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### **ACOM Holds 20<sup>th</sup> Anniversary Conference in Seattle**

*Tina Stark of The Housing Connection Begins Term as ACOM President*

**PRINCETON JUNCTION, NJ – January 22, 2008** – The Association for Convention Operations Management (ACOM) launched a year-long celebration of its 20<sup>th</sup> anniversary at its Annual Conference January 11-13 at the Westin Seattle. At the conference, Tina Stark, Director of Housing & Registration Sales at The Housing Connection, an affiliate of Salt Lake CVB, took over as President of ACOM for the 2008 term. She succeeds 2007 President, Norman Ford, Director of Business and Operations at the Vicksburg Convention Center & Auditorium.

Themed “Pointing Services in the Right Direction,” this annual conference continued ACOM’s focus of targeting new ways of servicing the needs of meeting planners. Educational sessions covered a variety of subjects including mentoring, F&B, customer service, crisis management and relationship building. Past presidents of ACOM were additionally recognized throughout the event to commemorate 20 years of accomplishments.

“ACOM is at a major turning point,” said Stark. “Throughout its 20 years, the services profession has evolved as a more recognized and impactful segment of the meetings industry and ACOM has become a major force. We couldn’t be more proud.”

ACOM members also had the opportunity to join PCMA (Professional Conference Management Association) members at their conference’s opening reception of as well as the meeting's first day of educational sessions on Monday, January 14th. This collaboration, originated by ACOM founder, Bill Just, and former PCMA Executive Director, Roy Evans, allows service managers to join their sales counterparts as they interact with association meeting planners and executives.

Other highlights included a keynote speech by Cary Mullen, Olympian and World Cup champion who holds the world downhill speed record for skiing, the first presentation of the Donald S. Freeman Jr. ACOM Conference Scholarship to Whitney Johnson of San Diego State University and the Red Hot 20th Anniversary Gala, held at the Seattle Space Needle, where guests showed their ACOM spirit by wearing red. ACOM continued its tradition of giving back to the host city's community by donating to Street Youth Ministries, an organization serving homeless and at-risk youth ages 13-22 in the Seattle area, and Childhaven, which serves children ages one month through five years who have suffered abuse and neglect.

More information about the ACOM Annual Conference is available at [www.acomonline.org](http://www.acomonline.org).

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#### **About ACOM**

The Association for Convention Operations Management (ACOM) was founded and incorporated as a not-for-profit organization in 1988 by William H. Just, CAE, CMP and is dedicated to advancing the practice of convention services management in the meetings industry, and to preparing Convention Service Management professionals for their critical role in the growth and success of their organizations. ACOM members hold many positions in convention and visitor bureaus, convention centers, conference centers, hotels and resorts including: convention service managers, housing managers, operations managers, event service coordinators, directors of convention/trade shows, catering managers and directors, facility managers, attraction/entertainment facilities, audio visual companies and decorator management companies. For more information, visit [www.acomonline.org](http://www.acomonline.org).