

IACC Americas 31st Annual Conference

March 20-23, 2012
Montgomery, Texas



THE **HEAT** IS ON



THE HEAT IS ON

It's on in Texas!

In the business world, the pressure seldom subsides. That's particularly true in the conference center industry, where IACC members constantly strive to convince economy-minded clients of the multiple advantages offered by bona fide meeting facilities.

Indeed, *The Heat Is On*. That's the theme of the 31st Annual Conference of IACC Americas and an apt description of the business environment. With the economy emerging from doldrums, the heat remains on IACC centers to ride the leading edge and assure would-be clients that a properly conceived and executed meeting is ROI gold.

Much change has taken place since Glenn Frey sang "The Heat is On" as part of the sound track to Beverly Hills Cop in 1984. However, one constant is the comfort IACC members take in knowing that the most current information on industry trends, techniques, organization and motivation is available every year at their association's annual conference. The latest edition unfolds March 20-23 at La Torretta Lake Resort & Spa in Montgomery, Texas, 47 miles north of Houston.

The conference won't feature Beverly Hills Cop star Eddie Murphy because we've recently learned that he knows virtually nothing about conference centers. Instead, the education program will feature a full spectrum of workshops on pertinent topics. To mention just a few, there will be sessions on ...

- Sustainability in the conference center industry.
- Leveraging the STR benchmarking report.
- Preparing for an IRS audit in a university setting.
- A/V technology and adult learning in meetings.
- Conference planning & services.
- Cooking with and understanding peppers.
- Conference center marketing brainstorm.

And that's just in the *first day and a half* of education! Check out the complete listing and descriptions of sessions in the pages that follow.

General sessions will be headlined by Joe Calloway, "Becoming a Category of One"; Industry Leaders Town Hall panel; and Joe Pulizzi on content marketing. IACC members preach that a good conference is never all work. This

Contents

Click on any line to immediately go to corresponding section.

Annual Conference fees	Page 2
Accommodations at La Torretta Lake	Page 2
Sponsorship opportunities	Page 2
General session speakers & panels	Page 2
Education Program – Workshops	Page 3-9
Study Tours	Page 10
Copper Skillet competition	Page 11
Special Events	Page 12
Conference venue	Page 13
Conference sponsors	Page 14

one isn't either. La Torretta hosts a Texas Block Party on opening night. The immensely popular Copper Skillet chef competition returns for a 9th edition the second night. And the IACC Annual Banquet highlights the final evening.

This is the conference for conference people. If you're serious about being good, being smart and being competitive, deep in the heart of Texas is the place to be in late March. Because as Glenn Frey put it more than a quarter century ago,

**The heat is on, on the street,
Inside your head, on every beat.
And the beat's so loud, deep inside,
The pressure's high, just to stay alive,
'Cause the heat is on.**

THE HEAT IS ON

Conference Fees

Through February 15, 2012

- \$925 Member (First Property Registrant)
- \$850 Member (Additional Registrant)
- \$850 International member (outside the Americas)
- \$395 Member one-day registration
- \$790 Member two-day registration
- \$1450 Non-member full registration
- \$515 Non-member one-day registration
- \$1030 Non-member two-day registration

After February 15, 2012

- \$995 Member full registration
- \$1450 Non-member full registration
- \$395 Member one-day registration
- \$790 Member two-day registration
- \$515 Non-Member one-day registration
- \$1030 Non-member two-day registration

Click to Register

CMP Accommodations

At La Torretta Lake Resort, March 19-22

Single Conferee – \$298.60 per day

Day Meeting Package – \$125 per person per day

Sponsorship

The generous support of sponsors continues to make the Annual Conference both dynamic and affordable. Please consider supporting industry education by sponsoring the 2012 Conference 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.

General Sessions

Joe Calloway: Becoming at Category of One

Author Joe Calloway helps launch the Annual Conference's education program. He'll offer ideas and suggestions on how to make your conference center stand above the rest.

IACC conference centers rise above the generic meeting-venue alternatives. The continuing challenge is to instill an understanding of this in the meeting public. IACC's task of differentiation is right down Calloway's alley.

IACC members have spent years of effort to ensure they are the world's finest meeting hosts. Sometimes, however, it's a struggle to receive marketplace recognition. Calloway will address this dilemma, with case studies and strategies relevant to the conference center industry. "Don't strive to be a leader in your category," he asserts. "Create a different category and be the only one in it."

In his presentation, Calloway points out the commonalities of extraordinary success that are woven into model companies and shows that often the key is ordinary people who simply do what other people are not willing to do.

Industry Leaders Panel Discussion

Thursday's general session features a panel discussion among conference center industry leaders. This distinguished group will talk about industry challenges, what works, what doesn't work, and in what ways the conference center market continues to evolve. Questions from the audience are welcome, either verbally or in real time via Twitter. Set up your Twitter account and send your Tweets to @IACCconfcenters and use the hash tag #IACC12

Joe Pulizzi: Content Marketing

The final general session speaker is Joe Pulizzi, executive director of the Content Marketing Institute and co-author of Get Content, Get Customers. He will explain to conferees the idea behind the growing concept of content marketing – how companies create items such as magazines, videos and blogs to position themselves as thought leaders in their areas of expertise. Pulizzi will show how this helps the companies find new customers, develop relationships with those customers, and grow the company. He also offers his "ten ways to make sure your content is as good as it can be."

THE HEAT IS ON

Thought Leaders Summit 2012:

Designing Meeting Experiences for Tomorrow

Live Broadcast – You don't need a crystal ball to see the impact of the global economic downturn on business. Gradually emerging from this crisis comes a new way to work, one never before experienced. Virtual workplaces are springing up everywhere, and advanced technology connects people around the world to solve problems collaboratively and come up with innovative solutions. How does all this impact the meetings business?

To answer that question and others, IACC has assembled a cross-section of global thought leaders who will share their expertise about the implications of this new way to work for the conference center industry. These leaders represent perspectives with vital importance to the hospitality industry: facility design, executive education, training methods and technology solutions. Through their insights, IACC can discover how we may help our customers meet and learn in new and varied ways to better satisfy the demands of this new way of working. Conferees watching this discussion can expect to ...

- Understand how content designers and educators employ innovative methodologies to engage participants and extend learning back to the workplace.
- Develop greater awareness of the “must haves” in facility design and technology solutions.
- Discover what venues designed for learning are doing today to build and/or renovate facilities that can support tomorrow's global learner.

Panelists:

- Juan Carlos Contalba, Director - International Development, Benchmark Hospitality International
- Richard H. Fawell, Principal, VOA Associates China
- Nancy Keeshan, Executive Director, Duke Corporate Education
- Jeff Loether, ISHC, President, Electro-Media Design
- Diane Oettinger-Myracle, Chief Learning Officer, Girls Scouts of USA
- David Rochefort, Exec. Director, Leadership Development, The Banff Centre
- Raymond D. Smith, Associate Dean - Executive Education, Darla Moore School of Business, University of South Carolina
- Moderator: John Potterton, CMP.

Wednesday, March 21

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

Keynote: Joe Calloway – Content Marketing

See page 2 for details.

10:30 a.m.-4:30 p.m. – Three-part Workshop

Introduction to the IACC Meeting Concept

All three parts are recommended, yet feel free to mix it up.

- 10:30 a.m.-noon
- 1-2:30 p.m.
- 3-4:30 p.m.

Welcome to Conference Centers 101. If a person is new to this side of the hospitality industry, this is the place for orientation.

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

Industry experts unravel all the mysteries of the IACC Meeting Concept as they address six key areas: Conference Services, Operations (focusing on Food & Beverage), Rooms and other services, Sales & Marketing, Public Relations and Technology. Workshop participants will:

- Get a thorough grasp of the essential components of the IACC Meeting 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; and Jeff Loether, President, Electro-Media Design.

THE HEAT IS ON

10:30 a.m.-2:30 p.m. – Two-Part Workshops

Selling the IACC Meeting Concept

Both parts are highly suggested. • 10:30 a.m.-noon • 1-2:30 p.m.

Master Connection Associates will facilitate and energize participants on using simple, creativity that will push people out of the paradigm of “Selling the IACC Meeting Concept.”

This 3-hour interactive session will show participants how to move away from the traditional sales pitch of why a conference center is different and create stories that will move a prospect to “feel the experience.”

Most people are creative, but some have fallen into the trap of “normal.” They do everything the same every day. Their site visits are the same; their proposals don’t stand out, and their prospecting and marketing of the conference center mirrors that of all the competitors.

Enough! It is time to challenge the status quo and work on the skills and behaviors required to compete in the business today and maximize the competitive advantages of the IACC Meeting Concept.

More and more hotels are introducing meeting packages and working very hard to convince clients that there is little that separates a conventional hotel from a conference center experience. Additionally, if they are not selling their own package, they’re selling the benefits of not having one. Participants in this session will walk away with a knowledge of ...

- How to bring freshness to your sales pitch and tie the client’s explicit and implied needs to the IACC Meeting Concept.
- Bringing the experience and difference alive for the client without even seeing the property.
- Overcoming objections with creativity, stamina and enthusiasm.
- Selling against not only the conventional hotel but the sales person from the competitor.

Facilitator: Teresa Burr, Master Connection Associates

Leadership Strategies in the “New Normal”

Both parts are highly suggested. • 10:30 a.m.-noon • 1-2:30 p.m.

“Business as usual” has become as passé as the cliché itself. Today, leaders are tasked with managing teams in a sometimes complex, uncertain and

ambiguous work environment. Textbook leadership strategies often do not apply! How do you build bench strength, motivate teams and drive profitability with fewer people and resources to do so, and how do you create environments where clarity, understanding, and agility shape your culture?

Workshop participants will:

- Discuss what employees need from their leaders and their work environment to maximize their potential.
- Explore current trends to promote employee development.
- Redefine the definition of “career pathing” and identify unconventional ways to create opportunity for advancement in our organizations.
- Participate in a simulated Case Study that will challenge us to think out of the box and design leadership strategies that drive success.

This interactive workshop will give leaders strategies and action steps they can implement immediately to help enrich and grow their most important resource – their people.

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

10:30 a.m.-noon – Workshops

IACC Technology Diagnostic

Using IACC’s Design for Great Technology Diagnostic Tool as the framework, participants will develop a working understanding of each of the elements. Discussion will include:

- Description/definition of each technology element.
- How each element contributes to the quality of guest experience.
- Examples of how to implement in planning for new construction and for renovations of existing facilities.
- How to evaluate and troubleshoot existing facilities.
- Remedial options for common problems.

Facilitator: Jeff Loether, Electro-Media Design

Creative Teambuilding for Your Clients

When a client says, “we want teambuilding,” are you clear if they mean true “team building” or entertainment-type “team bonding”? We’ll discuss the important distinction to ensure you drive the outcomes your clients want. If

THE HEAT IS ON

strengthening a team is essential, we believe that experiential learning is the best way for adults to learn when their brain is engaged as well as their heart and body. Experiential learning allows employees to engage in a problem-solving scenario or challenge real-time so that they can discuss how their team is currently functioning together. We'll share ideas for ensuring that team bonding programs are light and fun. We'll also do some real-time experiential problem-solving to demonstrate ways to make team building both fun and strengthen how effectively team members work together.

Facilitator: Kristin A. Salada, New Angle Consulting

Experience Innovation: Design Thinker

Executive Track – US \$95 in addition to registration fee

Three parts, all required, with sessions beginning at 10:30 a.m., 1 and 3 p.m.

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 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 specialist 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: Learner outcomes:

- Attending this session will arm you with a new approach to problem solving.
- Design thinking practices and gives insights into new approaches and tools for consistently creating breakthrough solutions to problems and opportunities you encounter everyday.

Presenter: Andrew Webster, ExperiencePoint

Noon-1 p.m.– CMP Lunch

1-2:30 p.m. – Workshops

Introduction to the IACC Meeting Concept

Part two (See description in part one)

Selling the IACC Meeting Concept

Part two (See description in part one)

Leadership Strategies in the “New Normal”

Part two (See description in part one)

Thought Leaders Summit 2012:

Designing Meeting Experiences for Tomorrow

Live Broadcast – part one

You don't need a crystal ball to see the impact of the global economic downturn on business. Gradually emerging from this crisis comes a new way to work, one never before experienced. Virtual workplaces are springing up everywhere and advanced technology connects people around the world to solve problems collaboratively and innovate solutions. How does all this impact the meetings business?

To answer that question and others, IACC has assembled a cross-section of global thought leaders who will share their expertise about the implications of this new way to work for the conference center industry. These leaders represent perspectives with vital importance to the hospitality industry: facility design, executive education, training methods and technology solutions. Through their insights, IACC can discover how we may help our customers meet and learn in new and varied ways to better satisfy the demands of this new way of working. Expected learner outcomes from this in-depth discussion:

- Understand how content designers and educators employ innovative methodologies to engage participants and extend learning back to the workplace.
- Develop greater awareness of the “must haves” in facility design and technology solutions.
- Discover what venues designed for learning are doing today to build and/or renovate facilities that can support tomorrow's global learner.

THE HEAT IS ON

Panelists: Juan Carlos Contalba, Director-International Development, Benchmark Hospitality International; Richard H. Fawell, Principal, VOA Associates China; Nancy Keeshan, Executive Director, Duke Corporate Education; Jeff Loether, ISHC, President, Electro-Media Design; Diane Oettinger-Myracle, Chief Learning Officer, Girls Scouts of the USA; David Rochefort, Executive Director-Leadership Development, The Banff Centre; Raymond D. Smith, Associate Dean-Executive Education, University of South Carolina. **Moderator:** John Potterton, CMP.

Sustainability: Green Buildings, Green Business

Green buildings are proving to be better buildings because of reduced environmental impact, improved occupant health and lower costs. Sustainable facilities are becoming the benchmark as costs increase for managing energy, water, waste, health and safety.

But sustainable facilities are far more than the sum of efficiently operated systems. They can become a crucial part of your mission while furthering your reputation, leadership and growth.

If your center is not green, how do you get green? If your center is green, how do you leverage it to reduce risk and develop business? In this workshop, participants will learn about:

- Emerging standards of green buildings, events and organizations.
- Emerging tools for measuring and tracking sustainability results.
- Key compliance and supplier issues to help mitigate risk.
- Integrating sustainability into your mission and leadership position to enhance business.
- Case studies, including Ronald McDonald House Charities, The Johnson Foundation at Wingspread.

Presenter: Greg Bell, President, Business for Good, LLC, and national consultant in sustainable business enterprise

Experience Innovation: Design Thinker

Executive Track – US \$95 in addition to registration fee

Three parts, all required, with sessions beginning at 10:30 a.m., 1 and 3 p.m.

Part two (See description in part one)

3-4:30 p.m. – Workshops

Introduction to the IACC Meeting Concept

Part three (See description in part one)

Leveraging STR to Effectively Position Your Property – STR Boot Camp

STR will conduct a fast-paced, high-energy mental workout that will help you better utilize the STAR Report, the trusted performance benchmarking study of more than 44,000 hotels in everyday business decisions. While on the tour of the STAR report, participants will learn tools, tips and tricks along the way to get maximum ROI, and valuable add-on features and reports will be discussed. The groundwork will be laid to help participants determine whether their competitive set is working for or against them. As a bonus, STR will teach how to utilize forward-looking data to help visualize the course ahead and how to utilize surveys from meeting planners as a guide.

Presenters: Brittany Baldwin, Orly Ripmaster; Chris Cares, STR Global

University Track – Preparing for an IRS Audit

Presenter: Kyle ZumBerge, General Counsel, The University of Texas System

Thought Leaders Summit 2012:

Designing Meeting Experiences for Tomorrow

Live Broadcast – Part two (See description in part one)

AudioVisual Technologies and Adult Learning in Meetings

Approach a meeting room and suddenly enter an environment rich with sensory inputs: soft upbeat music is playing, tables are set neatly with an interesting array of materials, and lush green plants are in every corner. Notice an orange upright on the far wall and a large screen in front with an intriguing image of smiling people. See that others in the room are talking excitedly, clearly in anticipation of what's to come. Unbeknownst to participants, dopamine starts surging through their brains, creating positive expectations and motivation to discover and learn. Curiosity is aroused. This is going to be

THE HEAT IS ON

an interesting presentation. Discover the secrets of making this scenario a part of your conference center's repertoire.

**Presenter: Steven W. Short, Vice President, Interactive Services, PSAV
Presentation Services**

Experience Innovation: Design Thinker

Executive Track – US \$95 in addition to registration fee

Three parts, all required, with sessions beginning at 10:30 a.m., 1 and 3 p.m.

Part three (See description in part one)

5-6 p.m. – Copper Skillet Competition

IACC's competition to determine the top chef of the conference centre world. Winner will be announced at Annual Banquet. See page 11.

6 p.m. – Dinner

CMP dining or Premium Dine-around Options

Thursday, March 22

8:30-10 a.m.

General Session and Industry Leaders Panel Discussion

See page 2

10:30 a.m.-noon – Workshops

Conference Planning & Services

Part one of three. Attendance at all sessions required for certificate.

IACC's most popular seminar has been reworked and returns! This is ideal for those involved three or more years in intermediate conference planning functions. This course offers a highly participative, thorough look at some of the most important aspects of the conference center product. Past participants have overwhelmingly rated this session as "met or exceeded expectations."

Learning objectives:

- State methods for maintaining a positive, productive relationship between

Sales and Conference Planning.

- Summarize the basic process for planning a conference.
- Summarize common challenges and creative solutions in coordinating guest room usage.
- Describe challenges in managing function space and methods for meeting these challenges.
- Describe basic audio-visual equipment and principles that planners need to understand in order to effectively coordinate clients' technology needs.
- Explain basic information that planners must have about key areas of Food & Beverage.
- Describe other services that may generate profit or add value to clients' meetings.
- Apply troubleshooting techniques to everyday situations.
- Describe accounting concepts that are useful for planners to understand.
- Describe some methods of dealing with job stress.

Presenter: Ron Naples, Maple Mountain Hospitality

Cooking With & Understanding Peppers

Add a little spice to your conference by attending this culinary class built around peppers. The La Torretta culinary team will explain the folklore, health benefits and cooking possibilities of a variety of chilies. The presenters will identify several varieties and cook three dishes including an appetizer, entrée and dessert item. Yes, dessert.

This class will be a hands-on endeavor, encouraging all participants to become involved!

Presenter: Jason Bayle, Director of F&B, & the La Torretta culinary team

Marketing Fishbowl

An IACC discussion to share ideas and grow your business.

In an open fishbowl, any member of the audience can, at any time, occupy the empty chair and join the fishbowl. When this happens, an existing member of the fishbowl must voluntarily leave the fishbowl and free a chair. The discussion continues with participants frequently entering and leaving the fishbowl. Depending on how large the audience is, many audience members can spend some time in the fishbowl and take part in the discussion. When time runs

THE HEAT IS ON

out, the fishbowl is closed and the moderator summarizes the discussion.

Facilitator: Eric Whitson, Director of Sales & Marketing, National Conf. Center

Getting to Synergy: University Programs vs. Hotel Demand

The AT&T Executive Education & Conference Center was successful when it opened in 2009, but there were speed bumps on the road to success. Discover how the University of Texas School of Business and the Hotel Management team worked to find ways to meet their respective needs in the face of competing objectives. And pick up some strategies that you can use when you have divergent goals in your own organization.

Presenter: Dr. Gaylen Paulson and Ted Hibler, AT&T Executive Training & Conference Center, University of Texas Austin

12:30-1:30 p.m. – CMP Lunch & Education Awards

Over lunch, the IACC scholars will be introduced, and IACC's education awards – the Pyramid Award and Excellence in Education – will be presented.

1:30-3 p.m. – Workshops

Content Marketing

Part one of two – continued at 3:30 p.m.

The rules of marketing have changed. Instead of loud claims of product superiority, what customers really want is valuable content that will improve their lives. *Get Content, Get Customers* explains how to develop compelling content and seamlessly deliver it to customers – without interrupting their lives.

Presenter: Joe Pulizzi, Content Marketing Association

Beer Basics: Maximizing Your Suds

That old can of Coors is no longer enough to impress. Over the past several years, consumers have grown infinitely more beer-savvy. Lucky for you, though, amping up your facility's beer program is an easy, wildly affordable way to set yourself apart from the competition. In this session, we will discuss the differences between beer styles, address expressions of beer from all over the world, go over strategies for re-writing your facility's beer program, and learn about how beer can make your food offerings that much more exciting. And, of course, we will taste standout international examples of beer alongside the

most exciting craft beers from the United States.

Presenter: Brian Freedman, Writer, Educator & Consultant

Website: <http://www.brianfreedmanphiladelphia.com/>

Creating the Customer Experience

Part one of two – continued at 3:30 p.m.

The biggest competitor in our industry is not the destination around the corner or across town ... it's not the big city vs. the secondary market ... it's not the hotel or convention center ... it's the wallet of the world!

Join international speaker, author and strategist John Kennedy as he unfolds the difference between delivering customer service and creating the customer experience.

Says Kennedy: We compete in a "wants-based" economy ... and our clients' expectations are higher than they have ever been before, so do we offer a service or an experience? One is more of a reactionary offering and one is an anticipated offering. One offers good opportunity and possible repeat business, the other offers client loyalty and galvanizing partnerships. One is what you might be ... and one is what we all should become!

You won't want to miss this session that takes Kennedy's international experiences of excellence and delivers them in a powerful and insightful workshop.

Facilitator: John Kennedy • Website: <http://www.ishakeitup.com/>

Conference Planning & Services

Part two of three. See details in part one.

Conferees attending all three sessions receive a certificate of completion.

3:30-5 p.m. – Workshops

Deliciously Trendy

Come learn about Whole Life Nutrition featuring gluten-free, vegan and organic menus for the discerning client with an alternative palette of savory flavor without the disadvantages.

Captivate your clients with a tantalizing and trendy menu for their next meeting. Indulge in style-savvy alternatives to catering. Unlock the imagination by creatively designing and plating healthy hors d'oeuvres, snacks and plates

THE HEAT IS ON

for clients who wish to eat healthy.

Savory mini dishes will be prepared in this workshop, and attendees will be hands on as we create exquisite menus, unique plating designs, and organic table-scrapes.

Presenter: Trevia Newell, Principal, Calla Lilly Events LTD

Website: <http://www.callalilyevents.com/>

Creating the Customer Experience

Part two of two. See details in part one.

Facilitator: John Kennedy

Conference Planning & Services

Presenter: Ron Naples

Part three of three. See details in part one.

Conferees attending all three sessions receive a certificate of completion.

6-9 p.m. – Special Event

President's Reception and Annual Banquet

See details on page 12.

Friday, March 23

8:30-10 a.m. – Workshops

State of the Conference Center Industry

Presentation and discussion of the latest conference center trends.

Presenters: Mark Woodworth, PKF Consulting

Hybrid Meetings

“Blended” or “hybrid” meetings seem to be here to stay. Meeting organizers are looking for ways to reduce travel for their internal business meetings. You can use your fellow IACC members around the world to leverage becoming a site for these interconnected meetings.

Presenter: Andrea Sullivan, BrainStrength Systems

Leveraging Technology in a Learning Environment

Creating a lively and engaging attendee experience.

Presenters: Midori Connoly & Jessica Levin • Website: <http://pulsestaging.com/>

Culinary Fishbowl

An IACC discussion to share ideas and grow your culinary business.

In an open fishbowl, any member of the audience can, at any time, occupy the empty chair and join the fishbowl. When this happens, an existing member of the fishbowl must voluntarily leave the fishbowl and free a chair. The discussion continues with participants frequently entering and leaving the fishbowl. Depending on how large the audience is, many audience members can spend some time in the fishbowl and take part in the discussion. When time runs out, the fishbowl is closed and the moderator summarizes the discussion.

Facilitator: Sean Sands, General Manager, Kellogg Conference Center, Gallaudet University

10:30 a.m.-noon – Closing general session

Capnote address: Content Management by Joe Pulizzi, Content Management Association. See page 2.

THE HEAT IS ON

Pre-Conference Study Tours

Here's a chance to check out conference centers – Texas style. IACC is offering two all-inclusive tours that are specially selected for education and peppered with entertainment and enjoyment.

Participants will experience a range of facilities from high-tech to high touch, from Corporate to Executive, from University to Resort – and from city to country. You'll get a comprehensive, insider's look at every place you visit and go behind closed doors to areas like the kitchen and back-of-the-house which regular guests never see. Take copious notes – and all the photos you want!

Seeing and experiencing the very best of regional IACC conference centers is just the beginning. You'll also enjoy some unique teambuilding exercises, distinctive food & wine, some foot-stompin' music in Austin, and memorable activities in Houston. Both the Three-Day Tour and the One-Day Tour are easily combined with the Annual Conference with just one registration and one airfare. For the Three-Day Tour, fly into Dallas and out of Houston. For One-Day Tour, fly in and out of Houston.

Drink deeply with the full, Three-Day Tour. Nibble around the edges with the One-Day Mini-tour. Whichever tour you choose, you'll take home valuable tips, great ideas and priceless memories. The 2012 Three-Day Tour begins a day earlier than usual to allow a little more time to visit the outsized state of Texas!

Study Tour Registration fees

Three-Day – US \$1500 for first attendee, US \$1350 for additional attendee from same property.

One-Day – US \$375

[Click for more info](#)

Snapshots from 2011 Study Tour



Chef Jeffrey Witte of Airlie Conference Center conducts a tour of his kitchen during the study tour prior to the 2011 Annual Conference.



IACC Study tour participants gather at Hillsborough Vineyards prior to a sampling session..



Stephanie Ellrott (left), Tim Foster and Karen Palmer, of Royal College of Physicians in London, prepare to board bus for the next destination.

THE HEAT IS ON

Copper Skillet

Outstanding chefs representing eight countries on four continents will vie for the 2012 Copper Skillet title, emblematic of the conference centre industry's chef of the year.

Always a favorite event of conference attendees, this year's competition will be held on Wednesday evening, and during the

competition, spectators will enjoy hors d'oeuvres from recipes submitted by the competitors.

Chefs representing IACC-member conference centres in Australia, Canada, Denmark, Japan, Netherlands, Sweden, United Kingdom and the United States will compete for the 2012 crown.

Copper Skillet Champions

2011	Jamian Lewis	Devonport House	United Kingdom
2010	Rasmus Rasmussen	Comwell Roskilde	Denmark
2009	Rodrigo Martinez	Dolce Sitges	Spain
2008	Marc Suenemann	Château Élan	United States
2007	Assadang Langsub	Spencer Centre	Canada
2006	Brendan Slaven	Glen Cove Mansion	United States
2005	Thomas Nielsen	KolleKolle	Denmark
2004	Michael Pataran	Taboo Resort	Canada



Jamian Lewis of the United Kingdom

THE HEAT IS ON

Special Events

Newcomers Reception

Is this your first IACC conference? Did you attend an IACC conference years ago and are revisiting for a second time? Come to this session and get an insider's grasp of the Annual Conference and meet people whom you will see throughout the conference. The leaders will share secrets to having a successful conference experience, and there'll be a couple of fun networking events.

Opening Night Reception – Texas Block Party

You won't need to worry about your stomach growling in a general session as you await the opening night party. This year, the gala reception comes first before getting down to business the next morning. Renew acquaintances and meet new people while enjoying great food, beverages and music. La Torretta Lake Resort & Spa rolls out the welcome mat with all culinary guns blazing in preparing a bounty of Texas delicacies.

President's Reception and Annual Banquet

Join your friends and colleagues for the President's Reception, an opportunity to network with friends while enjoying beverages and hors d'oeuvres. Afterwards, conferees move on to a spectacular plated dinner, featuring a duo of herb and garlic rubbed top sirloin with natural jus and parmesan-encrusted diver scallop. The program includes the announcement of the Copper Skillet champion, plus presentation of the Mel Hosansky Award for Distinguished Service. Afterward, join the fun for a night of dancing and networking.

Count on the same sort of pulse-quickenning entertainment as was presented last year at National Conference Center.



Hosansky Award Winners

1984	Mel Hosansky	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
		2011	Joan Eisenstodt



Joan Eisenstodt receives the Mel Hosansky Award for Distinguished Service from IACC President Peter Stockmann.



THE HEAT IS ON

Conference Host – La Torretta Lake Resort & Spa

An hour north of downtown Houston, nestled along the shores of the 22,000-acre Lake Conroe, La Torretta Lake Resort & Spa is both a meeting destination and a family playground. Having recently undergone a \$130-million expansion and renovation, La Torretta Lake provides visitors an outstanding meeting experience.

Guests of this AAA Four Diamond resort can expect to find a family-friendly, contemporary lakeside retreat balancing nature, relaxation and sophistication. La Torretta's 3.5-acre, lakefront Aqua Park offers seasonal enjoyment. A sandy beach is located on a quiet lake inlet and is ideal for sunning or splashing around in Lake Conroe. The resort's 300-slip marina is the launch point for numerous water-based activities, ranging from fishing and kayaking to jet skiing. There are a ton of family oriented activities.

For guests looking to further enhance their wellness experience, La Torretta boasts SpaTerre, a 17,000-square-foot spa that encompasses 20 treatment areas, a full-service salon, barber shop, and separate men's and women's relaxation lounges.

The environmentally friendly conference center features 19 meeting and event rooms, spacious lakeside ballrooms, three executive boardrooms with walk-out terraces, an amphitheatre, exhibition hall, meeting planner's lounge and numerous breakout rooms with views of Lake Conroe. The conference center will provide IACC conferees with an enticing working environment where privacy is assured.



**IACC's 31st Annual
Conference
March 20-23**

**Click to
Register
Now**

**La Torretta Lake
Resort & Spa
600 La Torretta Blvd.
Montgomery, Texas
77356**

THE HEAT IS ON



2011 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 2011 Gold and Silver sponsors, many of which have already committed to sponsorship of this year's Annual Conference.

On behalf of the 2011 and 2012 conferees, thank you for your generous contributions.



2011 Silver Sponsors

**Destination Hotels & Resorts • Pyramid Hotel Group
Hilton DFW Lakes Executive Conference Center**