

CTSM NEWS

SPONSORED BY EXHIBITOR SHOW IN CONJUNCTION WITH THE UNIVERSITY OF ILLINOIS OUTREACH PROGRAM

FALL 2005

Ten CTSM Certifications Awarded in First Six Months of 2005, Bringing Total of Program Graduates to 142



Angela Tillander, CTSM

Marketing Coordinator
The ARPAC Group
Schiller Park, IL

Angela Tillander has been with the ARPAC Group for eight years, starting there as a teenager and working her way up to her current position of managing their trade show program. The ARPAC Group designs and installs packaging systems worldwide for a variety of industries. Their exhibits range from 100 square feet to 10,000 square feet. Instead of focusing on one specific show in her written portfolio, Angela showcased a range of shows which she felt would best demonstrate how instrumental the CTSM program has been to their current trade show marketing efforts.

Future enhancements planned for Angela's trade show program include developing a detailed, managed system for tracking leads to orders and incorporating a booth-selling training program for exhibit staff.



Helen Elliott, CTSM

Conventions Manager
AstraZeneca
Wilmington, DE

CTSM graduate Helen Elliott has a multi-faceted background. She has a BA degree from the University of Maryland in English and Psychology; was a teacher for several years; then tried a few different things to broaden her experience before entering the trade show industry. Helen stated, "When Carlson Marketing Group offered me a contractor position in the Conventions Department at AstraZeneca, I had no idea it would be so challenging or rewarding."

As a pharmaceutical leader, AstraZeneca employs 60,000 people worldwide to develop and market their new products. They exhibit at over 100 national conventions annually, and Helen is responsible for the coordination of the cardiovascular and cross-therapeutic shows.



Karen Dalton, CTSM

Exhibits Manager
Texas Instruments
Incorporated
Dallas, TX

Karen Dalton's varied career background includes legal assistant and partnering with her husband in his home building business before joining Texas Instruments as an administrative assistant. Within a year, TI decided to sell her division. Fortunately she was offered the opportunity to work in another division. She chose the exhibit marketing group, thus beginning her trade show career. In 2001 she was promoted to Exhibit Manager with overall responsibility for 200-300 shows per year.

Karen focused her portfolio on overcoming two tough challenges faced by their department – the first was automating their program with a new trade show software package, and the second was to update their "look" by "refreshing" their properties because a new build was not in the budget.



**Karen Smith-Soto,
CTSM**

Events Manager
Secure Computing
Corporation
San Jose, CA

Karen Smith-Soto started her life in the trade show industry on the supplier side of the business, working for several different exhibit houses in the San Francisco Bay area. When she first joined Secure, she noticed a real lack of strategy and justification for their trade shows and events. She applied her learning from EXHIBITOR conferences to streamline the Event Management Department ("which consists of only me!"). She worked with the Marcom Director to institute mandatory forms, such as Marketing Event Request Form, Budget Analysis Form, and Post Event Form. She used the RSA – one of their bigger shows – to demonstrate the integrated marketing efforts that go into their shows.

In addition to approximately 150 national shows and events a year, she is also responsible for their annual sales conference, CIO Summits, and her personal favorite – President's Club, which is held in exotic locations around the world.



Sue Weinacht, CTSM

Marketing Events
Coordinator
St. Jude Medical AF Division
Maple Grove, MN

When Sue submitted her portfolio, she was Marketing Events Coordinator for Endocardial Solutions, recognized as one of the 50 fastest growing technology companies in Minnesota. They manufacture a device which maps and diagnoses

potentially fatal abnormal heart rhythms known as arrhythmias. Since certification, her company was acquired by St. Jude Medical, and Sue is still managing the trade shows and events for her division.

Sue was instrumental in helping plan a CTSM networking and educational luncheon meeting this fall for CTSM candidates in the state of Minnesota.



Nancy Meehan, CTSM

Events and Promotion
Coordinator
American Student Assistance
Boston, MA

ASA (American Student Assistance) is a non-profit Financial Aid Guarantor, which participates in approximately 60 industry conferences per year targeted to financial aid directors of higher education institutions. In her role here, Nancy is responsible for coordinating and enhancing their corporate image at these conferences and for planning the special off-site and internal corporate events.

Says Nancy, "Within the past few years, thanks to the knowledge gained at EXHIBITOR Show, the amount of influence I have in our trade show plan has grown tremendously. Each year after attending the EXHIBITOR conference, the new ideas and suggestions I bring back to incorporate into our trade show program are taken very seriously by all parties involved."



**Jennifer Sylvestre,
CTSM**

Events Marketing Manager
Homestore, Inc.
Simi Valley, CA

Jennifer has a BA degree in Liberal Studies

from CA State U; she's worked in commercial property management and real estate valuation; and she joined Eltron International, Inc. in 1992 as an Administrative Assistant when the company was just a year old. Eltron is a printer manufacturer specializing in low-cost, on-demand desktop bar code label printers. She managed their trade show program for ten years, along with their annual Americas Partner Conference, and was working for them when she completed her CTSM requirements this summer.

Since that time, Jennifer has accepted a new position at Homestore, Inc., as their Events Marketing Manager.



Carol Zunker, CTSM

Manager, Corporate Events
Marketing
Advanced Micro Devices
Austin, TX

Also moving on to new opportunities after completion of her CTSM requirements, Carol is now Manager of Corporate Events for Advanced Micro Devices in Austin, Texas. Carol's degree is in Restaurant and Hotel Management from Texas Tech University. Her restaurant start was waiting tables during college ... and now she's managing million dollar events – sometimes held at restaurants and hotels. She joined IBM in 1998 as a contractor dealing with trade show logistics and on-site support and became their World Wide Event Marketing Manager in 2000.

Her new position with AMD will concentrate on the strategic development of major corporate events/trade shows worldwide to ensure consistent company brand throughout the various business units.

CTSM Alumni News

Congratulations to our CTSM Alumni, who are part of the news this issue!

Nanci Jo Anderson, CTSM,

has been promoted to Trade Show and Events Manager for Bosch Security Systems in Lancaster, PA.

Dee Dee Chambers, CTSM,

accepted a position this year with Cisco Systems Inc. in San Jose, CA. She is their Sr. Marketing Event and Trade Show Program Manager.

Deon Bird, CTSM,

Marketing Events Manager for Hosts Learning in Vancouver, WA. You may not recognize this name, but it's our graduate Deon Collins, who got married this year.

Katharine Chester, CTSM.

Here's another name you may not recognize. Katharine Frederick made two major changes since EXHIBITOR Show. She accepted a position as Director of Research and Measurement for Derser Exhibits, based in Milwaukee, WI. She will work out of her home in Colorado with periodic commutes. She also got married.

New graduate **Jaclyn Lebert, CTSM,** Marketing Coordinator for Thetford Corp. in Ann Arbor, MI, is the proud mother of baby boy Colin.



Meriam Krout, CTSM

Senior Marketing
Communications Specialist
Rohm & Haas Electronic
Materials, Newark, DE

Shortly after joining Rodel in 1996 as a meeting planner, Meriam accepted the position of Tradeshow and Special Event Coordinator and she's since been promoted to Sr. Marketing Communications Specialist. In 2004 Rodel and sister company Shipley, two industry pioneers in the semiconductor arena, adopted the name of their parent company, Rohm and Haas. This brought on the formidable task of rebranding and reorganization, which is what she used as the focus of her CTSM portfolio.

Over the two-year transition, the task was to analyze all shows, develop new show tools, improve branding, improve communication across business units internationally, share responsibilities with them, and change the mindset moving forward from exhibiting individually to co-exhibiting. The transition was successful and Meriam is recognized across business units as the tradeshow expert in the company.



Jaclyn Lebert, CTSM

Marketing Coordinator
Thetford Corporation
Ann Arbor, MI

Jaclyn began her portfolio's candidate profile with this intro: "When I accepted the position at Thetford in April of 1998 as Marketing Coordinator, I had no trade show experience. I was confident, however, that the event planning I had done previously would steer me through the necessary learning process. Although this was helpful, I soon realized there was a whole new industry and vocabulary to learn which included words like drayage and I&D."

Thetford Corp. and Norcold Inc. (T/N) are leading suppliers to the recreational industry, and their largest show is sponsored by the Recreational Vehicle Industry Association (RVIA). Prior to 2002, T/N had always exhibited in a linear space, and it was Jaclyn's challenge to convince management to exhibit in exceptional use space (island display with booth height up to 16 feet). Her portfolio focused on this booth transformation and the overall results.



"... thanks to the knowledge gained at EXHIBITOR Show, the amount of influence I have in our trade show plan has grown tremendously. Each year after attending... the new ideas and suggestions I bring back to incorporate into our trade show program are taken very seriously..."



*Nancy Meehan, CTSM
Events and Promotion Coordinator
American Student Assistance*

Jackie Kaufenberg, CTSM,

Marketing Manager for Altimate Medical Inc. in Morton, MN, has a new son, Maverick.

InterV in Gainesville, FL recently promoted **Valerie Dennis, CTSM,** to Sales and Marketing Operations Manager, responsible for getting the entire internal Sales & Marketing Department running smoothly. This includes managing their Sales and Customer Service Training Programs, along with sole responsibility for their trade show program. She noted that it's a little overwhelming right now, but she has a team of great people to work with and is looking forward to the challenge.

JOB SEARCH:

Graduate Pat Taniguchi, CTSM, is looking for a new opportunity in trade show management in the Los Angeles, CA area. She has over 10 years of experience overseeing multiple projects and measuring results in all facets of trade shows – design layout, booth set-up/dismantle, scheduling, and on-site supervision. She has also managed philanthropic operations to heighten her company's market presence, build brand awareness and contribute to positive community relations.

If you know of any open positions in the Los Angeles area, please contact Pat at pmtaniguchi@prodigy.net.

EXHIBITOR*FastTrak*

The Final EXHIBITOR*FastTrak* 2005 Conference Coming Up in January

Only one EXHIBITOR*FastTrak* remains prior to EXHIBITOR2006: January 17-19, 2006, in Atlanta, GA. Check out the session offerings online to see if the required courses being offered will help you complete the educational component toward certification. If you are a new enrollee, attending the Atlanta *FastTrak* will give you a big jump start. You'll be able to take 7 required and 3 elective sessions (about 1/3 of the way toward meeting program requirements).

If you would like assistance in planning your course for the quickest direct route, contact Wendy in our CTSM office (phone: 507-252-4624; email: wlewis@exhibitor magazine.com) for an updated transcript. She would be happy to help map out your best path.

FastTrak conferences also offer an opportunity to take the comprehensive exam for those who are eligible. Deadline for online registration for Atlanta is December 19th.

Next year's conference schedule (EXHIBITOR*FastTrak* 2006):

We are finalizing the dates, locations and session program for EXHIBITOR*FastTrak* 2006 Conferences. These should be available for viewing online by January 2006. In the meantime, if you want to get registered for EXHIBITOR2006 in Las Vegas in March, do so. If you have registered for sessions that could be taken at an upcoming *FastTrak*, it is possible to request session changes.

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New Benefit for CTSM Graduates and Candidates

Are you looking for a new career opportunity, or have you been downsized out of a job?

EXHIBITOR Publications is now offering FREE job postings to CTSM graduates and candidates on its Web site, www.Exhibitoronline.com.

**FREE
JOB POSTINGS!**

Click on classifieds to review the specifications of what needs to be provided. To receive the FREE listing, you must send your job posting to the CTSM office (wlewis@exhibitor magazine.com) for Wendy to validate that you are in the CTSM program. She will then forward it on to EXHIBITOR's Web team for placement. The listing remains online for 60 days. Pat Taniguchi is the first graduate to take advantage of this. We hope a great opportunity comes your way, Pat!

Set Your Sights on EXHIBITOR2006

Start planning now to head to Las Vegas, March 5-9, 2006, to share in the excitement, the networking, the recognition, the education, and the connection with industry suppliers.

CTSM highlights from EXHIBITOR Show 2005:

- 19 new Certified Trade Show Marketers were recognized at the CTSM Awards Ceremony.
- 68 graduates, alumni and guests enjoyed the CTSM graduate dinner and entertainment provided by Three Men and a Tenor, sponsored by GES Exposition Services.
- 9 graduates attained bronze level certification upgrades, 5 attained silver level, and 2 attained gold. All were recognized at the dinner.
- 34 candidates took their Comprehensive Exams during the conference.
- 81 new candidates enrolled in the program.

Hope to see you there!

CTSM ACTIVITIES AT EXHIBITOR2006 SPONSORED BY



EXHIBITOR2006

18TH YEAR



Mentoring Program Started for New Enrollees

We've had advisors in place to assist candidates in the development of their portfolios, but that comes near the end of the CTSM requirements process. What about brand new enrollees who haven't been to an EXHIBITOR conference, aren't sure how the process works, and don't know a soul when they arrive at their first EXHIBITOR*FastTrak* or EXHIBITOR2006? We think it's important these new enrollees have a connection point up front with someone who has some experience in the adventure towards certification.

This summer we initiated a mentoring component to the CTSM program. For all new enrollees accepted into the program, we try to connect them with a current active candidate or a CTSM graduate who lives in their area.

If you receive an e-mail from Wendy asking you to be a mentor to a new candidate, please say, "yes." It is not difficult, nor time-consuming. It involves sending the new person a welcome-to-the-CTSM-program note or e-mail message, sharing your contact information and offering to be a resource should they have questions. Who knows – it could become a personal networking opportunity for you, a familiar face in the crowd at EXHIBITOR, and perhaps even spur you on to get your own requirements completed more quickly?

Since July we have connected nearly 30 new enrollees with mentors.

From the CTSM Executive Director, Jan Nelson, CTSM

Change is Good!



There is a saying that goes something like this, "One thing is certain...things will change." That is not a bad thing; it is an indication that things are not stagnating, but keeping up with trends, improving, growing. The CTSM program over the years has been reflective of that. There have been changes in curriculum over the years to best reflect attendee needs and industry trends; a change from thesis to portfolio to better demonstrate application of lessons learned; a change from one director to another due to personal life and career goal decisions. Now I'm sure you're all thinking, "With an intro like that, there's another change coming!"

You are correct. The component of the program that really hasn't had much change to date is the Comprehensive Exam. Northern Illinois University, our CTSM

program affiliate, has an excellent department of Educational Technology Research and Assessment (ETRA). This past year we began working with Dr. Hecht, the chair of that department. He and his team have assessed our exam, validated the questions, and are using their technological expertise to upgrade and streamline our exam.

The new exam will be made up totally of multiple choice, true/false and matching questions. Answers will be marked on a sheet by filling in a circle in front of the correct answer (similar to college entrance ACT tests) so that they can be scanned or eventually computer-scored. The integrity of the exam will be maintained by the ETRA team, who are developing a vast pool of questions to cover the essential learning components of each required session. When

your exam is prepared, the computer pulls different questions (balanced among the required sessions) for each examinee. We will then add one section of application questions based upon the five elective sessions that you choose to be tested on when you register. This will be the only writing you will have to do.

What will the impact be on you who still have the exam ahead of you? Exams will be based on the current curriculum. Our goal is to have this fully operational by EXHIBITOR2006. For those of you registering for the exam in March, we will work with you individually to provide you all of the tools necessary to prepare for your exam.

Janice E. Nelson

Personal Updated Transcript Link

You should have received an e-mail with a link to your personal CTSM transcript updated with the 2006 session numbers. You should be able to see exactly which sessions still need to be taken to meet your education requirements for certification. Registering for the correct sessions at EXHIBITOR2006 should be "a walk in the park!" Enjoy! If for some reason (computer incompatibility, company firewalls) you did not receive your upgraded transcript, please call the CTSM office at 507-252-4624, and Wendy will see that you get it.

Minnesota CTSM Connection Held

The Minnesota CTSM graduates hosted their third CTSM Connection networking luncheon at the Northland Inn in Brooklyn Park, MN, September 21 with 15 in attendance.

After the initial social time, Executive Director Jan Nelson brought everyone up-to-date on program activities and changes. The focus of our connection this year was on exhibit staffing. Candidate Mike Mraz, who is a trade show consultant and trainer, presented our main topic, "Best Practices in Exhibit Staffing." The program ended with everyone participating in brainstorming of solutions to staffing problems submitted by attendees when they registered.

Note to graduates in other states: Our CTSM staff is ready and willing to help you get CTSM Connections started in your areas. Give us a call if you are interested. Once you have one local/regional networking opportunity, the normal reaction from candidates is, "Can't we do more than one of these a year?!"



From Matt Volk, Assistant Director of Operations
Northern Illinois University Outreach



We are committed to your success...

Each year at EXHIBITOR Show many professionals just like you begin their journey to achieving the CTSM designation. CTSM staff, advisors and colleagues are all gathered in one place and are available to answer questions. It is the perfect place to make the commitment to yourself and your career.

Hopefully the excitement and momentum created in Las Vegas is carrying you on to EXHIBITOR2006 or a *FastTrak* offered in between. For thousands of professionals, EXHIBITOR is rejuvenating. It is a chance to recommit to your career.

However, for some who are working on the Portfolio, we realize what happens when you get back to work. You are bombarded with projects and deadlines and it's hard to find time to devote to "this project". At the portfolio advisors luncheon at the March EXHIBITOR Show, I listened to many advisors who have been assigned to individuals working on their portfolios. Many of them indicated that it has been hard to keep candidates motivated and keep communication lines open. One suggestion that came out of our meeting was to create a web-based discussion forum where, as candidates, you can post questions, concerns or thoughts regarding the CTSM program. All candidates would have access

and if used properly, it could be a very useful communication tool. We would appreciate your feedback and would like to hear from you what it is that you feel will help keep people connected and motivated.

More important than any technology we can develop, is the premise that we are all here to help you. You already know how important the CTSM can be to your career. You were convinced of that when you first enrolled. You also need to know that we want you to succeed. Together we can keep the momentum from EXHIBITOR Show going. Pick up the phone and call your advisor or send them an e-mail. You will be amazed at how motivating a simple conversation with them can be.

Don't hesitate to contact the staff at CTSM as well. Wendy, Joe and Jan will always take time to answer questions, offer advice or just listen. Feel free to send me an email as well (mvolk@niu.edu). You are not on this journey alone. We are all here to help. We are committed to your success.

If I can be of any assistance to you, please contact me at mvolk@niu.edu or (815) 753-1544.



CTSM

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