague or supervisor, appear on official company letterhead with a signature and clearly state the candidate's suitability for the CMM program.

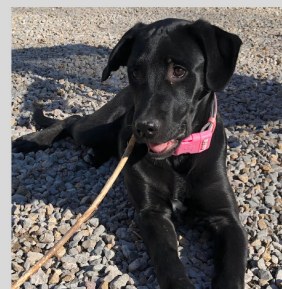
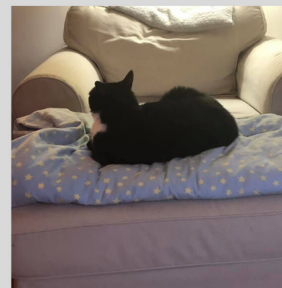
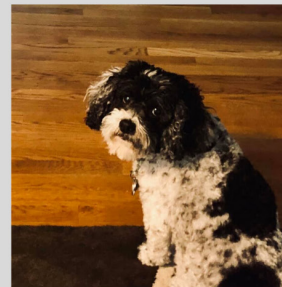
Résumé: Résumés should be up to date and include professional work experience, with job titles and descriptions. It must clearly demonstrate that you meet program qualifications.

Learn more on the MPI website: <https://www.mpi.org/education/academic-partnerships/certificate-meeting-management>

~Adriane Cesa, CMM, CMP

Adriane currently serves on the MPI Ohio Chapter Board of Directors as the Director of MidAmerica. She is a Meeting & Sourcing Manager with American Express Global Business Travel.

Here's to the
furry family members
keeping us company at home!



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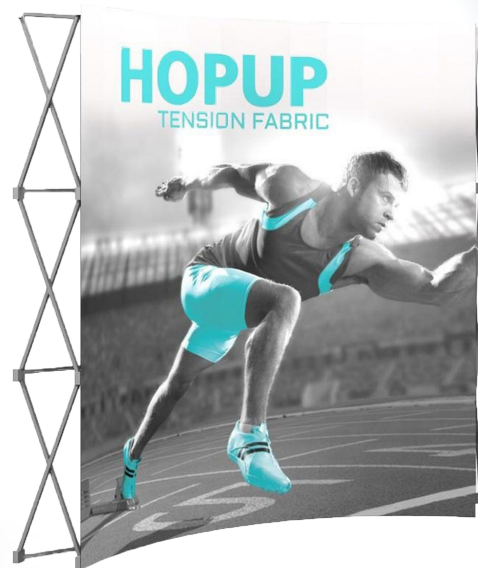
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SPOTLIGHT MEMBER

Let's all give an #MPIOH welcome to some 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 them – and if you get a chance introduce yourself the next time you see them!



ERIN GARRICK
STUDENT - BOWLING GREEN
STATE UNIVERSITY

www.linkedin.com/in/eringarrick

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

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? I am a student at Bowling Green State University.

WHAT IS THE BEST THING ABOUT YOUR JOB? Being a student at Bowling Green and being in the THEM or Tourism, Hospitality, and Event Management program is rewarding. Also, being a part of MPI Falcons is an experience like no other, getting to go to MPI events and networking and meeting professionals is a learning experience personally and professionally.

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? As a student,

the three most important skills I use during school is organization, time management, and good communication.

WHAT ONE PIECE OF ADVICE WOULD YOU GIVE TO SOMEONE BEGINNING THEIR CAREER IN THE MEETING INDUSTRY? I changed my major last semester to THEM so I would give them the same advice I give myself; learn, have fun, and keep an open mind.

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER? A super-power I would love to have to help me become a better student is the power of teleportation. There are always places to go, activities to do, and classes to attend, sometimes I wish I could just appear wherever I need to be.



MARISSA LONGO
UNION HOME MORTGAGE

<https://www.linkedin.com/in/marissa-longo-a3441764/>

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? My Fiancé Sammy and my parents!

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? I work for Union Home Mortgage, a mortgage company Headquartered in Strongsville, Ohio. At Union Home Mortgage, I am one of their Corporate Meeting Planners.

WHAT IS THE BEST THING ABOUT YOUR JOB? I am very blessed where my career has taken me and there's so many things I love about working at Union Home Mortgage. First and foremost, the culture of the company and the people I work with are incredible. I also love coming into work and being able to plan all different types of meetings and events.

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Researching skills, problem solving skills and relationship building skills.

WHAT ONE PIECE OF ADVICE WOULD YOU GIVE TO SOMEONE BEGINNING THEIR CAREER IN THE MEETING INDUSTRY? Be a sponge! Learn as much as you can right from the start!

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER? It would be awesome if we could clone the team during our Annual Partner Celebration! There's always so much to do in a little time-frame!



JULIE MEANS
NATIONWIDE HOTEL & CONFERENCE CENTER

Sr. Business Development Manager
614-880-4157
jmeans@nationwidehcc.com
www.linkedin.com/in/juliemmeans

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? My family, both personal and professional.

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? I work for the Nationwide Hotel and Conference Center. I am the Senior Business Development Manager, my role is Hotel and Conference Center sales.

WHAT IS THE BEST THING ABOUT YOUR JOB? The number one best thing about my job is interacting with people, assisting meeting planners and achieving a common goal.

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? My 3 most important skills are listening to the customer, evaluating the customers' needs and follow through on what I say I am going to do.

WHAT ONE PIECE OF ADVICE WOULD YOU GIVE TO SOMEONE BEGINNING THEIR CAREER IN THE MEETING INDUSTRY? I would advise them to show up. Everything I ever accomplished in life; I did by being the first person to offer to do anything first.

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER? My super-power would be to look into the future and help avoid roadblocks.



ABIGAIL POLLEX
BOWEN-THOMPSON STUDENT UNION

<https://www.linkedin.com/in/abigail-pollex-b1b682184/>

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? My parents and my brothers.

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? Work for Conference and Event Services at the Bowen-Thompson Student Union on campus as Event Staff/SUOPS.

WHAT IS THE BEST THING ABOUT YOUR JOB? The experience of front of the house event planning and set up as well as meeting and interacting with clients and gaining detail on the operation side of events.

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Quick decision making, attention to detail and positive attitude.

WHAT ONE PIECE OF ADVICE WOULD YOU GIVE TO SOMEONE BEGINNING THEIR CAREER IN THE MEETING INDUSTRY? Put yourself out there and take risks.

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER? super-power I would love is to be able to be two places at once, would save a lot of time!



Welcome to Our New Members!

Ashley Aspinwall CTA

Duke Energy Convention Center
ashley.aspinwall@spectraxis.com

Taylor Beasley *

Mark Brazeau

Destination Toledo
mark@visittoledo.org

Steven Cabezas

Louisville Tourism
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Cody Converse *

Maddison Craig *

Laura Crawford

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Sophia David *

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Emily Dengler *

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