

ACOM Celebrates 20 Years

A Focus on Proactive Servicing

HERE'S WHAT IT takes for you to win in a highly competitive market: Identify fear, decide risk versus rewards, lunge forward to action, and enjoy the challenge.

Those words from Cary Mullen — sports personality, serial entrepreneur, author, and keynote speaker — kicked off

the 20th anniversary of the Association of Convention Management (ACOM). More than 260 members and partners met at the Westin Seattle just prior to PCMA's Annual Meeting to discuss new and innovative ways to serve meeting planners. Leadership success stories within a variety of disciplines, covering goals and incentive reimbursement,

what's hot in food and beverage, and shared common space at convention facilities, were discussed by hotel, convention bureaus, and arena executives on Saturday.

Saturday evening's highlight: a formal gala at the Seattle Space Needle that celebrated the organization's growth over two decades, as well as the

ever-increasing role servicing plays in the success of meetings and special events. The event was possible, in part, to the vision and foresight of its founder, Bill Just. The former executive director worked with servicing executives as well as past PCMA executive director Roy Evans in establishing a

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SOUND INVESTMENT.

No city offers more interest for your meeting dollar. We're not just another hot spot. As the capital of barbecue and bonds, we're smoking hot. We don't just make music. We make Gibson guitars here, invent new ways to play, and win Oscars for it. We don't just drive around downtown. We party down

Attendee Spotlight:

PARTNER



Anne Hamilton
Vice President, Resort
Sales & Services

What do you see as the biggest challenge facing the meetings industry in 2008?

How the U.S. visa and entry process is impacting our indus-



GATHERING THE CLAN: Past ACOM presidents: (left to right) Kathryn Gleesing, IFEBP; Larry Wilson, SMG; John Paul Jones Arena; Devon Sloan, Hilton Tucson El Conquistador; Norman Ford, Vicksburg Convention Center; Doris Sims, Louisville CVB; Barbara Mason, Long Beach CVB; Steve Swartz, Washington Convention Center Authority; and Keith Sexton-Patrick, Mohagan Sun. **THE NEXT GENERATION:** Whitney Johnson of San Diego State University celebrates her Freeman Scholarship with (from left) Ford, Donald Freeman Jr., of Freeman, and Eric Blanc, ACOM board member with Freeman.



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meaningful way to merge the service managers with industry suppliers and buyers in order to improve the convention and special event industry. A number of ACOM members will participate with industry leaders at this year's PCMA meeting.

ACOM elected new officers, including Tina Stark from the Salt Lake Convention & Visitors Bureau as its president. The association's executive director is Lynn McCullough with CMA Solutions, Princeton, N.J. ■



Yes you, Ken.



**Attendee
Spotlight:**
VETERAN

