

MEETING PROFESSIONALS INTERNATIONAL

DEFINE



THE OFFICIAL NEWSLETTER OF MEETING PROFESSIONALS INTERNATIONAL OHIO CHAPTER

OCT — DEC 2018

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The Official Newsletter of MPI Ohio Chapter

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

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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.

MPIOH Executive Office

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President's Column

Quinn McMurtry
Sales & Marketing Director for MAC Productions



Hello MPI Ohio...

As always, it's an honor and privilege to serve you.

As we enjoy the holidays, I would be remiss if I did not acknowledge the MPI Ohio Board and our numerous committee members for their outstanding service to you – our amazing members.

Serving on the Board and our many committees is truly an act of giving. We're unbelievably thankful and appreciative to all of our volunteers. Without our network of volunteers and suppliers, we would not be able to provide the education, networking and career opportunities to our members. So, without further ado, I would like to say thank you to the following people.

1. First, I want to thank Amanda Stredney, Past President. Amanda's service to MPIOH has been invaluable. As Amanda exits off the Board in June, she will be truly missed. For more than five years, Amanda has served with poise and grace. Her presence and professionalism will be truly missed.

2. Amanda Smith Rasnick, VP of Education, is a force for knowledge and growth. Amanda expresses her passion for our industry and her leadership is a tremendous benefit to our entire chapter. Amanda leads a tremendous team that includes Adriane Cesa, Director of Education, and Kelsey Reckless, Director of Monthly Programs. Together, Team Education creates some of the best educational opportunities available anywhere. Thank you!

3. She doesn't know it...but I always marvel at our VP of Membership's team leading skills. Shannon Sprau is a rock-solid performer who manages to achieve what sometimes seems to be the unachievable. Together, with Ashlee Dickson, Director of Member Care, our membership team and committee members continue to improve and drive our membership on to the next level. As many associations struggle for membership, MPIOH continues to thrive. Well done!

4. Pete Honsberger, our VP of Communication, continues to transform our marketing communications into a consistent social-media-communication of information and visual branding. With Ashlee Lawson, Director of Marketing, along with committee members Angela Hofford, Olivia Pelzer and Alex Mechler, Team Communication is doing a phenomenal job.

5. Adam Kowaleski, our VP of Finance who continues to serve to our chapter through financial oversight and management. Thank you, Adam.

6. Also, a special thank you to Heather Gortz, Director of Strategic Partnerships and Peter Barton, Director of Special Projects. Heather is a tireless professional who has the will and dedication to find member partners to host our MANY events, and Peter consistently expands his role and continues to evolve our Annual Auction into a remarkable event. Without members and volunteers like Heather and Peter, we couldn't do what we do. Thank you for everything.

7. And finally, Abbey Border, our President Elect who in addition to her current President-elect duties, has taken on the challenge of leading the Ohio team for the 2019 MidAmerica Conference. MAC requires a strong committee and 2019 looks to be a fantastic conference. Before she knows it, Abbey will be leading MPIOH as President and I look forward to seeing her lead.

As always – It is our volunteers that make it all possible. **Thank you all for volunteering!**

I hope everyone has a wonderful holiday season, a Merry Christmas and a Happy New Year.

Sincerely,

Quinn McMurtry

A handwritten signature in black ink that reads "Quinn McMurtry". The signature is fluid and cursive, with the first name "Quinn" being more prominent.

BUILDING AN MPI RELATIONSHIP THAT WORKS



By: Ann Luketic and Angela Hafford

Networking & building relationships is key to success in our industry, and, through associations like MPI, we have the opportunity to meet a variety of dedicated event professionals.

Strong relationships don't form through one-sided efforts, and they typically take time to build. However, on some occasions, the relationship forms rather quickly; especially when it's based on the establishment of mutual appreciation and respect of your partner.

Let me give you an incredibly real example:

The Challenge: Giving life to a vision that included *logistical madness* and *airtight deadlines*.

The Team: One event professional and one supplier.

Ann Luketic, a CMP with Progressive Insurance, has a reputation in the industry. A reputation for her integrity and professionalism, willingness to connect to her peers, share her experiences and, in her words, "having the best darn job in the world!" An MPI member for over 15 years, Ann advocates for the meetings industry and takes pride in her profession.

Angela Hafford, DMCP, of PRA is no stranger to these traits, either. She's known for attention to detail, inspirational leadership, and a passion for PRA and the DMC industry. So, it's no surprise that when Angela relocated to Ohio three years ago and posted in an industry forum asking for advice on best networking groups, Ann reached out to welcome and introduce her to MPI Ohio.

The Working Relationship: In the years since, these two industry leaders consulted each other often. And when Ann needed someone to count on for a multi-level, multi-city event, she called Angela. Their combined knowledge, planning skills, passion, and reach resulted in a true MPI Membership success story.

In a mere six weeks, Ann and Angela coordinated seven events that took place on seven different locations...oh, by the way, on TWO CONSECUTIVE DAYS!

Selecting the right partner was key to the success of this program. Ann needed a team that understood her vision, embraced Progressive's culture, and could become an extension of her team. PRA provided the expertise and production capabilities to turn Progressive's vision into a reality.

The Result: Both teams worked cohesively, from almost-daily conference calls and dozens of program changes to lots of late-night emails.

Highlights included:

- Surprise celebrity appearance (FLO!!!)
- Executive leaders chasing the sun westward (and staying ahead of a hurricane!)
- Large-scale tents
- Building a gameshow on stage
- Blue nail polish
- Tattoo artists
- White carpet events
- “Flo-nuts”
- And—of course—a last-minute venue change

Event attendees celebrated a company milestone in an engaging environment with unforgettable interactions and surprises around every corner. The objective was to reinforce the company brand, demonstrate respect for the attendees’ role in the company’s success, and celebrate their contribution to that success.

When reflecting on the achievements and partnership, both women are quick to say of the other: “I couldn’t have done it without her!”

MPI connects the “Best in the Industry” and is the association for PEOPLE who bring PEOPLE TOGETHER. Ann and Angela’s experience exemplifies the many benefits of membership, whether corporate planners, global supplier or anyone in between. This MPI connection delivered partnerships, business growth, employee engagement, and a long-lasting friendship. Now both women can add “MPI Member Success Story” to their reputations!

**Because when connectors connect,
they put their relationships to WORK!**

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RETURN OF THE MAC

THE 2019 MPI MID AMERICA CONFERENCE HAS FOUND ITS HOME IN
LEXINGTON, KENTUCKY



Clear your schedules and mark your calendars for **February 24-26, 2019**, as MAC takes over Lexington, Kentucky. For the uninitiated, MAC is an annual regional conference co-hosted by MPI Ohio and the MPI Kentucky Bluegrass Chapter.

The 2019 host will be the Lexington Convention Center, with rooms connected at the Hyatt Regency Lexington. If you have not been to Lexington, it's a reasonable drive from just about anywhere in Ohio, Indiana, Western PA and parts of Michigan.

And if you have not been to MAC, it is a MUST for members. You need to experience MAC once and you'll be hooked. Think about it. A conference for meeting professionals, by meeting professionals. The level of professionalism, creative décor, food quality, professional development, and industry networking has left many-a-meeting professional wondering "Why haven't I come to MAC sooner?"

Well, the good news is that you don't have to wait any longer.

REGISTRATION IS OPEN AT
WWW.MPIMIDAMERICACONFERENCE.COM

Ladies and gentlemen,
prepare yourselves
because
**THE MAC
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Registration:

11/01/18 – 02/23/19 - \$295.00

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Who Doesn't Like a Road Trip?

By: Alex Mechler

As a student enrolled in Bowling Green State University's Tourism, Leisure, and Event Planning program, I had the opportunity to travel to Cleveland, Ohio along with fellow classmates this past month to participate in a 2-day educational networking event, hosted by Achieve Incentives & Meetings, CultureShoc, and MPI Ohio. The experience was truly invaluable.

Day 1 had us start at Achieve where we took a tour of the Westlake facility and actively engaged with current staff members to pick their brains on their experiences. It was fantastic to get an inside scoop on incentive meetings & travel, a unique niche area of the meetings industry.

Our time at Achieve was followed by a tour and lunch at CultureShoc, a company that facilitates highly effective team building, business coaching, employee engagement, and speaking engagements. At CultureShoc, we participated in an Event Planner Panel with representatives from companies like Progressive Insurance and Crowne Plaza Hotels & Resorts.

The following day, each of us were able to participate in the Ohio Chapter of MPI's chapter luncheon. Networking and lunch was followed by Dina de la Vega bringing extensive insight to the changing aspects of the meetings industry; how to navigate these changes, and how to turn hard work into success.

Overall, this experience provided multiple classmates of mine ample opportunity to engage with current meeting industry professionals, networking and building connections. As a current student-member of MPI Ohio, I was beyond pleased that this experience was presented to my university's program. The exposure and insights into the meeting industry alone has sparked a newfound interest and passion in many of my classmates' lives. We were incredibly grateful for the experience, and I hope to engage in more events with Achieve Incentives & Meetings, CultureShoc, and MPI in the near future.



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meeting Great.*

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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!



JEFFREY ANZO
THE ORGANIZATION OF
SELF-DISCOVERY

Instagram: @genuine_jeff

YouTube: https://www.youtube.com/channel/UC85yodDJ8GosudfCJNVWaAg?view_as=subscriber

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? My parents and brothers, my close friends who have pushed me to pursue my dreams, and the mentor and guides I have had along my journey in life so far.

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? My main work is for The Organization of Self-Discovery, which is a student organization I began last year that helps students with self-awareness, personal development, and creating a meaningful life. I am the president/founder of this organization.

WHAT IS THE BEST THING ABOUT YOUR JOB? Helping people realize their full potential and then being by their side while

they grow and learn in pursuit of their dreams.

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Listening, Zest, Perseverance

WHAT ONE PIECE OF ADVICE WOULD YOU GIVE TO SOMEONE BEGINNING THEIR CAREER IN THE MEETING INDUSTRY? Become observant of all types of meetings you're involved in, and especially pay attention to the ones that you don't enjoy. We often want to forget about these meetings but if you are in this industry you should use these as learning tools for moving into the future.

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER? Reading People's Minds



MARGARET BEDILION
CLERMONT COUNTY
CONVENTION AND VISITORS
BUREAU

mb@visitclermontohio.com

513-532-7157

LinkedIn : Margaret Bedilion

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? My husband of nearly 8 years, my almost 4 year old daughter Isabella and 1 year old daughter Mackenzie are the most important people in my life. I left my full-time job in 2015 to work part time and be at home with my little ones. I will never get this time back and I am grateful I have the best of both worlds when it comes to work life balance.

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? Clermont County Convention and Visitors Bureau on the Eastside of Cincinnati as a Sales manager

WHAT IS THE BEST THING ABOUT YOUR JOB? I have been in the hospitality industry since I graduated college from Xavier in 2004 and have worked at two different attractions. I met many people along the way and formed many relationships. What I love about being at the CVB it gives me a chance to sell the entire region and not just one attraction.

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? 1. Customer service skills 2. Time management skills 3. Knowledge of the area (my product)

WHAT ONE PIECE OF ADVICE WOULD YOU GIVE TO SOMEONE BEGINNING THEIR CAREER IN THE MEETING INDUSTRY? Do not be afraid to learn or to make mistakes. It only makes you better at what you do. Also, constantly network because it always pays off. Relationships are key to being successful in this industry.

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER? Telepathy- if I could read each of my clients' minds I would know exactly what they wanted before they told me, there would be no "assuming" and I could connect with them like no one else.



KANDYCE BURGETT
PRECISION METALFORMING ASSOCIATION

<https://www.linkedin.com/in/kandyce-burgett-5154712a/>

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? My Family.

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? PMA - Precision Metalforming Association

WHAT IS THE BEST THING ABOUT YOUR JOB? Flexible work schedule

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Progressive Thinking, Determination to be better each day, Organization / Process Improvement

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

Develop a thick skin and learn to shake it off... you will not always be right or get your way.

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

Being able to have my computer complete projects as I think of them



MONICA CHEHADE
CARDINAL HEALTH

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

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? Cardinal Health - Meeting Coordinator

WHAT IS THE BEST THING ABOUT YOUR JOB? The endless opportunities I have to learn about this industry!

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Communication, time management and being able to work on a team

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

Connections are important in this industry, make and maintain these connections!

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

Be able to clone myself during events



CHLOE CLINE
OHIO UNIVERSITY

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? My fiancé, my parents, brother, the rest of my family and my amazing group of friends

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? Ohio University—I am the Assistant Event Director of Events in the College of Business

WHAT IS THE BEST THING ABOUT YOUR JOB? No two days are the same!

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Communication, flexibility and patience

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

Don't be afraid of two things—1. Don't be afraid or ashamed to ask questions. Learn and soak up knowledge from peers that have been in the industry. 2. Don't be afraid to make mistakes, as long as you reflect and learn from them. I believe our failures become our future successes.

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

Create more event space!



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WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? My immediate family: my wife and my son, and my mother.

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? I am twice self-employed: as President of American Services and Protection, a security services provider; and as a gifted motivational and inspirational speaker under my company, Bridgebuilders International.

WHAT IS THE BEST THING ABOUT YOUR JOB? For speaking, it is the joy of investing in the world's greatest resource--people, and to have the ability to reap generations' worth of dividends! For security, it is helping keep our community's business and people safer.

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? 1. Clear communication
2. Networking
3. Analytical skills/ decision-making

WHAT ONE PIECE OF ADVICE WOULD YOU GIVE TO SOMEONE BEGINNING THEIR CAREER IN THE MEETING INDUSTRY? Your network is your network!

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER? The Invisible Man, so I can learn from honest feedback behind the scenes.



JULIA KELLOW
CARDINAL HEALTH

614-822-4155
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WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? My sister and my parents

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? Cardinal Health as a Meeting Coordinator

WHAT IS THE BEST THING ABOUT YOUR JOB? The opportunities for hands on learning!

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Organization, communication, and problem solving!

WHAT ONE PIECE OF ADVICE WOULD YOU GIVE TO SOMEONE BEGINNING THEIR CAREER IN THE MEETING INDUSTRY? Take every opportunity that comes your way! You don't know who you will meet or what you will learn until you take the chance to find out.

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER? Teleportation to eliminate travel time!



ERIKA MORALES
PSAV

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? My family: parents, brother & sister, 5 nephews

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? I'm a Regional Sales Director for PSAV

WHAT IS THE BEST THING ABOUT YOUR JOB? That's tough! It's a split between developing my team and creating new relationships.

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Listening, Communicating, Training

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

Surround yourself with a good team. We learn so much with time and it's impossible to know it all so it's crucial to have a team you can depend on. We all have different strengths for a reason.

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER? Definitely cloning so I can spend more time with my team and customers!

CARRIE C. MOORE

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WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? My family- especially my husband and daughter!

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? I am the Director of Sales for Belterra Casino Resort & Belterra Park Cincinnati which is now part of the Boyd Gaming family

WHAT IS THE BEST THING ABOUT YOUR JOB? It is a true pleasure to support and lead a strong, creative and collaborative team.

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Organization, patience and curiosity

WHAT ONE PIECE OF ADVICE WOULD YOU GIVE TO SOMEONE BEGINNING THEIR CAREER IN THE MEETING INDUSTRY? Stay curious, embrace creativity and rely on your team when in doubt.

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER? Power of persuasion ;)!

SUSAN M PITTS

PROGRESSIVE INSURANCE

<https://www.linkedin.com/in/susan-pitts-a3409911/>

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? Family and friends

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? Progressive Insurance, Travel Services Specialist

WHAT IS THE BEST THING ABOUT YOUR JOB? Working with my fellow Progressive employees

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Customer service, time management and relationship building

WHAT ONE PIECE OF ADVICE WOULD YOU GIVE TO SOMEONE BEGINNING THEIR CAREER IN THE MEETING INDUSTRY? Spend time forming relationships in the industry, it will serve you well in your time of need.

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER? Never getting tired



LAURA SPEED

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WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? My children/their spouses and my grandchildren – my entire extended family and friends too of course

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? I am the Corporate Sales Manager at Embassy Suites by Hilton – Cincinnati RiverCenter

WHAT IS THE BEST THING ABOUT YOUR JOB? Meeting new people, forming friendships and working together with my groups to provide them with impeccable service. Also, feeling accomplished because we were able to make them happy and exceed guest expectations.

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? Do what you say you are going to do – This builds trust and is largely the reason clients book with you. They need to feel confident that you will deliver what you promise.

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER? I would like to be able to twitch my nose and cast a spell... clients/guests would want what I have to offer - They'd be begging me to stay at our hotel!!

Mark Your Calendar!

FEBRUARY 24-26, 2019
MIDAMERICA CONFERENCE

Lexington Convention Center -
Lexington, KY

APRIL 17, 2019
CHAPTER MEETING

Sparkspace – Columbus, OH

MARCH 20, 2019
CHAPTER MEETING

The Ritz-Carlton – 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

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

Aaron Lewis, CMP
Kettering Health Network

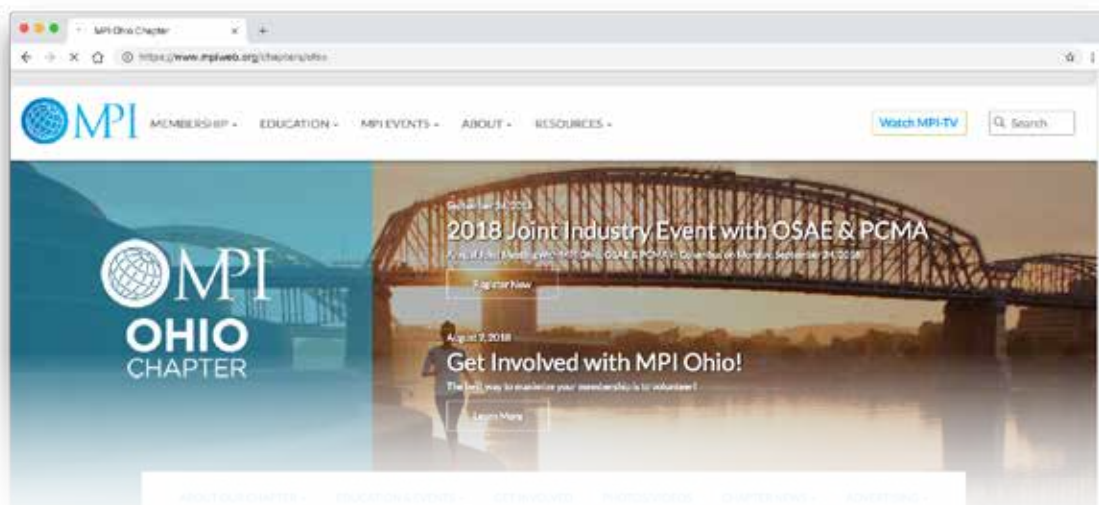
Margaret O'Gorman, CMP
Butler County Visitors Bureau

Anita Washburn, CMP
Dairy Farmers of America

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.

Check out our website at: **www.mpioh.org**



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!

Welcome to Our New Members!

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Call our sales team at (866) 706-4354 to get the ball rolling.*



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