

1981 • 2011
30 *REV IT UP!*



2011 Annual Conference CONFERENCE 2011 ANNUAL

March 23–25, 2011
IACC Americas

1981 • 2011
30 *REV IT UP!*



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INTERNATIONAL
ASSOCIATION OF
CONFERENCE
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meeting experience
www.iacsonline.org



Vrooom!

It's time to get your motor running!

IACC's 30th Annual Conference promises an adrenalin rush of motivation, education, networking and good times as the industry descends upon The National Conference Center near Washington, D.C., for its yearly rally. Yes, it's time to absorb info that will help fill those facilities and provide the best meeting environments in the world.

Because, to paraphrase the New Jersey philosopher Bruce F.J. Springsteen, baby, we were born to run ... conference centers.

"Rev It Up" is both the theme and the intention of this fast-paced rendezvous with industry excellence. You will return home recharged with information on the latest innovations and techniques to help your occupancy rate explode into space.

For inspiration, Afterburners, Inc. will wow you by sharing insights into how elite military professionals plan and execute jet fighter missions. The program is called "Flawless Execution" and, in the missions this group conducted, the execution had to be just that. The mix of combat experience and business skills directly relate to the uncompromising standards conferees set in their world of conferences.

Educational horsepower is in abundance at this Annual Conference. From optional – but highly recommended – study tours early in the week to the closing general session spotlighting the latest in conference technology, this IACC forum will give conferees total immersion in excellence. IACC is all about being on the industry's cutting edge, and if you want to ride with that crew, register now.

Check out the agenda of workshops and seminars in the pages which follow. The breadth and quality of this conference is unmatched – anywhere. Sprinkle in fun and relaxing events such as the Opening Night Reception and the Copper Skillet competition, and you end up with an event worthy of your time and budget dollars.

In keeping with the association's green genes, a fund-raiser for Habit for Humanity will raffle a Linhai Electric scooter. But, make no mistake; the event itself is the Harley-Davidson Electra Glide of industry meetings.

Three decades after it first zoomed onto the conference center highway, IACC remains the leader of the pack.



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Conference Fees

Through February 1, 2011

\$775	Pre-paid via "Complete Membership Package"
\$895	Member (First Property Registrant)
\$795	Member (Additional Registrant)
\$795	International member (outside the Americas)
\$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

After February 1, 2011

\$995	Member full registration
\$1450	Non-member full registration
\$395	Member one-day registration
\$790	Member two-day registration
\$700	Non-Member one-day registration
\$1400	Non-member two-day registration

CMP Accommodations

At National Conference Center – March 23, 24, 25
 Single Conferee – \$283 per day plus tax

Register now!

<http://events.iacconline.org/2011annual/>

Sponsorship

The generous support of sponsors continues to make IACC's annual gathering both dynamic and affordable. Please consider supporting industry education by sponsoring the 2011 conference at one of these levels:

Gold	\$8,500
Silver	\$4,000
Bronze	\$2,125

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



General Sessions



Keynote: Afterburners Inc.

Afterburner Inc is a team of elite military professionals, two of whom will help IACC conferees achieve the next level in performance. The Flawless Execution Model is a proven process used by elite military professionals around the world to execute missions when the stakes are high and failure is not an option. Corporate success, like success in combat, depends on execution.

Afterburner's team of men and women has a powerful mix of combat experience and extensive business skills. Many members are graduates of top business schools and academies. Afterburner uses the combat-proven methodologies of elite military professionals and relates it to the rapidly changing business environment. Flawless Execution is dynamic and powerful because it is simple to use, yet the effects are lasting. The results are disciplined, coordinated and predictable.

Flawless Execution: A Fighter Pilot's Secret to Business Success

Plan — Learn how fighter pilots plan for a mission using the "Six Steps to Effective Combat Mission Planning."

Brief — Communicate the plan to maximize the quality of front-line execution.



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Execute — Discover how fighter pilots ensure Flawless Execution in their missions by eliminating performance-draining task saturation.

Debrief— Implement nameless/rankless feedback sessions in your squadron to guarantee maximum learning.

Opening General Session

The opening session will feature a panel discussion with metro Washington, D.C. customers, moderated by IACC Pyramid Award winner Joan Eisenstodt. Audience participants will be able send comments and questions to the panel in real time via Twitter. Set up your Twitter account and send your tweets to @IACCcenters.

Technology Leaders Town Hall

Meetings technology is changing rapidly. This year's Town Hall will feature experts in virtual meetings, blended meetings, social networking and the news audio-visual equipment – with important insights into how these technical advancements relate to conference center business.

Panelists will include Mike Dickersbach, VP Information Technology, Thayer Lodging Group; Brian Lagestee, PSAV; and Linda Mansouria, CMP, CMM, Program Manager Global Events, Cisco Systems, Inc.

Audience participants are encouraged to send comments and questions to the panel in real time via Twitter. Set up your Twitter account and send your tweets to @IACCcenters.

The Agenda

Sunday, March 20

Three-Day Study Tour

Whether you take advantage of the Three-Day Tour or the One-Day Mini-Tour, you'll experience a range of facilities from

high-tech to high touch; from city center to country quiet; from lavish to down-home. You'll get a comprehensive, insider's tour of both residential and day centers and go behind closed doors to areas like the kitchen and back-of-the-house which guests never see. Take all the photos you want!

All IACC members adhere to the same stringent standards of the Universal Criteria – but they come in all shapes and sizes, and they offer an array of options in terms of budget and amenities.

Seeing and experiencing the very best of regional IACC conference centers is just the beginning. Add in wine tasting, fine dining, networking with peers, and immersion in the rich history of a nation, and you'll see that we've built two unique and affordable packages, either of which you can easily combine with the Annual Conference with just one registration and one airfare.

Three-Day Study Tour Registration Fees

US \$1,250 first attendee

US \$1,125 additional attendee, same property

See Tuesday for information on One-Day Mini Tour.

4 p.m. – Airlie Conference Center

The study tour begins with a tour, dinner and overnight stay at Airlie Conference Center in Warrenton, Virginia.

Monday, March 21

8-10 a.m. – Presentation by Kristin Kurie Wilderman

“How to Market Your Green Center to Customers”

Noon-2 p.m. – Mason Inn Conference Center

Enjoy a tour and lunch at the facility serving George Mason University in Fairfax, Virginia.

3-5:30 p.m. – Winery Tours

Visit (and sample wines from) Northern Virginia's wine country.



6-7 p.m. – Dinner at Tuscarora Mill

Leesburg, Virginia

7:30 p.m. – Lansdowne Resort

Overnight in Lansdowne, Virginia.

Tuesday, March 22

One-day Study Tour joins Three-Day Study Tour

One-day participants meet at Lansdowne at 8:30 a.m.

One-Day Study Tour Registration Fee: US \$100

8:30-9:30 a.m. – Tour of Lansdowne Resort

10:30-11:30 a.m. – Kellogg Conference Center

Tour the IACC facility at Gallaudet University in Washington, D.C.

Noon-2 p.m. – AED Conference Center

Tour and lunch.

2:30-4:30 p.m. – Tour Washington, D.C.

See national monuments, the U.S. Capitol, White House, and more!

4:30 p.m. – Depart for National Conf. Center

Join the Annual Conference at National in Leesburg, Virginia.

6:30-8 p.m. – CMP dinner

For Study Tour participants and all conferees.



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Wednesday, March 23

9 a.m.-3 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 all 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, District Manager, FLIK International; Bob Prewitt, President, Dana Communications; Dave Smith, President, Conference Center Consulting; Jeff Loether, President, Electro-Media Design.

9 a.m.-noon – IACC Thought Leader Summit

Creating Compelling Meeting Experiences

IACC's Third Thought Leader Summit will be broadcast live to The National Conference Center and webcast around the world



from the Kellogg Center at Gallaudet University in Washington, DC.

The theme is “Creating Compelling Meeting Experiences.” The event will focus on brain-compatible learning, creating productive and memorable experiences, and measuring their impact.

The diverse panel includes an authority on fully engaged adult learning and conference design; an expert on breakthrough learning; a member of the Steering Committee of the much-anticipated “Project Meeting Architecture”; a designer of furnishings and meeting spaces; a seasoned planner at an IACC conference center; and a guru on incorporating social media into the meeting experience.

Audience participants are encouraged to send comments and questions to the panel in real time via Twitter. Set up your Twitter account and send your tweets to @IACCcenters.

Facilitator: John Potterton, winner of IACC’s Award of Excellence, Pyramid Award and Mel Hosansky Award for Distinguished Service.

Enrollment is free but limited.

Noon-1 p.m. – CMP lunch

1-3 p.m. – Preconference Workshop

University Forum

Open only to university conference and continuing education centers

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 university conference centers, a world 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 have a



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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**

3:30-4:30 p.m. – Newcomer’s Icebreaker & Reception

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

Is this your first IACC conference? Did you attend an IACC conference years ago and are revisiting for a second time?

Come get an insider’s grasp of the IACC Conference, meet people whom you will see throughout the conference, learn the secrets of having a successful conference experience, and participate in fun networking events.

5-7 p.m. – Opening General Session and Customer Panel

See page 7 for details.

7-10 p.m. – Welcome Reception

Hosted by National Conference Center
See page 25 for details.

Thursday, March 24

8:30-10:30 a.m. – Thursday General Session

Keynote Address by Afterburners!

“Flawless Execution”

See page 6 for details.



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10:45 a.m.-12:15 p.m. – Workshops

Building an Aggressive Digital Marketing Program

Attend and receive a brief overview of the elements of Digital Marketing (including but not limited to: Search Marketing, Paid Advertising, Email Marketing, Mobile/SMS Marketing, and Social Media Marketing) plus a case study from the 2009-2010 Graylyn International Conference Center Digital Marketing program.

Participants in this session will:

- Leave with a workable understanding of the entire Digital Marketing landscape and how the various components fit together.
- Work in teams to generate a brief scorecard of their current Digital Marketing efforts and identify obstacles to implementation.
- Be exposed to an actual case study reporting implementation of a Digital Marketing program for their industry.
- Leave equipped with a five-step action plan for getting started in Digital Marketing.

Presenter: Kim E. Williams, Client Services Manager, BEM Interactive

Additional information: <http://www.beminteractive.com>

Leveraging and Developing Relationships with Local Farmers

Discover how you can develop relationships with local farmers through leveraging your local produce vender.

Local buying is important to meeting planners as they select venues. Learn how to develop this unique selling point with your produce vendors.

Emerging Conference Center Technologies

Technology continues to evolve and provide a variety of new ways in which enhance, engage, and contribute to the overall meeting experience. This workshop will dive into many of the

most recent technologies that have arrived on the scene and how conference centers can prepare and equip their facilities to support these changing requirements.

Technologies that will be discussed include:

- Social media services and tools.
- Event apps for mobile devices.
- HD videoconferencing and telepresence.
- Digital capture and hosting content.
- Web conferencing.
- Web casting.
- Interactive digital signage and wayfinding.

As we begin to see these technologies becoming more prevalent, the requirement to have properly trained staff, a robust high-speed network infrastructure, and properly equipped facility becomes critical to servicing customers. This workshop will provide you the opportunity to be more informed on the emerging technologies and will provide some practical ways in which to apply these technologies at a property level.

Presenter: Brian Lagestee, PSAV

Additional information: www.psav.com

Generational Panel

Panel discussion of generational issues from the meeting attendee viewpoint.

Moderator: Adam Freed.

10:45 a.m.-12:15 p.m., 2-5:30 p.m. – Executive Track

Experience Innovation: Design Thinker

US \$95 in addition to registration fee

Starbucks, Apple, Southwest Airlines, and Google are examples of leading organizations which have reaped huge benefits from innovation. Design thinking accelerates innovation to help create



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better solutions for the challenges facing modern business. This discipline uses creative methods and tools to deliver breakthrough innovations, including new products, services, environments, organizations, and modes of interaction.

Design Thinker is an energizing experience created by innovation powerhouse IDEO and business simulation leader ExperiencePoint. In Design Thinker, competing teams flex their design thinking skills to solve a realistic and complex challenge. Design Thinker confers competitive advantage by helping you:

- See new opportunities consistently.
- Connect deeply with customers.
- Transform insights and data into actionable ideas.
- Create and implement new solutions with business impact faster and more effectively.

Presenter: Andrew Webster, Experiencepoint

12:30-2 p.m. – Copper Skillet Competition and Lunch

Lunch items will be selected from menus submitted by all the competing chefs. See Copper Skillet details on page 23.

2-3:30 p.m. – Workshops

Selling in Turbulence ... More Meetings, Less Work Five Sales Skills for Success

Part 1 of 2-continued at 4 p.m.

If you didn't feel the ground shaking, you've missed the most significant changes in conference center group sales in a lifetime. In fact, right now, in the winter of 2011, conference center meeting customers are different than they were three years ago, and if you haven't altered your approach, processes and behaviors, you'll be left behind.

Here is what presenter Dave Smith is saying:

If the promise of our "brand" (conference center) is really superior, meetings in these times should have the customers racing

to our doors. Well, are they?

The processes, values and economic conditions are different from the "good old days" that concluded approximately 36 months ago. Conference Center Consulting Group conducted a research study which sought to understand the thought processes a planner uses to select a site. What we found was startling to say the least. The research revealed that many of the methods the industry has deployed for more than 20 years to "sell" the conference center product are ineffective.

We also discovered common criteria of nearly all meeting planners. This criteria should alter how you present conference centers. At the Annual Conference, we'll present Phase One of our new program. The skills you'll take away include the ability to:

- Identify, reach and interest a qualified prospect for your conference center.
- Create a site inspection, appointment, presentation or "surrogate tour" prior to the site selection decision.
- Understand the potential buyer's needs (all stakeholders) and clearly be perceived as superior to their other property choices.
- Outnegotiate potential customers who keep insisting on lower rates.
- Exceed revenue and room night goals through precise competitive practices.

Presenter: David Smith, Conference Center Group

Additional information: www.conferencecentergroup.com

Know Yourself...Know Others

Understanding Your Leadership Style Through the Management DiSC® Profile

Part 1 of 2 - continued at 4 p.m.

Today, we are all being challenged to do more with less, and we expect the same of our team members. The DiSC® Management Profile will give you unique insight into your behavioral style in the work environment and how you can maximize your effectiveness



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as a leader to get the most out of your team members.

The DiSC Management Profile explores four behavioral styles – Dominance, Influence, Steadiness and Conscientiousness. Participants will gain an understanding of their individual style and of those of the people they manage. The workshop will:

- Help you understand the strengths and opportunities of how you direct and delegate others in the work environment and offer strategies to increase your effectiveness.
- Provide insight into how you can create a motivating environment that allows your team members opportunities to grow and flourish.
- Identify ways you can develop your team members to be ready for the next steps in their careers.
- Teach you how to enhance your relationship with your manager by understanding their work style and adapting your style to maximize the effectiveness of your communication.

This highly participatory and fun workshop will be interspersed with video clips and group exercises that offer opportunities for participants to discuss and demonstrate how they can maximize the strengths of their management style.

Facilitator: Robert O. Sanders, CMP, Chairman, Hospitality Resource Group

Additional information: www.hrginc.net/

Environments that Maximize Adult Learning

If learning can happen anywhere, how can our spaces support it? The workshop will feature:

- Review of current trends in teaching and learning.
- Connections between learning institutions and hospitality-based learning spaces.
- Criteria/considerations for effective learning spaces.
- Assessment results from installed learning spaces.
- Facilitated conversation/sharing/

Presenter: Jeff Vredevoogd, Director Herman Miller Education

Additional information: www.hermanmiller.com/education

Sustainable F&B

A National Standard for “Green” Food Service Operations

Green Seal’s Environmental Standard for Restaurants and Food Services (GS-46) was recently recognized by the American National Standards Institute (ANSI) as the first national standard for “green” food service operations. This session will highlight some of the key lifecycle-based criteria, cost savings and environmental benefits from the standard.

Attendees will learn:

- How to reduce the environmental and health impacts of a restaurant or food service operation.
- How GS-46 fits with other national standards.
- How to get started on the road to green certification.
- Updates on GS-33 Lodging Properties.

Presenter: Cerise Bridges, Certification Specialist, Green Seal

Additional information: www.greenseal.org/

4-5:30 p.m. – Workshops

Selling in Turbulence ... More Meetings, Less Work Five Sales Skills for Success

Part 2 of 2 - continued from 2 p.m.

See description in the previous workshop block.

Know Yourself...Know Others

Understanding Your Leadership Style Through the Management DiSC Profile

Part 2 of 2 - continued from 2 p.m.

See description in the previous workshop block.

Cisco WebEx Technology Showcased as a Collaborative Meeting Tool

In light of the economic downturn in 2009, companies started to look at ways of reducing travel expenditures for internal



company meetings. Cisco Systems, Inc. has used cutting-edge technologies to enhance its virtual meetings for some time. Share in one internal meeting case study that used “blended learning” or a “hybrid” approach to get employees engaged globally. A 6-Step Master Plan to Virtual Excellence will be presented, detailing the strategy and logistics involved in producing a global virtual experience via WebEx. A WebEx demonstration will be presented to showcase one of Cisco’s collaborative meeting technology tools.

Learning outcomes:

- Understand the six steps necessary to plan a virtual internal meeting.
- Learn the difference in WebEx service offerings for meetings.
- Understand basic technical requirements and how to assess them.
- Gain exposure to various technology functions for specific event experiences.

Presenters: Linda Mansouria, CMP, CMM, Program Manager, Cisco Systems, Inc.; Rick L’Heureux, President, Audio Visual Techniques

Additional information:

<http://www.cisco.com/en/US/products/ps7060/index.html>

America’s Hidden Gems: Experience Virginia Wines

Join Brian Freedman for an intelligent tasting of exceptional wines from the hills of Virginia.

Freedman is a food and wine writer, wine educator, and food and wine consultant. He contributes to multiple media outlets and is resident blogger at www.UncorkLife.com.

Presenter: Brian Freedman, Writer, Educator & Consultant

Additional information: <http://www.brianfreedmanphiladelphia.com/>

6:30-10 p.m. – President’s Reception & Annual Banquet

See page 25 for more details.



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10 p.m. — IACC After Hours

Join fellow conferees and enjoy dancing and networking.

Friday, March 25

8:30-10 a.m. – Workshops

IACC Sales Toolkit – now with even more tools!

After rave reviews at the 2010 Summit, we are back with a new and improved IACC Sales Toolkit. In this highly energized and interactive session designed for GMs and Directors of Sales & Marketing, you will learn:

- What new tools we have put in our kit – CMP vs. Hotel pricing comparison worksheets, online training opportunities.
- How to book more business by providing training to your sales teams on using IACC Universal Criteria benefits. And who couldn’t use more business?
- Shape the future of how IACC and the sales toolkit can continue to add value to your membership – we want your ideas for future tools!

Presenters: Eric Whitson, The National Conference Center/ ARAMARK Conference Centers, and Scott Mumma, Benchmark Hospitality International

State of the Conference Center Industry

Presentation and discussion of the latest conference center trends.

Presenter: Mark Woodworth, PKF Consulting

Additional Info: www.pkf.com



Brain Food

How to Design Menus that Enhance the Meeting Experience

One of the biggest challenges faced in the meetings industry is how to support attendees in remaining alert, energized, and in a learning state throughout the day and the conference. Food plays a huge role in this; what we eat greatly influences how we think and how we feel. This presentation provides what conference facilities need to know to offer food choices targeted to specific meeting objectives and desired outcomes.

Neuroscientists are identifying the effects of specific foods on brain functioning. Certain foods release certain chemicals in the brain which, in turn, produce a variety of mental and physical states in people. Lean proteins, for example, improve cognition and clarity of thought. Complex carbohydrates produce serotonin, a neurotransmitter that produces a sense of well-being and social comfort. An understanding of how it all works gives you the ability to design menu choices with the brain in mind, so you produce the meeting experiences you wish your attendees to have.

In this highly interactive and brain-friendly session, participants will:

- Discover how the brain works in relation to food: how foods produce brain chemicals that enhance a variety of states in the brain and body.
- Associate specific foods with the specific experiences planners want to produce to achieve a variety of meeting objectives. Plan menus with targeted food options.
- Examine how to work with the body's natural physiological states at different times of the day. (Yes, you can minimize the afternoon energy slump!)
- Identify which foods improve learning, memory and performance, and which enhance mood to energize and uplift attendees.
- Explore ways of educating customers on the importance of offering menus based on these principles to market their conference facility as a superior venue choice.

Presenter: Andrea Sullivan, M.A.



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Mobile Solutions for Conference Centers and Events

Conference centers and events are being transformed by web-enabled phones. These “micro-computers” are increasingly used for networking, lead exchange, electronic ticketing, way finding, audience polling, surveys, pocket programs, pocket exhibit guides, course notes/literature collection and much more. New phone apps for convention centers and events are emerging daily. This program will cover the hottest new mobile trends and what is likely coming in the next few years.

- Explore the wide range of emerging mobile applications for convention centers and events.
- See how these tools can help conference center professionals and meeting planners do their jobs more efficiently, greatly improve the attendee experience and help reduce the blizzard of paper commonly planning and attending events.
- Receive numerous links for free industry-related phone applications that you can start using today.

Presenter: Corbin Ball, CSP, CMP, MS

Additional information: <http://www.corbinball.com/>

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

A Conversation with Technology Leaders

Noon-1 p.m. – CMP Lunch

Post-Conference Focus Group

By invitation only – if you would like to be considered for this small group, please send an email to: jwhite@iacconline.org

Copper Skillet



Rasmus Rasmussen of Denmark competes in the 2010 Copper Skillet competition at Eaglewood Spa and Resort



Special Events

Representatives from IACC countries vie in the 8th Annual Copper Skillet Competition. The contest will be at mid-day Thursday and combined with a luncheon featuring menu items suggested by the competing chefs.

Last year at Eaglewood Spa and Resort near Chicago, Rasmus Rasmussen of Comwell Roskilde became the second chef from Denmark to win the championship.



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
- 2010 Rasmus Rasmussen Denmark



Special Events



IACC conferees chat under the big top at last year's Opening Night Reception at Eaglewood Resort and Spa.

Opening Night Reception

Be sure to be around on the first night of the conference as the host National Conference Center puts on a party. And if it's anything like the previous conference spectaculars, it'll be a shindig to remember. Enjoy gourmet offerings from the National culinary staff, a selection of enticing beverages, and, of course, the company of your peers.

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	2010.....	Joe Sebestyen



Joe Sebestyen (right) receives the 2010 Mel Hosanky Award from IACC Americas president Tom Cappucci.



The Conference Host
National Conference Center
Leesburg, Virginia USA



The National Conference Center began life in 1974 as the Xerox Training Center and was purpose-built for training and professional development.

The current NCC – site of IACC’s 2011 Annual Conference – is located on 110 safe, scenic acres, in a distraction-free setting for meetings.

The facility is 12 miles from Dulles International Airport and 45 minutes from Washington, D.C. With 265,000 square feet of meeting space, 250 meeting rooms and 917 guest rooms, The National Conference Center offers both size and variety.

A prized feature of NCC is individual “meeting communities,” where conference rooms and guest lodging are grouped in self-contained wings, giving a group the advantages of a powerful conference facility in an intimate setting.



The Conference Host
National Conference Center
Leesburg, Virginia USA

**IACC’s 30th
Annual
Conference
March 23-25**



Register now!

<http://events.iacconline.org/2011annual/>



Conference Sponsors

2010 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 2010 Gold and Silver sponsors, many of which have already committed to sponsorship of this year's Annual Conference. On behalf of the 2010 and 2011 conferees, thank you for your generous contributions.



2010 Silver Sponsor

