



## OHIO CHAPTER

define

THE OFFICIAL NEWSLETTER OF MEETING PROFESSIONALS INTERNATIONAL OHIO CHAPTER



### APR MAY '08 ISSUE

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## The Official Newsletter of MPI Ohio Chapter

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**OHMPI 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.

# President's Column

By Mike Moseley

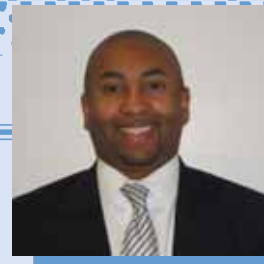
## Educating the Masses

The Board has seen over the years the continued desire of our chapter to grow and enrich our community. Our members can be seen rising to the top all across our industry. Whether it be within our corporations, associations, conference centers or hotels; MPI members are helping to lead and shape the future. That is made possible in part by the great educational opportunities that are available to each and every one of us. And I truly believe that it is only going to get better.

On a national level, MPI continues to shift focus and find new ways to reach out and engage their members. Their website has introduced new opportunities for sharing best practices and asking questions to fellow members. They have re-dedicated themselves to making sure there is significant value attached to a membership in MPI on a national level.

Our chapter has not let this shift go unnoticed. Our chapter is nearly 350 members strong. MPIOH has a rich blend of planners and suppliers; each with varying levels of knowledge and experience within the industry. And while difficult, it is our duty to provide as best we can, educational and networking opportunities that can be of use to all our members. This year, the education committee has devoted more resources to this year's education than they have ever done in recent memory. They have been tasked to find programs that will excite both the newcomers to the industry as well as those seasoned veterans. They have brought REACH programs to Cleveland and Columbus. They have continued to educate and update the chapter on new trends at our Technology Day event in January. They have had a big part in the annual MidAmerica Education Conference, donating time and speakers to enrich the programming for our attendees. The Education Committee has seized the opportunity to bring more to our membership.

And speaking of Membership, this department has not sat back and done nothing. An eager and experienced committee has taken on the task of educating and exposing our chapter to the future of hospitality and meeting planning: *students*. Jason Diehl and his Membership committee have started a new student initiative to expose college students to the meetings industry. They have reached out to enlighten them on resources they can use to not only seek information on



our chapter, but our profession. They have a bold plan initiated to help students find their way

and get more insight about their future careers. They are starting up a mentoring program for our students and new members as well. And to personally welcome these students and show them the various pathways to their career goals, they have even spoken to them right on their college campuses and will exhibit at career fairs and tradeshow too.

Our chapter has even proven that if one benefits, that we all will; even if it is not just our membership. For the past several years, MPIOH has been an active sponsor of the Certified Meeting Professional (CMP) program and their study groups. The CMP Study Group and CMP Boot Camp are wildly popular and have steadily grown each year in the Central Ohio area. People from all parts of Ohio as well as neighboring states have traveled far & wide and participated in this program; giving it rave reviews. Because of our sponsorship, MPIOH has also been very fortunate to gain some excellent new members too. There has been interest from other areas inside and outside of the state to observe this program and try and conduct their own. All the while, more and more folks are signing up for these. So, MPIOH has taken the next step.

Beginning with the new fiscal year 2008-09, a new Board position within MPIOH will oversee the CMP Boot Camp & Study Groups here in central Ohio, which will now be wholly MPIOH programs. This new Director of Professional Development will be CMP certified and also trained by the CIC to conduct these programs. They will work under the Vice President of Education, who currently is running the CMP Study Groups and is absolutely the most familiar with the program and all it entails. They are tasked with again bringing knowledge to our community, to help folks grow within the industry; which will in turn help the industry itself to grow.

People naturally crave knowledge. The meetings industry is ever-changing and there is always a need for us to learn and keep up with the trends. As some folks retire and move on, new recruits are waiting to step into their place. Our chapter is happy to be a part of keeping the industry moving forward. And we are happy to have our leaders of today helping to uplift, recruit and train our leaders for tomorrow.

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# Putting you and your company in the LIME-light!

Consider the environment and the light that is beginning to shine so brightly and prevalently on “green” issues, green building, recycling, energy savings, and improving the quality of our air.

Sir Francis Bacon, the English philosopher once said “Knowledge itself is power.” It is through this knowledge and awareness that the world is waking up, and not only **thinking** about the issues, but **acting** in a more responsible light.

## It is cool to be green!

Once you start looking around, you too will begin see the world through “green-colored glasses.” School-aged children understand environmental issues and global warming better than most of their parents. So it may be somewhat foreign for us to think about having control or contributing to such a big issue.

According to TreeHugger.com almost 64% of Americans say reduced energy costs would be the main reason to buy a greener home. And 49% of those surveyed say it’s “the right thing to do for the environment.

## Get Smart - Get Powerful

How do you become a part of the solution? At home or in the office there are simple and cost-effective measures that can help the environment.

- **Sign up for green power** – About 600 of the US’s 6,000 power utilities offer a green power option of one kind or another
- **Use gas-fired or solar** water heating systems
- **Plant trees** – they can decrease the energy you use to cool your space. Shade trees can reduce the need for air conditioning by 7% to 40%
- **Replace your light bulbs** with compact fluorescent bulbs – if every American replaced 5 of their regular light bulbs – we would be doing the same thing as taking 5 million cars and their emissions off the road
- **Ask about a programmable thermostat** – it could save you \$60 a year and reduce carbon dioxide by 1,071 tons a year
- **Transfer your bills to online payment** - a safe and easy way to reduce the print materials you

receive in your new home

- **Conduct an audit**—evaluate how much you consume and then look for ways to reduce. Do you need to make a print out of that most recent email? Do you read the paper every day or will the weekend edition be enough?
- **Reduce**—in your next meeting, rather than having hundreds of handouts coordinate and place the information online so after the meeting individuals can go and get the information they need.



## How is your business contributing to the solution?

Green marketing and innovative environmentally-friendly programs are popping up all over the world and come in all shapes and sizes. From door-to-door grass root strategies to major marketing and advertising campaigns, businesses are wrapping their products and services with green, (hopefully recycled wrapping).

Work to make your next event as environmentally sensitive as possible.

## A new collaborative - LIME

LIME Marketing (Living Intelligently, Marketing Environmentally) is a new collaborative of marketing strategists, business development specialists, print and web designers, and media experts committed to a more environmentally-friendly approach to marketing. It is centered around action and how to accomplish sales and marketing goals with the least impact on resources and the environment.

## How green is business marketing?

Every business needs to be on the leading edge of technology. It’s how they stay ahead of their competition. The science of materials, processes and sales techniques are all coordinated to deliver the best results for their company.

## Shouldn’t all business marketing do that, too?

With a carefully-planned perspective and positioning of products and services, LIME will help use the power of green to differentiate marketing and the company. To position the business as the leader in

## Putting you and your company in the LIME-light! continued

what they do, and how they do it. LIME helps businesses be part of the leading edge of marketing.

### Marketing, with a twist of lime.

LIME Marketing uses proven strategies to increase sales and build business, but with a green mindset. They work to determine and implement the most cost-effective, environmentally-sensitive methods of achieving business goals.

### Get in the "lime" light!

Simply stated, LIME works to build business by creating environmentally-conscious business development and marketing tactics which reduce consumption and negative effects on the environment. Find out how they can help put businesses in the right light. Go to [www.LIMEmarketing.org](http://www.LIMEmarketing.org) or call 614.273.0783.

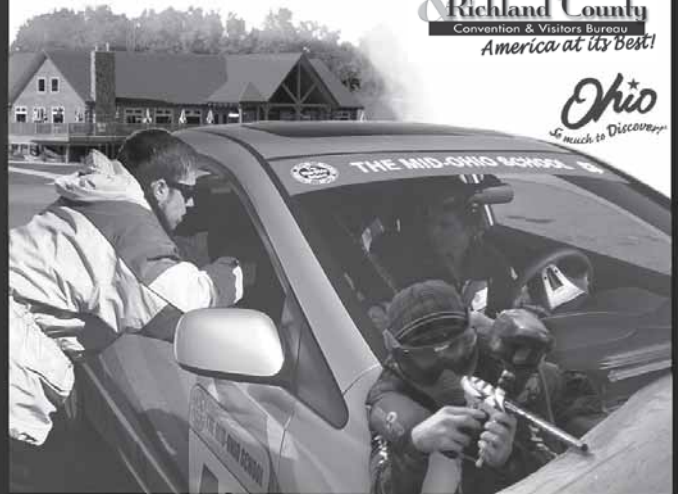
## Get out of the BOREDroom

Instead of meeting around the boardroom table, try team-building around a race track at 100 MPH.

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## Meetings Professionals in Training Camp- the 2008 MPI MidAmerica Educational Conference

The conclusion of the recent MPI MidAmerica Educational Conference is as fresh as a spring day practice and this year's conference was heralded as one of the best conferences thanks to the hard work and dedication of the Ohio chapter of MPI and, in particular, the leadership efforts of the immediate past president Mary Vlahos and President-Elect Gail McLaughlin. Well over 200 attendees of the conference converged on Canton, Ohio for the three-day event. The conference kicked off Sunday evening with a feast hosted by at the Marriott courtyard Hotel which also featured



performances of young Irish dancers in celebration of the impending St. Patrick's Day festivities. The event was enjoyed by all and was a great kickoff to the days which followed.

Monday morning brought a keynote address from Bodine Balasco on "Improve your status and make the All Star team. The program discussed principles to boost one's natural creativity and create the results you want in life and work. The focus was on the four-part creative process involving the desired results, current reality, structural tension and commitment. As Bodine concluded his presentation he stated "it's not what the vision is, it's what the vision it does." Following Mr. Bodine's presentation, the gathering heard from seven



speakers in a speaker's showcase forum providing the perfect opportunity to experience speaking professionals whose presentations ranged from motivational humor, brand building, dealing with pressure and creating customer loyalty. John Petz of Bore No More finished the program with an energetic presentation involving a combination of corporate executive, professional speaker, and Vegas entertainer, including the "humiliation" of the Ohio Chapter's treasurer Mark Wallisa who discovered he has magical, juggling and entertainment talent he never knew existed!

A beautiful lunch was provided by the conference facility-the Canton-Stark Professional Education and Conference Center preceded a presentation from Frank Supovitz, Senior Vice-President of Events for the NFL focusing on the interaction of government, event planners, the hospitality industry and the community.



The second-half kickoff following the luncheon presentation, really put the conference into full swing with six breakout sessions involving such diverse topics as working with interns, sticky contractual issues in negotiations of contracts for the industry and the planner hot seat panel which involved improving one's skills by learning how planners think and operate in their interaction with suppliers. Late afternoon sessions included the outstanding production of "The Fly on Wall" by the Not

# CROWNE PLAZA CLEVELAND

## Meetings Professionals in Training Camp-the 2008 MPI MidAmerica Educational Conference continued

Ready for Prime Time OHMPI players which provided a unique look through a theatrical production of the behind the scenes view of how hotels evaluate and decide on a group's business in the industry. Additional options included the MPI Membership Market to promote more positive relationships between suppliers and planners as well as the presentation from Sue Herhkowitz-Coore, CSP on "How to communicate with Power and Influence : perfecting your presentation skills."



Monday night's reception was hosted by The Pro Football Hall of Fame and provided the attendees with delicious food and beverage delights and if opportunity to tour the facility and meet NFL Hall of Fame Inductee Anthony Munoz of the Cincinnati Bengals. The final day of the event began with technology guru James Spellos discussing the latest technology trends affecting the hospitality industry including Wiki-ville, Web 2.0., RSS pod casts and industry blogging. His presentation was followed up by a hands-on workshop on Google-licious and How to Find Anything on the Internet. An additional workshop on budget development and management conducted by several industry specialists was well conceived with lots of audience participation.. The conference training concluded with a delicious luncheon provided by the Host facility, discussion of next year's MPI MidAmerica Conference site (Lexington, KY) as well as a keynote address by Angie Pfeifer, CMM and MPI board chairwoman. Next year's host will have to go on along run to top the production by the Ohio Chapter of MPI and the Canton-Stark CVB!

Submitted by:  
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# Think F-A-C-T When Selecting a Meeting Location

When it comes to planning a meeting, it's all about location, location, location.

The location of the meeting could impact if people choose to attend the meeting. The meeting should take place at a location that attracts meeting attendees, some place people would go, even if there wasn't a meeting. The location should be easy to get to, with easy access to major airports, bus lines, or public transportation.

Attendees' perceptions of the meeting can be affected by its location. An attendee's perception includes not only the content of the meeting, but also the entire package – from room accommodations to comfort of the chairs in the ballroom. Location helps build the entire meeting experience for the attendee.

If the attendee is not happy with the meeting venue, he or she may not RSVP to attend future meetings. An attendee who did not have a good experience may not sign up to attend the next meeting – even if the meeting venue changes.

According to Betsy Kang, director of sales and marketing for Great Wolf Lodge in Mason, Ohio, selecting a meeting location can be as simple as "F-A-C-T":

**Flexibility** – Look for meeting rooms that can accommodate everything from large group sessions to break out sessions and meals. Some facilities have ballrooms that can be subdivided – these provide the most flexibility for your event. Conference centers should also provide audio visual systems and provide the meeting planner with an AV specialist to handle any needs that arise during the meetings.

**Accommodations** – If your meeting involves out-of-town guests, room accommodations are critical. Meeting attendees appreciate having their accommodations in the same location as the meetings. Attendees

## Think F-A-C-T When Selecting a Meeting Location continued

appreciate having rooms designed for the business traveler and include things like a working area with a desk, upgraded bed and bath linens, and wireless high-speed Internet access (preferably included in the cost). Also consider availability and cost of parking, should some meeting attendees drive to the venue.

**Catering** – Catering refers to everything from the quality of the food to making sure the water pitchers remain full throughout the day. A good meeting location includes top-notch food, and a staff that is willing to work with the planner to develop a menu appropriate for the group. The catering staff should be able to accommodate any reasonable request, including special dietary needs. People tend to remember catering service in the extremes – food was great or horrible, service was fantastic or absent.

**Things to do** – Select a location that will provide attendees with things to do after the meeting ends.

Some attendees will want to do things after the daily agenda is over, and some may want to extend their stay if the meeting takes place at a true destination. Many people may also want the option of bringing their family. A good meeting location provides activities onsite for attendees and their families. Additionally, the location should be willing to work with the group to secure tickets to local attractions and plan excursions away from the meeting site.

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# LAKE COUNTY

# The Top 8 Communication Skills for 2008

## The New Rules To Get The Results You Want

Your current communication skills have reached their expiration date. Like sour milk or fuzzy cheese past its prime, it's time to refresh for best results. Here are my Top 8 skills of '08, along with examples of high performance communication superstars who use them:



- 1. Nail the big idea, pronto.** Capture and summarize the critical essence of your message quickly. Ensure your big idea is crystal clear before diving into the nitty gritty details. Even better, marry your idea to your audience's needs and values. Tie them together promptly and you'll be showered with the gift of undivided attention. *Superstar: Steve Jobs, Chairman & CEO of Apple Inc.*
- 2. Aim for the heart, not the head.** Spewing endless factoids leaves people cold. Instead of trying to share everything you know in a single bound, light a fire under people by concentrating on their feelings first. Your new mantra: the heart trumps the head. Get real with the power of emotional appeal and you'll motivate people to commit to action. *Superstar: David Novak, Chairman & CEO of YUM! Brands.*
- 3. Capitalize on peer power.** Why go it alone? You'll gain clout by bringing well-connected people into your corner. Let other smart, respected pros transfer their clout to you. They'll help you build influence and make things happen much faster than you could flying solo. *Superstar: Barack Obama, U.S. Senator and Democratic Presidential Contender.*
- 4. There's no off-switch in the age of speed.** Your words and actions now spread at the speed of light. Every communication has the potential to elevate or sink you. Make peace with the idea that you must watch what you say and do in all communication arenas: in person, on the phone and on-line. *Superstar: Hillary Clinton, U.S. Senator and Democratic Presidential Contender.*
- 5. Positive wins, so radiate confident energy.** Strive to inspire hope and instill pride. Radiate likability and enthusiasm, even on difficult days when you're worn down. Fight energy suckers that leave you appearing disinterested or bored, devastating others who've worked hard to please you. Listen actively and convey positive interest and optimism whenever possible. *Superstar: Anne Mulcahy, Chairman & CEO, Xerox.*
- 6. Forget perfect. Strive to be relatable.** Stop worrying about being flawless and an amazing transformation will happen. People will start relating to you, which triggers them to root for you and bring you the results that you want. Gone are the days when people bought into the illusion of perfection. They see right through it today and value genuine, relatable human beings, warts and all. *Superstar: Joel Osteen, Senior Pastor of Lakewood Church and Best-Selling Author.*
- 7. Create visual shortcuts.** Who has time for long-winded messages anymore? Or too much text? To meet today's demanding, short attention span society, substitute pictures for text. Use graphics. Video clips. Shorter, punchier sentences. Provide shortcuts and you'll be rewarded with quicker decisions and actions. *Superstar: Jeff Bezos, Chairman & CEO of Amazon.com.*
- 8. Think the new PC: performance candor.** Stop sugarcoating and holding back for fear that people won't like you or that you'll be damaged by delivering unwelcome news. Contribute. Get important issues on the table tactfully and admit the truth if it will help improve business performance. Hiding bad news is terribly damaging to both your business and your well-being. *Superstar: Jack Welch, former Chairman & CEO of General Electric and Best-Selling Author.*

Connie Dieken is the nation's leading expert on high performance communication. The president of onPoint Communication, she is a Fortune 500 executive coach, advisor and speaker and the author of the forthcoming book *Communicate 3.0 to Get the Results You Want*. You can reach Dieken at 440.930.8500 or [connie@conniedieken.com](mailto:connie@conniedieken.com).



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