



**FOR IMMEDIATE RELEASE**

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**ACOM Awards University of Alabama Student With 3<sup>rd</sup> Annual  
Donald S. Freeman, Jr. ACOM Conference Scholarship**

*Jennifer Matthews Honored for Her Passion and Drive to Succeed*

**PRINCETON JUNCTION, NJ – December 21, 2009** – The Association for Convention Operations Management (ACOM), an organization dedicated to advancing the practice of convention services management in the meetings industry, has awarded University of Alabama student, Jennifer Matthews, with a scholarship to attend ACOM's 22<sup>nd</sup> Annual Conference, January 8-10, 2010 at the Westin City Center in Dallas, Texas.

Designed to support continued excellence in convention services, the scholarship program is sponsored by Freeman, the world's leading provider of integrated services for face-to-face marketing events. The annual scholarship is named for Donald S. Freeman, Jr., Chairman, of Freeman which is headquartered in Dallas, Texas. The winner is selected by a panel of ACOM members based on their academic accomplishments, work experience that demonstrates a strong interest in convention services/meeting planning as a career path and an insightful essay. Matthews will participate in the inner workings of the Conference including room and audio visual set up and hotel communications. A representative from Freeman will also mentor Matthews before, during and after the Conference.

"Programs like the Freeman Scholarship enable students such as Jennifer to immerse themselves in the industry," said Lyan Tassler, President of ACOM. "They are able to learn about current industry trends, connect with meetings professionals from across the U.S. and Canada and participate in sessions, providing them with tools that will help them succeed in their future careers."

A senior at the University of Alabama, Matthews is majoring in Hospitality Management with a concentration in Event Coordination. Matthews has obtained experience in the meetings industry through her work with The University of Alabama College of Business Events Department and The American Hospitality Academy/Sea Glass Towers Hotel. She also recently passed the AH&LA Certification Test and is now certified as a Hospitality Supervisor. Her passion for the meetings industry started at the age of 14 and she plans to begin her career upon graduation in August.

“Jennifer’s wealth of experience in the meetings industry and drive to succeed were evident in her application and essay,” said Eric Blanc, CMP, Senior Sales Manager at Freeman and First Vice President of ACOM. “We look forward to providing her with a unique experience that she will take with her as she embarks on her career.”

ACOM will honor Matthews during the Conference at the Saturday luncheon on January 9<sup>th</sup>. ACOM works to advance the practice of convention services managers (CSMs) through its Annual Conference which this year, will feature general sessions to help attendees maintain good service despite industry changes as well as learn how they can help meeting planners effectively execute successful meetings and overcome challenges.

For more information on ACOM and its 2010 Annual Conference, contact Lynn McCullough at (609) 799-3712 or e-mail [info@acomonline.org](mailto:info@acomonline.org).

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### **About ACOM**

The Association for Convention Operations Management (ACOM) celebrated its 20<sup>th</sup> anniversary in 2008 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 visitors bureaus, convention centers, conference centers, hotels and resorts including: convention services managers, housing managers, operations managers, event service coordinators, directors of convention/tradeshows, 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).

**About Freeman**

Freeman ([www.freemanco.com](http://www.freemanco.com)) is the world's leading provider of integrated services for face-to-face marketing events, including expositions, conventions, corporate events and exhibits. Customer driven, Freeman offers a total package of solutions to our customers, with a scope of products and services unmatched by the competition. By empowering our employees to make educated, strategic decisions Freeman delivers reliable, consistent problem solving solutions that our customers have come to rely on. With 40 offices in North America, Freeman produces more than 3,000 expositions annually, including 102 of the largest 200 U.S. trade shows, and more than 10,000 other events worldwide. The company has received numerous awards recognizing outstanding efforts in industry leadership, customer service excellence, creative design, community service, innovation and customer-driven partnerships.