Success through Synergy

The strength of our chapter synergy is EACH INDIVIDUAL MEMBER. The strength of each member is our CHAPTER SYNERGY.
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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
Abbey Border
Sales Manager, Kalahari Resort & Convention Center

Dear MPI Ohio...

I am humbled to begin my presidential term in service to Meeting Professionals International – Ohio Chapter. I am really looking forward to the year’s work, which began July 1, just as they all promised me it would.

My voyage in hospitality started nearly 20 years ago and what a wonderful journey it’s been the past 5 years encompassing membership with Meeting Professionals International – Ohio Chapter. I had been a member many years ago and regretfully let my membership lapse. Then one day I received a call that would change the trajectory of my professional path. An industry friend called me and shared passionately about a professional organization for which she belonged, and what an opportunity I was missing by not being a member. That day, I rejoined MPIOH and immediately submitted my application for an open board of director’s position as Director of Member Care. That is when my passion for this organization truly exploded.

I would like to take a moment and express my gratitude to your leaders. Quinn McMurtry served as 2018/19 president, and we are truly fortunate that an individual of such dedication devoted his time and energy to furthering the mission of MPIOH. Quinn now will serve as past-president, taking over for Amanda Stredney, who did such an admirable job in her 2017/18 term as President. Amanda’s tenacity has left a legacy through MPI Global recognition when your chapter was awarded the Overall Excellence Award with superior chapter performance based on objectively measured results.

My heartfelt appreciation goes out to your board and committee members, who work all year to realize the MPIOH mission. And as always, my steadfast gratefulness to Jessi Konnagan, your outstanding chapter administrator. I can say confidently that every president would attest that they couldn’t do their jobs without Jessi’s unwavering assistance.

As I write this column, I reflect on our very productive Annual Board Retreat that took place in late May that created the foundation for the next year, and allowed an incredible group of individuals to develop a strategic plan to provide opportunities beyond expectations for your chapter’s members. The education and networking are ever evolving to meet today’s demands. The theme for my term is “synergy.” I personally want each of you to receive the return on investment that I have from membership with Meeting Professionals International – Ohio Chapter. Non-members, join! Members, take advantage of every single MPI offering possible.

Yours in hospitality,

Abbey Border
Abbey Border – “I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.” ~ Maya Angelou

Ashlee Dickson - "Originality brings more bumps in the road, yet it leaves us with more happiness and a greater sense of meaning.” ~ Adam Grant, Originals

Shanna Richards – “If it doesn’t challenge you, it won’t change you”. ~ Unknown

Jennifer Sauber - "The difference between ordinary and extraordinary is that little extra.”

Shannon Sprau – “Change will not come if we wait for some other person or some other time. We are the ones we’ve been waiting for. We are the change that we seek.” ~ Barack Obama

Adam Kowaleski – “The greatest wealth is to live content with little.” ~ Plato

Heather Gortz – You never fail until you stop trying.

Quinn McMurtry – “The media is the message.” ~ Marshall McLuhan with “Are you not entertained? Is this not why you are here?” ~ Maximus

Kelsey Reckless - A place for everything, and everything in its place.

Andrea Cullinan – “The best way to find yourself is to lose yourself in the service of others.” ~ Mahatma Gandhi

Jessi Konnagan - “Be who you are and say what you feel, because those who mind don’t matter and those who matter don’t mind.”

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Have you ever attended a charity benefit where the auction items were so fabulous that you wanted to bid on every single one of them? If so, you know exactly the type of auction packages we’ll curate for the MPIOH 32nd Annual Education & Scholarship Auction. The Education Committee and Special Projects Committee is hosting this annual event and looking for support from each of our chapter members.

The Details…

*The What:* MPI Ohio’s 32nd Annual Education & Scholarship Auction

*The When:* Wednesday, December 11, 2019 | 9 AM – 4 PM

*The Where:* Columbus, Ohio at LIVE! Technologies

*The Who:* YOU! And all of your favorite meetings industry friends & partners

*The Wow:* We are proud to share that industry expert and veteran, Michael Dominguez, will be joining us as our keynote speaker.

*The Why:* To bring together our members for a day of education and impact. All of the funds raised from the auction support the educational components of our monthly chapter meetings and they go towards our selected charity for this year.

*The Goal:* Last year, the chapter raised more than $12,000 for the auction. With your support this year, we know we can achieve our new goal of $15,000!

*The How:* Follow MPI Ohio on Facebook, Instagram, Twitter, LinkedIn and at www.mpiweb.org/chapters/ohio for more information.

*The Perks:* Donate an item valued at $1,000 or more and you will be entered into the drawing AND receive either a social media shout out or microphone time at the event.

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**Donate unique, high-end items by November 1, 2019 by contacting Jessi Konnagan (admin@mpioh.org)**

Ideas for auction items include (but are not limited to): hotel packages (preferably 2-5 nights), tickets to music/sports events, restaurant certificates, airline tickets, rental car packages, gift baskets, wine, cigars, jewelry, artwork and electronics (iPads, Fit Bits, etc.)

The Perks: Auction donors will receive exposure to over 1,000 meeting planners and suppliers through item lists, promotional materials, the MPIOH website and newsletter, as well as visibility to over 100 attendees during the event on December 11, 2019. Plus, any items valued at $500 or more will be entered into a drawing for a choice of the following:

- Complimentary Meeting (1 per quarter)
- Complimentary New Membership
- Complimentary Membership Renewal

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**Take Action**

Interested in learning more about how you can support this great event and auction?

Contact Jessi Konnagan at admin@mpioh.org, and check back at mpioh.org.

Thank you in advance for your support, and we hope to see you December 11th in Columbus!

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Cheers,

Your MPIOH Special Projects Committee
According to latest figures, 54% of companies have benefited from Strategic Meetings Management (SMM) for several years now. But apart from being an acronym you don’t want to get wrong, what is it exactly?

A management model that began in the mid-90s, SMM combines strategy, operations and business intelligence to enable clients to manage their meetings and events program across the enterprise, resulting in a consistent attendee experience, value creation, measurable business objectives and consistent savings.

In fact, quantitative savings can range between 10 and 25% off the original spend before setting up the program. And savings aren’t the only perk. An SMM program increases spend transparency, boosts negotiating power, helps you to mitigate risks and improve regulatory compliance.

There are a number of factors that influence the development of an SMM program. Internal factors, such as company goals, configuration and culture, play a crucial role in the structure of an SMM program, as do external factors, such as industry trends and geography of the company’s stakeholders and meetings.

What has resulted is a continuum of programs that range from fully mature global models to hybrid programs that encompass a few key components. Many companies perceive the lack of a unique model or standard as making the SMM model complex. In fact, the opposite is true. That there are so many potential configurations underscores the flexibility of SMM programs. Putting a program in place does not have to be an onerous or daunting task. Many of today’s most effective programs started small and grew, building on their successes.

If you have not joined the SMM legion yet, here are some tips that will allow you to create a killer program and benefit from its many perks:

1. **Focus on the strategy first and tactics second.** A sound and centralize strategy is critical to achieving sustained success with SMM. The tactics of how to source, what services to outsource versus insource, who to partner with, how to process payments, technology choices, and policy issuance all need to stem from the central strategy.

2. **Don’t wait to have perfect data or complete alignment.** Start small, show value and grow from there. Many companies choose to start with big impact areas such as centralized venue sourcing.

3. **Stakeholders, stakeholders, stakeholders.** Identify them early, get their buy-in and consider creating an internal committee with representatives from all impacted areas and regional road shows.

4. **Communicate your plan early** to internal parties such as business owners and meeting planners, as well as external parties like hotel partners and technology providers. These are the people who will support your program. They must fully understand your roadmap and goals.

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**Top Tips**

**FOR A KILLER STRATEGIC MEETINGS MANAGEMENT PROGRAM**

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**continued…**
5. Consider outsourcing some or all of the components of your program to accelerate development and leverage external expertise. Professional meeting management companies can be a great consulting resource to get your program started.

6. Don’t forget the small meetings. They represent 70 to 80% of all meeting expenditure, making them an important element of any program.

And if you have already started a program and are looking to expand it regionally or globally:

1. Customize goals by region.
2. Don’t be intimidated by the concept of going global; programs don’t have to be fully mature in all regions to show value.
3. Consider pilot programs versus a full rollout to gain “mini-successes” and manage stakeholder expectations.

Get in touch with us if you want to learn more about SMM and to see what SMM can do for your company.

Contributing Author: Kari Wendel, VP Global SMM Strategy & Solutions, CWT Meetings and Events
Meaningful meetings are powered by personal relationships. One of the easiest ways to achieve a relaxed, natural networking environment is around a meal. From light snacks to lavish spreads, there's a feeling of community centered around food. It's natural, it's relaxed – but it can be expensive.

So how do we event managers break bread without breaking the bank? MPI Ohio Chapter Member Angela Hofford, DMCP, PRA Business Events has some answers (with a side of sustainability!).

Navigate for Cost Effective Options
• Get your catering contact on board with your vision and budget right from the start to ensure you are both on the same page and have a great experience together!
• Rethink serving size. The soup course from a plated menu may be reimagined as shot-sized during a grazing meal to serve more people with less food cost.

Phone a (Sponsor) Friend
• Allow vendors, association member companies, and local companies to promote their services to your attendees through F&B sponsorships.
• Consider additional sponsorships via companies that could benefit from exposure to your group.

Mindful Meals
• We eat with our eyes first. Use smaller platters and trays displayed beautifully over a wider space and refresh only as needed.
• Present interactive appetizers or family-style desserts as a centerpiece to save on floral costs.
• Take a low-cost classic and dress it up. For example, transform peanut butter and jelly sandwiches by offering a variety of breads, nut butters and jams.

Embrace Zero Waste
Food-waste reduction is increasingly important for both venues and planners. Food donation services continue to be developed, such as Waste No Food, COPIA, Food Runners and Spoiler Alert.
• Check with your venue, local food banks or food rescue operations to find out how and what they'll donate and accept.
• Connect with local farms, as many utilize left over food as compost material.

Share with us on our Social Media Channels - what food and beverage challenges are you struggling with? What have you been working on to solve these challenges? Let's ‘break bread’ together to help solve problems, think differently and inspire our industry!
Let’s all give an #MPIOH welcome to one 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!

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https://www.linkedin.com/in/ann-netzley-hollins-12214b4
I have several binders filled with slotted business card holders. I created these binders when I first started my career and learned about MPI. I was so excited to find out that there were others who had the same job and there was an association that would help me network with them. This was before social media and smart phones and these binders became my “network.”

Thanks to LinkedIn and a business card app on my phone, I no longer hoard business cards. I’m old school as I feel that business cards should be treated with respect. For years I worked with international companies and learned the etiquette of multiple cultures including how to acknowledge a business card. When handed a card I review it and reverently place it in my business card holder. I love my Progressive business cards and will proudly present you with a crisp, white card with a picture of our icon on the back. I have several versions of my card each with our icon in a different pose and I let people pick their favorite version. I treat my relationships with the same respect and am so grateful to all the industry partners who have helped me build those relationships that work.

I promise I only hoard business cards and you won’t see me on any reality shows! I saved the binders because, like many of you, my job keeps me busy and I’ve not had a chance to purge. I’m glad I kept them because recently, while looking for an old project, I took a trip down memory lane by digging through my files.

As I moved my precious binders aside, I recalled the people I’ve met during my 25+ year career. I realized that the hundreds of people represented by these business cards were responsible for my success. The vision statement for a previous employer was “we build relationships that work” and I truly live by these words. I’ve been fortunate to meet the most talented event professionals and have benefitted tremendously from our relationships. I’d like to go through these binders and reconnect with the industry partners that I’ve lost touch with over the years.
While you may not get the opportunity to travel to Africa this year, those small complimentary toiletries in your hotel room just might. For family-owned Kalahari Resorts & Conventions, giving a second life to those barely used bars of soap and shampoos left behind by hotel guests is an important piece of its commitment to sustainable business operations.

Hosting millions of guests each year across three resorts in Wisconsin, Ohio and Pennsylvania, Kalahari is dedicated to reducing its overall environmental impact. That’s why Kalahari teamed up with Orlando-based foundation Clean The World, the largest global recycler of hotel amenities, to collect and recycle soaps, shampoos, conditioners, lotions and gels discarded by resort guests.

Clean The World provides sterilized hygiene kits to individuals and families in need, many of whom have been displaced from their homes in areas affected by natural disasters. Since partnering with Clean The World in 2012, Kalahari Resorts & Conventions has diverted 43,000 pounds of plastic from landfills and contributed to more than 33,000 hygiene kits. Overall, Clean The World has provided for more than 10 million people in 127 countries.

From community initiatives to support friends and neighbors, to limiting one’s carbon footprint and fostering entrepreneurship and philanthropic efforts in Africa, Kalahari Resorts & Conventions believes that doing the right thing is essential to a successful business model. Kalahari leads the hotel industry in energy conservation with innovative, eco-friendly initiatives. Energy-saving features of the resorts include motion-detecting lighting control systems and low-flow showerheads that reduce water consumption by 2.5 million gallons per year and rooftop solar panels that heat more than 50% of the facilities’ hot water.

To learn about all of Kalahari’s sustainability initiatives and partnerships, visit https://www.kalahariresorts.com/csr

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LIVE Technologies - Columbus, OH

FEBRUARY 9-11, 2020
MPI OH/KY MIDAMERICA CONFERENCE
Duke Energy Convention Center – Cincinnati, OH

MARCH 18, 2020
CHAPTER MEETING
Cleveland, 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
Welcome to Our New Members!

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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!

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