



MEETING PROFESSIONALS INTERNATIONAL

# DEFINE

MPI  
OHIO CHAPTER

THE OFFICIAL NEWSLETTER OF MEETING PROFESSIONALS INTERNATIONAL OHIO CHAPTER

**JUL — SEP 2016**

# MPIOH 2016 RECOGNITION AND APPRECIATION AWARDS

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## The Official Newsletter of MPI Ohio Chapter

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### MPIOH Mission Statement:

To enhance the overall quality and awareness of the meetings industry by ensuring the professional development and growth of its membership through targeted educational programs and networking opportunities.

### MPIOH Executive Office

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# President's Column

Jennifer Veselko CMP  
National Sales Manager, Caesars Entertainment, Inc.



*Ohio, it's your time!*

Wow, I can hardly believe that the summer has passed so quickly and it is time for our children to go back to school, *PLEASE* can we file for a 30 day extension? Before we know it, the leaves will begin to turn again and it will be time for YES, you said it. . . FOOTBALL! Family apple picking, fragrant scents of fall and tailgating with friends —some of the things that Ohio does best!

As I begin the role of President for the Ohio Chapter, I would like to look back at some of the great moments that the Chapter celebrated last year and thank the wonderful people for their service who exited the Board as of July 1, 2016. We finished the fiscal year in an extremely positive manner, with the Chapter being very financially sound and primed for success as we move into the future. One of the biggest highlights last year was the investment and launch of a brand new website for MPIOH. This website will continue to evolve and create a more streamlined approach to keeping members in touch with trends, tips and pertinent information about the Chapter. Additionally, the Christy Selby Scholarship Fund was established during our June Recognition program. This memorial fund was created by the Selby family to honor the passion that Christy Selby had for her lifetime career and the meeting industry. This scholarship will continue to fund and support others who have financial needs in the meeting industry and will be awarded annually. Applications and donations for the scholarship can be accessed on the Chapter website.

One of the exciting MPI Global events over the summer was WEC in Atlantic City in June. As a “host” of this amazing annual convention, it was a great opportunity to network with old friends and make some new ones, while networking at the beach. Next year WEC is back in Las Vegas, so be sure to mark your calendars for June 17-21, 2017!

Finally, I would like to announce that we will be acknowledging our partner charity, Out of Darkness, at each MPIOH meeting and donating all raffle profits for the entire fiscal year. Please join us in supporting this Columbus, OH based Chapter throughout the year, which fights against human trafficking. Our profession is an amazing one, but unfortunately this is the darker side that seems to find correlation with the convention industry and we all need to take responsibility to fight against this growing epidemic.

As I look ahead to the coming year, I am so amazed at the opportunities and experiences we will all have together. This will truly be a year of EVOLUTION! As a Board, we are going to strive to continue to reach every member, expand our volunteerism and come together as the exemplary Chapter who will have the BEST educational programs and the most ACTIVE membership! I feel honored to be able to serve as President of a Board of such professionals that work so cohesively with such enthusiasm and passion. Please reach out to any of us if you have suggestions or would like to become more involved.

Sincerely,

A handwritten signature in cursive that reads "Jennifer Veselko".

Jennifer Veselko

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

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# Highlights from the 2016 MPIOH Recognition & Appreciation Awards



Each year the MPI Ohio Chapter recognizes chapter members who exemplify professionalism in the meetings and hospitality industry. These awards officially recognize planners and suppliers who have made significant contributions to the MPI of Ohio chapter and the meeting and events industry.

Through the generosity of the Darby House, this year's event was a phenomenal success. Thank you to everyone, especially Robin Stephens of Huntington Bank, who once again with the help of her committee did a fantastic job.

So it is with great appreciation and recognition that we acknowledge the following volunteers, who were recognized at this year's 2015-2016 MPIOH Recognition & Appreciation Awards.

The winners are as follows:

### **2015-2016 Committee of the Year - Professional Development Committee**

The 2015-2016 Professional Development Committee was fantastic. It is never an easy task to improve and grow as a meeting professional, but with great care and hard work -- our MPI of Ohio chapter is growing stronger and stronger with the help of Professional Development Committee members:

**Amanda Smith Rasnick**

**Adriane Cesa**

**Maggie Johnston**

**Halle Markwas**

**Sandy Wainz**

**Brad Copeland**

**Heather Gortz**

Their selfless service was invaluable and without their help, our organization would not exist. Volunteering is a huge commitment of time and talent and we are lucky to have lots of both.

Thank you for your hard work and dedication



### **2015-2016 MPI Ohio Planner of the Year - Adriane Cesa**

Adriane has given so much time and energy to MPI of Ohio. Since 2014, Adriane has served on the Professional Development Committee and was instrumental in rewriting the CMP Study session program. And if you can believe it, Adriane was one of our CMP instructors as well. Adriane is

quickly becoming a leader within the MPI of Ohio organization. We look forward to many more years ahead, as Adriane continues to grow as a chapter leader.

Congratulations Adriane! Thank you for your dedication and leadership.



### **2015-2016 MPI Ohio Supplier of the Year – Pete Honsberger**

Congratulations to Pete Honsberger from CultureShoc for winning this year's Supplier of the Year! Pete has done an amazing job for MPI of Ohio by taking the lead on countless projects for various committees. Pete is always available to help with writing

articles for DEFINE Magazine and thinking of creative ways to plan chapter events. He is resourceful and always willing to contribute his time and talents.

Thank you Pete for all your hard work and dedication to MPI of Ohio.



### **MPI Ohio Venue of the Year – Nationwide Hotel and Conference Center**

In the past year, Nationwide Hotel and Conference Center has hosted two separate study groups, as well as our MPI of Ohio Board Retreat. The venue is meticulously cared for and their staff is amazing.

Searching for locations for meetings is never easy, but Nationwide has always been there when MPI of Ohio needed help. Thank you!

What an amazing venue and staff – thank you!

### **MPI Ohio Christy Selby Lifetime Achievement Award – Diana Hisey**



This award is dedicated to the memory of Christy Selby who lost her battle with cancer last January. The Lifetime Achievement Award recognizes individuals who have served MPI of Ohio and the meeting events industry with distinction. Diana has certainly given MPI of Ohio and MidAmerica Conference her time and talent.

She is insightful, knowledgeable and dedicated to our profession.

Diana is the CEO/Owner of Event Design International. In 1998, Diana started her professional career in event management and event marketing. Through her professionalism and talents, EDI has become one of the most respected and sought after event planning companies in Ohio.

Thank you Diana for your career of hard work and dedication to our industry!

And a special thank you goes out to the following sponsors for their gracious donations to the MPI Ohio Chapter Recognition Event. Without their support this event would not have been possible.



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# How Couples Can Stop Fighting About Money



Saying “don’t let money affect your relationships” is like saying “don’t let oxygen affect your breathing.” According to a recent Gallup poll, disagreements over money are the #1 leading cause of divorce in America.

What I tell my coaching clients who come to me with money problems is this: Money doesn’t CHANGE anything; it REVEALS everything.

Money acts as a magnifying glass. If you’re a poor jerk, you’ll be a rich jerk – only jerkier. If you’re a broke nice person, you’ll be a rich nice person – only nicer.

So in these tough financial times, how can couples stop fighting about money?

## 1. Don’t assume money is everything.

It’s true: the best things in life are free. But the mortgage, groceries and Internet service aren’t.

Find ways to enjoy your spouse – and indeed, life – without having to spend money. You’ll find ways all around you if you take the time to look.

## 2. Don’t assume that making more money will necessarily fix everything.

Remember: money doesn’t CHANGE anything; it REVEALS everything. When you experience a change in your financial situation, your relationship’s about to change in one way or another.

## 3. Don’t assume that things will fix themselves.

We’ve all been there: believing that “someone else” will fix our problems. As FDR said, “When you get to the end of your rope, tie a knot and hang on.”

It’s good to assume that things will be better in the future. The problem comes in thinking they’ll get better without us having to do anything.

## 4. Don’t assume you and your spouse look at money the same way.

People tend to fall into four behavioral styles with regards to money: The Spender, The Saver, The Avoider and The Monk.

Imagine a Spender and a Saver living together. Now imagine their income just got cut in half. Insert argument here.

There’s no “right or wrong” with regards to how you relate to money; each style has its pros and cons. Just know what you are and what your partner is, and adjust accordingly.

## 5. Don’t assume things will never change.

When you assume “why bother?”, your actions will be half-hearted – which will naturally lead to half-success, or less.

The key is to find the middle ground and overturn your negative assumptions about money and relationships.

**Noah’s Note:** Challenge your assumptions about money and relationships. Do the work and you’ll reap the rewards of a healthier relationship with your spouse, your money and yourself.



About Noah St. John

Noah St. John is a keynote speaker and best-selling author who is famous for inventing Afformations® and helping busy executives and mission-driven entrepreneurs enjoy personal and financial freedom. His sought-after advice is known as the “secret sauce” in business and personal growth.

Noah’s dynamic and down-to-earth speaking style always gets high marks from audiences. As the leading authority on how to eliminate limiting beliefs, Noah delivers live programs and online courses that have been called “the only training that FIXES every other training!”

Watch Noah’s speaking videos and read what other meeting planners say at [www.NoahSpeaks.com](http://www.NoahSpeaks.com)

# EVENT PLANNING

## A Totally Risky Business

### EVENTS BEYOND OUR CONTROL – RESPONSIBILITY, AND TRANSFERRING RISK.

Our November 2015 article acknowledged that it is a complicated business. Despite the best planning and forethought it can be a risky business too because even when events are beyond our control it may not relieve us from responsibility.

Today there's concern politically motivated events may cause disruptions, from out-right terrorism, to deranged individuals seeking attention – while public safety risks are the purview of security professionals it's incumbent upon Event Planners to identify and document security requirements, implement procedures, and put event disruption plans into effect.

Event disruptions are not limited to deliberate actions, they happen due to natural causes, or even accidents unrelated to the event. But in any event situation where personal safety is compromised, a clear and implementable response mechanism must exist. Social Media and Event Applications are fantastic tools for interfacing with event-goers, organizers and responders; read here how social media brought depth, breadth and speed to the crisis management response during the Boston Marathon bombing in 2012.

Planning, even for a small event, involves a remarkable number of details, and because experienced planners make event performance appear seamless event-goers are rarely aware of all that makes their attendance so effective, enjoyable, and safe. One way to ensure

Crisis Management is in effect to purchase Event Liability insurance with a Crisis Response component – insurance can pay for, or even implement emergency response professionals contracted to take immediate action.

“Awareness”, in all the terms it implies, is a proven and effective risk control element - but how and who is making everyone aware requires its own plan. It's complicated, rarely does anyone anticipate their safety is at risk from organizing or attending an event, and simply acknowledging risk could have an adverse effect on the event!

As society and customers are becoming more conscious of social and community risks, event planners might consider taking crisis response training. Like the many other skills and knowledge planners are required to master, a fundamental understanding of security and emergency management criteria demonstrates a commitment to the scope of your professionalism.

It may be left to courts to decide if an event planner has a responsibility when chaos occurs at their event, but if a dispute gets that far its likely considerable expense has already occurred – event liability insurance should be part of the response, because while it cannot undo damage and harm, it can help mitigate risk, and then pay for consequences and costs beyond our control.

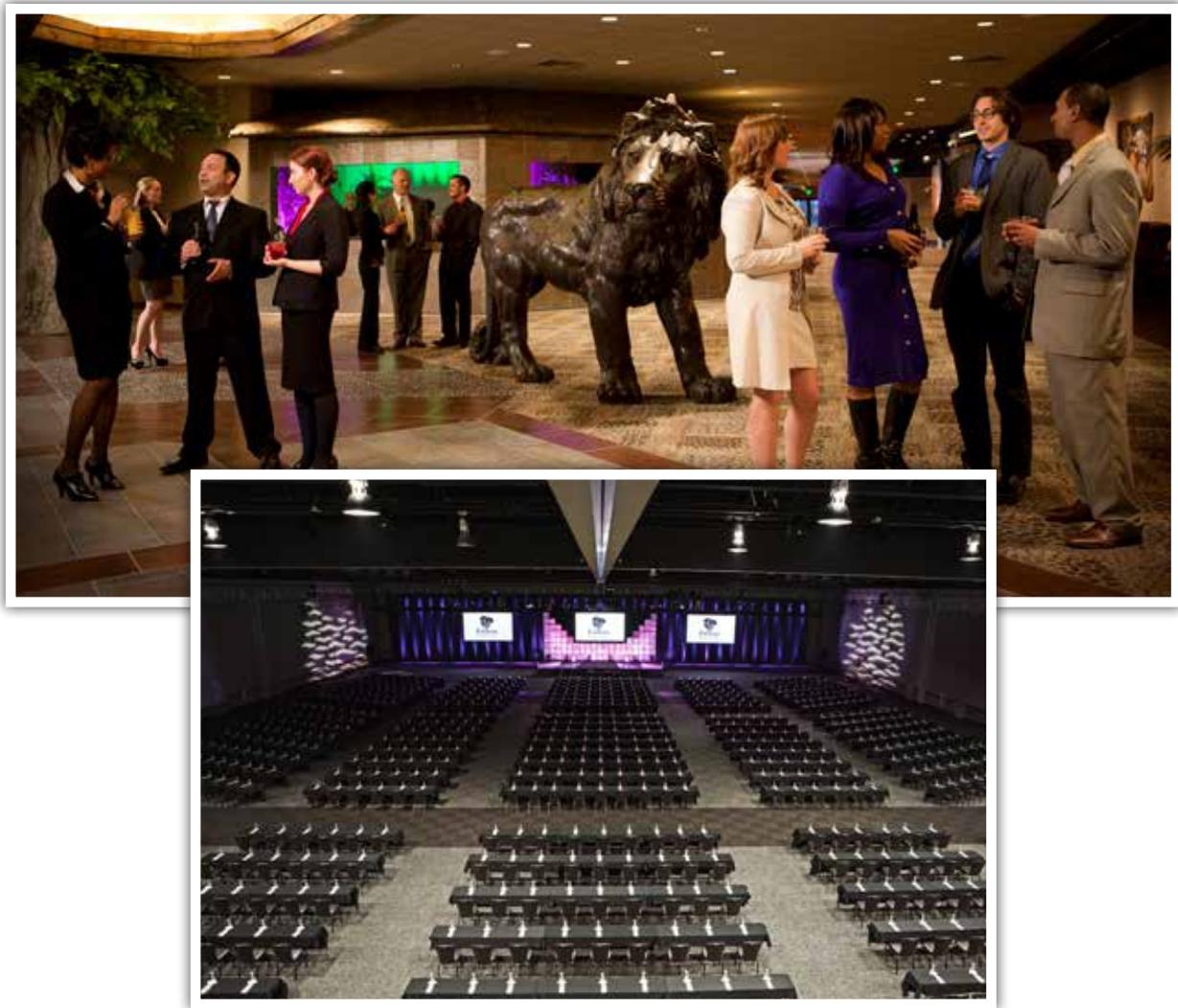
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For more information or to inquire about holding an event at Kalahari Resorts and Conventions, please call 855-411-4605 or visit [KalahariMeetings.com](http://KalahariMeetings.com)

# Mark Your Calendar!

## SEPTEMBER 26, 2016

Joint Meeting with OSAE & PCMA  
Demand, Drones & Disruption: Driving Forces in Meetings & Events  
Presented by: Michael Dominguez  
Hilton Columbus at Easton

## OCTOBER 6-8, 2016

CMP Study Group  
Columbus, OH



## OCTOBER 19, 2016

Chapter Meeting  
Language of AV for Beginners  
Presented by Lynn Wellish  
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## NOVEMBER 16, 2016

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**NEW MEETING ATTENDANCE POLICY:** All Essential Level members or non-members are limited to no more than two events in one fiscal year and must pay the Essential Level/Non-member rate. MPI Preferred or Premier Level members are welcome to attend all chapter events at the Member Price.

## Host the Next MPIOH Chapter Meeting!

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# Vegetarian Meals at Your Events

## TAKE THEM TO THE NEXT LEVEL!

According to the Huffington Post, about 6% of the US population considers themselves vegetarians. The largest segment of the population that are vegetarians are the over 50 crowd. That surprised me a little. I've attended a lot of meetings and conferences and had vegetarians at my table, (I'm not a vegetarian). Most of the time the meals are boring bowls of pasta, some are inventive, but very few take into consideration what a balanced meal means to a vegetarian or a vegan. Some of the issues vegetarians face are getting complete proteins, getting enough omega 3 fatty acids, B12, and iron. These are not a problem for most meat eaters. Including meat and fish in your diet takes care of most of these concerns for us. What combinations of foods can create both a unique and healthy meal for your vegetarians?

It's much more difficult for vegetarians to get complete proteins in their diets, and being Vegan makes it even more of a challenge. Meat, eggs, and dairy products all contain complete proteins, but very few plant based products do. Protein contains amino acids. There are 12 amino acids the human body produces and 9 essential amino acids we need to obtain from the food we eat. Food sources that contain all 9 essential amino acids are considered complete proteins. Some complete plant based sources of protein are the ever popular quinoa, soybeans, blue-green algae, buckwheat (which can be found in oriental soba noodles), and hempseed. There are many incomplete proteins as well, they include beans, whole grains, nuts, seeds, peas, and corn. If you combine two or more incomplete proteins it will equal a complete protein. Consider serving quinoa, (a seed that is often substituted for rice) with vegetables and nuts at your next luncheon as a vegetarian option. Breakfast options could include buckwheat pancakes with fruit or peanut butter as toppings. Serving beans and rice together

give you a complete protein. You can add that to vegetarian fajitas with a whole grain tortilla, and that is your inventive nutritious dinner.

Getting enough omega 3 fatty acids can also be a challenge for vegetarians, vegans, and sometimes meat eaters that don't include fish in their diet. Fish are high in omega 3. Salmon, tuna, shrimp, and white fish are a few examples of the more common ones. Having an omega 3 deficiency can contribute to a multitude of illnesses such as heart disease, arthritis, high cholesterol, and inflammation to name just a few! Sources of omega 3 for vegetarians are flax, walnuts, almonds, dark leafy vegetables, olive oil, whole grains, and eggs. By having the banquet chef add walnuts or almonds to a dish or cooking the vegetables in olive oil you are adding the omega 3 element to the meal. This is an easy addition to balance the meal and not much extra work for the chef.

It's difficult for any of us to get the vitamins and minerals we need. Two primary ones found in meat products are iron and B12. Vitamin B12 is the largest and most complex vitamin and it's produced by bacteria. It is most commonly found in red meat and salmon. It's almost impossible to find in the vegetable world. Fortified cereals are about your only vegan source, with milk, yogurt, eggs, and Swiss cheese for vegetarians. Iron is our next challenge. There is heme iron found in red meat and fish and non-heme in leafy greens, lentils, seeds such as sesame and poppy, and quinoa. Heme iron is more easily absorbed than non-heme. Vitamin C helps absorption, but coffee and dairy can limit absorption. Provide poppy seed bagels and Orange juice on your breakfast buffet and problem solved.

Why should you go to all this trouble? If you work for a hotel or banquet facility you can establish a reputation for outstanding

vegetarian meals as an extra bonus to your clients. Vegetarians are a significant part of the population and their needs should be addressed. Toot your own horn when you create these menus. If you have a buffet, have a vegetarian combination suggested and printed on a sign on your buffet stating the nutritional information. This might not be a bad idea for your meat lovers as well. It's simple to create a tasty and healthy vegetarian meal with a slight modification for the meat lovers like soba noodles with a vegetable stir fry, (in olive oil of course) and a meat stir fry on a buffet. Be creative. If it's a sit down meal add the nutrition information to the vegetarian place card. Your vegetarians will be impressed. If you are a meeting planner, your attendees will be grateful not to have to look at another plate of pasta with tomato sauce and will appreciate the extra effort. Most chefs will work with you to design a menu that works for vegetarians. By looking at what makes a healthy vegetarian dish you will be creating a unique, dynamic presentation that will set you apart from the rest. A good source of vegetarian recipes is [www.vegetariannutrition.net/recipes](http://www.vegetariannutrition.net/recipes); it's a website put together by registered dieticians. My guess is that you will get more requests for vegetarian meals! Stay healthy my friends.

written by: Mary Vlahos





MPI's Ohio Chapter offers various 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)

DEFINE NEWSLETTER (3x/year - 1Q/2Q/3Q16) 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.

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**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.

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ANNUAL DIRECTORY/4Q16 DEFINE (1x/year combined issue)				
	MEMBER		NON-MEMBER	
	B&W	Color	B&W	Color
Full page	\$1,200	\$1,500	\$1,350	\$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			

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"
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**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.

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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.

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# Why You MUST Try An Outside Facilitator For A Meeting

By: Pete Honsberger

I'm not saying to hire us. We're not the right fit for everyone.

But for Pete's sake (not mine), every company should experiment with an independent, third-party facilitator for a meeting, retreat or conference.

I cannot tell you how many times I've heard employees complain about their boss, management, or other leadership team members. Hell, I've done it. But any employee that's ever complained about a leader (which is all of us) walks into a meeting or retreat with some level of skepticism, often with thoughts of "What are they going to tell us this time," "Here we go again," or my favorite, "Team building? Are you serious? Where's the bar?"

As a third party to dozens of businesses, I witness firsthand the steep uphill battle that leaders face in running their own meetings. Will their words sink in? Can they effectively facilitate discussion within their own team? Will the team be truly open and honest in a group session led by its leader? So often, the answer to those questions is "no."

There lies HUGE pain and tons of wasted money in ineffective, poorly-run meetings or retreats where a CEO is tuned out by the team while he or she passionately recites a vision or agenda that nobody hears. Or, in some cases, the discussion is good but the team is too deep in the trees to see the forest, and an outside perspective is needed.

Think about the cost of a two-day retreat/meeting for just 10 people:

- 10 salaries captive in a room, rather than selling, marketing, creating or delivering your product or service
- Cost of a meeting venue with A.V., white boards, flip charts, etc.
- Cost of at least one breakfast, lunch and dinner. Don't forget drinks, too.
- Flying people in from out of town? Factor in flights, hotel rooms, rental cars and airport parking.

The combined salaries in the room is what really gets me. With that included, you are talking about potentially tens of thousands of dollars to get 10 people together for only two days.

If that's the case, the meeting ABSOLUTELY NEEDS to be effective to be worth your investment. And if you feel anything, even way down in your gut, that makes you think it may not be ultra-efficient, contact a third-party facilitator. The risk of wasting that kind of money is too great.

Instead of rolling the dice, utilize a facilitator at least once. Use someone you trust, or who comes highly regarded by someone you trust. Maybe it's a path you'll continue to pursue, or maybe one time is enough to empower you with the tools to take the reins.

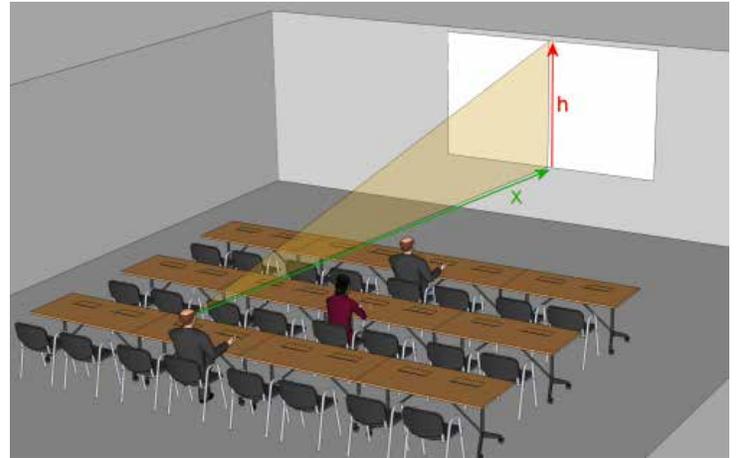
Don't set fire to your money. Light a fire in your team.

# Tips and Tricks Spotlight

## SCREEN DISTANCE TIP

Here is a quick tip for your next room set with AV. The ideal distance between the screen and the front row is 2x the height of the screen and for the last row, 6x the height of the screen.

In reality, those distances aren't always possible (i.e., space constraints) and there is some wiggle room, but it is the ideal. Need to know more? Hire a good AV company that uses CADD.



## POWERPOINT TRICK

Blackout on PowerPoint

When giving a presentation you might want to draw the attention of the audience to what you're saying. Unfortunately, you might be fighting a losing battle against your own slideshow, especially if it contains animated effects. The answer is simple – just tap the B button. This will blank the screen. With nothing else to look at, all eyes will turn to you. Tap B again when you want to resume.



## LIGHTING DESIGN SPOTLIGHT

LED lights (Light Emitting Diode), like these Chrome Q100s are popular live event lights because they have low power consumption, lightweight and allow easy color variations.

Like most technology, manufacturers have made rapid improvements in LED lights. So now the majority of newer fixtures you'll find on larger events will be LED based. LED lights require much less power and they don't require time to warm up. Furthermore, they are not hot – so they create very little heat.





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