

## Peppermill Will Change The Way You Look At Board Meetings

The Peppermill Resort Spa Casino in Reno, Nevada, has revealed its 2-story, 17th floor executive boardroom that is arguably the most sophisticated, high tech and elegant in the country. Whether you use it for an in-person gathering of top executives or as a video-conferencing command center to engage partners all over the world, our stunning boardroom must be seen to be believed.

With sweeping views of the Sierra Mountains the 17th floor, 4,000 square foot boardroom is outfitted with custom Walnut inlaid panels that line the walls and ceiling. Imported textiles including Red travertine, Italian marble and leather envelop the room in comfort and style. Hand-painted artwork, elegant lighting and luxurious amenities create the perfect mix of style and function.

At the board table, meeting attendees will find 26 personalized workstations, hand-made ergonomic leather chairs, writing blotters and integrated one-

touch lighting controls. An additional 20 handmade chairs allow a capacity of 46 with another more traditional furniture grouping at the end of the room suitable for more casual conversation or an offline conference. Integrated Atenix pop-up data ports facilitate network connections, laptop AC power and built in video distribution. Conferences and presentations are broadcast

on six 65-inch strategically placed flat

screens, along with a 160-inch digital cinema grade screen viewable from an 8,000 lumen DLP HD Video projector and accompanied by a state of the art digital sound system with 7.1 surround sound. The Immersive Video Teleconferencing system allows streaming capability to a 1,000-person webinar and up to a 5-connection bi-directional HD Video Teleconference. The room's lighting, window coverings and temperature, are all controlled through a remote wireless iPad touch screen. A turn-key business center, elegantly appointed restroom and banquet service station complete the upstairs suite. The downstairs pre-function floor is fully integrated with sound and a 65" hi-definition LCD screen connecting with displays upstairs. A full-service banquet station, bar and elegant seating in the round set an elegant stage for cocktail or luncheon receptions and executive dinners.

The Peppermill Resort Spa Casino specializes in pairing ideal meeting venues with impeccable service and quality. The resort promises a state of the art facility with luxury amenities at a reasonable price. As explained by Executive Director of Hotel and Sales, Pat Flynn, "There is no better value for a group than the Reno market. And in Reno, there is no better value than the Peppermill."

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## ACOM Hopes Vegas, PCMA Tie-In Will Draw Crowd To Conference

By Rebecca Keister

With optimism that 2011 will in fact bring the change many have predicted for the meetings industry, the Association for Convention Operations Management (ACOM) is betting on success for its annual meeting. "Hit the Jackpot with Convention Services."

The conference, being held Jan. 7-9, 2011, in Las Vegas, NV, once again is serving as a precursor to the Professional Convention Management Association's annual conference, which kicks off Jan. 9.

"I'm hoping we'll get some pretty good attendance. Vegas seems to be a big draw," Marilyn Healey, CMP, president of ACOM, told USAE. "I think because the last couple of years have been a tough one for all of us, 2011 is going to bring new hope and inspiration."

Drawing on that theme, Healey said opening general session speaker Cindy Novotny, managing partner of Master Connection Associates (MCA) will be a big draw with her keynote presentation "Turning up the Volume in the World of CSI"

She will focus on the role of the convention services manager with external and internal customers and how to maximize the benefits of relationships, covering how to align with a sales force, how to foster a partnering environment and creating a life/work balance.

Described as high-energy, Healey said Novotny will emphasize the "benefit of establishing and maintaining relationships" that bring business to the forefront.

"I really think she's going to be motivational," Healey said.

Other general sessions include "Preparing the Service Element for the 2012 Super Bowl," Learn From the Past CSMs of the Year as you Chart Your Future," "Mentoring UP, Down & Sideways: New Approaches," "Exceptional Services with Down Sized Staff," and "What Meeting Planners Want and Expect from their CSM."

In addition to those, there are two days full of individual educational sessions that will include topics such as social media, food and beverage trends and corporate social responsibility.

## HOTS

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the PCMA Capital Chapter meeting on Nov. 16. HOTS congratulates Moy and the Giants for their victory and World Series appearance against the American League Championship Series champion Texas Rangers!

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The Ritz-Carlton, Dallas, is pitching some all-star Texas treats to celebrate its beloved Rangers entry into the World Series. There will be free breakfasts for guests wearing team apparel (of the Rangers or the San Francisco Giants) when they check in on Oct. 31 and Nov. 1, and well-educated staff was on hand to answer questions on baseball history, lore, teams, players and broadcasts. The "two-city taster" snack of smoked pecans and Anchor Steam beer will honor the Rangers and Giants respectively and the hotel will offer free beer with its 50-

Healey said the "Mentoring" session is an elaboration on a general session from last year's conference, in which veterans mentored up-and-coming convention managers.

"It was extremely valuable and we wanted to tap into that again and take it one step further," Healey said. "This is really identifying the reverse. The younger generation will mentor in relation to their experiences and what they want out of the convention services role. That's what we've never done before."

Also new this year is the general session in which attendees will have the opportunity to learn from past CSMs.

"Our membership has really changed a lot, and we've got a lot an interesting and creative generation of CSMs who would benefit from hearing success stories," Healey said.

Educational sessions were chosen, once again, based on a survey of last year's member attendees.

"We listen to their needs and respond to them in the best way possible," Healey said. "Our headquarters is good at keeping track of the new trends as well."

The CSM of the Year Awards, hosted in partnership with *Successful Meetings* magazine, will be announced during the conference's luncheon on Saturday, Jan. 8. During that luncheon, ACOM also will welcome the student recipient of the Donald S. Freeman Jr. ACOM Conference Scholarship and the ACOM member who will receive the second annual William H. Just, CAE, CMP Memorial Award.

In addition to educational offerings, the ACOM conference will give the 200-250 expected attendees the opportunity to participate in sightseeing tours at the Hoover Dam, Mandalay Bay Convention Center and the Venetian.

Attendees are offered a one-day admittance to PCMA's Convene Leaders, which starts just as ACOM wraps up on Jan. 9. PCMA attendees are welcome at ACOM's Sunday activities.

ACOM also contributes to a session at PCMA.

"It really kind of gives us a good opportunity to visit with our customers, where we really can have face time," Healey said.

*minute massage to de-stress after hours of cheering on the home team. HOTS thinks the Ritz has a winning combination on its roster.*

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HOTS, as any longtime reader of USAE knows, is a true lover of dogs. And HOTS could not have been happier than when it got an e-mail from a friend with the video of a commercial for Thinkbox, the TV marketing group for the UK's biggest networks. The commercial, which you can see by clicking here, shows a pound where a couple passes over a few dogs before they get to Harvey, who is not as well-kempt as the others. But, Harvey has a remote control in his cage and he presses play and a video shows Harvey doing all these household chores so well, like laundry and tucking in kids, that any potential owner would be crazy to pass on Harvey. HOTS only wishes Harvey were real so there could be a new addition to the HOTS household immediately.