



MEETING PROFESSIONALS INTERNATIONAL

# DEFINE

MPI  
OHIO CHAPTER

THE OFFICIAL NEWSLETTER OF MEETING PROFESSIONALS INTERNATIONAL OHIO CHAPTER

JAN — MAR 2015

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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.

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# President's Column

By: Julie Kowalewski  
Director Sales & Marketing, Cincinnati Marriott at River Center



## Dear MPI Colleagues and Friends,

On January 12, 2015, the state of Ohio celebrated. We are National Champions! While enjoying the Ohio State Buckeyes' defeat of Oregon, I enjoyed watching my Facebook news feed to keep up with the many MPI Ohio members who were celebrating from Dallas Stadium. We've since teased that there were impromptu MPI committee meetings being held during the tailgating festivities. I trust that very important business was accomplished.

The following weekend, while celebrations were still happening along North High Street, I happen to know for a fact, that Coach Urban Meyer's coaching staff had already begun recruiting for the next championship team. Within the boundaries outlined by the NCAA, this championship team never stops preparing for next year. Who will fill the role of the critical player moving on?

Much like the Buckeyes, our recruiting for the MPI Ohio Chapter leadership is always in motion. With every chapter meeting, every Member Care call, every CMP Study Group, every MidAmerica Conference, every interaction we have with our members, we are looking for the next generation of Chapter leaders. I was once told that the goal of every Board President should be to construct the next board whereby they are no longer qualified to lead it. This would be thrilling for me and so beneficial for our members!

With this, please consider the application for our Board that can be found as an insert in this issue of Define. In conjunction with our recruiting efforts, we would love your help in identifying our next championship team. I invite you to volunteer yourself, a colleague, or industry friend to join the team that shapes the vision for our Chapter. I would be delightfully humbled if I were no longer qualified to serve this Board.

O-H!

Kindly,

*Julie*

Julie Kowalewski  
The Ohio State University, Class of 2002

# 5 Simple Ways to Declutter Your Life

By Noah St. John

I've always said that if I ever leave the personal growth industry and start another business, it would be in the self-storage business. Why? Because people are obsessed with buying stuff! And when there's too much stuff in the house, they put the car outside and put the stuff in the garage. Then, when the garage is full, do they get rid of their stuff? No, they buy another storage unit! Some of you are laughing right now, and some of you are not, because it's hitting too close to home. The point is, many of my clients have faced this problem; so if you're facing this issue of overwhelm and clutter, you're definitely not alone.

The question is: WHY do we need to declutter in the first place? Why don't we just "let things be"? One of the main reasons it's essential to declutter your life, is that if you have clutter, it's hard for something better to come in.

For example, have you ever noticed that when you clear stuff out of your home or office space, you feel better? I know you've noticed this.

For example, after one of my coaching clients decluttered her office, her business doubled in less than 90 days!

Another one of my clients had so much clutter when she came to me, she couldn't even see the carpet in her office. Then, I helped her install this Power Habit and she began to systematically declutter her life. She told me it took 17 garbage bags to clear all the clutter from her office. But guess what happened? In less than four months, she had made enough extra money in her business that she was able to replace the carpet that she couldn't even see before!

Another coaching client came to me complaining of clutter. I encouraged her to declutter her office. She did so, and found \$150 worth of gift cards that she had lost two years earlier. Wouldn't it be nice to get paid to declutter your home office?

**Noah's Note: When you clear the clutter, you make room for better things to come in.**

## HERE ARE 5 SIMPLE WAYS TO DECLUTTER YOUR LIFE...

- 1. Don't complain that you have to declutter your life.**  
Instead, be grateful that you have something (a home, an office, a body, a life) to keep clean in the first place.
- 2. Remember that to de-clutter your life is a continuous, not a one-time, act.**  
One of my college professors was a practicing Buddhist monk. He would often remind us, "Half of life is cleaning." That's a good reminder for all of us.
- 3. Declutter your head trash.**  
Think about the negative things you say to yourself regularly: "I'm too old to change... I've made too many mistakes... I probably can't do it." Remove those thoughts from your head just like you would remove the trash from your home.
- 4. If you're stuck, bring in a professional.**  
If you are really stuck with decluttering your life, bring in someone to help you – for example, a professional organizer, business or life coach, even a friend who enjoys organizing things (yes, these people do exist!). There are plenty of resources to help you. Don't feel like you have to do it alone.
- 5. Use Affirmations.**  
Affirmations are empowering questions that help you declutter your brain. For example, you can affirm Why am I so good at organizing? or Why do I love being organized? You can also get the first 2 chapters of The Book of Affirmations free at [www.affirmationsbook.com](http://www.affirmationsbook.com)



## About Noah St. John

Noah St. John is the best-selling author of *The Book of Affirmations: Discovering The Missing Piece*

*to Abundant Health, Wealth, Love, and Happiness* (Hay House). Noah is famous for inventing Affirmations® and creating customized strategies for fast-growing companies and leading organizations around the world.

His sought-after advice is known as the "secret sauce" for creating breakthrough performance.

Noah's books have been translated into ten languages and he appears frequently in the news worldwide, including CNN, ABC, NBC, CBS, Fox, National Public Radio, *PARADE*, *Woman's Day*, *Forbes.com*, *Los Angeles Business Journal*, *Chicago Sun-Times*, *Washington Post*, *Bottom Line/Personal*, *Selling Power* and *The Huffington Post*.

# Controlling Costs: It's All About the Budget

By Shane N. Yates, CAE, CMP

We all know basically what a budget is and why we need to have one. Using a budget is really the only successful way to control costs (of any project) from start to finish. Of course if we had unlimited funds to plan our events, hire our keynote speakers and make airline bookings it would be much more fun planning events, but that's rarely how it works.

A budget can help you track expenses and determine where your money can best be spent. Obviously we're talking about a good budget – an organized, well-put-together budget, because a poorly-planned budget will be of no use at all. Besides having a great budget, you still need the time and knowhow to make your budget work for you. Here are a few ideas that might be off assistance in creating and using a workable budget.



## To Begin With, You Need to Create a Budget

It's quite astonishing just how many planners out there just fudge it from week to week, month to month, year to year, meeting to meeting. They appear to have nothing more than a list of current expenses and a binder full of invoices.

It really doesn't work – certainly not effectively or efficiently. You must have a budget! If the event you're working on at the moment had a budget last time, or at any time, then use that as your working model. Alternatively, you could borrow a budget template from a work colleague, or a better idea might be to consult with the members of your local association. Some basic primary meeting-budget components: F&B, recreational activities, resort fees/health club fees, A/V, transportation costs, technology fees, local taxes and service charges. When creating your budget ensure that it allows you to account for each and every cost up front: you'll need to allow for the appropriate insurances to cover general liability, liquor, business interruption and cancellation; plus you'll need to factor in the licensing fees for written materials and music. Also, allow for a contingency fund to cover those inevitable last-minute costs.

## Keep Your Budget Current

It's not enough to just create a budget. It has to be used, and to use it successfully you must continually revisit and revise it. Keep your budget current and updated, and you'll end up with a very helpful organizational tool which will ensure you'll always know what the expected expenses are for the 'event'. If something is cancelled or

added concerning the event, then revisit the budget and adjust it accordingly.

## Make Good Use of Technology

It's definitely okay to maintain your budget in a handwritten format, but if you decide to go the electronic way there are many advantages. The obvious benefit is that your budget will be easier and quicker to create, and much simpler to update and revise. Plus, you'll have the ability to share the budget with supervisors, other staff members, and stakeholders. And the best thing of all – it does the math for you! Software programs like QuickBooks, Excel, and Quicken all have math functions, thus making mistakes much less likely.

Excel is a great tool because you can create spreadsheets for different aspects of your budget, like travel costs, A/V and F&B – and all the while everything stays in the one file. This system makes it much easier to work on individual aspects of the budget, at the same time continuing to monitor the complete budget. QuickBooks is very popular accounting software and can be used to track time, help with receipts, and make a chart of accounts – plus it can be exported to Excel.

QuickBooks, Excel, and Quicken all come in app versions enabling you to control your budget from your mobile device. If you do your research you'll be able to find other popular budgeting accounting apps.

Remember to protect your online information by using a backup website (such as carbonite.com) or an external drive.



### Don't Keep Your Budget a Secret

Remember to share your budget. Because the information contained within your budget could possibly affect other departments and staff members within your organization, don't keep it a secret. There may be people working with you or under you who submit items for the budget for which they are directly responsible, so your budget will be of interest to them.

### Stick To Your Policies

Once you have created and adopted a budget policy – stick to it. Consistency is so important to planners. With so many different people and departments with specific needs and wants, create your budget policy, announce it to interested parties, then stick to it. This will avoid any unnecessary confusion.

Be very clear what the consequences are for lost or non-submitted claims and invoices. If you're clear with your staff, speakers, and other involved parties that your event will close out after 45 days (or whatever your policy is) and that no late receipts etc. will be accepted, then most people will be happy to conform. Everyone wants to be reimbursed for money they've outlaid, so once they're aware of your policy you'll find people will cooperate.

### Have Your Budget Reviewed By an Expert

At the end of the year, or even after an event, let your organization's finance department, or alternatively a CPA or your accountant, review the budget. This is vital for those planners who work independently, or those who are working with different customers.

It doesn't matter whether you're an independent or corporate planner, or an association, you should treat your budget just as you yourself would want to be treated – with professionalism and respect.



Shane Yates, CAE, CMP, currently serves as the Executive Director of the Ohio Society of Association Executives and has worked for various national & state level organizations for over 17 years. In 2014 Shane was recognized by the Association Forum of Chicagoland, USAE weekly newspaper and Connect Magazine as one of the industry's top young professionals nationwide in their 40 Under 40 issues.

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# Playing Fast

By Chad J. Willett



When you embrace failure you give yourself a chance to do great things. This way of thinking applies in all aspects of one's life: social, personal and professional. "You have to give yourself a chance to fail." That's what Kenny "The Jet" Smith said during an NCAA (National Collegiate Athletic Association) college basketball tournament about a star player who started out cold and as

a result, attempted too few shots in a game his team lost. Failure isn't anyone's goal, of course, but rather an inescapable potential consequence of trying to do really well.

I played basketball at West Muskingum High School in Zanesville, Ohio, and I was on the varsity my junior and senior years. The two years I played were a great contrast to my experiences in L.A., because I was in my head/box and the results showed.

My senior year I averaged three points a game and a couple of rebounds doing very little to help the team. I remember being on the floor and very conscious of who was watching me and how I looked. I would analyze my actions and myself. By being in my head/box I restricted myself and crippled my chances of performing up to my full capabilities.

For example, when I got on the court and made a mistake, I would look right over at my coach and wait for his judgment. A lot of times that meant coming out of the game. I was so tight, rigid and in my head when I was playing.

Judgment was all around me. I was judging and analyzing myself up and down the court throughout the game, thinking how I could have made a better pass, got more rebounds, scored more points, played better defense, etc. I also felt that my coach was doing the same (here I was making an assumption, which is what we do when we are in our heads) and that is why every time I messed up in the game I was worried about coming out. The funny thing was it came true. When I messed up I usually came out of the game and returned to the bench.

It wasn't fun playing basketball, it was miserable for me. Being in my head/box and having poor results on the court by not playing

up to my full capabilities is a feeling I hope I never experience again in my life.

I didn't embrace failure as I did in L.A. and that made me a failure on the court. I might be exaggerating the point, but during my two years of playing basketball my biggest fears were making mistakes and failing. It was a self-fulfilling prophecy in that my results were average at best and the areas I failed in were not helping the team.

It's interesting comparing my experience in L.A. with my playing days at West Muskingum. In L.A. I encouraged mistakes, removed judgment and had the time of my life. Tension, stress and self-criticism were all removed and I was able to be confident and in control, while at West Muskingum I dreaded making mistakes, judged myself constantly, and was miserable.

As a coach I have a lot of respect for is Pete Carroll. Pete talks about his players "playing fast," which means, they are in the moment, reacting and not thinking about making mistakes or being wrong. When he coached football at University of Southern California, I loved watching his teams prepare for games and the confidence and bravado they displayed.

Once before a game with Notre Dame, it was raining and his team was on a Slip'n Slide having fun. Across the field on the sideline, Notre Dame players were going through the traditional pre-game rituals like stretching and light wind sprints. A fan might have said Carroll was crazy to let his players horse around before a big game, but it was the opposite. His "play fast" slogan included being loose before a game, so a player could perform up to his true ability. It worked: as USC won the game.

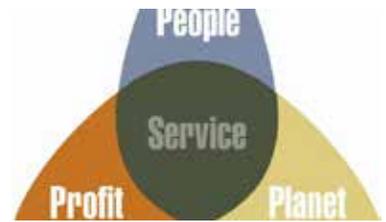
No one would question his team's tenacity, toughness, or attention to details if they watched the game. Carroll embraced being wrong with his team and his results included seven Pac-12 Championships and two national titles. He then returned to the NFL and won Super Bowl LXVII as coach of the Seattle Seahawks. The results speak for themselves when we are talking about performing loose and playing up to one's ability.

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Motivational Speaker

# “Two for the Money”

## Meetings + Community Service

By Pete Honsberger



In my relatively brief experience planning and facilitating meetings, I have been introduced to their many moving parts, including budgeting, catering, speakers, content, agendas and more. But no matter the circumstance, one question continues to

surface time and time again: How can we maximize the value of the time and money spent on meetings? Perhaps more succinctly, how can we make meeting attendees feel that their time is well spent?

To achieve this simple yet encompassing objective, I have seen many combinations of tactics. For example, if we get the best speaker and a fun, tasty meal, the meeting will be a success. If we find a unique meeting space and execute on the event theme, we can have an edge. If we create a fun agenda with a few surprises, attendees will have no choice but to be engaged.



By no means are any of the above ideas invalid, but how do you really measure the success of a meeting? Does it mean a direct correlation to profit and productivity, is it personal and team growth, or does it have to do with a palatable buzz amongst attendees after a great experience? At CultureShoc™, we believe that the answer, while varying in degrees by circumstance, is all of the above. And to accomplish those objectives, we have noticed a growing demand for a multi-faceted approach to meeting agendas.

Specifically, organizations have been finding additional value and engagement through service projects. Adding a community involvement component has emerged as a popular approach to sending an otherwise effective meeting to another level. Among the many such projects I have played a role in organizing in the last year are building home furnishings for Habitat for Humanity and veterans' organizations, building bicycles for Boys & Girls Clubs, and on-site volunteering at churches, homeless shelters and family transition centers.

Now, the line between an engaging meeting and a corny, cringe-

worthy one can be thin and treacherous. Nothing turns attendees off faster than contrived content designed to force lessons and/or team work down people's throats. However, introduction of a sincere project that takes care of your own community can make the eye rolls disappear. It is very difficult to be a cynic when presenting a piece of brand new furniture to a family moving into their first-ever home.

With thousands of nonprofits out there, many of which are more than willing to accept assistance from your team, there is limitless space to craft a unique, meaningful program. And the best part? Many of these projects can be performed at your already scheduled meeting, regardless of venue.

For your next meeting, consider including a service project as part of the agenda. Double up on engagement by furthering the mission of your team and that of a worthy nonprofit or charity. Provide your attendees an unforgettable experience that connects them with each other and their communities.

After all, isn't personal connection for the sake of improvement the purpose of having a meeting in the first place?

For more information on community service-based meeting projects, email Pete at [pete@cultureshoc.com](mailto:pete@cultureshoc.com) or call CultureShoc at 844-336-SHOC.



# My Hero's Have Always Been Planners

By Jason Linscott

If you are like me you are currently dreaming of a beach or at least getting out of this weather. Why do we live here again? For a lot of the Planners out there, this is the time of year your organizations holds its annual sales meeting. You know, take the sales team to the desert or the beach, sip fruity beverages and party for a few days. OK that's not the exact scenario but that is what all our friends outside the meeting industry envision we are doing when we get on a plane to go to "work" for a week in February.

This is the type of meeting I like to use to illustrate just how many variables there are in selecting the perfect location for our meetings and events. I'm not a buzz word person, but does it make more sense to do as we are told, or read between the lines and "think outside the box" (there I said it) when asked to find meeting venues? We all plan many types of meetings, but do we always do our best to exceed expectations? As planners our job is to make the meeting owners look like the hero. We must rely on our experience and resources to fulfill their request no matter how easy or difficult and exceed all of their expectations.

Jason, our CEO has just given me the dates for our Kick Off Meeting next year, going



it's to be the week after the Super Bowl again. The Board has approved them, so they are not flexible. We are looking for a high end warm weather resort, with plenty to do at night and of course the budget is still the same as it was in 2009.

What does this say to most people? Let's call the Phoenician or Fontainebleau and get rolling on a contract? Probably. To the rest of us what are they really asking? What is the most important ask in that paragraph? If you guessed the B word, you would be

correct 90% of the time. So Scottsdale and Miami Beach are pretty much not happening for our February meeting. But, we can't say "no can do", what do we as planners do next to make the meeting owner happy?

We educate them, right? Nice weather, warm, hot, etc. means a lot of different things to different people. As I sit here with my space heater on looking at 6 inches of snow and ice, do I need 90 degrees or will 50 degrees do? I'm as pale as the blowing snow; I'll just get burnt anyway. To most people they are happy to just get out of the winter rut, change the scenery, hang out with their colleagues from across the country and reenergize for the coming year. This opens up a lot of fun options. It works both ways, if you live in the desert or at the beach, you may wish for a change as well.

Every year I go through this for a handful of clients and we have been all over the place, but it always takes some creative thinking (especially if you want a new destination each year). Start with destinations that are interesting tourist draws in the summer?

Now how about those that are in that 50 degree or above average temperature range this time of year. Some of my favorite off peak destinations are San Antonio, New Orleans, and Northern Florida. I also dig Puerto Rico, it is hot, you don't need a passport and the rates are very reasonable. That perfect resort you cannot afford in summertime may be a great opportunity for winter. Maybe you cannot afford the total package (sleeping rooms, F&B, transportation) in their peak season. More often than not, those places can get very creative in their pricing during off seasons.

This is just one example of the tasks we are faced with on a daily basis. I bet you have your favorites as well. When faced with a tough task, take a breath and read between the lines, ask questions, educate and you will almost always find a solution. I'm willing to bet you will not only find the perfect venue, but also find overlooked cost savings just by looking where others are not. As they say, you can't make all the people happy all the time. But it is our job to make most of the people happy most of the time.

Jason Linscott is a Regional Vice President for HPN Global, one of the largest site selection companies in the world. He can be reached at [JLinscott@hpnglobal.com](mailto:JLinscott@hpnglobal.com)

# Six Gaming Apps That Will Really Make Your Event Standout

By De-de Mulligan

Do you remember childhood games like tag, charades and bingo? Or board games like Monopoly and Chutes and Ladders? These games were fun, interactive and created a sense of rivalry. In addition, they had rules and you knew when the games began and ended.

Fast forward a few years and gaming is everywhere and on everything. While the old “tried and true” games listed above still exist, gaming apps on mobile devices are used more than any other app on an individual’s device according to Flurry, a mobile experience company.

Here are six gaming apps that are designed to help engage attendees at your next meeting or tradeshows.



This app motivates the audience with points, badges and real-world rewards using Twitter, Yammer or Salesforce Chatter. The idea is that attendees use their iPad to tweet and retweet photos and questions through Twitter, check-in at various locations and message other attendees or speakers to keep the conversation going – all while accumulating points along the way.

Participants with the most points can earn prizes and all activity can be displayed on video wall.



SCANVenger Hunt takes a typical scavenger hunt game to a new level. It is a platform that provides interactive foot traffic to trade shows and conferences using a QR reader, which once scanned from an attendee’s badge, will ask questions of that person so they can get their next clue and earn points to win a prize. It can also link results to your event website and show individual rankings on a large screen monitor for all to see.



Teams are formed to go on a scavenger hunt where they use their phones to score points, take on challenges, and have fun. At the end of the game, players gather for live judging led by a MC. Side-by-side comparison of each team’s creative photo and video submissions are displayed while everyone gathers around a touchscreen to vote on their favorite submissions.



This game is a simple one: First, event planners need to determine the total number of points each attendee needs in order to win a prize. Second, attendees have to acquire specific exhibitor codes they enter into their mobile devices. The more exhibitor booths an attendee visits, the more codes they receive, which in turn helps them attain the goal. Third, once an attendee reaches the total points needed, they submit their contact information into a random drawing for a prize. The best benefit of all? Exhibitors have an opportunity to really dialog with attendees – it gives them a reason to engage with each other.



This designer came up with a challenge bar app where attendees walk into the bar, pick up an iPad rental and start to answer simple trivia questions that are tied to the conference material. With a question randomizer, the group is not likely to have the same question on each iPad, which spurs conversation amongst each other. The leader board displays individual scores - but the best part is - the questions are reinforcing what attendees learned throughout the day. This app is customized to each conference program.



Badgeville uses personalization features that can be tailored to every user. Reward your attendee for visiting an exhibitor, attending a networking event or going to a number of sessions at your conference. Badgeville’s Game Mechanics can be put more emphasis on educational content and networking that matter most to your attendees. In addition to points, leaderboards and rewards, this system allows for real-time notifications and is cloud based for access across multiple platforms.

This article was originally posted on Hartford Technology Rental’s Blog Site.

De-de Mulligan, CMM has been a member of MPI for 12 years. She is a professional blogger and has planned over 1,600 events. She is a regular contributor to Hartford Technology Rental, Cvent, i-Meet and Kalahari. Please follow her on Google+ and connect with her on LinkedIn for a portfolio of blog posts about meeting and event trends and technology. Contact her at [dede@mulliganmanagementgroup.com](mailto:dede@mulliganmanagementgroup.com).

# Calling all Members....

## 2015–2016 Call for Leaders

The MPIOH Nominating & Governance Committee is pleased to announce the call for applications to serve on the 2015-2016 Board of Directors.

The Ohio chapter relies on the dedication and service of our volunteers to help us lead the chapter, advance our industry and meet the needs of our members. This is your opportunity to expand your network, distinguish yourself from your peers and contribute to the goals and success of the Ohio chapter.

Among the many benefits include:

- A hands-on opportunity to enhance the value of your membership and impact the future of our chapter;
- Sharing your unique skills and industry experience while learning from key industry leaders;
- An opportunity to gain leadership experience in managing volunteers, budgets and projects;
- Meeting and networking with other chapter leaders throughout the world;

The Board of Directors is comprised of 13 chapter members. Jason Linscott will serve as the 2015-2016 MPIOH Chapter President.

Nominations for all positions will be in accordance with MPIOH Bylaws. Any supplier or planner member in good standing is eligible for nominations and election to these positions.

Please take a few minutes to review the Board of Directors Position Descriptions located at [www.MPIOH.org](http://www.MPIOH.org). (get involved/become a board member)

**Applications are now being accepted through Monday, March 2, 2015** for terms beginning July 1, 2015 (see insert). All applications must be submitted to Jessi Konnagan, Chapter Administrator at [admin@mpioh.org](mailto:admin@mpioh.org). Please direct any questions to a member of the Nominating Committee (listed below).

**Please visit [www.mpioh.org](http://www.mpioh.org) or contact Jessi Konnagan at [admin@mpioh.org](mailto:admin@mpioh.org) for your Candidate Interest Form**

The 2015-2016 MPIOH Nominating Committee is as follows:

**Chair:**

Holly Draughn

**Committee Members:**

Anna Ryan, OCLC

Jason Linscott, HPN Global

Gail McLaughlin, Pro Football Hall of Fame

Mary Vlahos, Canton Stark County Convention & Visitors' Bureau

**Non-voting ex-officio Member:**

Jessi Konnagan, MPIOH Chapter Administrator

# WE NEED YOU!



# Sitting for your Certified Meeting Professional Exam?

We would like to introduce you to the ALL NEW and REVAMPED 2015 CMP study session! The MPI Ohio Chapter and the Ohio Society of Association Executives have collaborated to produce an exciting new format for candidates to help in preparing for the rigorous CMP exam.

The study sessions will be held four times a year; the next session is April 9-11, 2015 at the Crowne Plaza Columbus Downtown. To kick off the two and half day study intensive study session candidates will take an assessment to find out their strengths and weaknesses in each domain (CMP-IS knowledge base area). The assessment is then used as a guide during the session to help tailor each individual's experience. The new CIC Manual 9th Edition was used for the foundation of the session. All ten domains from CIC-International Standards are covered as candidates participate through interaction, power point presentation, exercises, and open commentary. The material is also derived from the PCMA Professional Meetings Management Manual, professional experience, and in industry terms, "the complete body of knowledge".

Amanda Smith Rasnick, CMP, Director of Professional Development, MPI OHIO has driven this exciting change along with her committee members and fellow facilitators, Shane Yates, CMP, Executive Director at OSAE, Adriane Cesa, CMP, Membership & Program Coordinator, County Engineers Association, and Heather Gortz, CTA, CMP, Sales Manager, Crowne Plaza Columbus Downtown.

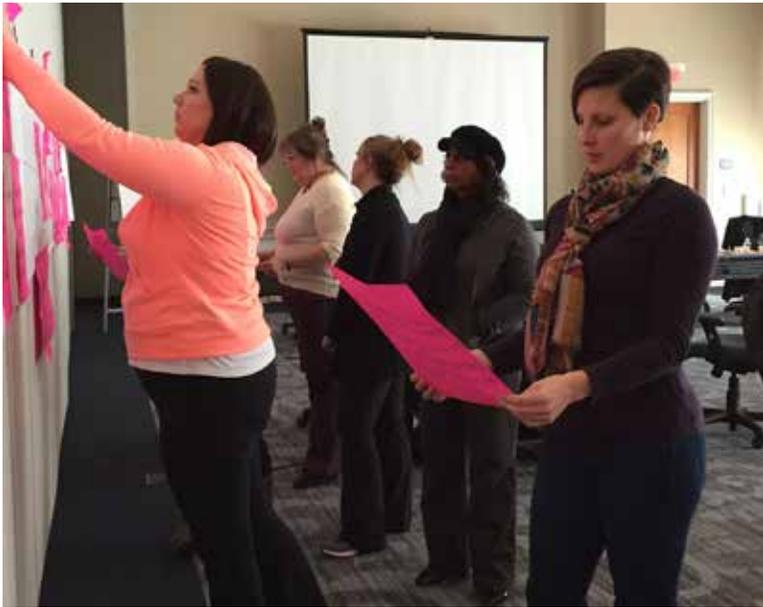
Today, the Certified Meeting Professional (CMP) credential is recognized globally as the badge of excellence in the meeting, convention, exhibition, and event industry for both planner and supplier. The qualifications for certification are based on professional experience, education, and a rigorous exam. For more information, please contact Amanda Smith Rasnick at [Amanda@shoresandislands.com](mailto:Amanda@shoresandislands.com).



*"In this 3-day session, we were able to spend time breaking down each domain and working through some of the concepts. I preferred this over the 1-day crash course because it enabled the learner to understand and not just memorize. For me personally, I find an interactive learning environment to be most helpful, but others like to listen and learn. The benefit of the 3-day session was that we were able to listen and learn AND get-up and use what we've learned both through team building and individual exercises. I would absolutely recommend the multi-day study session offered through MPI and OSAE to CMP students."*

Halle E. Runion, CTA | Conference & Education Coordinator, Ohio Physical Therapy Association (OPTA)





**MPI and OSAE have joined forces to present the program.**

- The old material under the 8th edition CIC Manual had to be completely overhauled. The new 9th edition CIC manual, a new focus on the material, new testing structure and the “complete body of knowledge” all had to be considered when creating new material.
- The past structure/schedule of the study session and bootcamp were not satisfying the majority of the candidates. This is for multiple reasons. 1) Many people from around the state and even in Columbus were not able to dedicate several hours every Tuesday for 8 weeks. 2) the webcast option was not adequate.
- After attending Conclave, speaking with other study group leaders from around the county and surveying past/present candidate, a new format was approved by the MPI board.
  - The MPIOH/OSAE Study Session will be held four times a year typically one month before the exam period. It will be an intensive 2 ½ day session with an arrival on Thursday evening and conclusion on Saturday afternoon. See the attachment for complete dates and locations.
  - The main focus of the study session is on how all the domains/terms/concepts work together. We expect all candidates to have read all the material and studied. The study session is not meant to teach terms, but to teach how everything works together.
  - Since there is a high demand from Cincinnati and Cleveland, this format will satisfy candidates and they will only need to dedicate one weekend...not multiple days throughout several months.

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# 2015 MPI Ohio & OSAE CMP Study Session

## Testing Periods

## Study Session Dates

## Location and Cost

<p><u>2015 Q1</u> January 22-31, 2015</p>	<p><u>2015 Q1</u> January 8 -10, 2015 Arrive on Thu at 6pm Depart on Sat at 3pm</p>	<p>NorthPointe Hotel &amp; Conference Center  \$240 Member \$280 Nonmember</p>
<p><u>2015 Q2</u> May 7-16, 2015</p>	<p><u>2015 Q2</u> April 9-11, 2015 Arrive on Thu at 6pm Depart on Sat at 3pm</p>	<p>Crowne Plaza Columbus Downtown  \$240 Member \$280 Nonmember</p>
<p><u>2015 Q3</u> August 6-15, 2015</p>	<p><u>2015 Q3</u> July 9-11, 2015 Arrive on Thu at 6pm Depart on Sat at 3pm</p>	<p>NorthPointe Hotel &amp; Conference Center  \$240 Member \$280 Nonmember</p>
<p><u>2015 Q4</u> November 5-14, 2015</p>	<p><u>2015 Q4</u> October 22-24, 2015 Arrive on Thu at 6pm Depart on Sat at 3pm</p>	<p>Crowne Plaza Columbus Downtown  \$240 Member \$280 Nonmember</p>

For more information please contact:

Amanda Smith Rasnick, CMP

MPI Ohio Director of Professional Development

419-625-2984

[Amanda@shoresandislands.com](mailto:Amanda@shoresandislands.com)

# 2014-2015 MPI Ohio Member Recognition & Appreciation Event

*Join us on June 10th in Columbus, Ohio as we celebrate our members and recognize all of the accomplishments of the 2014-2015 year. We hope to see you there!*

***In the meantime, don't forget to fill out your nomination form for the following three categories:***

**Planner of the Year**

**Supplier of the Year**

**Committee of the Year**

For this event to be a success, we need to know who you think should be recognized in these categories!  
Please email [admin@mpioh.org](mailto:admin@mpioh.org) for your nomination form today!

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\*Subject to availability. Tax and gratuity included. Not valid on previously confirmed meetings. Rate based on single occupancy. Available Sun-Thurs, Jan 1 - May 31 and Sept 1 - Dec 30. Minimum of 10 guest rooms booked.



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## Gadget Spotlight: Charging Couch

More than just a comfortable couch — these circular sofas boast comfy seating and a hidden power supply. That's right, lounge while you charge that iPhone or Android. These modern pieces of furniture come in all shapes, sizes and colors. Choose a banquette, sofa or recliners for your next meeting or conference, and your attendees always have a place to recharge and unwind. Typically this specially designed furniture comes with AC and USB outlets and enough space for multiple users.

Where: [www.cortevents.com](http://www.cortevents.com)

Cost: Call for prices



## Event Entertainment Spotlight: Phototainment

Meet the next generation of the photo booth. It is called TapSnap Phototainment...

It's the social media, marketing, and photo activation platform that will generate excitement and awareness for your organization / brand / sponsor during and after your event.

Strike a pose and Snap! Your photo appears before you bigger than life, where you can edit it with fun backgrounds, digital props and hand-written messages. Instantly share it by email, Facebook and Twitter and take home a lab quality print.

Promote your organization / brand / sponsor with logos, kiosk branding, custom digital props, and even custom green screen backgrounds. All while driving increased social media engagement and collecting valuable and accurate email from your guests. TapSnap is truly the next generation photo booth perfect for any event!

Where: [www.tapsnap1086.com](http://www.tapsnap1086.com)

Cost: Rental starting at \$800



## Congratulations to MPI of Ohio's newest Certified Meeting Professionals.

The Certified Meeting Professional (CMP) program was established with the aim to increase the professionalism of meeting management professionals and suppliers by promoting industry wide standards, identifying industry knowledge and advocating the science of meeting management.

Go to ([www.mpioh.org](http://www.mpioh.org)) now and find out how you can get your CMP and sign up for the ALL NEW and REFORMATTED 2015 CMP Study Session.

### Carmel Martin

Ohio Veterinary Medical Association  
Powell, OH

### Shannon Sprau

Cardinal Health, Inc.  
Columbus, OH

### Jamie Miller

The University of Cincinnati Conference Center  
Cincinnati, OH

### Kim Thompson

Sunny Delight  
Cincinnati, OH

### Amanda Mikkleson

Dublin CVB  
Columbus, OH

### Amanda Zahner

Procter & Gamble Company  
Cincinnati, OH

# Welcome to Our New Members!

**Kayla Allen**

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**Meryl Bradley**

Sterling Jewelers Inc  
Email: mbradley3@jewels.com

**Jack Fiala**

Corporate Sidekicks  
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**Shelby Herrmann**

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**Jan Klima**

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# Mark Your Calendar!

## MARCH 1-3, 2015

MidAmerica Conference  
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Cincinnati/NKY

## MAY 27, 2015

REACH Meeting  
Crowne Plaza Dublin  
Columbus, Ohio

## APRIL 15, 2015

Chapter Meeting  
Hilton Columbus Easton  
Columbus, Ohio

## MAY 27, 2015

REACH Meeting  
Wingate by Wyndham  
West Chester, Ohio



## MAY 20, 2015

Chapter Meeting  
Cedar Point  
Sandusky, Ohio

## 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 Lori Stickley, Director of Strategic Partnerships, to secure your date at [lstickley@helmsbriscoe.com](mailto:lstickley@helmsbriscoe.com) or 937-206-1726.

## 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!

# Have you completed your 2015 MPI Survey?

*Please keep an eye on your inbox on February 13, 2015*

Knowing how to best meet your needs and exceed your expectations is important to your chapter leaders and MPI staff. Sharing your feedback about your MPI experience takes just 15 to 20 minutes.

Out of respect for your time, International and Chapters have collaborated to only issue one satisfaction survey to the membership. We've done this because your feedback is important and enables MPI to improve programs and services to better meet your needs. We will use your input to make adjustments, refine and deliver greater value to you. We thank you in advance for taking the time to complete our survey.

***BECAUSE this survey is so important...***

***When you complete the survey you will be entered to win a \$100 gift card!***

***Our chapter will be offering a \$100 gift card to 2 lucky winners!***



MPI Global is offering a free membership as well!

This is very important to the future of the Ohio Chapter, Thank You in advance for your time!

-Ohio Chapter Board of Directors