

February 8, 2012

## **ESPA Celebrates New Brand, Elects Dvorak New President**



Dvorak

ESPA, the Event Service Professionals Association formerly known as ACOM, celebrated the launch of its new name, logo and mission statement and named a new president at its annual conference held in January at the US Grant in San Diego, CA. David Dvorak, CMP, vice president, catering and convention services, Starwood Hotels & Resorts, is the 2012 ESPA president. New sessions at the conference, which was held prior to PCMA's Annual Conference, included Ideas in Motion — a speed-learning session that encouraged dialogue between planners and CSMs.

Additionally, new regional networking sessions, a book club-style event, and a showcase where attendees shared innovative service tools and programs were also featured. ESPA also introduced the Seek & Tweet contest on Twitter — a scavenger hunt-style activity incorporating social media. [www.espaonline.org](http://www.espaonline.org)

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