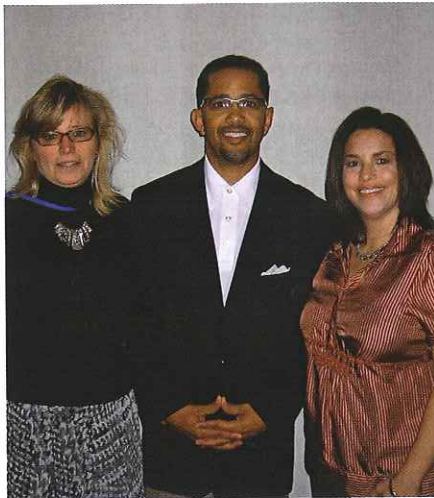


Tassler Named New ACOM President

PRINCETON JUNCTION, NJ — The Association for Convention Operations Management (ACOM) held its annual conference in January at The Westin Canal Place in New Orleans. Lyan Tassler, assistant vice president of convention services for the Greater Miami Convention & Visitors Bureau, took over as president of ACOM for the 2009 term.

Themed "The Soul of Service," the annual conference provided an array of educational and networking opportunities for convention services managers (CSMs). Educational sessions were geared toward improving CSM and meeting planner relationships, and covered a variety of topics including creative site inspections, ADA compliance, technology trends and market-



At ACOM's annual conference in New Orleans, incoming President Lyan Tassler (far right) presented the Executive Excellence Award to Al Hutchinson, vice president of sales and services of the Virginia Beach Convention & Visitors Bureau, who was nominated for the award by Teri Wiley, CMP (left).

ing/branding the destination. For more information, visit acomonline.org.

'Meet In Detroit' Initiative Pays Off

DETROIT, MI — The Detroit Metro Convention & Visitors Bureau (DMCVB) has announced that a two-year initiative to spur economic development in southeast Michigan by encouraging local businesses and associations to hold their meetings in the area has resulted in the booking of 20 additional meetings in the region. The estimated local meetings spend is \$13.5 million as a result of the "Let's Meet in the D!" campaign. Companies and associations that have held meetings in the metro Detroit area because of the campaign include Comerica Bank, the United Way and Penske Corporation. For more information, go to visitdetroit.com.

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