



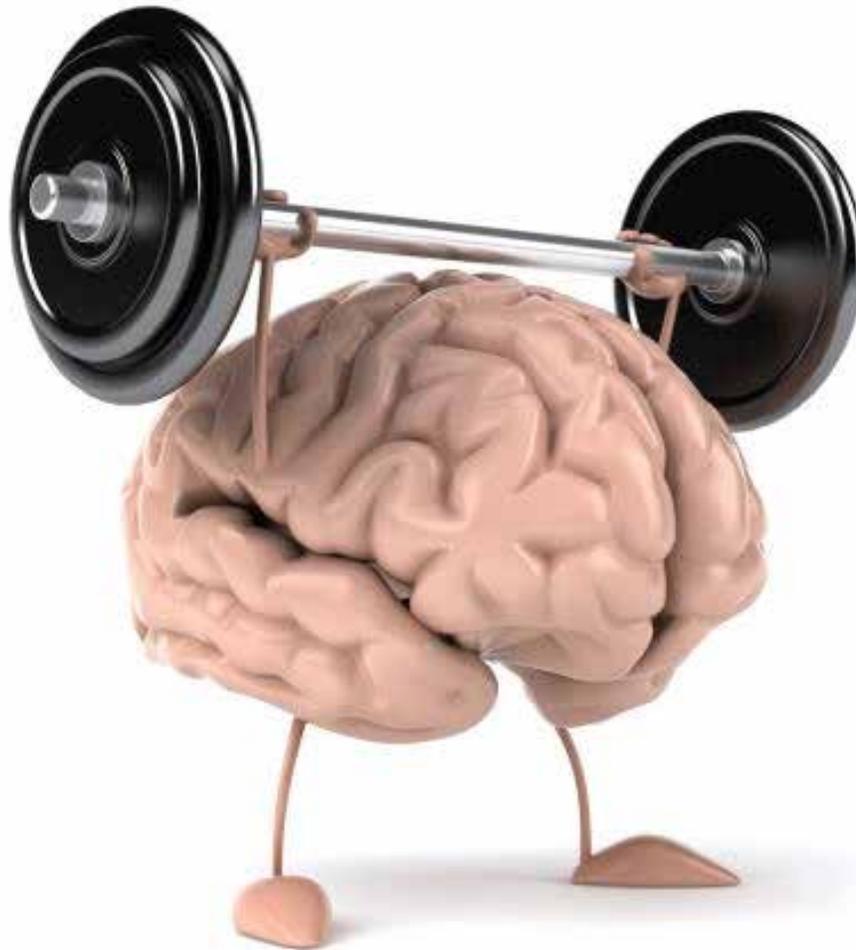
MEETING PROFESSIONALS INTERNATIONAL

DEFINE



THE OFFICIAL NEWSLETTER OF MEETING PROFESSIONALS INTERNATIONAL OHIO CHAPTER

APR — JUN 2018



The Development Issue:
LET'S GET BETTER!

What's Inside:

Board of Directors

President's Column:
How I've Gotten Better

I'd Like To Thank The
(MPI) Academy

The CMP: Something to
Consider

MPI Brainstorming:
Let's Help Each Other

MPI Member Spotlights

Big Things Are Coming:
Mark Your Calendar

Welcome New Members



Ready to make some waves?

Discover how our team can create custom solutions that support your brand experience, immerse yourself in our vivid and colorful event designs, and learn how our products and services can amplify all your gatherings, whether they're once-in-a-lifetime or an essential part of the day-to-day routine.

ITA
AUDIO VISUAL
SOLUTIONS
ITA.COM 1.800.899.8877



DISCOVERY AWAITS

Le **MERIDIEN**
COLUMBUS, THE JOSEPH



INSPIRING EVENT SPACES FROM DAY TO NIGHT FOR 10-250 GUESTS

sales@lemeridiencolumbus.com • 614.228.0100 • lemeridiencolumbus.com • 620 N High St Columbus, OH

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.

Copyright, 2015. All rights reserved.

Permission requests to reproduce written materials should be sent to 4010 Executive Park Drive, Suite 100, Cincinnati, OH 45241.

Information appearing in this publication is obtained from sources we believe to be reliable. The information may not be a complete statement of all available data and is guaranteed as such. Calculations are based solely on editorial judgement and analysis of technical factors and meeting professional industry information sources. Define is copyrighted and portions may be reprinted with the permission of MPIOH. Define is not responsible for the contents of its advertisements and advises all members to investigate claims before making any purchases.



Helping to build your company's voice,
identity and personality.

Reserve your space for the upcoming issue!

Advertising Opportunities

For information about advertising opportunities, please contact
Barb Burgie at 614.273.0783 or barb@burgiemediafusion.com.

2017-2018 MPI OHIO CHAPTER BOARD OF DIRECTORS

President

Amanda Stredney
Account Executive
Marriott International
50 North Third Street
Columbus, OH 43215
Phone: 614-203-9248
amanda.stredney@marriott.com

President-Elect

Quinn McMurtry
Marketing & Sales
MAC Productions
242 Pike Street
Covington, KY 41011
Phone: 859-655-3080
qmcmurtry@mac-av.com

Past President

Jennifer Veselko CMP
National Sales Manager
Caesars Entertainment, Inc.
7772 Callow Road
Leroy, OH 44077
Phone: 440-254-4314
Cell: 440-429-4900
jveselko@Caesars.com

Vice-President – Communications

Pete Honsberger
Director of Client Services
CultureShoc
18013 Cleveland Parkway, Suite 170
Cleveland, OH 44135
Phone: 844-336-7462
pete@cultureshoc.com

Vice-President - Education

Amanda Smith Rasnick CMP
Group Sales Manager
Lake Erie Shores and Islands
4424 Milan Road, Suite A
Sandusky, OH 44870
Phone: 419-625-2984
amanda@shoresandislands.com

Vice-President - Finance

Heather Gortz CMP, CTA
Meetings & Events Coordinator
Grange Insurance
671 S High Street
Columbus, OH 43215
Phone: 614-445-2718
gortzh@grangeinsurance.com

Vice-President - Membership

Diana Shackelford
Event Marketing Manager
Anthem Blue Cross and Blue Shield
4361 Irwin Simpson Road
Mason, OH 45040
Phone: 513-535-7517
diana.shackelford@anthem.com

Director of REACH

Kelsey Reckless CMP
Meeting Planner, Meetings & Events
Cardinal Health
7000 Cardinal Place
Dublin, OH 43017
Phone: 614-553-4411
kelsey.reckless@cardinalhealth.com

Director of Education

Open

Director of Professional Development

Adriane Cesa CMP
Meeting & Sourcing Manager
American Express Meetings & Events
Phone: 614-652-1401
adriane.cesa@cardinalhealth.com

Director of Special Projects

Peter Barton CTA
Sales Manager
Duke Energy Convention Center
525 Elm Street
Cincinnati, OH 45202
Phone: 513-419-7308
Peter_Barton@comcastspectacor.com

Director of Strategic Partnerships

Shannon Sprau CMP
Planner, Meetings & Events
Cardinal Health, Inc.
7000 Cardinal Place
Dublin, OH 43017
Phone: 614-757-1451
shannon.sprau@cardinalhealth.com

Director of Marketing

Adam Kowaleski CTA
Corporate Sales Manager
Hyatt
350 North High Street
Columbus, OH 43215
419-515-4377
adam.kowaleski@hyatt.com

Director - Member Care

Abbey Border
Director of Sales & Marketing
Granville Inn & Denison Golf Club
314 East Broadway
Granville, OH 43023
740-587-3333
aborder@columbushospitality.com

Director of MidAmerica

Mike Moseley CHSP
Business Development Manager
Nationwide Hotel & Conference Center
100 Green Meadows Drive South
Lewis Center, OH 43035
Phone: 614-880-4203
mmoseley@columbushospitality.com

Chapter Administrator

Jessi Konnagan
Association Connection
4010 Executive Park Drive, Suite 100
Cincinnati, OH 45241
Phone: 513-563-8674
admin@mpioh.org

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

Jessi Konnagan
4010 Executive Park Dr.
Suite 100
Cincinnati, OH 45241
Phone: 513-563-8674
Fax: 513-563-9743
Email: admin@mpioh.org

President's Column

Amanda Stredney
Account Executive, Marriott International



How I've Gotten Better

MPI's mission is to connect the global meeting and event community to learn, innovate, collaborate and advocate. The vision we use to achieve this mission is to lead and empower the meeting and event community to change the world. We try to take this mission, and vision, and apply it at your local level here in the Ohio Chapter.

There are core values that MPI Global communicates to us and we look to invest in them as well. Focus on our people, dedicate our energy to collaboration, carry out events with enthusiasm and passion, and remain empowered by trust and integrity.

I think I speak for each member when I say personal development is important to me. MPI has helped me to advance myself in both my career and on a personal level over the past several years.

By stepping into a leadership role on the Board of Directors, I've become more confident, able to address adversity, and understand the way my approach on certain subjects can impact others. By attending and participating at our monthly meetings, I've become more educated on what's impacting my customers, networked with the right people to advance my own career, and developed a more objective vision on how our industry affects the worldwide economy. Lastly, the sense of "family" that MPI has given me, helps me to have better perspective on how business should be done and how colleagues should work together to achieve win-win scenarios.

Whether it is growing your personal/professional network, increasing your knowledge on a specific topic related to your career, going for your CMP, or achieving any type of higher education – our goal is to make MPI a vehicle for you in order to get where you want to be development wise. We want to hear from you. My presidency of the association has been enlightening. I urge you to use the tools MPI offers in order to achieve the goals you've set in place for yourself – both personally and professionally.

A handwritten signature in cursive script that reads "Amanda Stredney".

Amanda Stredney

“I’d Like to Thank the MPI Academy!”

Whether personal or profession development is what you seek, resources are a lot closer and easier to access than you might think. We know you might hear it a lot, but with the MPI Academy, it’s never been easier to get better!

Rather than spend hundreds of wording singing the praises of all the trainings, webinars and continuing education credits, we thought we’d let the resources do the talking.

And here’s your step by step, actionable guide to taking advantage:

1. Unlock your phone’s passcode (we won’t look) or turn on your tablet, laptop, or computer. Make sure nobody is on your phone line and begin your dial-up internet...yeah right, just kidding.
2. But seriously, log on to **academy.mpiweb.org**
3. Scroll to a training session that would benefit you, click registration, sign up, and start getting better.
4. That’s it. We weren’t kidding when we said it’s never been easier!

The training sessions and resources you have access to within MPI are way too many to list, but here are just a few coming up in the next few months:

- June 26: EMPLOYMENT LAW SERIES: OSHA in Hospitality and Service Organizations
- June 28: Change Your Mindset: From Sales to Strategic Partner
- July 10: The Science Of Healthcare Professional Meetings
- July 18: Basics Boot Camp 1: Meeting Planning Sourcing & Strategy (7/18)
- July 18: Basics Boot Camp 2: Meeting Planning Design & Logistics (7/18)
- July 31: EMPLOYMENT LAW SERIES: Immigrant Workers in Hospitality and Service Organizations

And remember, this list is just a small taste. There are dozens of on-demand sessions, courses, and trainings available any time you want.

**Now it’s up to you.
LET’S GET BETTER!**



FIND YOUR NEXT GREAT

IDEA

LET US INSPIRE YOU. BRING YOUR EVENT TO ALLEN COUNTY.



REAL AMERICAN STYLE

144 South Main Street, Suite 101 Lima, Ohio 45801
419.222.6075 | www.visitgreaterlima.com

PREMIER 2018 DATES AVAILABLE!



1777 E. Broad St. | Columbus, OH
614.715.8100
eventsales@fpconservatory.org
www.fpconservatory.org

Franklin Park Conservatory and Botanical Gardens



ALLEGRA
BLUE ASH • CINCINNATI

MARKETING > PRINT > MAIL > DESIGN > WEB > PROMO > APPAREL



image360[®]
Graphics > Signage > Displays

PRINT, MARKETING & SIGNAGE SOLUTIONS

YOUR BUSINESS/ORGANIZATION IDENTITY

- Logo Design
- Branded Apparel
- Branded Promotional Products
- Visual Graphics and Signage

YOUR PRESENCE

- Website Design, Email, Hosting
- Social Media
- Web Ordering Portals/Storefronts
- Business Cards, Stationery
- Print Communications
- Vehicle Graphics

YOUR CUSTOMERS AND PROSPECTS

- Customer Demographic Profiling
- Targeted Prospect List Procurement
- Traditional (still effective!) Targeted Mail Campaigns
- Email Prospecting Campaigns
- Email Newsletter Design and Deployment
- Loyalty Programs

YOUR GENERAL NEEDS

- Signs, Posters, Banners
- Books, Newsletters, Flyers, Forms
- Just Ask!

www.allegracinci.com

513.554.1797

www.image360cinciba.com

“Earning my CMP has been one of my best professional – and personal – achievements in recent years.”

By Adriane Cesa, MPI Ohio Board Member

Not everyone loves reading long articles, so I’m going to get right to the point. Here’s what the CMP (Certified Meeting Professional) Program has done for me and my career:

Professionally:

- Increased opportunities – “CMP preferred”
- MPI Ohio
- CMP committee
- Director of Professional Development
- Director of Education
- Networking
- Knowledge that when I’m working with other CMPs, we’re going to “speak the same language:

Personally:

- Created strong bonds
- Lasting friendships
- Mentors – both gaining and being

If you have an interest or curiosity in the CMP Program, please visit www.mpioh.org/membership/cmp-training — Or, contact me!!!

Oh, and while you’re still here, take a moment to read what a few others have said about the CMP:

“Getting my CMP certification was right for me because I view it as an investment in my future. This is something I worked hard for and makes me feel valued as a professional in our industry. Obtaining my CMP also shows I have a high level of knowledge, skills, and experience in the meetings industry.”

Angela Gruver, CMP
Assurex Global

“Becoming a Certified Meeting Professional elevated my understanding of the events industry standards, which made me more effective in organizing and communicating the needs and requirements of my events. When my dream job became available, being certified as a CMP gave me a professional boost that made my resume stand out and proved I had the professional knowledge to bring to the team. I have found my CMP certification to be invaluable.”

Katie Suty
Experience Columbus



Kalahari Resorts & Conventions

We're known for going beyond expectations at Kalahari Resorts & Conventions – delivering first-class service and top-notch amenities. Our Sandusky, Ohio, location offers 215,000 square feet of flexible meeting space – including three spectacular ballrooms and imposing prefunction rooms, additional load-in and load-out capabilities, and extensive registration and client office spaces.

Our modular meeting spaces will feature the state-of-the-art amenities you've come to expect at Kalahari Resorts & Conventions. You'll find high-def monitors and projectors along with superior lighting and AV controls for colorful and sharp presentations. Guests will have free access to high-speed Wi-Fi, plus ergonomic chairs designed to keep attendees comfortable for up to 10 hours – a key factor in attendee satisfaction.



One thing meeting planners have always loved about the Kalahari Resorts & Conventions experience is that the meeting spaces, guest rooms and leisure activities are all under one roof. And that's not going to change as we double in size. Guests will continue to have easy access to the world-class Spa Kalahari & Salon. They can visit the fitness studios and explore different entertainment options and our varied dining experiences – including the new B-Lux Grill & Bar – and admission to America's Largest Indoor Waterparks is always included with overnight stays!

There's another reason meeting planners keep coming back to Kalahari Resorts & Conventions, and that's the people. When you plan your meeting at Kalahari Resorts & Conventions, you'll get a dedicated and experienced team to assist you. From media and activity suggestions to catering and room layouts, your skilled team will take care of everything.

Our location in Sandusky, Ohio, makes Kalahari Resorts & Conventions an easy option for attendees we're under two hours away from major cities. It's convenient enough for your guests, but just enough to feel they're a world away.

Mark Your Calendar!

JUNE 20, 2018 BEST PRACTICES ROUNDTABLE DISCUSSION

Blue Ocean Facilities – Cincinnati, OH

AUGUST 15, 2018 CHAPTER MEETING

The Summit, A Dolce Hotel – Cincinnati, OH

SEPTEMBER 24, 2018 JOINT INDUSTRY MEETING WITH OSAE & PCMA

Hilton Easton Columbus

OCTOBER 25, 2018 CHAPTER MEETING

Huntington Convention Center – Cleveland, OH

NOVEMBER 9, 2018 ANNUAL SCHOLARSHIP FUNDRAISING AUCTION

Columbus, OH

DECEMBER 12, 2018 IN DEPTH EDUCATION DAY

Marriott RiverCenter
Cincinnati/NKY



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.



For A Better You

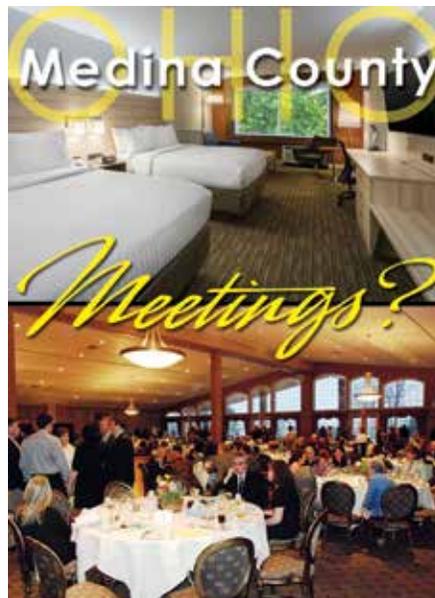
The Westin Columbus is situated right in the heart of the bustling business district, walking distance from some of the finest things to do in Columbus. Experience a multi-million dollar renovation that incorporates modern touches to our iconic property.

Host your next meeting at the Westin and enjoy complimentary WiFi in meeting space and guest rooms, as well as complimentary meeting room rental.

For more information visit westincolumbus.com or call 614.220.7025

THE WESTIN
COLUMBUS

310 S. High Street • 614.228.3800 • facebook.com/westinocolumbus
*Restrictions apply. Event or room block must consume by 12/31/18.



We've Got You Covered!

Medina County provides a wealth of outstanding meeting space and exceptional hotels for guests and travelers. We also offer a variety of local fine dining establishments, so call today and we'll help you plan your next memorable meeting here!



Medina County
Convention
& Visitors Bureau

www.visitmedinacounty.com
800.860.2943 | 330.722.5502

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 Shannon Sprau, Director of Strategic Partnerships, to secure your date at shannon.sprau@cardinalhealth.com or 614-757-1451.

MPI Brainstorming

WE WANT YOU!

We at MPI Ohio are always improving, innovating and evolving. We want you to know, without a doubt, that you're in this journey with us. So, in the spirit of getting better, let's do some brainstorming.

Here's how this works:

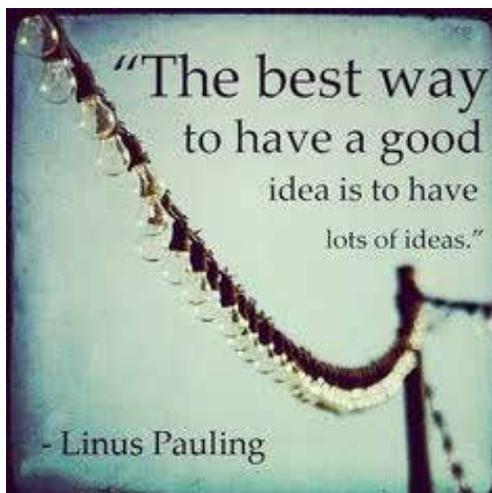
1. Answer one or more of the following questions.
2. Connect with us by email or message on any of the social media channels listed below. Using your choice of those media, send us your best answer, ideas or thought.
3. The MPIOH Board of Directors will review and vote on the most original and helpful ideas to improve our outstanding Chapter.
4. The Winner or Winners will receive their choice of prize options. Prize options will be dictated to the winners, and may include:
 - a. Membership Discounts
 - b. Gift Cards
 - c. Travel/Accommodation rewards
 - d. Others
5. The deadline is July 31st, so take 30 minutes or less, and get your brainstorming on!

Brainstorming Questions:

1. If you could wave a magic wand, what would transform your meeting into a magical experience?
2. If you had three wishes (can be anything) to create the perfect association, what would they be?
3. What is the One Small Thing that makes the biggest difference between a good meeting and an unforgettable meeting?
4. If you had to go All-In on one social media platform, and all others disappeared, what would that one be?
5. What was the best meeting you experienced in the past year and why?

Send your best thought/idea to any of the following:

- Email: pete@cultureshoc.com (for Pete Honsberger, VP of Communications)
- Email: admin@mpioh.org (for Jessi Konnagan, Ohio Chapter Administrator)
- Twitter: @mpioh
- Instagram: @mpioh
- Facebook: MPI Ohio Chapter
- Linked In: MPI Ohio Chapter





MPI
OHIO CHAPTER

2018 Rate Card

MPI's Ohio Chapter offers advertising solutions for members and non-members to showcase their services and facilities in ways that are conducive to various types of marketing strategies. We have integrated both print and online options to allow you to create a marketing campaign to best suit your needs.

PRINT ADVERTISING (DEFINE Newsletter/Annual Directory - Circulation ~350)

DEFINE NEWSLETTER (3x/year - 1Q/2Q/3Q17) Ads include COLOR				
	MEMBER		NON-MEMBER	
	1-2x Rate	3x Rate	1-2x Rate	3x Rate
Full page	\$775	\$2,100 (\$700/issue)	\$975	\$2,625 (\$875/issue)
Half page	\$600	\$1,650 (\$550/issue)	\$800	\$2,175 (\$725/issue)
Quarter page	\$525	\$1,425 (\$475/issue)	\$725	\$1,950 (\$650/issue)
Newsletter Insert	\$450 per issue (MEMBERS ONLY) Mail 500 copies to Chapter Administrator Up to 8 1/2" x 11" in size Color or B&W One or two-sided			

DEFINE, the official publication of the Ohio Chapter of the Ohio Meeting Planners International, is published quarterly for its members and others in the profession. The newsletter is a valuable information forum covering all aspects of the meetings profession.

15% premium for special placement ads (back cover, IFC, IBC, p. 3)

Mail Inserts to: MPIOH Chapter Administrator | 4010 Executive Park Drive, Suite 100 | Cincinnati, OH 45241

The *Annual Directory* contains a wrap-up of the year's events, member lists, industry resources and more. It is mailed to MPIOH members, other MPI chapter members & industry professionals.

15% premium for special placement ads (back cover, IFC, IBC, p. 3)

ANNUAL DIRECTORY/4Q17 DEFINE (1x/year combined issue)				
	MEMBER		NON-MEMBER	
	B&W	Color	B&W	Color
Full page	\$1,200	\$1,500	\$1350	\$1,650
Half page	\$700	\$1,000	\$770	\$1,100
Quarter page	\$500	\$700	\$550	\$770
Business card	\$200	n/a	\$220	n/a
Company logo	\$50 (MEMBERS ONLY) - Logo to appear next to company listing			

DIGITAL ADVERTISING (Website Banners/Weekly eBlasts - Circulation ~3,000)

WEBSITE BANNERS		
Ad Type	Rate	Specifications
Tier 1	\$1,000/year	320 x 250 pixels
Tier 2	\$750/year	720 x 90 (horizontal)
Formats: GIF, JPG, PNG Size Limits: 12 KB Animation: 5 second max; GIF ONLY		

Website banner advertisements may be submitted for the MPIOH website. All banner ads will be linked to your company website and run on the site for one year.

25% off Web pricing for all four (4) time *DEFINE/Directory* advertisers

Submissions may be made via email attachments or on CD or other removable storage.

This *Weekly Electronic Newsletter* is sent to all MPIOH members and other industry professionals each Thursday or Friday. Select the week(s) that you want to run your advertisement and reach over 700 business professionals. Content is due two weeks prior to publication week.

WEEKLY eBLASTS		
Ad Type	Rate	Specifications
Weekly eBlast	\$150 Member \$250 Non-Member (rate is per weekly eBlast)	Up to 30 words of text & company logo (PDF or JPG) for distribution in the weekly newsletter.

MPIOH STRATEGIC ALLIANCE PARTNERSHIPS

Platinum | Gold | Silver | Bronze | Monthly Program Partners | REACH Meetings | Custom Packages

Strategic Alliance partners assist the chapter with providing successful educational and networking events for members. We offer many opportunities to work with your colleagues in the industry, create valuable partnerships and to be a leader in the meetings industry. You receive exposure and visibility with the membership before, during and even after the event.

ANNUAL FINANCIAL SPONSORSHIP OPPORTUNITIES

Four annual financially-supported sponsor levels offer valuable and continuing brand exposure to our influential membership including high-profile recognition through chapter communications, networking and educational events. Cash sponsorships are valued at 100% of the donated value.

PLATINUM - \$5,000

- Banner ad and hyperlink to your website from www.mpioh.org for twelve (12) months
- One (1) weekly email newsletter banner to be placed in newsletter of your choice
- Company profile (article) in one *Define* with circulation to our chapter membership of 300+ meeting professionals
- Full page (full color) *Define* advertisement in one (1) quarterly issue of your choice
- Quarter page (full color) Membership Directory advertisement
- Company logo next to your Membership Directory listing
- Three-minute commercial at podium at two (2) monthly chapter meetings
- Logos projected during lunch at all chapter events
- Tabletop exhibit during reception/registration at event to display materials at three (3) chapter monthly meetings
- One (1) complimentary sign at MPIOH Special Event that MPIOH will determine annually
- Listing in the Annual Recognition Program
- Two (2) complimentary registrations to all MPIOH's Monthly Educational programs for one (1) calendar year

GOLD - \$2,500

- Banner ad and hyperlink to your website from www.mpioh.org for twelve (12) months
- One (1) weekly email newsletter banner to be placed in newsletter of your choice
- Company profile (article) in one *Define* with circulation to our chapter membership of 300+ meeting professionals
- Half page (full color) *Define* advertisement in one (1) quarterly issue of your choice
- Company logo next to your Membership Directory listing
- Logos projected during lunch at all chapter events
- Tabletop exhibit during reception/registration at event to display materials at two (2) chapter monthly meetings
- One (1) complimentary sign at MPIOH Special Event that MPIOH will determine annually
- Listing in the Annual Recognition Program
- Two (2) complimentary registrations to all MPIOH's Monthly Educational programs for one (1) calendar year

SILVER - \$1,250

- Promotional Insert in one (1) *Define* issue of your choice (advertiser provides 500 copies to chapter administrator)
- One (1) weekly email newsletter banner to be placed in newsletter of your choice
- Tabletop exhibit during reception/registration at event to display materials at one (1) chapter monthly meeting
- Company logo next to your Membership Directory listing
- Logos projected during lunch at all chapter events
- One (1) complimentary sign at MPIOH Special Event that MPIOH will determine annually
- Listing in the Annual Recognition Program
- Two (2) complimentary registrations to all MPIOH's Monthly Educational programs for one (1) calendar year

BRONZE - \$750

- Tabletop exhibit during reception/registration at event to display materials at one (1) chapter monthly meeting
- Logos projected during lunch at all chapter events
- Listing in the Annual Recognition Program
- Two (2) complimentary registrations to one (1) of MPIOH's Monthly Educational program

***** For information about the following sponsorships, contact Jessi Konnagan at admin@mpioh.org or 513.563.8674 *****

MONTHLY EDUCATIONAL PROGRAM SPONSORSHIP
REACH PROGRAM SPONSOR HOST | SPECIAL EVENT SPONSORS

DISPLAY AD SPECIFICATIONS

Ad Type	Dimensions
Full page	8" x 10.5"
Half page (vertical)	4" x 10.5"
Half page (horizontal)	8" x 4.875"
Quarter page	4" x 5"
Business card (Directory only)	3.5" x 2" (B&W ONLY)

General Requirements: Provide high-resolution PDF of ad that is PDF/X-1a:2001 compliant. Export ads using PDF/X-1a:2001 settings with compatibility set to version 1.3. File must contain only one page. DO NOT include crop marks, bleeds or other information beyond the ad size.

Supported Applications: Ad can be created in any application capable of exporting to PDF/X-1a:2001 standards. Adobe InDesign, Illustrator, Photoshop, Quark XPress, CorelDraw, etc. DO NOT create ads in Microsoft Word, Publisher or other word processing programs. Photos and graphics in ads should be 300dpi minimum.

We may require 'native files' if the PDF is not X-1a complaint or has other issues. If this is the case, we will contact you to provide the original files.

Additional charges may apply for ads not adhering to the guidelines above. MPIOH and the publisher cannot be held responsible for reproduction quality if the requirements are not met.

Submitting Ads: Email Files under 5MB to leslie@burgiemediafusion.com. Files greater than 5MB we recommend www.yousendit.com. Create a free YouSendIt account and follow the instructions for uploading/delivering files.

RESERVATIONS

Leslie Klenk | leslie@burgiemediafusion.com | 614.554.6294

SHIPPING

Email ad copy to:
leslie@burgiemediafusion.com

Or mail to:
Burgie MediaFusion | P.O. Box 1124 | Worthington, OH 43085

PAYMENTS

MPIOH | 4010 Executive Park Drive, Suite 100
Cincinnati, OH 45241 | 513.563.8674

LIABILITY

Liability claims arising from context of ads (text, representation, and illustration) are assumed by advertisers and advertising agencies. The publisher reserves right of refusal of any advertising not in keeping with publisher's standards. Advertising that simulates editorial must have prior approval of publisher and must carry an "Advertisement" line at the top of each ad.

A commitment via email constitutes advertising space is reserved and under contract. An advertising agreement will be issued for formal signatures and payment information by Burgie MediaFusion. If your company procedure to issue an Insertion Order, indicate that to the sales representative so it can be noted in your record.

Should you need to change your insertion, you must notify Burgie MediaFusion no later than the commitment deadline for said issue or your ad will be billed as denoted in the advertising agreement

MPIOH 2018 PUBLISHING SCHEDULE

Publication	Commitment Deadline	Artwork Deadline
1 st Quarter DEFINE	1/12/2018	1/19/2018
2 nd Quarter DEFINE	4/6/2018	4/13/2018
3 rd Quarter DEFINE	7/6/2018	7/13/2018
Annual Directory/ 4 th Quarter DEFINE	10/5/2018	10/12/2018

MAKE YOUR NEXT EVENT
ROCK!



Get the party started by contacting rental@rockhall.org

216.515.8420 • rockhall.com
1100 Rock and Roll Blvd., Cleveland, OH 44114



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!



AMY YOUNG
NATIONAL AUTOMOTIVE EXPERTS / NWAN

Ayoung@naenwan.com

LinkedIn: amy-young-1434b398

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? My wonderful husband, James, and our children Zenon (15), Fiona (9) and Hugo (2). In addition, my life wouldn't be as great as it is without the influence and guidance from my boss, our CEO Kelly Price. She provides a fantastic work environment, abundant educational opportunities, and a friendship that I didn't know was possible between a CEO and an employee!

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? I work for a Northcoast 99 company called National Automotive Experts / NWAN. I was promoted to the newly formed role of Corporate Events Manager at the end of 2017. I. Love. My Job.

WHAT IS THE BEST THING ABOUT YOUR JOB? I thoroughly enjoy the opportunity to bring our CEO's vision to life when planning and executive our events. I have never experienced such appreciation and trust

before and am grateful every single day.

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? 1. Attention to detail. 2. Being proactive. 3. Organization.

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

Never underestimate the power of paying attention to detail. No matter how small the gesture may seem, personal attention and individualized service will help you build rapport and earn respect from your bosses and clients.

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

I would LOVE to be able to actually read people's minds! I try my hardest to anticipate expectations, but would like to be right 100% of the time!



JAN MARIE KINKOPF, CMP
GREAT WOLF LODGE, SANDUSKY

567-998-4028

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? Sister; Cousins and best friend from High School

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? Great Wolf Lodge, Sandusky, Senior Sales Manager

WHAT IS THE BEST THING ABOUT YOUR JOB? My clients and fellow colleagues in all of the operations' departments

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Always be an advocate for the client, Time management and consistency

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

A) Expect the unexpected everyday B) Learn from everyone you meet, moving forward and throughout your entire career C) Network, network network!

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

Cloning

Welcome to Our New Members!

John Adams

513-748-4038
ja340613@ohio.edu

Rebecca Albright

Hilton Columbus Downtown
614-397-7077
rebecca.albright@hilton.com

Carolyn Appelhans

419-389-7283
ca195113@ohio.edu

Marissa Avery

419-819-7768
mavery@bgsu.edu

Sam Briggs

International Group Sales
937-219-6747
sam.briggs@igsales.net

Unique Brownlee

DoubleTree by Hilton Cleveland Downtown - Lakeside
216-928-3230
ubrownlee@dtcleveland.com

Shanette Buford-Brazzell

United Way of Greater Cleveland
216-526-9195
shanette.bufordbrazzell@gmail.com

Michael DePerro

Ohio University College of Business
740-677-2224
deperro@ohio.edu

Jennifer Farthing

937-847-4635
jenniferfarthingexperiences@gmail.com

Jimmy Frank

513-317-4859
jf385314@ohio.edu

Dina Gesouras

Scarlet City Events
614-949-5771
dina@scarletcityevents.com

Jill Jennewine

Universal Technology Corporation
937-426-2808 ext. 247
jjennewine@utcd Dayton.com

Marcus Kegg

614-806-5120
mk986213@ohio.edu

Angel Kerr

Ten Pin Alley
740-739-1221
angelkerr27@ymail.com

Sandra Lee

Ashworth College
614-419-2241
godscreationssalonspa@yahoo.com

Jessica Lewis

Columbus Marriott Northwest
614-336-4701
Jessica.Lewis@marriott.com

Rachel Lucas

Hilton Cleveland Downtown
rachel.lucas@hilton.com

Alex Mechler

Bowling Green State University
513-319-8381
alexmechler@gmail.com

Tessa Polen

330-704-0843
tp023514@ohio.edu

Gina Pratt

Coltene
330-472-3074
gmpratt8@yahoo.com

Mary Rogers

Ashworth College
216-820-0775
rmary6806@gmail.com

Megan Ruetsch

Prevention Action Alliance
614-540-9985
megan.ruetsch@gmail.com

Kathy Santen

513-665-2364
kathy.santen@hilton.com

Lisa Schwotzer

Advanced Drainage Systems, Inc.
614-658-0153
lisa.schwotzer@ads-pipe.com

Tracy Tapia CMP

Universal Technology Corporation
937-426-2808 ext. 244
ttapia@utcd Dayton.com

Shaina Tufts

Ashworth College
216-254-6803
shainahall@sbcglobal.net

Madison Velten

513-490-1236
mv449213@ohio.edu

Kate Wagener

Nationwide Children's Hospital
614-355-5464
kate.wagener@gmail.com

Michael Warning

Ohio University
513-673-7936
mw328713@ohio.edu

Donna Whitby

Marriott University of Dayton
937-226-6837
donna.whitby@concordhotels.com

Angela Wilson

WiSys
419-450-1980
awilson@wisys.com

Jody Wolf

330-618-2880
jodymcqwolf84@gmail.com



Check out our website at:
www.mpioh.org

- Better calendar for chapter events
- Easier registration
- Share articles
- Like pages
- Mobile friendly
- Great new look
- Improved advertising opportunities

Make your next meeting Great.

START THE CONVERSATION

513.229.5817

masonsales@greatwolf.com

2501 Great Wolf Drive • Mason, OH 45040

greatwolf.com/meetings

GREAT WOLF LODGE.
GROUPS & MEETINGS
Plan on it.



THE LODGE & CONFERENCE CENTER AT
GENEVASM
ON-THE-LAKE
OHIO'S WINE COUNTRY RESORT



Make meaningful connections at The Lodge at Geneva-on-the-Lake, a picturesque lakefront resort in the heart of Ohio's Wine Country. With more than 8,500 square feet of flexible meeting space, full-service catering, and dedicated sales and conference staff, this inspiring destination is perfect for productive meetings and unforgettable celebrations.

TheLodgeAtGeneva.com | 866.387.9907
Located off I-90 on SR 534 North

Hospitality by Delaware North. ©2018 DNC Parks & Resorts at Geneva State Park, LLC.

