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## **Association for Convention Operations Management Turns 20!**

*Olympian Cary Mullen Keynotes ACOM's 20<sup>th</sup> Annual Conference in Seattle*

**Princeton Junction, NJ** – October 1, 2007 – The Association for Convention Operations Management (ACOM) will kick off its 20<sup>th</sup> Annual Conference January 11-13, 2008 at the Westin Seattle. The association will target a host of educational and networking opportunities for attendees from every facet of the industry and will launch a year-long celebration of its 20<sup>th</sup> anniversary.

Keynote speaker Cary Mullen, Olympian and World Cup champion who holds the World Downhill Speed Record for skiing (97 MPH) opens the conference aimed at continuing ACOM's focus of targeting new and proven ways of servicing the needs of meeting planners. An underdog who placed last in his first World Cup race and who survived three near fatal crashes, Mullen used five winning strategies outlined in his "How to Win" book series to become a two-time Olympian and World Cup champion. A highly acclaimed motivational speaker and one of *Successful Meetings* magazine's "Hot Speakers" in 2006, Mullen is consulted by many international corporations to help achieve better results.

"We believe that Cary's message to our membership will be very inspiring. We're excited that our members will hear his story and believe it complements the spirit of ACOM projects," said Norman Ford, ACOM president. "He brings an upbeat energy in a very important year for our members."

The ACOM conference will provide a variety of presentations and workshops geared to industry professionals in convention and visitor bureaus, convention centers, hotels and resorts. ACOM will also host several networking events, including the Red Hot 20-Year Anniversary Gala at the Seattle Space Needle.

For more information about ACOM and the upcoming conference, including sponsorship opportunities, contact Lynn McCullough at (609) 799-3712 or e-mail

[info@acomonline.org](mailto:info@acomonline.org) Conference registration is available online and details will be continually updated on the ACOM website, [www.acomonline.org](http://www.acomonline.org).

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### **About ACOM**

The Association for Convention Operations Management (ACOM) was founded and incorporated as a not-for-profit organization in 1988 by William H. Just, CAE, CMP and is dedicated to advancing the practice of convention services management in the meetings industry, and to preparing Convention Service Management professionals for their critical role in the growth and success of their organizations. ACOM members hold many positions in convention and visitor bureaus, convention centers, conference centers, hotels and resorts including: convention service managers, housing managers, operations managers, event service coordinators, directors of convention/trade shows, catering managers and directors, facility managers, attraction/entertainment facilities, audio visual companies and decorator management companies. For more information, visit [www.acomonline.org](http://www.acomonline.org).