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## Putting Faces to Names

YOU MIGHT ALREADY KNOW THIS, and forgive me if you do, but *Minnesota Meetings + Events* magazine is just one of 10 titles within the Meetings+ Events Media group. We cover regions from California to Illinois to Pennsylvania (you can subscribe for free here: [MeetingsMags.com/subscribe](http://MeetingsMags.com/subscribe)). Besides the team of six who work from the home office in Minneapolis, the majority of the M+E team works remotely across the country in their respective regions. Communication happens over email and phone; in-person meetings aren't usually an option.

This year, at IMEX America, the Meetings + Events Media team took some of the advice we've published in the magazines: We met face to face. We spent an entire day together—sharing breakfast, lunch, dinner and drinks—and got to know one another on a more personal level while talking about the current status and future goals of our magazines. We also hit the trade show floor together on the first day of IMEX (maybe you even had the pleasure of meeting some of us).

At one of the educational sessions I attended during IMEX, the true value of our in-person meeting became crystal clear in a backwards way. The session, called *The 10 Biggest Email Mistakes and How Not to Make Them*, was packed. Sue Hershkowitz-Coore, aka SpeakerSue, was only expecting 15 people (that's how many copies she made of her handout), but triple that number showed up, standing in rows behind the campfire-style seating. Clearly, this was a subject in which people were craving guidance.

Some of her rules, "not accounting for tone" and "not taking the time to be courteous," remind people to apply the age-old golden rule in electronic communications. Humans are still learning their email manors, even though the mode of communication has been around for some 40 years. While we couldn't do our jobs without email, bad email tactics run the risk of jeopardizing work relationships. (Overheard in Vegas: "I hope you don't think I'm mean in my emails!")

It's so basic, meeting face to face, but we tend to avoid doing it these days when people are available at your fingertips. We might find ways to be more civil over email, but it'll never replace the real thing.

Turn the pages to find ways to engage *your* team, like at throwback gaming venues (page 26) or through metroConnections' Play It Forward (page 16). Meet some of Minnesota's local hotel chefs on page 37, too.

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