



MEETING PROFESSIONALS INTERNATIONAL



OHIO CHAPTER

define

THE OFFICIAL NEWSLETTER OF MEETING PROFESSIONALS INTERNATIONAL OHIO CHAPTER

October /November 2012

Networking & Relationships

What's Inside:

Board of Directors

President's Column

Volunteering as
Networking

Build a Better Network
Through Better
Relationships

CIC Announces Plans for
2012 CMP Census

Planner Only Forums

"Casino Night"

Just desserts and other
money-saving tips

Special Thanks to our
2011-2012 Host
Facilities

Latest Class of CMPs

Welcome New Members

Calendar

Social Media Update

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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

By: Anna Ryan, CMP

OCLC - Online Computer Library Center, Inc., MPI Ohio Chapter President



As a member of a National Association, it's easy to lose perspective of what type of resources and opportunities you have at your fingertips. MPI offers its members an unbelievable amount of opportunities at the national, state and local level.

Did you know that MPI is made up of over 20,000 meeting professionals located around the world? And that you have access to these 20,000 members at www.mpiweb.org ? On the MP website you have the opportunity to reach out to any of these members through the membership directory. The Ohio chapter is comprised of approximately 300, members and you can access these members at any time on our website www.mpioh.org or through searching the national directory. When you are considering your next event, it's important to consider your fellow members and buy MPI when you are booking meetings and events, be it in your own backyard or on the other side of the world. You can always reach out and find a fellow MPI member who is certain to help you.

I recently used the MPI network to find a contact in the Netherlands. I needed some answers concerning a 2013 convention being held in Amsterdam and was having a difficult time getting an answer. So, I used the MPI directory resource to find someone from Amsterdam and found that the director of the Amsterdam RAI (conference center) was a member of MPI. I sent off an email and had a response which contained a personal contact within 24 hrs. The connection didn't stop there while at WEC this past July, I had the good fortune of meeting my contact while in a meeting. WOW, what a great connection and all because of MPI and the opportunities that having a network of 20,000+ contacts in the industry provides.

These connections and opportunities are important not only on a national level, but they can be invaluable on the local level as well. The Ohio Board has made networking and relationship-building a priority for our members this year. I hope you were able to come out and participate in our first late afternoon MPI Chapter meeting which took place at the Arena Grand on October 17. This was an opportunity for those who can't usually make a luncheon meeting to join us for some valuable education and networking. Other opportunities for networking include our MPI after 5 events located in each city and, of course, our Annual Auction on November 14 at the new Hollywood Casino in Columbus. Don't miss out on the opportunity to get some great items, support the MPI Foundation and check out the new Columbus Casino! Plan to stay later or arrive early to check out the casino floor and try your hand at lady luck. Don't forget December 19 will be our Professional Education Institute and we are excited to announce Jim Spellos is one of our speakers! Watch for invitations to hit your mailbox soon.

The opportunities to build relationships with fellow meeting professionals doesn't end at the MPI monthly meetings. Have you joined a committee? Looked into being a mentor or a mentee through our Power of 2 program? Have you considered being a member of the Board? Are you considering testing for your CMP? All of these activities allow you to build powerful relationships that will help you grow both professionally and personally.

As our schedules continue to fill, it's important to make sure you keep these resources at your finger tips. As a meeting professional, you just never know when you are going to receive that unique request and a fellow MPI member can help you shine.

Volunteering as Networking

By: Shane Yates, CAE, CMP

Ohio Society of Association Executives

Vice President of Communications on the MPI Ohio Chapter Board



What's the difference between networking and volunteering? One of the benefits to volunteering is that it not only builds your network but also sharpens your skills and enhances your credibility. Networking expands your social and professional circle as does volunteering. So why don't more people volunteer as a way to grow their careers?

Volunteering can be a critical component in building a viable and diverse network. Active involvement in a professional association creates opportunities to sharpen your skills, try something you've never done and expand your comfort zone. Volunteering combines community involvement, professional development and personal growth opportunities and is one of the best ways to develop skills and meet colleagues through active involvement within any area of interest. Associations are always a good place to look for volunteering and networking opportunities.

One way to make new connections and expand your network is through membership in professional and community organizations. Groups such as MIPOH, which has many different committees that each have a unique focus, skills needed and time required is a great place to start volunteering. Having your name on a membership roster can give you access to potential clients, but to make the organization work for you, you also must work for it. Volunteer. Become involved. Help the group accomplish its goals. Volunteer to call members to attend meetings. In the process of making these cold calls, you are laying the foundation for a future connection. You are getting to know others and they are getting to know you. Should the time come to call one of these people for a work related purpose, it will no longer be a cold call.


VOLUNTEERING AS NETWORKING CONNECTS YOU TO OTHERS. One of the better-known benefits of volunteering is the impact on a specific community. Unpaid volunteers are often the glue that holds a group together. Volunteering allows you to connect to your community whether personal or professional and make it a better place. However,

volunteering is a two-way street, and it can benefit you as much as the cause you choose to help. Dedicating your time as a volunteer helps you make new friends, expand your network, and boost your social skills.

VOLUNTEERING HELPS YOU MAKE NEW FRIENDS AND CONTACTS. One of the best ways to make new friends and strengthen existing relationships is to commit to a shared activity together. Volunteering is a great way to meet new people, especially if you are new to an area or profession. Volunteering also strengthens your ties to the community and broadens your support network, exposing you to people with common interests, neighborhood resources, and fun and fulfilling activities.

VOLUNTEERING INCREASES YOUR SOCIAL AND RELATIONSHIP SKILLS. While some people are naturally outgoing, others are shy and have a hard time meeting new people. Volunteering gives you the opportunity to practice and develop your social skills, since you are meeting regularly with a group of people with common interests. Once you have momentum, it's easier to branch out and make more friends and contacts.

Industry leaders are involved in community programs. What better way to get to know leaders than to volunteer alongside them? The number of groups you join is not important. What is important is to be more than just another name on the membership roll. The foundation of building a network is giving. As we learn to give of our time and talents to those around us, we learn that our greatest rewards are the relationships we develop in the process. Networking builds communication skills and volunteering can improve you're a variety of skill set in a specific area and build leadership experience and positions. Volunteering is not just for the future; it is for right now and the benefits of networking can help with your current situation. While you can meet many people while volunteering you should put some consideration into select a volunteer organization that fits your networking goals. If you decide to volunteer for an organization to



increase your networking options, don't join ten things. If you join and volunteer for ten different organizations, people may wonder, "How much are you really giving or getting out of all of them? How do you have the time?" You should join what is best for you and commit to one at least where making a leadership contribution is that goal. Become part of a committee, because that's where you build the relationships that really then matter in terms of finding that next lead, or job, or mentor.

You're donating your valuable time, so it's important that you enjoy and benefit from your volunteering. It's important to make sure that your volunteer position is a good fit and to communicate with the people you're working within the organization.

ASK QUESTIONS. You want to make sure that the experience is right for your skills, your goals, and the time you want to spend. If you have any questions, be sure to speak up. Ask questions that will address your concerns such as time commitment, if there's any training involved, who you will be working with, and what to do if you have questions or conflict during your experience.

MAKE SURE YOU KNOW WHAT'S EXPECTED. Before starting, make sure you are comfortable with the organization, know what is expected, and understand the time commitment. Make sure that you feel that your role is both valuable and meaningful (in other words, benefiting both the volunteer and the organization), and that infrastructure and resources are available to support volunteers in the organization. Consider starting small so

that you don't over commit yourself at first. Give yourself some flexibility to change your focus if needed.

DON'T BE AFRAID TO MAKE A CHANGE. Speak up if your experience isn't what you expected. Don't force yourself into a bad fit. Talk to the group you're working with about changing your focus or consider looking for another match.

ENJOY YOURSELF. Most importantly, make sure you're having fun! The best volunteer experiences benefit both the volunteer and the organization. If you're not enjoying yourself, ask yourself why. Is it the tasks you're performing? The people you're working with? Or are you uncomfortable simply because the situation is new and unfamiliar? Pinpointing what's bothering you can help you decide how to proceed.

It is important to remember that networking and volunteering are not necessarily two separate ideas. Through volunteering, you can build a network of friends, coworkers, and potential employers, all the while learning or refining job skills and giving back to a community.

During tough times it is important to explore all available opportunities for volunteering and networking. Be proactive and persistent. As you proactively pursue a network through volunteering, other person-to-person efforts, or through the internet, you will not only expand your job opportunities, but you can gain confidence and momentum because you are approaching your situation proactively. After all, a good offense is the best defense.



Build a Better Network Through Better Relationships

By: Christine Zust



Networking. We all do it, yet, many professionals do it so poorly that they give networking a bad name. More than just exchanging business cards, networking is really about building relationships. Within the meetings industry, we can all do a better job of connecting with each other and learning about our needs. Here are a few tips to help you network like a pro:

BUILD RELATIONSHIPS. A solid relationship is built on mutual trust, respect and reciprocity. When you build a relationship, think first about the foundation that you are laying down. Is that relationship built on a quick business card exchange or on taking the time to get to know another person? As you meet new people, lay that foundation correctly. Make the first impression positive and meaningful. Look at that first contact as a way to begin a relationship.

CONSIDER EVERY NEW INDUSTRY CONTACT AS A LONG-TERM CONTACT. When you meet people within your industry – the meetings industry – you will, no doubt, know them for many years to come. Why? Because every industry is similar to a small town. It's a close-knit community and everyone knows each other. And as we know, word travels fast in small towns! Put your best foot forward from the very start, knowing that you are going to be seeing a lot of each other throughout the years. When I worked in the destination marketing industry, I worked very closely with our local hospitality industry – hotels, restaurants and tourist attractions – to position our city and its offerings to the visiting public in the most favorable light. My long-term connections made that possible.

TREAT YOUR NETWORK LIKE A LIVING ORGANISM, BECAUSE IT IS FILLED WITH LIVING PEOPLE. Like any living being, your network needs to be cared for, fed and nurtured, not forgotten. Treat the people in your network with the utmost respect on an ongoing basis.

RECIPROCATE. Don't call someone only when you need something. There are individuals in the business world who do this, and believe me, everyone knows who they are. They only call you when they are looking for client leads or a favor, want to "pick your brain" or want to tap into your contact base for leads. Remember that networking is two-way, not just one-way.

PUT THE OTHER PERSON'S NEEDS BEFORE YOURS. We live in the WIIFM era (What's In It For Me?), and there are many professionals who think of only themselves. In networking, this doesn't work. Ask, "What can I do to help you?" This turns WIIFM into WIIFTOP (What's In It For The Other Person?). You will make the other person feel important. Every time I have put someone else's needs above mine, my network has worked ten times harder for me than if I had put my needs first.

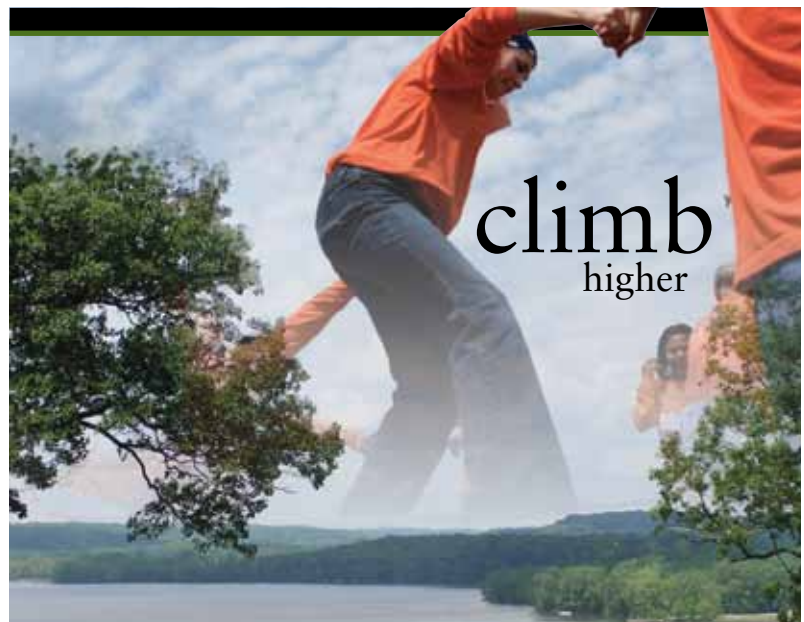
INVEST THE TIME IN THAT INITIAL ACQUAINTANCE. Make your first impression a winning one. Take the time to share in a real conversation, not just collect a business card and move onto your next contact. Spend enough time to learn at least one or two things about that person that you would not otherwise know. If you meet just one person at an event, and you spend quality time with him/her, that is worth far more than collecting business cards from ten people who you can't remember a thing about. The relationship begins at first contact.

CAN THE CANNED PRESENTATION. Shift from the sales pitch to a conversation. A sales pitch is one-sided (“I’m here to tell you how wonderful and great I am/my service is/my venue is/...”). The sales pitcher goes into automatic pilot with a canned presentation. Instead, have a real conversation with the other person. Learn about her/his needs and see if there is a fit for you to help.

MAINTAIN CONTACT. The more frequent contact you have with people in your network, the more you position yourself as a caring person. Members of your network will also remember you and think of you more often. Contact comes in many forms – in person, electronic or in writing. Electronic communication, like email, text messages, instant messages or social media, makes it easy for you to send someone a short “thinking of you” note. People don’t send as many cards and letters as they used to in the past, and a short handwritten note means so much to the person receiving it. If someone was featured recently in a magazine article or if you read an article that you know they would enjoy, send it by mail. It will get their attention and they will be most appreciative.

IT’S NOT JUST WHO KNOWS YOU... IT’S WHO PROMOTES YOU (YOUR SUPPORTERS AND ADVOCATES). We have heard the old adage, “It’s not what you know... It’s who you know.” When we consider the people around us who are our biggest fans, our supporters and advocates, they are the ones who help us to gain success without us asking them to do so. Funny thing, often the feeling is mutual... we are their supporters and advocates as well. We have established trust and respect as the foundation in our relationship. Much business comes to us through private referrals because someone worked with us and loved the work we did. Our supporters and advocates promote us on their own because they want us to succeed. It begins with you. Who are you supporting and advocating? And how can that relationship bring business success to you both?

CONSIDER WHO’S MISSING FROM YOUR NETWORK AND INVITE THEM INTO YOURS. There are two ways people network – passively and actively. Passive networkers wait for other people to approach them at events. Active networkers are just the opposite: They invite people into their network. If there are people within your industry who you admire, simply call them and invite them to coffee, to get acquainted, and to learn from each other. More than 20 years ago, I received a phone call from a woman who I knew of but did not know. She referenced a recent feature article about me in our local business publication. Then she said something that no one had ever said to me before. “After reading the article, I realized that you were someone I needed to know.” She invited me into her network. We have remained friends and business colleagues for more than two decades. And it all began with a simple phone call.



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Make a first impression a lasting impression. In the business environment a first impression begins with two things: getting acquainted and exchanging business cards. Here are my two favorite tips on the fine art of business card exchange. Remember, it's not about you. It's about the other person.

1. Rephrase "The Ultimate Question," "What do you do?" Most people begin a conversation with this question, the first time they meet someone. Notice, it starts with the word "What" that focuses more on the position than the person. Here's a better way:

- Reframe: "Tell me about yourself." It's more personal, focusing on the person not the position. It opens up the conversation to discuss anything from career to personal life. Remember, you're investing in these industry relationships for the long haul, so it's important to know the person, not just their position.

2. Ask if you may have someone's business card, and ask if they would like one of your cards. Never tell ("Here's my card...") or demand ("Give me one of your cards."). Instead, ask, ("May I have one of your business cards?") or ("Would you like one of my business cards?") or ("May I give you one of my business cards?"). It positions you as the true professional you are. This one simple courtesy – asking – will make a tremendous difference in how people respond to you.

As you continue to deepen your relationships with industry colleagues in your network, keep in mind that networking is truly about building relationships. It requires your time and commitment. How much time are you willing to invest in people who you could help to become more successful and who could also help to make your business successful?

© 2012 Christine Zust. Christine Zust (also known as "Christine the Communication Queen") is an author, speaker and trainer. Portions of this article were taken from her book, *Everything I Do Positions Me: The Simple Path to Professional Success*. If you would like to bring Christine's popular networking program, "Shut Up and Listen: Keys to No-Nonsense Networking" to your organization or a client's company, visit www.communicationqueen.com or contact her office directly at (440) 777-8373 or via email at Christine@communicationqueen.com. For more information about her book, visit www.everythingidopositionsme.com.

CIC Announces Plans for 2012 CMP Census

During the Convention Industry Council's (CIC) annual CMP Conclave in Tampa, FL held in June, Karen M. Gonzales, CMP, Chair of the Certified Meeting Professional (CMP) Board of Directors unveiled a new, landmark initiative to establish a detailed professional profile of practicing Certified Meeting Professionals (CMP).

"For the first time we'll have comprehensive and accurate data on the CMP community," said Gonzales. "We may know there are 10,000 practicing CMPs in 46 countries around the world, but the 2012 CMP Census will look further into specific and critical areas. We'll understand, more definitively, the purchasing power, interests and career challenges of CMP's and how we can use that data to move the industry forward."

Much more than a survey to collect demographic data, the Census will uncover honest perceptions and profiles of meeting professionals. The findings affect many facets of the industry and will drive future education offerings, professional resources and industry standards as well as inform potential employers and business partners on the benefits of doing business with or hiring a CMP.

"This study will allow us to understand and articulate the diversity, significance and influence of the CMP, both inside and outside our professional spheres and our industry," said Gonzales.

Data gathering for the 2012 CMP Census begins this summer and results will be released later in the fall this year.



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- Networking Opportunities
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Facilitators:

Barbara Perry, CMP

Dates:

Cincinnati – November 28, 2012

Cleveland – December 12, 2012

Location:

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Just desserts and other money-saving tips

originally published in *Small Market Meetings*, www.smallmarketmeetings.com.

When we sent out a call for cost-saving concepts, Beth Hecquet responded with great ideas. Since 2007, she has planned an annual sports symposium, workshops and other meetings as director of meetings and events for the National Association of Sports Commissions (NASC) in Cincinnati.

Like all associations, NASC wants its services to be viewed as a value by its members; finding ways to save money on meeting-related expenses allows NASC to keep registration and other member-related costs lower. Hecquet is particularly in tune with member needs; she was director of member services for NASC for five years before she took her current post. Here are some of her tips.

Ban bottled water.

Not only is bottled water pricey, it is wasteful. Hecquet recommends two alternatives: Have water coolers placed around the meeting space or ask the venue to place water pitchers and glasses on meeting room tables or at the back of the room.

Bump up continental breakfast.

Adding one hot item to the traditional continental breakfast carries surprising cache. "Attendees think you've gone the extra mile without spending a lot of money," Hecquet said. Among the items NASC has added are egg and sausage breakfast sandwiches, breakfast burritos, miniature quiches, waffles and pancakes. "We try to work within what the venue can do cost effectively and be open to their suggestions."

Have cupcakes do double duty.

Desserts are often artful; why not use them as decor? NASC has used all types of desserts as centerpieces: custom logo cookies; presliced, whole cakes and pies; and gourmet cupcakes.

Logo cookies can promote a sponsor, providing added exposure. Edible centerpieces are more interesting than an inexpensive centerpiece like votives. Using desserts as decor also saves time and money required to buy centerpieces.

NASC has displayed centerpiece desserts in a number of ways: On lazy susans, on cake stands and, most recently, on platters raised on glass blocks. Said Hecquet, "We work with the venue to find what they already have in-house so we don't have to rent anything. I am not opposed to having every table match — mixing it up I think brings character to the room and most venues have a hodge-podge of items that can be used if you can blend them together."



Meeting Professionals International Ohio Chapter would like to extend a special thanks to all our 2011-2012 Host Facilities:

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Congratulations to the Latest Class of CMPs

The Convention Industry Council (CIC) announced the individuals who passed the July, 2012 CMP examination, of which 3 were MPI Ohio Members!

Congratulations to:

- **Sandy Wainz, CMP** – Procter & Gamble
- **Kimberly Willet-Manzi, CMP** – Procter & Gamble
- **Aaron Hayes, CMP** – Procter & Gamble

This distinguished credential, recognized throughout the meetings, conventions, and exhibitions industry, demonstrates an individual's comprehensive knowledge of meeting management as well as a commitment to the profession.

Established in 1985, the mission of the CMP program is to elevate and enhance the professionalism of the meetings, conventions, exhibitions and events industry and the dedicated individuals who are responsible for meeting management.

Obtaining the CMP designation is a two-part process consisting of an application and a written examination, administered and monitored by an independent testing agency. Eligibility to take the examination is based on an extensive review of professional qualifications - candidates must have at least three years of employment in the meetings industry, and demonstrate responsibility and accountability for successful meetings. Additionally each applicant must have completed a minimum of 25 hours of industry specific continuing education or a meeting management internship. The comprehensive written examination tests knowledge of all functions of meeting management.

The next North American CMP exam is scheduled for November 1-10th, 2012 and January 24th-February 2nd. Additional information on the CMP process and the MPI Ohio Study Group and Boot Camp can be found online at www.mpioh.org.

Welcome to Our New Members!

Jennifer Bako

Diebold, Incorporated
330 604-5743
jennifer.bako@diebold.com

Joy Bressler

Crowne Plaza Columbus North
614 885-1885
jbressler@cpcolumbusnorth.com

Amy Conover

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Susan Fryer

Xanterra/ Ohio State Park Lodges
614 655-2040
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Gay Grizzell

Dearborn National
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Bernita Hamilton

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Pamela McGill

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Jamie Miller

University of Cincinnati Conference
& Event Services
jamie.miller2@uc.edu



Shaunte Russell

Central State University
937 376-6282
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Robin Stephens

Huntington Bank
614 5793116
robin.stephens@huntington.com

Keisha Villarreal

Winding Hollow
614 855-3548
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Mark Your Calendar!

NOVEMBER 1, 2012

Planner Only Forum
Cleveland, Ohio

NOVEMBER 3, 2012

CMP Boot Camp
Columbus, Ohio

NOVEMBER 7, 2012

REACH Meeting
Cincinnati, Ohio

NOVEMBER 14, 2012

25th Annual Education &
Scholarship Auction
Columbus, Ohio

DECEMBER 19, 2012

Tech Day / In Depth Education Day
Columbus, Ohio

JANUARY 16, 2013

Chapter Meeting
Marriott RiverCenter
Cincinnati/Northern KY



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 Angie Gasaway, Director of Strategic Partnerships, to secure your date at agasaway@helmsbriscoe.com, 614-205-8998.

Social Media Update



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!

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