



## **ACOM, PCMA: Two industry conventions hit Seattle this week**

SEATTLE – The Association for Convention Operations Management (ACOM) launched a year-long celebration of its 20th anniversary at its annual conference Jan. 11-13 at the Westin Seattle.

With a record-breaking attendance of 250, the conference additionally brought an unprecedented amount of sponsorship support. Tina Stark, director of housing sales at Housing Connection, LLC in Salt Lake City,

officially began her term as 2008 ACOM president. She succeeds Norman Ford, director of business and operations at the Vicksburg Convention Center & Auditorium.

The conference theme, “Pointing Services in the Right Direction,” continued ACOM’s focus of targeting new and proven ways of servicing the needs of meeting planners. Educational sessions covered mentoring, customer service, crisis management and relationship building.

Other highlights included a keynote speech by Cary Mullen, Olympian and World Cup champion who holds the world downhill speed record for skiing, the first presentation of the Donald S. Freeman Jr. ACOM Conference Scholarship to Whitney Johnson of San Diego State University and the Red Hot 20th Anniversary Gala, held at the Seattle Space Needle.

ACOM ([www.acomonline.org](http://www.acomonline.org)) is dedicated to advancing the practice of convention services management in the meetings industry.

### **PCMA also meets in Seattle**

The 2008 Professional Convention Management Association (PCMA; [www.pcma.org](http://www.pcma.org)) Annual Meeting is the premier event for meetings industry leaders to learn new strategies, discover innovative solutions and share best practices.

Approximately 3,400 meetings industry colleagues gathered Jan. 13-16 at the Sheraton Seattle to participate in more than 80 cutting-edge educational sessions and networking opportunities, setting an attendance record. Highlights were talks by Robert F. Kennedy Jr. and Jason Alexander (“Seinfeld”).

At the PCMA meeting, Freeman introduced a new touch screen control named Presenter Interface that was designed to enliven Powerpoint presentations.

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