

**29th Annual Gathering**

# 2010 SUMMIT



**March 24-26, 2010**  
**IACC Americas**



# 2010 SUMMIT

## Not Business As Usual

Faster, higher, stronger.

That Olympic theme also served as the rallying cry for IACC's 1991 Annual Conference in Squaw Valley, California. But it could easily have been dusted off this year to represent IACC's 29th annual gathering March 23-26 at Eaglewood Resort & Spa just west of Chicago.

The upcoming event is rebranded "2010 Summit" and the official theme, "Not Business as Usual," reflects the overhaul of the meeting structure.

Faster — the 2010 Summit trims a day off the most recent annual conference formats, respecting the desire of many conferees to minimize time out of the office and be home for the weekend.

Stronger – the tighter program is realized mainly by eliminating scheduled recreation and one of two general-session speakers. Stronger than ever is the slate of workshops which delivers cutting-edge information.

Higher – the meeting is shorter but the education bar keeps rising. The No. 1 priority of planners is to keep this gathering the most focused and valuable information exchange in the conference center industry.

Examine the information in this brochure and see if this is not precisely the sort of gathering that would benefit your organization. The time commitment is smaller than ever; fees are reduced from previous levels, and the mid-continent venue makes travel more convenient for many.

The promise is this. The 2010 Summit will deliver information to help you deal with the recession and help you position your facility to benefit as the industry emerges from the slowdown. Also, you'll take advantage of networking with peers who face many of the same obstacles and challenges. Friends you make at the Summit are contacts you can call year round.

The Summit Planning Committee hopes to see you at Eaglewood in March. It pledges that you will not be disappointed.

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## Conference Registration

### Through February 1, 2010

- \$775 Prepaid by Enrollment in "Complete Membership Package"
- \$895 Member (First Property Registrant)
- \$795 Member (Additional Registrant)
- \$795 International member (outside Americas)

### After February 1, 2010

- \$995 Member, full registration

### Any time

- \$395 Member one-day registration
- \$790 Member two-day registration
- \$1450 Non-member, full registration
- \$700 Non-member one-day registration
- \$1400 Non-member two-day registration

**Attention Chicago-area members: Pay one full registration fee and designate a different person to attend each day. Call IACC at 314.993.8575 for details.**

## CMP Accommodations

### At Eaglewood Resort & Spa

March 23, 24, 25

#### Single Conferee

\$299 per day plus tax

#### Double Conferees

(two conferees sharing a guest room)  
\$235 per conferee per day plus tax  
(combined CMP = \$470+tax)

**Register now!**

<http://events.iacconline.org/2010annual/>

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## General Sessions

**Jim Carroll, keynote speaker**

**Achieving Growth! Why Innovators  
Will Rule in the Post-Recession Economy  
And How You Can Join Them!**

Jim Carroll has been providing insight to organizations about trends, the future, innovation and creativity for 15 years. Since the economic meltdown began in late 2008, he has been keynoting events worldwide, rapidly adjusting the theme to one of "how you can innovate during a recession." He's had the opportunity to see that very innovative strategies developed by CEOs and others across a wide variety of industries have helped them stay ahead despite rapidly changing circumstances. In this keynote, Carroll outlines the key strategies that will take you forward into a growth-oriented future.



Carroll is entertaining, yet supplies of fascinating, quirky, yet thoughtful insight, backed by plenty of statistics and stories.

An internationally recognized expert, Carroll provides high-level insight into social, workplace, leadership, strategic, customer and personal issues associated with trends, innovation and the future, with a style that involves his signature wit. He consistently spots the major trends that will impact you in the coming years, along with the challenges and opportunities that will present themselves. Carroll's presentations often reveal . . .

- how to move from a culture of aggressive indecision to one

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that is forward thinking and decisive.

- ways to instill an innovative culture within your organization.
- key leadership skills for the future.
- techniques to establish a performance-oriented focus in which people are encouraged to turn new challenges into opportunities, rather than viewing change as a threat to be feared.

For additional information on Carroll: <http://www.jimcarroll.com/>

## Industry Leaders Town Hall

The closing general session of the 2010 Summit will feature industry leaders commenting upon and answering audience questions about issues in the conference center industry. The Town Hall format provides ample opportunity for conferee input and has proven popular.



Jana Hesser facilitates the 2009 IACC Town Hall, featuring (from left) Mark Woodworth, PKF Hospitality Research; Burt Cabañas, Benchmark Hospitality International; Jim Dina, Pyramid Hotel Group; Andy Dolce, Dolce Hotels and Resorts; Scott Shontz, ARAMARK Conference Centers.

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## The Agenda

Wednesday, March 24

8 a.m.-2 p.m. – Preconference Workshop

### Introduction to the Conference Center Concept

The differences between IACC conference centers and other types of meeting facilities can be very dramatic – or quite subtle. This session brings the conference center concept into clear focus and gives participants the insights and tools they need to be successful in this special industry niche.

Industry experts will unravel the mysteries of the conference center concept as they address six key areas: Conference Services, Operations (focusing on Food & Beverage), Rooms and other services, Sales & Marketing, Public Relations and Technology.

Participants will:

- Get a thorough grasp of the essential components of the conference center concept.
- Realize how typical lodging services often differ in the conference center environment.
- Examine conference center sales and public relations techniques and nuances.
- Become acquainted with the latest trends in conference technology.

*This is a popular course and enrollment is limited. Be sure to register early!*

**Presenters: Joseph Sebestyen, Consultant, At Your Service; Bob Prewitt, President, Dana Communications; Dave Smith, President, Conference Center Consulting; Jeff Loether, President, Electro-Media Design.**

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## 9 a.m.-2 p.m. – Preconference Workshops

### University Forum

Open to University Conference Centers and Continuing Education Centers only.

They may or may not have guest rooms. They may be located on the main campus or 50 miles away. They may report to the Dean of Continuing Education, a Vice President of the Business School or the Director of Auxiliary Services today – and someone else tomorrow. Welcome to the world of university conference centers, an environment that's full of politics, surprises and constantly changing organizational charts.

University conference centers represent almost a third of IACC's active membership. They are a strong segment-within-a-segment, and while there may be huge differences among them, they do have a lot in common.

Join your colleagues in college and university conference centers to address common challenges and issues and acquire best practices that you can use in your own operations.

**Facilitator: Tom Cole, Fearless Leader, Arden Shisler Conference Center, The Ohio State University**

### Corporate Conference Center Forum

Open to Corporate Training Centers only.

Operating conference centers is the primary mission for most IACC members. Many conference centers are owned by a corporation whose core business is very different from running a conference center. There are many hurdles to overcome to mesh these different focuses.

This half-day session is a unique forum for sharing information and best practices among owners and managers of corporate centers of all types – residential, non-residential, with internal, external or a mix of customers. Don't miss this tremendous opportunity to share best practices and solutions to today's operational and financial challenges.

A veteran group of presenters will dispense essential information and solicit your ideas and techniques.

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*Seating is limited and requires completion of a pre-workshop survey. Participants are encouraged to bring property brochures, marketing information, etc.*

**Facilitators: David Smith and Dan O'Malley, Conference Center Consulting Group**

## 9 a.m.-noon – Live Broadcast

### IACC Thought Leader Summit: Conference Technology

IACC's second Thought Leader Summit will be broadcast live to Eaglewood Resort & Spa from Workspring Conference Center in downtown Chicago.

The theme of the event is "Incorporating Advancing Technology into the Meeting Experience." It will focus on using conference technology to expand or enhance – but not replace – smaller meetings, average size of 25-75.

The seasoned panel of experts includes technology professionals from conference center properties and management companies, audio-visual companies, corporate education and the planning community – all of whom will bring varied perspectives to one of the hottest issues of the day.

Audience participants will be able send comments and questions to the panel in real time via Twitter.

*Enrollment is free but limited.*

## Noon-1 p.m. – CMP Lunch with Customers

### 1:30-3:15 p.m. – Creating Momentum in Meetings: How to Extend the Experience

Join in this customer event workshop.

### 2-3 p.m. – Newcomer's Icebreaker & Reception

Have fun, and get a running start at networking with other IACC members.

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Is this your first IACC conference? Did you attend an IACC conference years ago and are revisiting for a second time? Come join us to get an insider's grasp of the IACC Summit; meet people whom you will see throughout the conference; learn the secrets of having a successful conference experience, and participate in fun networking events.

## 3:30-5 p.m. – Customer Panel

Participants to be announced.

**Facilitator: Jana Hesser, Quality Management Services, LLC**

## 5:30-7:30 p.m. – Opening General Session and Copper Skillet Competition

Don't miss the live competition as IACC chefs from around the world go skillet-to-skillet to determine the 2010 IACC Champion Chef! More information on pages 23-24.

## 7:30-10 p.m. – Welcome Reception

A taste of Chicago, hosted by Eaglewood Resort & Spa. See page 21 for details.

## Thursday, March 25

## 8:30-10:30 a.m. – General Session & Keynote Address

See page 6 for details.

## 11 a.m.-12:30 p.m. – Workshops

### **Pink Socks & Pocket Protectors**

This session features a step-by-step analysis of building a fully integrated interactive campaign from the foundation level to reporting. The discussion is presented from the standpoint of an Interactive Director (Pocket Protector) and translated by the president of an advertising agency (Pink Socks). Attendees will gain:

- An understanding of the marketing vehicles available through the web.

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- An understanding of the inevitable conflict that exists when you need both Pink Socks and Pocket Protectors to create great marketing.
- A sense of well-being from learning that you are not obsolete or out-of-touch because marketing thinking has changed so fast. You will leave the session feeling comfortable that you have a basic understanding of the radically changed marketing scene.

**Presenters: Bob Prewitt and Eric Welsh, Dana Communications**

### **CMP – It's Not Just a Sales Option**

This workshop is designed around the history of the CMP and how IACC properties were designed to service and sell this type of business. It will speak to the property design, staffing, economics, benefits to the planner and attendee, etc.

Attendees will gain greater insight into the importance of IACC purpose-built facilities selling the CMP and the substantial impact it has on the economics of their operation.

**Presenter: John Hines and Paul Bashaw, Benchmark Hospitality**

### **Catering to the Future: How Sustainability Will Increase Your Competitive Advantage**

Sustainability is no longer a new trend, yet it provides an opportunity to help ensure a competitive edge for a food-related industry. The current environmental situation is detrimental, and this workshop will explore how the food industry contributes to today's problems. Moreover, this workshop will explore the means for your organization to have a positive effect on the environment and on your bottom line. Attendees will:

- Gain knowledge about the trends in the global food system.
- Create a long-term vision for competing towards a more sustainable environment.
- Learn how to overcome obstacles in your transformation to sustainability.
- Walk away with practical tips for how to implement this strategy.

**Presenter: Greg Christian, Greg Christian Consulting**

Additional Information: <http://gregchristianconsulting.com>

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## Conference Center Owners Panel

A panel of conference center owners will discuss issues impacting business in today's environment.

*This session open to all conferees.*

**Facilitator:** Mark Woodworth, PKF Consulting

Additional Information: [www.pkf.com](http://www.pkf.com)

## Introducing the new IACC Sales Toolkit!

In these challenging economic times everyone needs an extra edge, and the new, value-added, IACC Sales Toolkit can give you that competitive advantage in the marketplace!

This interactive and hands-on workshop is designed specifically for Directors of Sales & Marketing and General Managers. The session will introduce the new IACC Sales Toolkit, which provides techniques you can immediately take back to your sales team to help them better understand your customers. Learn how IACC's Universal Criteria helps your team close more business!

This "Train the Trainer" abbreviated course will introduce you to the specific components of the toolkit, including: webinars, regional programming, on-line courses and training manuals you can take back to your property and share with your staff.

Come learn how you can book more business in 2010 by using the benefits of being an IACC member to full potential.

**Presenter:** Robert O. Sanders, Hospitality Resource Group

## 12:30-2 p.m. — Lunch

CMP dining.

## 2-3:30 p.m. – Workshops

### Networking and Prospecting to Increase the Bottom Line

*Part 1 of 2 – continued at 4 p.m.*

During this interactive and lively session, Cindy Novotny will provide tips and tools on how to effectively network and increase your prospecting skills. With the current economy keeping more and

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more customers from traveling and attending industry functions, it is absolutely critical to make every opportunity as worthwhile and relevant as possible for you and your customer. Attendees will learn:

- How to plan your presence at any event.
- How to prepare for 'small talk' and jump-start a conversation.
- The working rules of good manners Planes, Trains and Automobiles – networking in every day life.

**Presenters:** Cindy Novotny, Master Connection

Additional Info: [www.masterconnection.com](http://www.masterconnection.com)

## Authentic Leadership

*Part 1 of 2 – continued at 4 p.m.*

Leaders can become more effective by using emotional intelligence in conjunction with intellect. This session features investment banker-turned-consultant Michael McDermott, who will introduce the fundamentals of Authentic Leadership, what drives people, effective decision-making, providing feedback, and empowering staff. Understand the brain, how it works, and the role it plays in leadership. Discover the six authentic leadership styles and which one is best for you, and why. This interactive session will leave you with tools and techniques that you can apply immediately. Attendees of the workshop will gain . . .

- Greater understanding of the underlying motivations of self and others.
- Knowledge of Authentic Leadership styles and their effectiveness.
- Better decision-making skills.
- More useful feedback delivery.
- Strategies for empowering your team.

**Presenter:** Michael McDermott, 2 | M Consulting

Additional Information: <http://www.2mconsulting.org>

## The Pending APEX/ASTM Sustainability Standards

The Accepted Practices Exchange (APEX) Panel on Green Meeting and Event Practices released its final draft standards for

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green meetings and events in August 2009. APEX is a part of the Convention Industry Council (CIC). The process of developing green standards has been a partnership among the U.S. Environmental Protection Agency (EPA), the Green Meeting Industry Council (GMIC) and APEX to answer the need in the meeting and event industry for a uniform measurement of environmental performance. ASTM (American Society for Testing and Materials International) is expected to endorse the draft as accredited standards.

Join in a discussion of these standards of sustainability practices in this up-to-the-minute discussion that affects our industry!

**Presenter: Amy Spatrisano, CMP, MeetGreen**

Additional Information: [www.meetgreen.com](http://www.meetgreen.com)

## Essentials of Digital Marketing: Web 2.0 & Social Networking

Technology continues to revolutionize the communication and marketing landscape. Connectivity and collaboration have become the keywords to business success. Today's most successful sites are those which enhance and encourage participation from a wide range. And these sites are not just for personal satisfaction; Web 2.0 impacts how people manage their business information and relationships. Attendees will:

- Identify at least 10 websites identified as part of Web 2.0.
- Use social networking sites to enhance productivity & communication.
- Understand the new communication options available.
- Recognize the critical terms and acronyms of the new web.

**Presenter: James Spellos, CMP, Meeting U**

Additional Information: <http://www.meeting-u.com/>

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### 4-5:30 p.m. – Workshops

#### Networking and Prospecting to Increase the Bottom Line

*Part 2 of 2 – continued from 2 p.m.*

See description in workshop block above.

#### Authentic Leadership

*Part 2 of 2 – continued from 2 p.m.*

See description in workshop block above.

#### Get Wise with Gen-Y's

*“Understanding a generation's defining characteristics and core values can help businesses create products and craft messages that capture the customer's attention.” – Yankelovich Report*

There are currently four very different generations in the marketplace. Each generation thinks differently, responds to leadership differently and engages differently, based on its generational values. When a leader understands which events shaped each generation, and what each generation values, that leader can then work more effectively with each generation. If a leader uses the same management techniques for a 50-year-old and 35-year-old employees, failure is the likely result. Smart leaders take the time to understand the generation of each employee and then manage accordingly. This understanding will allow the business to not only survive but to thrive in the next decade.

This engaging and dynamic presentation will help leaders bridge the gaps among Gen X, Gen Y, Traditionalists and Baby Boomers. Attendees will learn:

- The four generations in today's workplace, and their key differences.
- How each generation responds to different types of management.
- How to work with each generation effectively.

**Presenter: Anne Loehr, Riverstone Endeavors**

Additional Info: [www.riverstoneendeavors.com](http://www.riverstoneendeavors.com)

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## Vosges Haut-Chocolat Wine & Chocolate Tasting

Limited to 20 participants – preregistration and ticketed required.

Experience a unique guided tour of Vosges Haut-Chocolat chocolate tasting. Vosges Chocolate Experts will guide the group through a tasting of six chocolates paired with wines and beer. The experts will speak about the Vosges brand, history, principles of pairing, chocolate types, etc. Participants will experience:

- Ambrosia truffle with roasted macadamia nuts, Cointreau & 33% cocoa butter white chocolate paired with French Champagne.
- Naga truffle with sweet Indian curry, coconut & 41% cacao milk chocolate paired with Italian Moscato d'Asti (a slightly sparkling dessert wine with notes of peach).
- Mo's Bacon Bar with applewood smoked bacon, Alder wood smoked sea salt & 45% cacao deep milk chocolate paired with Copain Syrah.
- Red Fire truffle with ancho chillies, Ceylon cinnamon & dark chocolate paired with Clos de Los Siete Argentinean Malbec.
- Bapchi's Caramel Toffee with sweet butter toffee, pecans, walnuts & milk chocolate paired with Rogue Shakespeare Stout beer.
- Rooster truffle with taleggio cheese, organic walnuts, Tahitian vanilla bean & 64% cacao dark chocolate paired with Bruna Giacosa Barbera d'Alba.

**Presenters: The Chocolate Experts, Vosges LTD**

Additional Information: <http://www.vosgeschocolate.com>

## 6:30-10 p.m. – President's Reception and Annual Banquet

Join your friends and colleagues for drinks and hors d'ouvres, followed by a sit-down dinner and program. See details on page 22.

## 10 p.m. — IACC After Hours

Join fellow conferees and enjoy a live band, dancing and socializing.

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Friday, March 26

8:30-10 a.m. – Workshops

## Revenue Management for Conference Centers: The Unique Value Proposition for a Recovering Economy

Revenue managers can leverage their unique value proposition in the economic recovery to maximize revenue to all profit centers. This program will focus on unique attributes of three kinds of conference centers in order to maximize revenues from the mix of business of all market segments. This highly interactive program with exercises allows participants to “play with” the outcomes of various revenue management strategies.

At the end of this program participants will be able to:

- Set metrics for optimal revenue generation to all profit centers.
- Evaluate how to best manipulate the mix of business.
- Make decisions on acceptance of a piece of business based upon sound RM best practices.

**Presenter: Carol Verret, Carol Verret Consulting**

Additional Information: [www.carolverret.com](http://www.carolverret.com)

## State of the Conference Center Industry

Presentation and discussion of the latest conference center trends.

**Presenter: Mark Woodworth, PKF Consulting**

## Igniting Catering Sales – Are you Leaving Money On the Table?

In today's challenging economic climate, competition for catering sales is fierce. Maximizing the efforts and effectiveness of your catering operation is paramount to bringing excellent top and bottom-line results to your operation.

Staying ahead of the competition and getting customers to place their business at your property can happen only if your team is engaged, excited and armed with solid sales strategies and unique

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offerings that will delight your customer. Session participants will:

- Leave the session with a clear understanding of the importance of integrating the catering sales team into the overall “sales engine” of the property.
- Better understand how to evaluate and motivate the catering sales team.
- Be able to make good decisions to drive the process forward to continue enhancing the catering operation while adding revenues and profit.

**Presenters:** Robert O. Sanders, Jr., CMP; Hospitality Resource Group; Joe Cozza, VP Sales, Cipriani

Additional Information: [www.hrginc.net](http://www.hrginc.net); [www.cipriani.com](http://www.cipriani.com)

## **F&B Wokshop (to be announced)**

**Presenter:** Brian Freedman, Food, Wine & Travel Writer

Additional Info: [www.brianfreedmanphiladelphia.com/](http://www.brianfreedmanphiladelphia.com/)

## **10:30 a.m.-noon – Closing General Session**

Town Hall Industry Leaders Panel. See description on page 7.

## **Noon-1 p.m.**

CMP lunch.

## **1 p.m. – 2010 Summit adjourns**

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## **Be a Conference Sponsor**

The generous support of sponsors continues to make the Annual Conference both dynamic and affordable. Please consider supporting industry education by sponsoring the 2010 Summit at one of these levels:

**Gold ..... \$8,500**

**Silver ..... \$4,000**

**Bronze ..... \$2,125**

All levels include generous recognition among your peers, plus one conference registration. Consider the Complete Membership Package, which permits you to pay annual dues at the same time you take discounts on conference registrations and sponsorships.

For more information, contact Steve Smith at the IACC office, [ssmith@iacconline.org](mailto:ssmith@iacconline.org), 314.993.8575.

**Check out the 2009 Gold and Silver Sponsors  
on pages 25-26.**

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## Special Events

The appeal and importance of networking with peers always have been recognized by IACC conference planners, and the 2010 Summit carries on the tradition of providing ample opportunity for conferees to mingle in social settings. The contacts and friendships made during these times prove invaluable throughout the year. When confronted with a challenge at your facility, it's a comfort to be able to pick up the phone and call somebody who works in a similar capacity.

### Opening Night Party

You may wish to stop eating a day in advance to be ready for the spread Eaglewood Spa & Resort presents on opening night. Appetites likely will be honed further by the Copper Skillet competition, part of the general session which precedes the party. "A Taste of Chicago," accompanied by full bar, will feature:

#### Italian Village

- featuring an Italian station with chefs preparing a variety of pastas made to order with various meats, vegetables, condiments, cheeses, and sauces
- Italian sausage and Sliced Italian Beef
- Chicago style Deep Dish Pizza

#### Chinatown

- Chicken Tempura and Angus beef stir fry with a variety of vegetables
- Chicken fried rice
- Fortune cookies

#### Rib Station

- Barbecue ribs
- Grilled Filet Mignon
- Baked Beans
- Cole Slaw

#### Salad Station & Greektown

- Greek salad with Olives and Feta Cheese
- Caesar salad
- Tossed greens
- Saganaki flaming cheese
- Lamb Kebobs



#### Carved Station

- Honey Ham
- Fried Turkey
- Angus Prime rib

#### Dessert Station

- Cannolis
- Sweet Rice and Cream
- Eli's Cheesecake
- Mrs. Field's Cookies
- Baklava
- Sliced Fresh Fruit Display
- Flaming Bananas

### President's Reception & Annual Banquet

It's a time of celebration, and you're invited to join in the fun. Beginning at the reception, you'll chat informally with fellow conferees while enjoying hors d'ouvers and drinks. Then proceed to the banquet, for a lovely plated dinner and a short program, featuring education awards plus the presentation of the Mel Hosanky Award for Distinguished Service. The Hosanky is the highest honor bestowed in the conference center industry.

#### Past winners of the Mel Hosanky Award for Distinguished Services

1984.....Mel Hosanky	1997.....Andy Dolce
1985.....David Arnold	1998.....Tom Silvestri
1986.....Charles Williams	1999.....Roberta Butler
Preben Nesager	2000.....John Wilderman
1987.....Robert J. Hillier	2001.....Jerry Noack
1988.....Burt Cabañas	2002.....John Potterton
1989.....John Marenzana	2003.....Jack Kealey
1990.....Don Middleberg	2004.....Wende Blumberg
1991.....Richard Kopacz	2005.....Bob Prewitt
1992.....Marjorie Farley	2006.....Bob Johns
1993.....Sam Haigh	2007.....Ron Naples
1994.....Mary Gendron	2008.....Rodman Marymor
1995.....Jorgen Roed	2009.....Peter Stewart
1996.....Anne-Marie Ostergaard	

## Copper Skillet



In 2009 at Château Élan Resort & Winery in Braselton, Georgia, Rodrigo Martinez of Dolce Sitges in Spain won the competition, edging Tommy Eriksson of Sweden by two points in the judging.

Scheduled for opening night, the 7th Annual Copper Skillet competition is a showcase event of the Summit and determines the conference center industry's chef of the year.



## IACC Copper Skillet Champions

- 2004 Michael Pataran, Canada
- 2005 Thomas Nielsen, Denmark
- 2006 Brendan Slaven, United States
- 2007 Assadang Langsub, Canada
- 2008 Marc Suennemann, United States
- 2009 Rodrigo Martinez, Spain

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## 2009 Gold Sponsors

Registration fees cover only a portion of the expenses. The superior industry education program and spectacular social events would not be possible without the magnanimous support of our sponsors. IACC is pleased to give extended

recognition to the 2009 Gold and Silver sponsors, many of which have already committed to sponsorship of this year's Summit in Illinois. On behalf of the 2009 and 2010 conferees, thank you for your generous contributions.



Meet with inspiration.



## 2009 Silver Sponsors



Meetings • Conferences • Executive Learning



The Conference Host  
**Eaglewood Resort & Spa**



Eaglewood Resort and Spa is 35 minutes from downtown Chicago and 21 minutes west of O'Hare International Airport.

Technologically inspired conference facilities, upscale accommodations, luxurious amenities and first-class recreation welcome visitors to this secluded 106-acre, 4-Diamond property. Eaglewood's architecture and interior design evoke the Chicago Prairie School of the early 20th Century, developed by Frank Lloyd Wright and other architects.

Designed for easy navigation and privacy, over 37,000 square feet of premier conference space occupies two floors. Equipped with integrated computer interfaces, an acoustically designed amphitheater provides an excellent learning environment. In addition, 39 meeting rooms feature ergonomically crafted leather chairs, glare-free lighting and graphic presentation capabilities to ensure your meeting runs smoothly.

**Eaglewood's  
Prairie River  
Restaurant**



**Guest rooms  
with views**



**Linden Ballroom**

**March 24-26, 2010**

Register now to attend the conference center industry's event of the year — IACC's 2010 Summit at Eaglewood Resort & Spa, in Itasca, Illinois. Compelling general sessions, informative seminars and workshops, and top-drawer networking events make this a don't-miss gathering.

## **Recreation**

No organized recreation is scheduled under the new, streamlined format, but there are plenty of opportunities for fun on your own at Eaglewood. A state-of-the-art fitness center, indoor pool, six-lane bowling alley, inviting lounge and spa add to the rejuvenation process. If the weather cooperates, a newly constructed 18-hole golf course is available, featuring rolling hills, steep greens and strategically placed water hazards.