



MEETING PROFESSIONALS INTERNATIONAL

DEFINE



THE OFFICIAL NEWSLETTER OF MEETING PROFESSIONALS INTERNATIONAL OHIO CHAPTER

JUL — SEP 2018



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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



Hello MPI Ohio...

My name is Quinn McMurtry, I am the Sales & Marketing Director for MAC Productions and I'm honored to be your 2018 Chapter President! Please know that I take this position very seriously and will do everything in my ability to assure that you – our members – have every opportunity to learn, network and achieve your goals.

So, if you are new to MPI Ohio or if you're a seasoned meeting professional, I encourage you to take advantage of every single MPI opportunity possible. As we all know, it's easy to lose our focus or get stuck in a proverbial career rut. We begin to doubt our paths or we realize that we have to improve our abilities. And although time and obligation often prevent us from evolving both personally and professionally, now is the time to shift some of the focus onto you.

Regardless of whether you're a meeting professional with years of experience or new to the profession -- when you get down to the basics, everything we do in our profession is pretty much for someone or something other than ourselves. We plan. We check. We execute. However, how often do we do something for ourselves? The answer is, not enough, so now is the perfect time to see what MPIOH can do for YOU.

How can MPI help? It's a 3-step process.

1. **EDUCATION.** Check out our schedule of events and take advantage of every, single education session available. A wise "meeting" planner once said that 90% of life is just showing up, so check out our "calendar of events" at www.mpiweb.org/ohio and find a chapter meeting/date/time – and just show up.
2. **NETWORKING.** After all, you have already made it to the meeting. You're here to learn, so why not meet some of your fellow learners. Our chapter draws from Columbus, Cleveland, Cincinnati, and everywhere in between. There are so many amazing professionals in our chapter and we have all come together to learn, meet and grow – and meeting JUST ONE new person can change your life.
3. **VOLUNTEERING.** This is the most important step. By volunteering, your personal growth takes on a higher meaning. Your efforts toward self-improvement can profoundly help others grow and learn and quite possibly – you could change someone else's life. At MPI Ohio, there are countless opportunities for you to share your knowledge and talents, while at the same time evolving into something more.

MPI is an international association, but MPI Ohio is your very own MPI. Use it. Experience it and make it work for you.

For example, here's my story. Just a few years ago I was just an introverted, "mild-mannered" live event/media producer who was most comfortable "behind the camera" and "behind the stage." One day, I realized that I wanted more out of my career and my life. So after researching MPI, I found a local meeting and I just showed up. Soon I got to know people and then started volunteering my time and eventually joined a number of MPIOH committees. As time went on, I was asked to do more and I began to meet people and soon started recommending people for jobs. One person I recommended was a BGSU student and now that student is an Event Manager with me at MAC Productions. Before I knew it, I became the chapter president! MPI Ohio has had and continues to have a profound influence in my life.

My story – is our story, so let's learn, grow and evolve together. MPI Ohio is here for you and me. So I urge you to seize the day and reach out to myself and the Board – because we are here for YOU!

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

Quinn McMurtry



THE SMOOTH OPERATOR:

Transitioning Effectively from Supplier to Planner and Back



By: Heather Gortz, Senior Sales Manager,
Columbus Crowne Plaza Downtown & The Lofts,
Director of Strategic Partnerships for MPIOH Board

Suppliers getting into a planner's head, and vice versa, is a tale as old as time. And for those of us who have lived in both worlds, the journey is both rewarding and frustrating

As someone who has gone from supplier to planner and back to supplier, here's what I've learned (and what I wish I knew from the beginning) about these unique roles and managing the transitions between them.

As a supplier, I've found myself with the autonomy to make decisions based on what's happening in the given context. Moreover, a supplier has constant opportunities to entertain and engage with clients. This engagement provides the foundation for personal relationships that creates a valued experience. Another important note, as a supplier, is your source of motivation is goal-setting. Your goals will drive you to work harder and make the sale. It becomes a process of not only preparation but determination as well.

As a planner, you are working based off the management's decision. In many situations, it can take several meetings to determine and implement these decisions. Expected responsibilities as a planner include negotiating rates, managing the event budget, F&B with hotels, restaurants etc.

So how does one transition between these positions smoothly?

For me personally, acquiring my CMP (Certified Meeting Professional) was a huge advantage to my advancement. It allowed for the event manager to be aware of my competence to the planner's world- even though I was a supplier for many years. Aside from my certification, it's key to have a "can do" attitude. It's always a matter of attitude and not just action. With this positive attitude, I also began to cultivate relationships with key players at Grange to better understand their interests and needs.

Highs and Lows in Sales

There are so many rewarding aspects to sales. One is simply making the sale itself. Knowing that you have met the team goal and your personal goal is always fulfilling. In order to achieve these aspects, you must have a team that really works as one to benefit the whole.

On the flip side, there will be months when a contract falls through when you can really use the revenue. In times like these, the knowledge that your GM, Director and sales associates trust your judgement means the world.

Highs and Lows in Event Planning

On the planner's side, there are triumphs and pitfalls you'll need to be aware of as well. For example, it's not much fun waiting on approvals before moving forward with an event. Sometimes, we become as frustrated as the supplier who's trying to get the sale. A triumph is receiving "thank you" statements from the guests that attended our company events. From the initial invite to the event ending, I am there to answer any questions and keep everyone informed. And when you know that people truly appreciate it, all the work is well worth it.

Additionally, when you have the empowerment and trust from your meeting owner to run with the event once you have the details, it makes us feel ownership and pride in the experience. If you ever feel that your manager doesn't fully support or trust you, that's a red flag to deal with immediately. Otherwise, it will take you to a low place. Don't let that happen to you.

Building the successful reputation that I had in the industry is what brought me back to the hotel. While not every decision will be smooth, always leave gracefully and say, "you never know, I may be back." My next chapter as a Senior Sales Manager will be the best adventure yet. I will experience my first renovation while still actively selling the hotel. I'm not closing the book on event planning and hope to one day transition back.





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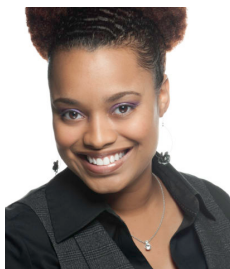
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Get the Most Out Of Your Conference Experience In These 4 Steps



By: Crystal Washington

Is your annual trade conference approaching? Annual conventions require a sacrifice of both time and money. Why not ensure you receive a healthy return on investment? Whether you are a career professional or a business owner, a supplier or regular member, applying strategy to attending events can – and will – pay off!

1. Set Appointments Before the Event

Does the event organizer publish a list of attendees? Perfect! If they don't, check social media sites like Facebook to see if there is an event page where people are posting about attending. Check Twitter and Instagram to see if anyone is using the conference hashtag. Contact the attendees through social media or, even better, email. A cool trick for finding many professionals' email addresses online is going to google and searching for "<first name> <last name>" "**@<company website.com/org/etc." So, for me, you'd look up "Crystal Washington" "**@crystalwashington.com." Easy.

Now, set one appointment per day of the conference. Use an actual calendar tool and send a meeting request to ensure the person you're meeting with has the meeting on his or her calendar. Schedule a quick coffee, lunch, dinner or even a fun side activity. If you're looking for fun side activities, try using the TripAdvisor or Google Trips app.

If you're a supplier at the conference to network with potential clients, setting up side meetings is a no-brainer. However, even if you are attending strictly for education, you should take advantage of the opportunity to connect with old friends, influencers, and even competitors. You may want to change careers or companies one day and building your network now will enable you to already have connections in place.

2. Use the Conference Hashtag

Does the conference have a hashtag for social media? If so, do a search of it on Twitter and Instagram and start having conversations with fellow-attendees before the event. This is a great trick for shy people or introverts as it will allow you to build a tribe before you arrive. Even if it's your first time, you'll have friends already waiting for you when you arrive.

3. Scan Business Cards and Send LinkedIn Requests Each Night

Make a habit of scanning new business cards daily using a card scanning app and sending LinkedIn connection requests every single evening. This way, if there's anyone that you forget to follow-up with on an item discussed, you don't run the risk of them forgetting you and thinking you're a strange stalker when you resurface six months later. You can always point to the fact that you met at Conference X and you're connected on LinkedIn.

4. Send Customized Cards Each Night

After you've scanned business cards and sent LinkedIn requests, you have one more very important action to take—send out customized cards! Some of my favorite apps and online tools for sending customized cards, in ascending order of expense, include TouchNote, SendOutCards, and Bond. Don't send a generic card. If you took a picture with a contact or can grab a photo of something they referenced in a conversation, send that!

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You Better Recognize!

A RECAP OF THE JUNE 13TH RECOGNITION EVENT

On June 13th, MPI Ohio gathered at the Gateway Film Center in Columbus to celebrate our annual Chapter Recognition Event. In what was described as a “really cool event” where the sponsors took great care of the attendees, outgoing Chapter President Amanda Stredney helped donate more than \$1,400 to the Out of Darkness organization, introduced Quinn McMurry as our new president, and honored several well deserved MPI members and committees with chapter awards.

Among other highlights of the event was the tireless work by Iacono Productions, the networking by members, and great food and cupcakes. It's hard to say no to cupcakes!

On behalf of the entire MPIOH Chapter, please give your congratulations to our Award Winners in the following categories:

Planner of the Year
LORI STICKLEY

Supplier of the Year
JENNIFER YANNAYON

Rising Star Award
ASHLEY LAWSON

Leadership Award
ANNA RYAN

Committee of the Year
MIDAMERICA CONFERENCE COMMITTEE

Venue of the Year
THE WESTIN GREAT SOUTHERN COLUMBUS

Christy Selby Lifetime Achievement Award
MARY VLAHOS



Another year, another successful MPIOH Recognition event! We hope you enjoy the photos from the event, and if you have a minute, send a note of congrats to the award winners. It's a small gesture that just might make someone's day!



In addition to the above shout-out to Gateway Film Center (who were outstanding hosts) and Iacono Productions (who put on a heck of a show), we'd like to extend a sincere Thank You to our sponsors:

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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!



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ubrownlee@dtccleveland.com

Linkedin: Unique Brownlee

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? My mother, father and brother and my fur babies as well (I have two pitbulls)

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? Doubletree by Hilton Cleveland Downtown-Lakeside as a Sales Account Executive handling all Corporate, Government and Medical Accounts

WHAT IS THE BEST THING ABOUT YOUR JOB? Meeting and connecting with so many new people on a daily basis

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Multitasking, listening, organization

WHAT ONE PIECE OF ADVICE WOULD YOU GIVE TO SOMEONE BEGINNING THEIR CAREER IN THE MEETING INDUSTRY? Be open to learn as much as possible, regardless if it is a part of your job description or not...it is better to know more than to know less.

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER? Power to talk to more than one person over the phone at a time



JENNIFER KOLASKY WTWH MEDIA

jkolasky@wtwhmedia.com

<https://www.linkedin.com/in/jenniferkolasky/>

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? My parents – I would not be the person I am today without their support and guidance.

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? WTWH Media – I'm the Event Manager, in charge of several B2B events for the industry.

WHAT IS THE BEST THING ABOUT YOUR JOB? Every day is different – There is always something new to be done, learn, or explore.

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Organization, adaptability, and being a multi-tasker

WHAT ONE PIECE OF ADVICE WOULD YOU GIVE TO SOMEONE BEGINNING THEIR CAREER IN THE MEETING INDUSTRY? Be a "yes" person. Always say yes and try new things.



ALEX MECHLER
BOWLING GREEN STATE UNIVERSITY

Facebook: Alex Mechler

Twitter: alex_mechler

Instagram: alex_mechler

Linkedin: alex-mechler

Website: www.alexmechler.com

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? Truly and full heartedly my mom and dad. They both have always been there for me since day one.

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? I am an undergraduate student starting my senior year at Bowling Green State University studying tourism, leisure, and event planning with a minor in marketing. Currently, I am working in the university's Office of Admissions as a Student Tour Coordinator managing aspects of the Tour Guide Program.

WHAT IS THE BEST THING ABOUT YOUR JOB? My coworkers are some of the best people I have ever had the pleasure of getting to know. Everyone is always energetic, cheerful and full of life.

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Communication, decision making, and time management

WHAT ONE PIECE OF ADVICE WOULD YOU GIVE TO SOMEONE BEGINNING THEIR CAREER IN THE MEETING INDUSTRY? The advice would be to myself as I am (hopefully) on my way to beginning my own career in the Meetings Industry. However, one of the biggest outtakes I had from attending this year's MidAmerica Conference is the importance of incorporating a blend of personability to one's "work self" in today's ever growing and changing economy.

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER? I would have the power to clone an infinite amount of tour guides so that I could literally pull one out of a closet, at the ready, whenever needed.



KELLY MULHERN
BLACKWELL INN AT THE OHIO STATE UNIVERSITY

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? It sounds so cliché, but I wouldn't be where I am today without my family, husband, and friends.

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? I work for the greatest University in the Land! I recently transitioned into the Assistant Director of Sales role at the Blackwell Inn at The Ohio State University. I've been with the hotel as a meeting planner for the last 3.5 years. Go Bucks!

WHAT IS THE BEST THING ABOUT YOUR JOB? Having the opportunity to build relationships with so many different people and groups, especially on campus, while seeing their event vision come to life.

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? The ability to multitask,

problem solve, and doing it all with a sense of humor.

WHAT ONE PIECE OF ADVICE WOULD YOU GIVE TO SOMEONE BEGINNING THEIR CAREER IN THE MEETING INDUSTRY? Find a mentor that you admire. It doesn't have to be within your workplace, but someone that you respect professionally. Bounce ideas off him/her and it will take you far as you develop your professional career path.

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER? Teleportation, for sure. How great would it be to be able to attend all the events we squeeze into a day without having to travel? This would also allow me to travel the world and see things from a different angle. Plus, it's environmentally friendly!



DEANNA NWOSU
FOUNDATION SOFTWARE

<https://www.linkedin.com/in/deannanwosu/>

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? My children

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? Event Planner for Foundation Software

WHAT IS THE BEST THING ABOUT YOUR JOB? The people I work with – I have fun every day!

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Task Prioritization, Project Management, Interpersonal Communication

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

Experience trumps education every time. Get out there and work in the events and meetings industry in every way you can – you never know when you'll call upon a memory from previous work experience that can help you today.

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER? Freezing or speeding up time!



EDELYN PARKER
RED ROOF

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I can be found on facebook as "edelyn.parker" or Instagram as "edelynparker" — both are private accounts, but if you seek me out and introduce yourself as an MPI member, I'll gladly let you in my social media world.

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? My absolutely amazing, supportive, creative, hyper-intelligent, hilarious, and very handsome fiancé, Don. He is my best friend and the love of my life. We consider ourselves pretty lucky!

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? I am the Brand Marketing Manager for Red Roof.

WHAT IS THE BEST THING ABOUT YOUR JOB? The best thing about my job is how closely I get to work with so many people who are intensely passionate about hospitality and service. There is never a doubt in my mind that my coworkers care about Red Roof and its clients and guests.

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Organization, communication, creativity

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

When faced with a problem, remain calm. Be flexible and resourceful – every problem has a solution if you're present enough to examine the problem from all angles.

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

The power to read minds... when a client says they want one thing, but they actually mean something totally different. I would like to know what that totally different thing is.



KATHY SANTEN
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NETHERLAND PLAZA

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Kathy.Santen@Hilton.com or www.linkedin.com/in/kathysanten

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? My 12 neices and nephews

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? I am a Senior Sales Manager at the Hilton Cincinnati Netherland Plaza. After 10 years working the national association market I switched to corporate this past spring. It's been great! I cover the government market.

WHAT IS THE BEST THING ABOUT YOUR JOB? Sharing the grandeur and history of the Netherland Plaza's 1930's French Art Deco architecture. I feel a sense of pride when their jaws drop in amazement over the building's beauty. I also love showcasing the city to

prospective clients. Their response is often, "I just never realized that Cincinnati had so much to offer!"

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Customer service, writing and wit

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

Learn how to say no without saying n-o.

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

To read minds and have better typing skills

PREMIER 2018 DATES AVAILABLE!



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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!

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Welcome to Our New Members!

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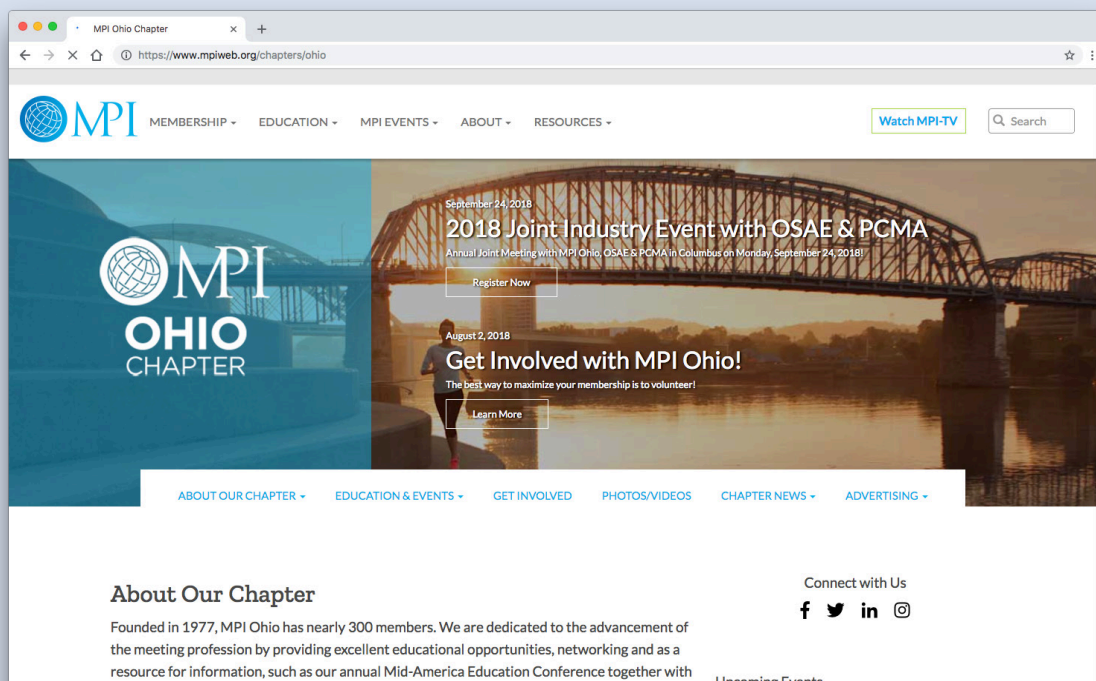
Melanie Mason

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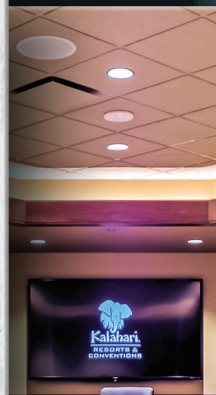
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