

THE OFFICIAL NEWSLETTER OF



**OHIO  
CHAPTER**

**WHAT ARE YOU  
THIRSTY FOR?**



- Fill Up Your Cup at WEC Louisville 2024**
- Industry Insights**
- Navigate 2024 - That's a Wrap!**
- Upcoming Events**

# THE OFFICIAL NEWSLETTER OF MPI OHIO CHAPTER.

Define is the official publication of the Ohio Chapter of Meeting Professionals International. It is published quarterly as a benefit of membership and circulated free of charge to MPIOH members.

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## EXECUTIVE OFFICE.

**REGINA PIERCEFIELD**

4010 Executive Park Drive  
Suite 100, Cincinnati, OH 45241

### CONTACT

**P:** 513.563.8674

**F:** 513.563.9743

**E:** [admin@mpioh.org](mailto:admin@mpioh.org)

## OUR MISSION.

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 LETTER



WOW! Just like that it's May and Summer is around the corner (and I've been told write another column). I hope everyone has amazing plans for the summer! Personally, I have a kid graduating college and golf trip to Ireland planned.

The theme of our issue is "Thirst". To me that means a lot of things. Our thirst for personal and professional growth that is why we are members of MPI. For those of you that have attended WEC, you understand how fulfilling that experience can be. This year we are fortunate to have it in Louisville. WEC is a large financial commitment, but in my experience worth every penny. I hope the proximity yields a record turnout from our chapter. The education, networking and comradery is well worth your time.

As an organization we are thirsty for participation in leadership. This can be as a committee member or board member. I encourage all of you to volunteer for a committee. It provides insight into just how much goes on behind the scenes. The next step is applying to be on the chapter board of directors. We will be seating the new board in the fall and welcome all. The more volunteers we have the better the chapter is for everyone. Yes, there is a time commitment required. However, as with life, the more you put in, the more you get out. I have cultivated many lasting relationships and lifelong friends on this amazing journey. I encourage each one of you to give it a try!

Hope to see everyone at a chapter event soon and please reach out to me if you have any questions about volunteer roles! Or any questions at all!

Cheers!

*Jason*

● 2023 - 2024  
 ● MPI OHIO CHAPTER  
 ● BOARD OF DIRECTORS.



**PRESIDENT**  
 JASON LINSOTT  
 Regional Vice President,  
*HPN Global*  
 614.565.2617  
[JLinscott@HPNGlobal.com](mailto:JLinscott@HPNGlobal.com)



**PRESIDENT ELECT**  
 JENNIFER VESELKO, CITP CMP Fellow  
 Event Strategist,  
*Maritz Global Events*  
 440.488.3537  
[jennifer.veselko@maritzselect.com](mailto:jennifer.veselko@maritzselect.com)



**PAST PRESIDENT**  
 JOAN O'CONNOR, CMM  
 Director of Sales, *Corporate College*  
 4400 Richmond Rd, Warrensville Heights, OH 44128  
 518.524.5016  
[Joan.OConnor@tri-c.edu](mailto:Joan.OConnor@tri-c.edu)



**VICE PRESIDENT, COMMUNICATIONS**  
 ANGELA HOFFORD DMCP  
 Business Development Mgr, Global Sales, *PRA*  
 2456 Broadway, San Diego, CA 92102  
 602.762.1469  
[angela.hofford@pra.com](mailto:angela.hofford@pra.com)



**VICE PRESIDENT, EDUCATION**  
 RYAN BUNNER  
 Specialist, Meeting Planning,  
*Nationwide Insurance*  
 614.419.3311  
[bunner1@nationwide.com](mailto:bunner1@nationwide.com)



**VICE PRESIDENT, FINANCE**  
 CHAD LUSHER  
 614.439.3853  
[cbuslush@gmail.com](mailto:cbuslush@gmail.com)



**VICE PRESIDENT, MEMBERSHIP**  
 MARK BRAZEAU  
 Director of Sales & Relationship Mgmt,  
*Destination Toledo*  
 401 Jefferson Avenue, Toledo, OH 43604  
 419.321.5046  
[mark@visittoledo.org](mailto:mark@visittoledo.org)



**DIRECTOR OF EDUCATION**  
 DESTINI SMITH  
 Conferences Services Manager,  
*Kalahari Resorts & Conventions Center*  
 419.433.3661  
[dsmith@kalahariresorts.com](mailto:dsmith@kalahariresorts.com)



**DIRECTOR OF STRATEGIC PARTNERSHIPS**  
 JANE LEE  
 Senior Planner/OUS Program Manager,  
*Cardinal Health*  
 7000 Cardinal Place, Dublin, OH 43017  
 614.757.1621  
[jane.lee@cardinalhealth.com](mailto:jane.lee@cardinalhealth.com)



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 SEE YOURSELF HERE  
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 Visit: [www.MPIOH.org](http://www.MPIOH.org)



**DIRECTOR OF MEMBER CARE**  
 LISA SWAN  
 330.761.4404  
[lmswan@firstenergycorp.com](mailto:lmswan@firstenergycorp.com)



**DIRECTOR OF REVENUE**  
 JOSH BRICKER, STS, CTA  
 Sales Manager,  
*Visit Dublin Ohio*  
 614.792.7666  
[jbricker@visitdublinohio.com](mailto:jbricker@visitdublinohio.com)



**CHAPTER ADMINISTRATOR**  
 REGINA PIERCEFIELD  
*Association Connection*  
 4010 Executive Park Drive, Suite 100,  
 Cincinnati, OH 45241  
 513.563.8674  
[admin@mpioh.org](mailto:admin@mpioh.org)

# WELCOME TO OUR NEW MEMBERS!

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Limitless Limo and Party Bus

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The Cincinnati Insurance Company

## **CHRISTINA DEROSHIA**

InterContinental Cleveland

## **ALEXIS DICK, CTA**

HARDI

## **ELIZABETH DOLL**

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Cardinal Health

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Cannyboard

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Cincinnati Children's Hospital  
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Muskingum County Convention  
Facilities Authority

## **ETHAN YALE**

L!VE

# CHICAGO NORTHWEST

## UNCOVER AFTER-HOURS THINGS TO DO

Conveniently located on the edge of **O'Hare International Airport**, **Chicago Northwest** is easily accessible to the world. Featuring over 60 hotels in every price point, plus the exhibitor-friendly **Renaissance Schaumburg Convention Center Hotel** with 150,000 square feet of total meeting space under one roof. Including the 100,000 square foot column-free trade show floor! Your group will find the right meeting space for your needs in suburban **Chicago Northwest** — in the **middle** of everything.

Meet in a safe, entertainment rich and relatively low-cost destination with nightlife for your attendees to enjoy after a day of sessions.

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# THIRSTY FOR AI?



Since the start of my career through the last meeting I had, there has been one insurmountable pain point for meeting planners: not enough time or resources. That's why I'm so bullish on Artificial Intelligence (AI), it's time and resources wrapped up in a bow. AI offers an oasis of solutions for those thirsting for efficiency and effectiveness in their roles.

AI is a layer of nearly every technology now or moving forward and has a role to play in enhancing every phase of an event's cycle from strategy and planning to engagement and post event data analysis. It's added horsepower for an occupation that needs it the most.

If you think about adopting AI as one more thing you must learn on top of dozens of other disciplines you've had to add to your skillsets, you're going to naturally resist. If you, instead, see it as a new assistant that will carry out tasks you've never had the capacity to fully realize, it gets more exciting.



Examples of AI solving the biggest problems for meeting organizers range from segmented copy for increased personalization for outreach to real-time translation for more inclusive presentations. AI is more than just Chat GPT and it will increasingly find its way into more and more utilities we rely on.

The headlines around AI seem to only talk about how AI can do more in less time (which it does well) but that's a path to less meeting planners. Consider adopting AI to give you strategic insights like how elements of your events create challenges for some individuals or even menus that incorporate your destination while having a low carbon footprint. AI should be your eager assistant awaiting your instructions to take you further not just faster.

For meeting planners who are constantly battling against the constraints of time and resources, AI is not just a helpful tool—it is a critical ally. As we delve deeper into the era of digital transformation, embracing AI in event planning is no longer just an option; it's a necessity for staying competitive and relevant in the industry. So, if you're thirsty for a solution that will empower you to meet and exceed your event planning goals, it's time to drink deeply from the well of AI.

## NICK BORELLI

### DIRECTOR OF MARKETING AT ZENUS

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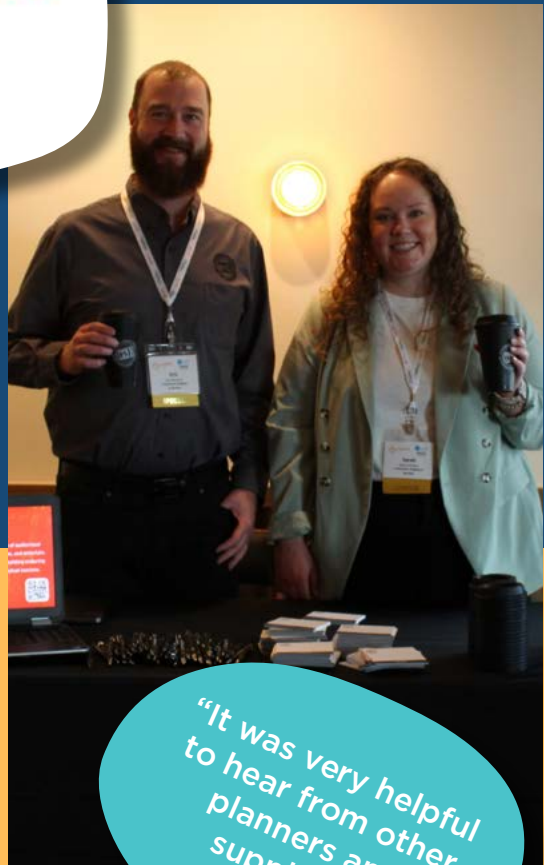
As the director of marketing for the ethical AI company, Zenus, Nick Borelli, is at the intersection of marketing, events and tech. He is also the instructor for the Event Leadership Institute's Enhancing Events with AI Course and a speaker and facilitator on the topic of AI solutions for meeting and event organizers. His work with Zenus is focused on educating the industry on the need for more return on experience data.

[www.linkedin.com/in/nickborelli](https://www.linkedin.com/in/nickborelli)





"I had an incredible experience at the Navigate Conference!"



"It was very helpful to hear from other planners and suppliers."



"So much good information!"



“Unexpected and so energizing!”



“Excellent speaker and session!”



“I loved the energy (the speaker) brought to the room.”

“I really enjoyed the balance of education & networking at this event. It also had a really nice balance of planners & suppliers. Will definitely attend next year!”

“I loved the networking!”

“Absolutely loved this!!”



“This was my first MPI experience and I was impressed with the topics and the quality of the presenters!”



# NAVIGATE OHIO

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REDSTORY

ASL

# Thirsty for Natural Elements?

Today's odd juxtaposition of chaos being our new normal creates a desire for the peace of nature. It can be exactly what your attendees need. In this world of sameness, stand out by providing an oasis.

Incorporating the elements of nature into your events provides participants with an opportunity to find balance, connection, and joy. It can be something that differentiates and drives home important points about the content, a new product line, or how a sponsor contributes to the community.

*You can bring nature indoors or take your attendees outdoors!*



*Imagine a discussion on innovation after a forest bathing experience. (EARTH)*



*A short tutorial on how infused water stations can simultaneously hydrate, impress, and save you money. (WATER)*



*Those aerial dancers who wow your attendees at the evening event can stay over and offer a class to them the following morning. (AIR)*



*Smores by the fire pit is an opportunity to spark conversation and a call to activate the strategies from an earlier keynote. (FIRE)*



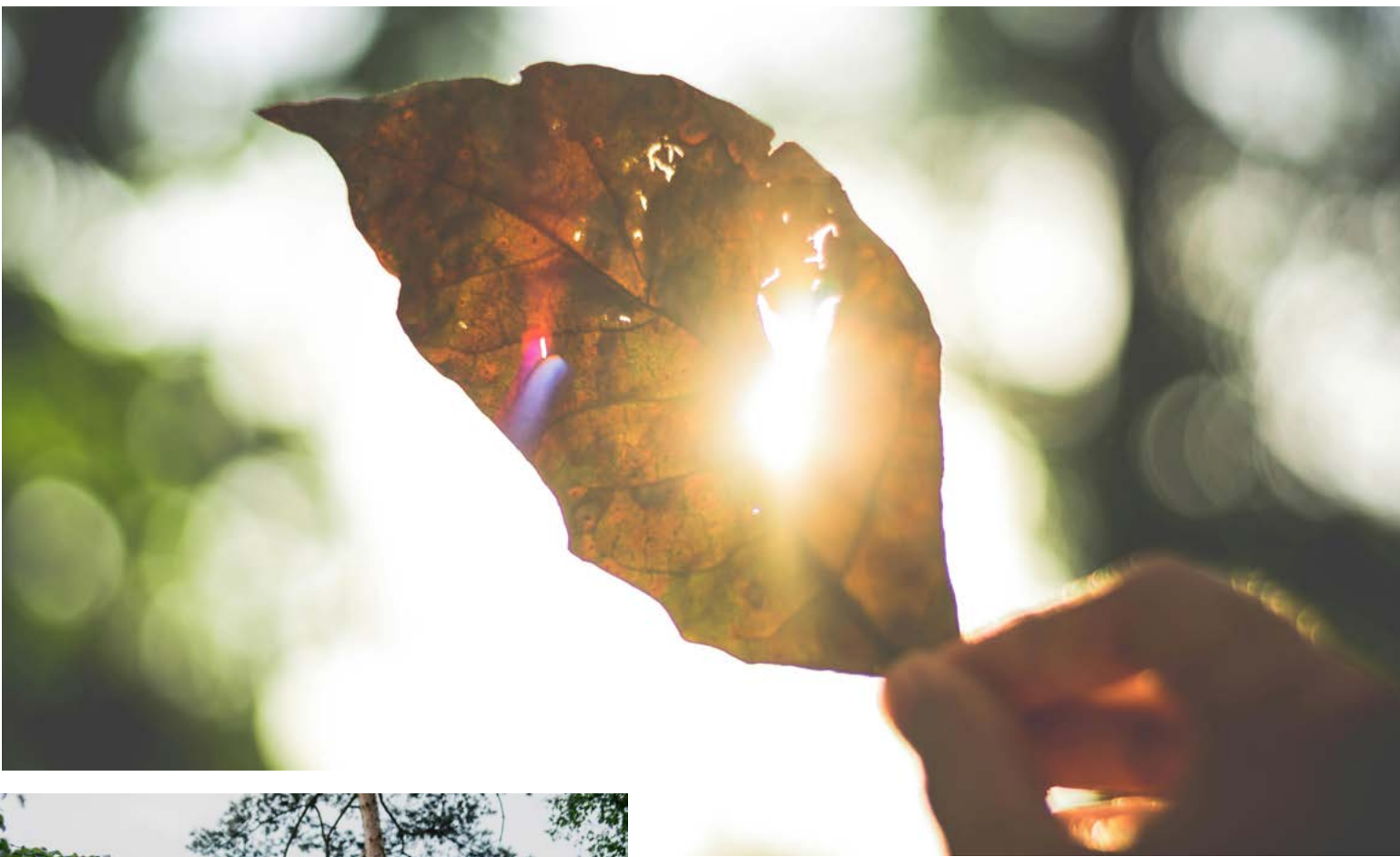
*Bring in a local chef to share a secret recipe or gather supplies together to distribute them to community members in need. (HUMANITY)*



## HEATHER HANSEN O'NEILL

**Heather Hansen O'Neill** is an international keynote speaker, behavioral expert, 3x author and adventure junkie. She is also a 2x TEDx speaker, host of the popular podcast *From Fear to Fire*, and a past MPI chapter president. Her signature model, "The Elements of Adventure," is the powerful framework she utilizes to empower leaders, ignite results, and change the world...one adventure at a time.

Connect with Heather on [LinkedIn](#) - she'd love to answer any questions you may have!



69% of attendees would rather spend money on experiences than materials (Eventbrite, 2024) Offering an adventure like a community bike ride combined with building bikes to deliver to local children is just one of many ways you can offer an elevated experience to those high performers in your group.

There are lessons for each of the four elements as well as the concept of humanity that ties it all together in The Elements of Adventure keynote. But whether you take that extra step or not, I recommend you enliven and engage your attendees by introducing the elements of nature at your next event!

More on this can be found in my recent MPI article called [5 Tips for How to Use the Elements of Nature at Your Next Event.](#)

# YOUR NEXT GREAT event AWAITS



For Event Planning Assistance  
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# CRAFT YOUR EXPERIENCE



# WEC

2024

# LOUISVILLE

May 20-22

MPI is always “cooking for chefs,” and this year’s WEC Louisville will be an experience for event professionals looking to craft their journey. From top- shelf speakers and education to 5-star networking and business exchanges, WEC Louisville is THE event for event professionals. Register today!



# THIRSTY

BY BRYAN MARN

for group

# DINING

experiences?



*When tasked with* planning a business or corporate event, oftentimes the first thought is an event center or conference. However, there are a vast number of restaurants that have private spaces with many of the same capabilities as hotels, conference centers and event venues.

Many restaurants have private spaces that can accommodate private groups of 10-100 or more. Some have their own bar, private restrooms, or AV capability. Be sure to ask upfront about any surcharges to support budget forecasting. Other considerations include room rental fees and food and beverage minimums, which vary place to place, room to room. (Insider tip- You can ask the establishment to remove the room fee by increasing the food & beverage minimum. That way you are spending on consumables, not just space).

To determine what space is best for your event, you should know if a seated dining or reception style event is best for your group.

Seated events can be informal with a full service or self-service buffet set up. Others offer family style/shared menus, which are multi-course meals where guests pass dishes around after they are brought to the table. A third type, individually plated meals, is the most formal and may be limited to a few options for a first and second course, followed by the same dessert for all. Individually plated meals can also require assigned seating, place cards and sometimes getting all guests' orders in advance.

If you are planning a less formal networking event, I recommend reception style, which is usually best in a space with high top tables, a full bar, and plenty of room for guests to move around.

Another consideration is beverage service. When alcohol is involved, cost and liability become factors. You may want to limit guest options to beer/wine or provide drink tickets.

If you prefer not to incur the cost of a private space and take your chance on a large group outing for dinner or drinks, be sure to plan ahead. Many establishments have limited space or allow a maximum number of guests for a non-private reservation.

One last approach for group dining is what I call “Progressive Dinners.” Best with groups of eight or less, you can book 3-4 different places within walking distance. At the first place you have a cocktail and a few appetizers. Then move on to the next location for entrees and wine. Then wrap up the night at your final spot with dessert and a signature after-dinner drink. This type of dining keeps things moving (literally), spurs conversation and helps maintain the energy of your gathering. Besides showing off your local knowledge, it may help you avoid “breaking the bank” as you might with a big meal at one location.

In conclusion, managing group restaurant dining entails a delicate balance of communication, coordination, and anticipation of needs, ensuring a seamless and enjoyable experience for all involved—whether you are thirsty for culinary adventure or simply seeking a satisfying meal with colleagues.



## BRYAN MARN

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Founder of EPIC (Event People In Cleveland) Networking group and DIRECTOR OF EVENTS and CATERING for Ohio City Restaurant Group and Market Garden Brewery:

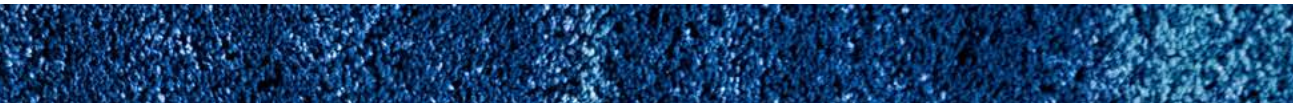
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INDUSTRY!

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# MARK YOUR CALENDAR.

**MAY 20-22, 2024**

MPI WEC 2024  
Louisville KY

**JUNE 6, 2024**

CHAPTER MEETING  
Cincinnati OH

**AUGUST 8, 2024**

CORNHOLE TOURNAMENT  
Columbus, Cincinnati, &  
Cleveland OH

**SEPTEMBER 13, 2024**

JOINT INDUSTRY EDUCATION DAY  
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**OHIO**  
CHAPTER



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614.565.2617  
Email: [OfficeOfPresident@mpioh.org](mailto:OfficeOfPresident@mpioh.org)

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## TO RECEIVE MEMBERSHIP INFORMATION

Contact: The MPI Ohio Office  
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Email: [Admin@mpioh.org](mailto:Admin@mpioh.org)  
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Contact: The MPI Ohio Office  
513.563.8674  
Email: [Admin@mpioh.org](mailto:Admin@mpioh.org)

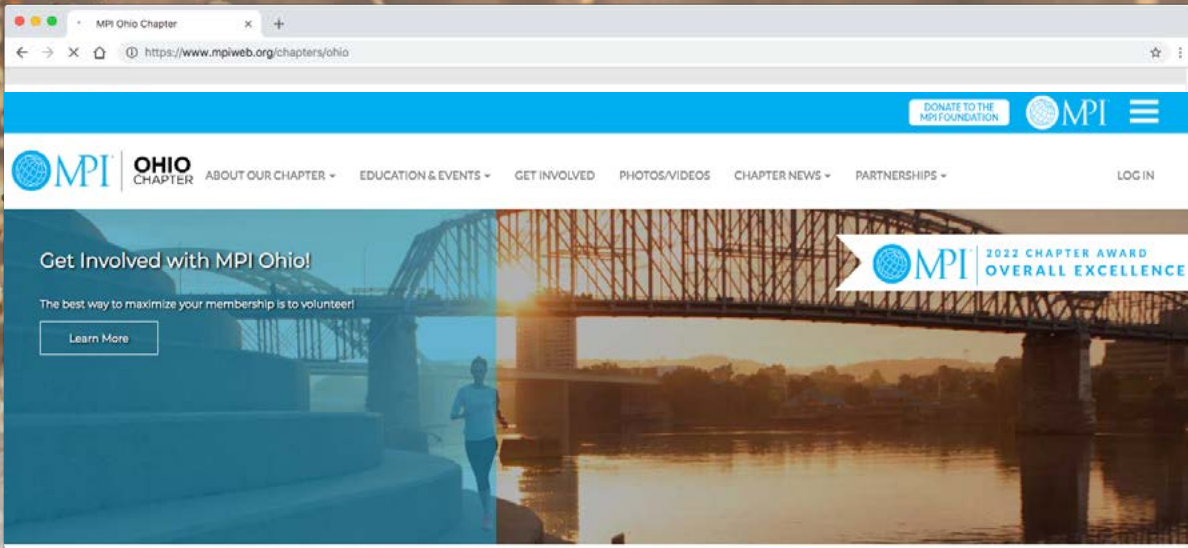
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### About Our Chapter

Founded in 1977, MPI Ohio has nearly 300 members. We are dedicated to the advancement of the meeting profession by providing excellent educational opportunities, networking and as a resource for our members.

Connect with Us



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Join our Group Forums at <http://u.MPI.org> where MPI members can engage in conversations, ask questions, share best practices, and network with the world's most vibrant online community.



They say learn something new everyday. There is no easier way than participating in our LinkedIn group at “**MPI Ohio Chapter.**”

You may even teach your peers a thing or two!



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