

MEETING PROFESSIONALS INTERNATIONAL

DEFINE



THE OFFICIAL NEWSLETTER OF MEETING PROFESSIONALS INTERNATIONAL OHIO CHAPTER

JUL — SEP 2019

Success through Synergy

The strength of our chapter synergy is **EACH INDIVIDUAL MEMBER**. The strength of each member is our **CHAPTER SYNERGY**.



What's Inside:

Meet your MPI Ohio Chapter 2019-2020 Board!

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Confessions of a (Reformed) Business Card Hoarder

MPI Member Spotlights

Big Things Are Coming: Mark Your Calendar

Welcome 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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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,

A handwritten signature in black ink that reads "Abbey Border".

Abbey Border

MEET YOUR MPI OHIO CHAPTER 2019-2020 BOARD!



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



Shannon Sprau – "Change will not come if we wait for some other person or some other time. We are the one's we've been waiting for. We are the change that we seek."
~ Barack Obama



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

Angela Hofford – "To handle yourself, use your head; to handle others, use your heart."
~ Eleanor Roosevelt



Amanda Smith-Rasnick - Life is a journey, not a destination.



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



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



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



Michael DePerry – "Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness, that most frightens us."
~ Marianne Williamson

Shana Richards – "If it doesn't challenge you, it won't change you".
~ Unknown



Heather Gortz – You never fail until you stop trying.



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



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



Adriane Cesa – "It takes a great deal of bravery to stand up to our enemies, but just as much to stand up to our friends."
~ Harry Potter



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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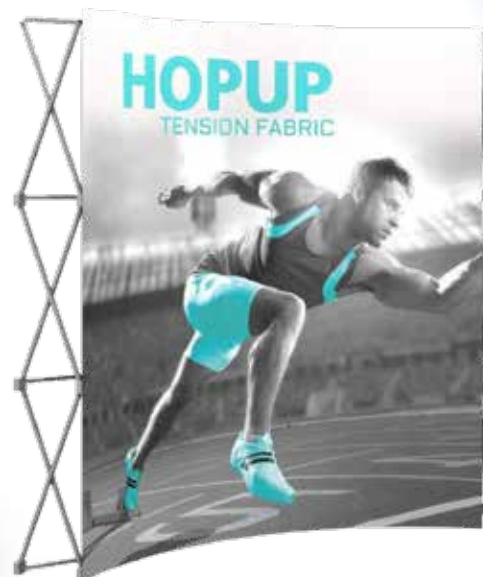
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Winner! Winner!

TRIPS AND DINNER!

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.

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



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!

Cheers,

Your MPIOH Special Projects Committee

Top Tips

FOR A KILLER STRATEGIC MEETINGS MANAGEMENT PROGRAM

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 centralized 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.

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

TIME TO **PLAN** ON PERFECTION



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"Best Gaming Property: Midwest"
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FUEL YOUR FOODIES WITHOUT BREAKING THE BANK!



By: Angela Hofford, DMCP
PRA Business 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!



MEMBER SPOTLIGHT

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!



ANN HOLLINS (NETZLEY)
EVENTS OUTLINED, LLC

www.eventsoutlined.com

@eventsoutlinedllc

<https://www.linkedin.com/in/ann-netzley-hollins-12214b4>

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? My husband, parents and friends

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? I am the owner and CEO of Events Outlined, LLC, an event and project management company partnering with the corporate, higher education, athletic and association client

WHAT IS THE BEST THING ABOUT YOUR JOB? It sounds cliché but it really is all about meeting new people and building relationships

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Multitasking, creative thinking, and proactive communication

WHAT ONE PIECE OF ADVICE WOULD YOU GIVE TO SOMEONE BEGINNING THEIR CAREER IN THE MEETING INDUSTRY? Network and be open to ideas and partnerships

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER? Be able to see into the future and read minds



Successful Synergies

NETWORKING – CONFESSIONS OF A REFORMED BUSINESS CARD HOARDER

By: Ann Luketic, CMM, CMP

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.”



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.

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.

An advertisement for a Rock & Roll Hall of Fame event. The top half features the text "MAKE YOUR NEXT EVENT ROCK!" in large, bold, white letters against a dark background. Below this is a photograph of a large crowd of people gathered in front of a building with a glass facade. A red truck with a large image of a woman on its side is parked in the foreground. The Rock & Roll Hall of Fame logo, which consists of a stylized pyramid shape with the words "ROCK & ROLL" and "HALL OF FAME" below it, is centered over the image. At the bottom, there is contact information: "Get the party started by contacting rental@rockhall.org" and "216.515.8420 • rockhall.com 1100 Rock and Roll Blvd., Cleveland, OH 44114".

**MAKE YOUR NEXT EVENT
ROCK!**

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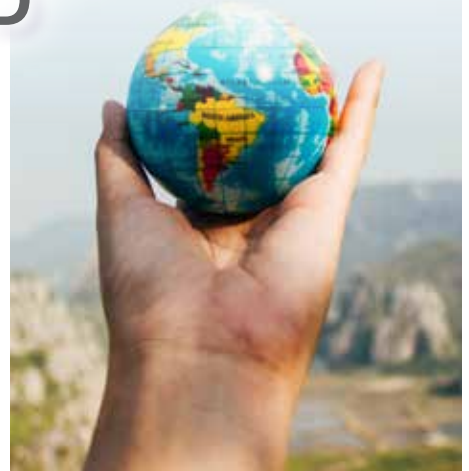
KALAHARI RESORTS PARTNERSHIP PROVIDES HYGIENE KITS FOR THOSE IN NEED

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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Mark Your Calendar!

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JOINT INDUSTRY MEETING WITH OSAE & PCMA

Hilton Columbus at Easton - Columbus, OH

OCTOBER 16, 2019

CHAPTER MEETING

21c Museum Hotel – Cincinnati, OH

DECEMBER 11, 2019

IN-DEPTH EDUCATION DAY & 32ND ANNUAL EDUCATION & SCHOLARSHIP FUNDRAISER

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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



Inspiring and informative
presentation from
Rosemarie Rossetti, Ph.D.
www.rosemariespeaks.com

A group of people are sitting around a table, engaged in a discussion. The text "FIND YOUR NEXT GREAT IDEA" is prominently displayed in the upper left. To the right, it says "LET US INSPIRE YOU. BRING YOUR EVENT TO ALLEN COUNTY." Below the main text, there is a logo for "REAL AMERICAN STYLE". In the bottom right corner, there is a red circular logo that says "Visit Greater LIMA". At the very bottom, the address "144 South Main Street, Suite 101 Lima, Ohio 45801" and phone number "419.222.6075" are listed, along with the website "www.visitgreaterlima.com".

Welcome to Our New Members!

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Elizabeth Young
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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
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@MPIOH
#OHMPI #MPI

Check out our website at:
www.mpioh.org



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continues in Fort Wayne, IN

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