

MPI

MEETING PROFESSIONALS INTERNATIONAL



OHIO CHAPTER

define

THE OFFICIAL NEWSLETTER OF MEETING PROFESSIONALS INTERNATIONAL OHIO CHAPTER

JAN—MAR 2013



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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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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



Ready... Set... Go!

The New Year is here and we are all off and running. Your MPIOH Board is no exception — we met at Great Wolf Lodge in Mason, Ohio for our annual midyear retreat on January 16 & 17. Thank you, Great Wolf, for hosting our retreat. Your dedication and sponsorship to MPIOH is greatly appreciated.

Before I get into the year to come, I want to highlight some great events and chapter accomplishments from 2012!

- Our September Chapter luncheon was a huge success. We partnered with the Cincinnati Chapters of ISES and NACE to host the first ever MPIOH, NACE and ISES meeting. This was a huge success with over 100 plus hospitality professionals in attendance. We are in the planning stages to repeat this event in 2013.
- We hosted two planner forums this year, one in Columbus and one in Cleveland. We received great feedback and ideas from our planners. I am working with the Board to implement some of these suggestions into this year's schedule. One item was the timing of our October meeting.
- In October, we hosted our first ever evening chapter meeting in Columbus. We started the program at 4 pm and finished up by 6pm. We had two wonderful presenters. Watch the calendar as we have added more meetings during this timeslot in 2013.
- In November we hosted one of our most successful Auctions to date. I am pleased to announce that we raised over \$11,000 that evening and donated \$1,272.95 back to the MPI Foundation. Thank you to everyone who supported our auction both by bidding on items and attending the event. It was a fabulous event special thanks to Hollywood Casino Columbus and our Auction Committee for a job well done. I was pleased that we took a huge step forward and used the "Bidding for Good" component to the auction. It was a big step, but one that was needed. As a leader in the meetings industry, it's important for MPI to put ourselves out there and try new technologies. Although we had some bumps in the road, we learned a lot in such a short time and will use these learning opportunities to improve next year's event. Thank you again for your support.
- *DEFINE* is on the move. I am pleased to announce that we have moved from a bi-monthly publication to a quarterly publication. Moving forward you can expect to see *DEFINE* hit your mailbox in February, May, August and November.
- Last but not least in December our Educational Institute Program on December 19th at NorthPointe Hotel and Conference Center was a technology hit. We had three incredible speakers and a great group of attendees. Thanks to all who attended and helped us end 2012 on an upswing.

With all the great events in 2012, I am really looking forward to some fabulous events in 2013. Mark your calendars and keep an eye out for your invitations. You don't want to miss what 2013 will bring!

- February 20 Chapter meeting will be held in Cleveland at the Doubletree Downtown Cleveland - Lakeside.
- The 2013 MidAmerica Conference will be held at French Lick Resort in French Lick, Indiana from March 17 – 19. Check out the fabulous line-up of speakers at <http://www.mpimidamericaconference.com>. I'm pleased to announce

that we will have Kevin Hinton, MPI International Chairman of the Board, joining us for the conference this year. This marks three years in a row that the MPI Chairman will be in attendance at our conference. The speakers are being lined up events are being planned... you can guarantee once again that the education offerings will parallel any national conference, all while staying in your backyard. Keep an eye out for information concerning MAC 2013. You don't want to miss this one!

- On April 17, we will once again be holding our Member Appreciation meeting, where all members attend for free. Please plan to attend as this meeting is for you in appreciation for being a member of the Ohio Chapter of MPI.

Wishing you all a wonderful start to the New Year and looking forward to seeing you at our upcoming events. Our Chapter's success depends upon your support, attendance and volunteering! Do you need a New Year's resolution this year? It's not too late to add volunteering.

From the Vice President of Education

By: Diana Hisey

The education committee has had an exciting 2012-2013 year thus far, presenting great programs for the monthly chapter meetings, and most recently our 2nd annual educational institute program which was held in December in Columbus, Ohio. This year's Educational Institute Program featured two fantastic keynote sessions by Jim Spellos on the latest "technology trends and tools" that are being utilized in the meetings industry. In addition to Jim's presentations, we offered two breakout sessions; "Strategic Meeting Management," presented by Kevin Iwamoto, and "Generational Marketing & Trending Technologies" presented by Ford Saeks. Attendees received up to 2.5 ceu credit hours for attending the sessions. This December program was well received and a fantastic educational value for the attendees. We kicked off 2013 in January with hospitality attorney Sam Erkonen, presenting a great session "Advanced Negotiation Techniques for Planners and Suppliers."

We are very excited for upcoming chapter luncheon programs. A snapshot of what's to come, includes The February meeting in Cleveland, promises to be a very timely and interesting session. "Security Issues for Meeting Professionals" presented by international corporate security consultant, Brad Goldberg. April is our annual Member Appreciation Luncheon, which will be held in Columbus. This meeting, which is free to all MPI Ohio members, is our way of thanking our members for their membership to our chapter. We are so excited to announce our speaker Shawna Sukow has confirmed her highly rated session "Planners are from Saturn, Suppliers are from Venus: Interpreting the Strange Languages and Habits of Two Alien Species", Our May meeting is back in Cincinnati, at the beautiful and historic Cincinnati Hilton. The program for this meeting is a planner/supplier panel. In addition to a great educational program, attendees will enjoy a fantastic luncheon prepared by the award winning culinary staff at The Hilton Besides being the VP of Education for MPI Ohio, I am also the Ohio Education Co-chair for the annual MPI Mid America Conference (MAC). This year's Mid America Conference Theme is "Innovation: the New Equation for Meetings," will be held in French Lick, Indiana and promises to be fantastic! Kevin Hinton, MPI International Chairman will be presenting the opening keynote and preside over the conference. Another featured keynote speaker, is internationally renowned innovation presenter, Mike Walsh. We are so excited to have Misha Glouberman reprise his fantastic session on "Unconferences and Open Space Meetings". Misha's program at the 2012 WEC was standing room only! New this year we are having an Industry Giants Panel, featuring Kevin Hinton, MPI International Chairman, Jordan Clark, VP, Caesars Entertainment, Holly Hehemann, Executive Meetings, P&G, and Andy Smith, Senior VP Experient. The panel will be moderated by Steve Burke, Regional VP HelmsBriscoe. Our closing keynote session will be Culinary Innovations and Trends for Meetings and Events, presented by 2011 Culinary Federation Chef of the Year Todd Kelly. Todd and his team will work with the French Lick culinary staff to create a fabulous lunch to close out the conference. This session is definitely "not to be missed!"

I urge everyone to mark their calendars and plan to attend the MAC Conference, which has gained respect from MPI International for being one of the top regional educational conferences in the nation.

MPI MidAmerica Conference 2013 is right around the corner!

By: Holly Angellatta, Ohio Chair & Joan Minton, Kentucky Chair

Have you put MAC on your calendar yet? MAC will be held **March 17-19, 2013** at French Lick Resort in French Lick, Indiana. MAC is a joint conference between the Kentucky and Ohio MPI Chapters and is a great opportunity for education and networking. Meet planners and suppliers from your region or reconnect with “old” friends you haven’t seen in a while.

This year’s theme is **Innovation: The New Equation for Meetings**. Some of the speakers we will have for you include: **Kevin Hinton**, MPI International Board Chair; Innovation Guru **Mike Walsh** (keynote); **Andy Core**, Work/Life Balance (keynote) and **Misha Glouberman**, Collective Intelligence. We will also have an ‘Industry Giants’ panel to include **Holly Hehemann**, P&G; **Kevin Hinton**, MPI International; **Jordan Clarke**, Caesars International and **Andy Smith**, Experient Sales Network.

Plan now to be a part of this year’s exciting conference.

You can check out the web site at:

www.mpimidamericaconference.com

Look for registration instructions coming your way in an email blast! We hope to see you at MAC!

Why Should You Attend the 13th Annual MPI MidAmerica Education Conference

“Where can you go to experience the best education, fun networking (and I mean FUN) and a time to share best practices and catch up with people you know and love in the industry? The MAC conference in French Lick Indiana this March!”

Some of my best memories and best relationships have come from MPI and the MAC conference. I recall listening to Dr. Todd last year and it made me take a step back to think about how could I be a better listener to what my clients are asking, have a productive working environment, but more so how do people perceive me in the actions I do every day. If you were not there, you missed out.

I have a personal goal this year of getting my CMP and an awesome benefit from MAC is all the education credits you can get whether you are like me—just starting to work on your CMP or other certifications—or if you need them to keep up with yours.

I don’t know about you, but I cannot wait to get back to MAC this year to hear all the fantastic speakers and catch up with all the great people.

I hope to see you there!

Holly Angellatta
President Elect, MPI Ohio Chapter

MPI at a Glance

SUNDAY, MARCH 17, 2013

- 1:00pm – 4:00pm Optional Activities
- 4:30pm – 5:15pm First Time Attendee Reception
- 4:00pm – 6:30pm Registration Opens
- 6:00pm – 9:00pm Opening Reception in Sponsor Showcase area

MONDAY, MARCH 18, 2013

- 7:15am – 8:00am CMP/CMM Breakfast (To be confirmed)
- 7:30am – 3:00pm Registration Open
- 7:30am – 8:00am Continental Breakfast in Sponsor Showcase area
- 8:00am – 8:45am Welcome & Address from MPI Chair, Kevin Hinton
- 9:00am – 9:45am Opening Keynote: Innovation Speaker, Mike Walsh
- 10:00am – 10:30am Break in Sponsor Showcase area
- 10:30am – 11:30am Breakouts (3)
- 11:45pm – 12:30pm Luncheon
- 12:30pm – 1:15pm Keynote Presentation
- 1:30pm – 3:00pm Breakouts (3)
- 3:00pm – 3:30pm Break in Sponsor Showcase area
- 3:30pm – 5:00pm OpenSpace / Creative Presentation
- 6:00pm – 9:00pm Reception

TUESDAY, MARCH 19, 2013

- 7:30am – 9:30am Registration Open
- 7:30am – 8:00am Continental Breakfast in Sponsor Showcase area
- 8:00am – 8:55am Keynote Presentation
- 9:00am – 10:00am Industry Giants Panel
- 10:00am – 10:30am Break in Sponsor Showcase area
- 10:30am – 11:30am Breakouts (2)
- 11:30am – 1:30pm Luncheon with Closing Keynote



MidAmerica Conference 2013

INNOVATION: The New Equation for Meetings



MAC 2013 will be held in French Lick, IN, March 17-19, 2013 and is dedicated to those who do their homework, and who want to innovate in every area of their professional life. It's not just a concept ... it is the key to surviving the ever-morphing landscape of meetings and events. We are faced with computing the intricate solutions to challenges in planning, supporting and executing successful meetings – and we “have to show our work.” Sharpen your mechanical pencils – here are a few practice equations:

IDEAS + COLLABORATION PRODUCTIVITY – STRESS
TECHNOLOGY (RELATIONSHIPS) VISION + CONNECTIONS

EDUCATIONAL OPPORTUNITIES AT MAC 2013

Kevin Hinton, Executive Vice President, Associated Luxury Hotels International and Chairman, MPI International will kick off our program with the “**MPI Chairman Address**” on Monday March 18th.



As Executive Vice President for Associated Luxury Hotels International (ALHI), Kevin is part of the leadership team for this leading Global Sales Organization with a portfolio of more than 140 distinctive Four- and Five-Diamond quality member hotels and resorts worldwide that serves the meetings and incentive industry. Kevin is responsible for evolving and expanding Associated Destinations Worldwide (ADW), ALHI's global solutions strategy.

Prior to joining ALHI, Kevin served as CEO of hinton+grusich, which was acquired by ALHI in January 2011. In that position he was responsible for overseeing the company's day-to-day operations and strategic growth. Kevin's career in the hotel business began at the Chicago Hilton & Towers in February 1997 where he worked in various management positions. A member of MPI's Chicago Area Chapter (MPI-CAC) since 2000, Kevin served on MPI-CAC's Board of Directors from 2004 to 2008, and was the chapter president, 2006-07. Kevin chaired the ICLC, 2007-08, and began his service on the MPI Board of Directors in July 2008.



Following the Chairman's address we will feature “**Flex- Meetings Re-Imagined**” by Mike Walsh, CEO, Tomorrow and author of FUTURETAINMENT is a bestselling author and a leading authority on the digital future. Mike Walsh helps to prepare business leaders for what's next. Rather than

focusing on the distant future, Mike takes an anthropological approach - scanning the near horizon for disruptive technologies and consumer innovations on the verge of hitting critical mass, and then translating these into usable business strategies.

Mike's expertise is explaining new patterns of consumer behavior and disruptive technologies in emerging markets. His advisory work and keynote presentations provide unique insights into the growing influence of new markets on breakthrough innovation and business transformation.

A global nomad constantly traveling the world for the best ideas – Mike distills the most relevant insights into tailored keynotes that allow any audience to not only understand, but also start to influence the future direction of their industry.



Following our lunch on Monday, we will feature Andy Core, M.S. during his session “**Life Balance- Redefining Human Possible.**” Today's working culture can have you constantly running 90mph, hair on fire. Tomorrow will get faster. The good news, is that what you yearn for - more balance in your life - is actually the solution to your more with less dilemma. In Andy's program, you will learn how to improve your work-life balance, productivity, health, and ability to stay motivated in turbulent times.

Andy Core has a master's degree in the science of human performance and has spent the last 17 years mastering what it takes to become energized, healthy, motivated and better equipped to thrive in today's hectic society. Core has contributed to improving the overall health of some of America's most successful companies as well as some of our most unhealthy communities. He is a high-energy, humorous individual who tackles a serious topic and gets results.

THREE SPECIAL PLENARY SESSIONS

MAC 2013 will feature innovative concepts from experts and strategies for their successful execution!

People often remark that the most useful learning at a conference or event happens in the halls and during the coffee breaks, when people are able to talk about their individual interests and connect with each other on a personal level. So why leave those learning opportunities to chance? It's possible to design events and conferences in ways that



place the dynamics of informal learning and networking at the center of the action instead of leaving it to chance in the hallways and during the breaks, so that participants can connect with colleagues in meaningful ways and engage in serious conversations about topics of personal interest. “Unconferences” and “open space” meetings are structured as participatory, self-organized events for groups ranging in size from 20 to 300 participants. Attendees of this session will learn methods for organizing such events and experience what “Creating the New Connectivity” is like in an “unconferenced” setting. Misha Glouberman with Collective Intelligence will address “**Unconferences and Open Spaces: Designing Participatory Events to Create Real Connections.**”



Misha Glouberman is a Toronto based facilitator and designer of highly participatory events. He’s hosted panels, discussions, and events with health care workers, transit activists, professional dancers, homeless parents, Open Source software advocates, health care professionals, graffiti artists, and copyright experts to name just a few. He also teaches classes in negotiation and communication skills. His approach to conference design draws especially on Open Space Technology, and the UnConference approach, both methods of conference design meant to get people talking to each other and sharing ideas quickly and effectively, in a highly decentralized model. He hosts “The Trampoline Hall Lectures”, an interactive show popular with the arts and literary set in Toronto and New York, as well as “Terrible Noises for Beautiful People”, a series of participatory sound events for non-musicians, among other projects.

Steve Burke will lead a lively discussion on “**What Keeps You Awake at Night?**” of the challenges and best practices for today’s meetings with a distinguished panel of participants. Your challenges are their challenges . . . their solutions can be your solutions! This session will be moderated by Steve Burke, HelmsBriscoe and will include a panel that includes: Holly Hehemann, P&G; Jordan Clarke, Caesar’s Entertainment; Kevin Hinton, ALHI, MPI International Chairperson and Andy Smith, Experient.

Literally experience, and partake of, Todd Kelly’s award-winning culinary creations and innovative concepts for meetings and events at our closing luncheon. “An Innovative Culinary Experience with Chef Todd Kelly” will wrap our program on Tuesday, March 19th where you will get education and innovation with our closing luncheon all wrapped up in one!



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Todd Kelly, Executive Chef and Director of Food & Beverage at the Hilton Cincinnati Netherland Plaza, is responsible for creating the distinct menu for Orchids at Palm Court, The Grill at Palm Court and The Bar at Palm Court. He oversees all culinary operations for the restaurants & bar, in-room dining, and banquet and wedding menus as well as managing a staff of 170. He is also responsible for maintaining the standard of quality and service that has made the historic hotel famous for 80 years. Kelly has spent more than 20 years in the culinary industry including time at Ember Grille in Charlotte, N.C., Peter James Townhouse in Charlotte, and Rubicon in San Francisco.

CONFERENCE HOTEL INFORMATION

A distinctive choice for an unforgettable meeting is the French Lick Resort, the location for the 2013 MidAmerica Conference. The host hotel, the French Springs Hotel, is a timeless American classic property located at 8670 West State Road 56, French Lick, IN 47432.

MPI MidAmerica has blocks of rooms at both the French Lick Springs Resort (host hotel) and the West Baden Springs Resort, its sister property approximately a ½ mile away. There is continuous complimentary shuttle service between the two properties. Hotel room rates for the French Lick Springs Hotel are \$119 and the West Baden Springs Hotel is \$159. The cut-off for hotel reservations is February 23, 2013. After that date, rooms will be available on a space/rate availability basis.

All housing arrangements and reservations will be made by individuals calling the Resort directly 1-888-936-9360 and using the group code 0313MPI. Individuals must identify themselves as being with MPI MidAmerica Conference at the time the reservation is made in order to receive the special group rate. MPI MidAmerica Conference may also make reservations on the Resort's web site, www.frenchlick.com and use the group code 0313MPI.

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On March 4th you will receive our annual membership survey from MPI. The results of this survey determine our chapter's level of financial support from MPI. So please take a few moments of your time to complete it and remember that we ***"Strive for Five!"***



NEW MEMBER BIO **LESLIE L. GRISSOM**

Leslie will tell you that travel has always been a part of her life. Daughter of a father in the Navy, Leslie was born in Tennessee, moved to Lemoore, CA, spent 5 years in Monterey, California, moved to Vancouver, moved to Washington DC, Jacksonville, Florida and Hawaii. (This was all before attending high school)

In 1974, Leslie's parents wanted to move back to Cincinnati, so they "loaded up the truck" and moved, AGAIN. Luckily, Leslie's family stayed put and she graduated high school, fell in love, raised 4 children and now has 2 grandchildren. (BTW-This did NOT all happen in 1974!).

Leslie's roots are deep as the soil in good ole fashion travel, as her family did not stay in hotels, they camped. For some reason, or another, Leslie was drawn to travel and took the SAT's and studied travel & tourism. Leslie will tell you that she flunked geography, but ended up going to travel school in 1980, anyway.

Leslie soon got the bug for corporate travel. She loves the service side of travel as it is, cut and dry. Soon she began working at NCR, then Hobart, in leisure & corporate travel. This path morphed into meeting planning. Change was in the air, because just as Leslie got settled, she left the corporate world

and went to help out with the family business; first grocery stores, then restaurants, which naturally led Leslie to the wonderful world of banquet planning.

True to her nature, in the early 1990's Leslie returned to corporate travel. By 1999, she left, again, and went into office management for a construction company for 4.5 years. After 4.5 years, Leslie, again, returned to corporate travel.

By 2004, Leslie landed at Emerson Climate Technologies; on site, when there were 4 agents. Soon thereafter, Leslie transferred into marketing where she also focused on meeting and events.

Leslie is celebrating her 2nd yr. planning the Emerson Climate Technologies wholesale conference and loves her work.

When asked, "Why MPI", Leslie stated that she wants to enhance her professional stature, sit for her CMP and meet colleagues to expand knowledge base. Leslie also stated that she feels that the MPI Ohio group has overwhelming friendly appeal.

Be certain to welcome Leslie the next time she attends an MPI Ohio chapter event.

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*Any meeting that is booked for at least \$10,000 or any catering event with a minimum of \$15,000 will receive a free iPad. Meeting or event must be booked by June 30, 2013 and held before December 30, 2013. Limit one iPad per person. Not valid for previously contracted business.

Dress for Success

On October 31, 2012 the second of four MPIOH Columbus REACH Meetings this fiscal year was held. Those in attendance enjoyed a presentation by Christy Walsh with Wardrobe Therapy. Wardrobe Therapy is a fashion consulting firm located in Columbus, Ohio that provides style and wardrobe services for individuals. Their services focus on getting the most from your current wardrobe, while identifying future items that compliment your lifestyle.

Christy focused on Business Attire for Success. She had a rack of work attire clothing appropriate for each individual shape and silhouette. A mannequin was used to demonstrate the proper outfitting for each body type. The attendees learned the five shapes-triangle, inverted triangle, hourglass, rectangle, and apple as they pertain to proper work attire and what silhouette looks best on each body type. We become aware of texture and color for fall, and the season's top fashion trends and new patterns in the fashion market.

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8 Effective Ways to Introduce Your Property to Meeting Planners



As you look down the road at 2013 group business, CVB and hotel marketing folks think they can sell their destination either through digital efforts such as LinkedIn and Facebook or by advertising a meeting venue in publications.

But what about old fashioned “snail mail”? Is it passé? I say no... But rather than providing a “core-dump” all of the things your destination and hotel can provide, try a different tactic that will get you noticed.

Here are eight ways to make your correspondence more effective:

1. Do your homework. Find out as much as you can about the organization and planner. Check LinkedIn, Google the person, and talk to individuals who know your contact. Ask if you can use their name in your correspondence and then do so within the first sentence of your letter.

2. Invest in packaging. If your hospitality budget can afford it, create very usual packaging for an envelope (such as a pizza box, pop open card, record album, etc.). But if it cannot, try bright colored envelopes and paper. Whatever you can do to set yourself apart from the rest of the mail is the key.

3. Ask a few questions about their wants and needs in the letter. After you establish a common link and you have completed your homework, ask no more than three questions about their meeting objectives for 2013. You could write something like this:

“I noticed you have always held your meetings in the south, if we can meet all your criteria would you be open to hosting it in the Midwest?”

This tells the planner two things about you, 1) you did your homework and 2) you are not trying to sell your destination to someone who is not interested in it.

4. Wait four business days after you sent the letter and then follow up with a series of telephone calls. Do you know how few people actually do this? Call, call, and call again. Have a system for follow-up.

5. Tell your destination’s story... in a fun, interesting and tailored way. Here are some things to weave into your story:

- Geographical information, such as climate, views and weather
- History of your city and hotel (if appropriate)
- Photos
- A map indicating how close hotels, restaurants and attractions are to the convention center
- Local entertainment options

6. Limit your correspondence to two pages and make certain there is plenty of white space.

Use 12-point type and don’t try to cram everything about your property or destination into two pages. Remember, this is an INTRODUCTORY letter. Think of it like dating. You don’t tell everything about yourself on a first date, do you? Of course not! Just tell them enough about your property and destination to keep the conversation going.

7. Build on your brand awareness. Make certain your logo, address, telephone number, website and social channels are on your envelopes, stationary, website, blog and everywhere else. People remember visuals before they remember words. Keeping those visuals consistent is very important.

8. Keep the campaign going all year long. Send out letters once a quarter or every six months. Add something unique. Take risks. Don’t be one of the also-ran hospitality marketing peeps; be creative and let group business planners know you want and value their business.

De-De Mulligan, CMP, CMM has been an experienced meeting professional since 1993. She has planned, coordinated, and executed over 1,500 meetings for groups from 10 to 10,000 individuals. She has been an active blogger and social media strategist in the meetings industry since 2009 and writes meeting and event related pieces for several event organizations. She lives and works in Hudson, Ohio.

Accelerate Your Learning Opportunities

By: Shane N. Yates, CAE, CMP



With the 13th Annual MPI MidAmerica Education Conference upon us on March 17-19, 2013 we should remember that learning and education shouldn't be taking place in an isolated vacuum- learning is social experience.

Accelerated learning (AL) is an advanced teaching and learning method in use today and is based on the latest brain research, which has proven again and again to increase learning effectiveness while saving time and money in the process. Based off the Accelerated Learning Handbook (McGraw-Hill, 2000) by Dave Meier the process guides you in making the best choices in how to set-up the learning environment, in the design of learning programs to meet the needs of all learners, and in facilitating so that the learning process is both deepened and accelerated. Learners retain more.

To get the most out of using accelerated learning, it's essential to get a firm grip on its underlying principles. Learning educational opportunities that are the most successful operate out of the following foundation principles:

Learning Involves the Whole Mind and Body. Learning is not all merely "head" learning (conscious, rational, "left-brained," and verbal) but involves the whole body/mind with all its emotions, senses, and receptors.

Learning is Creation, Not Consumption. Knowledge is not something a learner absorbs, but something a learner creates. Learning happens when a learner integrates new knowledge and skill into his or her existing structure of self. Learning is literally a matter of creating new meanings, new neural networks, and new patterns of electro/chemical interactions within one's total brain/body system.

Collaboration Aids Learning. All good learning has a social base. We often learn more by interacting with peers than we learn by any other means. Competition between learners slows learning. Cooperation among learners speeds it. A genuine learning community is always better for learning than a collection of isolated individuals.

Learning Takes Place on Many Levels Simultaneously.

Learning is not a matter of absorbing one little thing at a time in linear fashion, but absorbing many things at once. Good learning engages people on many levels simultaneously (conscious and subconscious, mental and physical) and uses all the receptors and senses and paths it can into a person's total brain/body system. The brain, after all, is not a sequential, but a parallel processor and thrives when it is challenged to do many things at once.

Learning Comes From Doing the Work Itself (With Feedback).

People learn best in context. Things learned in isolation are hard to remember and quick to evaporate. We learn how to swim by swimming, how to manage by managing, how to sing by singing, how to sell by selling, and how to care for customers by caring for customers. The real and the concrete are far better teachers than the hypothetical and the abstract - provided there is time for total immersion, feedback, reflection, and reimmersion.

Positive Emotions Greatly Improve Learning. Feelings determine both the quality and quantity of one's learning. Negative feelings inhibit learning. Positive feelings accelerate it. Learning that is stressful, painful, and dreary can't hold a candle to learning that is joyful, relaxed, and engaging.

The Image Brain Absorbs Information Instantly and Automatically. The human nervous system is more of an image processor than a word processor. Concrete images are much easier to grasp and retain than are verbal abstractions. Translating verbal abstractions into concrete images of all kinds will make those verbal abstractions faster to learn and easier to remember.

Accelerated Learning is about actively involving the whole person, using physical activity, creativity, and other methods designed to get people deeply involved in their own learning. Fundamentally, the concept of Accelerated Learning incorporates hands on experiences with positive reinforcement of the natural learning abilities of every individual.

MPI Annual Auction

This year our annual auction was held at the new Hollywood Casino in Columbus on November 14th. We were very excited to roll out a completely new, hybrid format to the auction this year and were able to **donate \$1,272.95 to the MPI Foundation**, as our selected charitable organization for 2012. The MPI Foundation funds research, thought-leadership and education in support of the strategic plan of MPI, advance the global meetings and events industry and enhance the effectiveness of meeting professionals.

We had almost **110 attendees** this year, enjoying an evening of music, food and wonderful auction items to be won! We achieved a **record revenue goal this year of \$15,210.00**. The new hybrid format of having a live auctioneer, online platform and Chinese auction allowed our MPI members and guests to bid on everything from luxurious overnight accommodations to ad space in publications. It was a very versatile event since members could login in from home and bid if they were unable to attend but wanted to support our annual chapter event.

The auction committee worked together with attendees to navigate the Bidding for Good and had an overall great experience with the ease of bidding online via laptops or smartphones. Winners were instantly emailed their awards at closeout time and Bidding for Good produced reports instantly.

As we look forward to future MPI auctions at MAC and next year's fundraiser, we will continue to use online as a component along with some other traditional methods to reach the largest audience in our MPI community and facilitate the technology available.

Again, we would like to thank our sponsors that supplied the linens, entertainment and the facility for our annual event—not to mention the time and energy of the entire auction committee to help produce the auction.

I encourage all members to get involved in the committee for our annual fundraiser, please feel free reach out to me directly at jveselko@caesars.com if you are interested in participating on the auction committee, would like to sponsor this event or have any additional feedback as we strive to continuously enhance and improve our auction.



MPI Annual Auction





Congratulations to the Latest Class of CMPs

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

- Congratulations to:
- **Tonia Bohnen, CMP** – AIM, LLC
 - **Maggie Johnston, CMP** – Assurex Global
 - **Rebecca Renner, CMP** – Fifth Third Bank

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 May 9-18th, 2013. 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!



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Randi Sussman

HelmsBriscoe
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Mark Your Calendar!

FEBRUARY 20, 2013

Chapter Meeting
Doubletree by Hilton Cleveland
Downtown Cleveland, Ohio

FEBRUARY 27, 2013

REACH Meeting
Embassy Suites Columbus
Columbus, Ohio

FEBRUARY 27, 2013

REACH Meeting
Cincinnati Marriott Northeast
Cincinnati, Ohio

MARCH 6, 2013

REACH Meeting
Doubletree Cleveland
Independence
Cleveland, Ohio

MARCH 13, 2013

REACH Meeting
Inn at Ohio Northern University
Ada, Ohio

MARCH 17-19, 2013

Mid America Conference
French Lick, Indiana

MAY 7- JUNE 25, 2013

Spring CMP Study Group
Webcast & Columbus, Ohio

JULY 13, 2013

Spring CMP Boot Camp



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



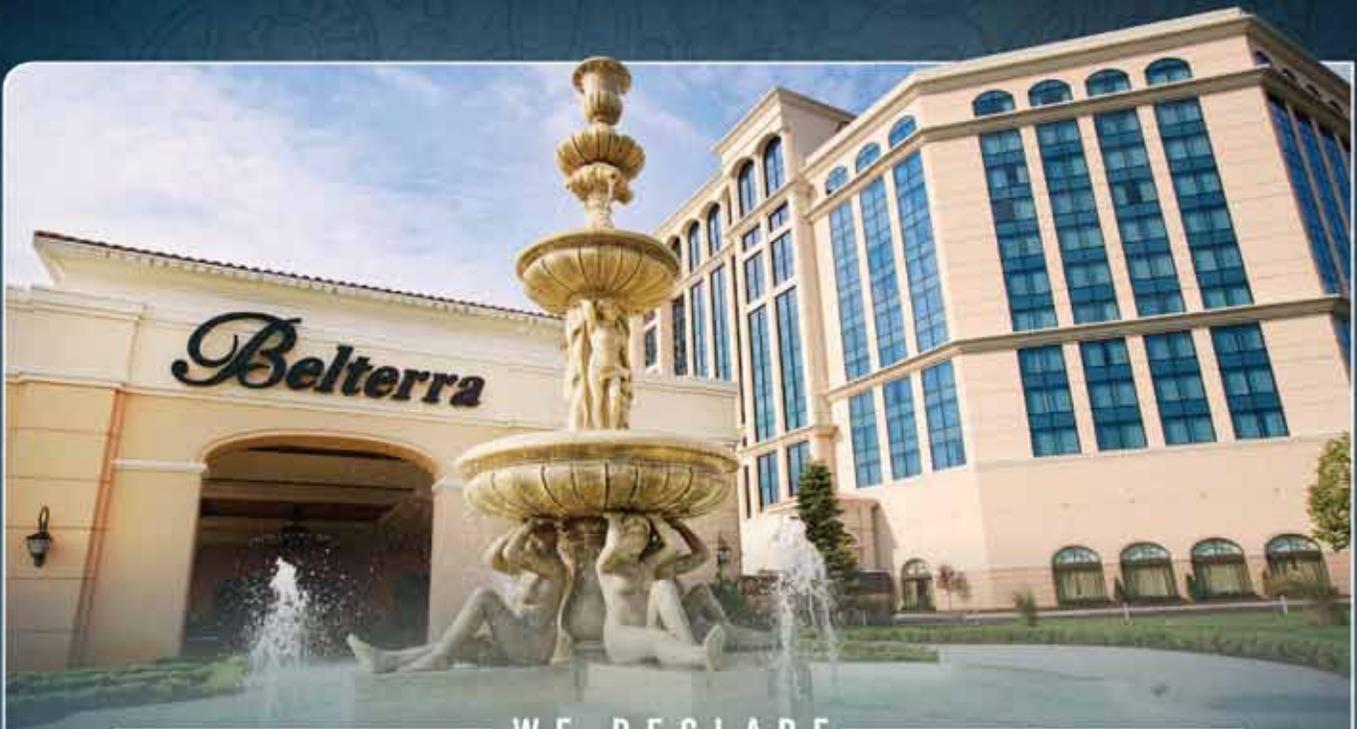
If you have not “liked” our Facebook Page at “MPI Ohio Chapter,” then you are missing some great information. To stay in the loop, be sure to “LIKE” “MPI Ohio Chapter.”



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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