

CTSM NEWS

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

MARCH 2005

Eight More Join the Ranks of New Certified Trade Show Marketers to be Recognized at EXHIBITOR SHOW 2005

Congratulations to our newest CTSM graduates who have attained their goal of certification since October 2004.



Brenda Musone, CTSM
Marketing Events Manager
Coloplast Corporation
Marietta, GA

Brenda's trade show career has taken her through several companies with responsibilities for trade shows, national sales meetings, educational seminars and events. In 1989 she was contacted by ExecuTrain Corporation in Alpharetta, GA to handle their 162 trade shows per year, which she did as a consultant for five years. During this time she also took on other clients, one of whom was Coloplast Corp. in 2002. She consulted as their marketing coordinator, responsible for mainly logistical tasks. After a year of reorganizing Coloplast's entire program, she wrote a proposal that clearly defined the job description of Marketing Events Manager, responsible for budget and strategy. Coloplast accepted the proposal and established a new marketing events department, of which Brenda became the head.

Coloplast is a medical manufacturing company active in five business areas:

ostomy products, continence care products, wound dressings, skin care products, and special products for women after breast surgery. Trade shows have become their core means of growing market share and reaching prospects for their products. The

number of shows they participate in has increased from 20 to 52.

In 2002 she presented the EXHIBITOR SHOW and the CTSM program to her marketing director and vice president of medical marketing, along with justification

EXHIBITOR *FastTrak* 2005-2006 *FastTrak* Conferences Announced

Our EXHIBITOR *FastTrak* schedule for 2005-2006 is complete:

May 17-19, 2005	Baltimore, MD
August 9-11, 2005	Chicago, IL
October 18-20, 2005	Las Vegas, NV
January 17-19, 2006	Atlanta, GA

If you are planning a fast pace through the certification requirements and want to select your EXHIBITOR SHOW 2005 sessions based upon what you cannot take at an upcoming *FastTrak*, check out the "Sneak Peek" link: www.exhibitorshow.com/fastrakpreview.asp.

If you would like assistance in planning your course for the quickest direct route, contact Wendy in our CTSM office for an updated transcript. She will be happy to help you. *FastTrak* conferences also offer an opportunity to take the comprehensive exam for those who are eligible. Register online to complete that component of the program.

EXHIBITOR *FastTrak* is presented by  and **EXHIBITOR**

on how she could apply the wealth of information to their program. In other words “help me to help you.” She attended her first CTSM session in March of 2003, and now two years later will be recognized as one of our newest graduates at EXHIBITOR SHOW 2005.



Jamia Cotten, CTSM

President

i've gotcha covered
Los Angeles, CA

Jamia's first experience in meeting management began after receiving her Bachelor of Journalism degree in Public Relations from the University of Texas, Austin. She was employed by the University of Houston Law Foundation where she managed Continuing Legal Education two-day seminars across the state of Texas. In 1998 she joined Compaq Computer Corporation, first as an executive briefing manager and then moving to their corporate trade show and events group.

In 2002 when Compaq merged with Hewlett-Packard, she became the worldwide event manager for their Enterprise Systems Group. Her charter was to manage the worldwide trade show and event calendar. She worked with teams in Japan, Asia Pacific and North America, establishing best practices, serving as a resource to the teams and a liaison to corporate. She served on a committee working to establish a company-wide measurement program.

Jamia left Hewlett-Packard in August of 2003 to start her own corporate trade show and event company called *i've gotcha covered*. Services offered include planning, site selection, consulting, onsite management and travel directing for corporate trade shows and events.



Christopher Youngless, CTSM

Marketing Manager

The D.S. Brown Co.

North Baltimore, OH

Chris's background includes a BA in television/film production from Bowling Green State University. Before joining D.S. Brown, he worked for three years at a multimedia/video production agency where he wore many hats. He produced, directed, ran camera, edited and played gofer on numerous corporate video productions. Midway through his tenure he learned to program multimedia CD-ROMs that clients used for training and trade show purposes. This experience proved valuable as he now incorporates that know-how into his duties as marketing manager for D.S. Brown.

The D.S. Brown Co. dates back to 1916 with its start in the leather business. Over the years it has continued to invest in new products, and is now a leader in rubber extrusions, compression seals for highways and bridges, and structural bearings and expansion joints for bridges. The International Bridge Conference for engineers is their largest trade show.

As marketing manager, Chris is the sole individual in that department, and is not only responsible for trade shows, but also Web site content and maintenance, and all other forms of marketing and advertising.



Victoria Conti, CTSM

Senior Exhibit Consultant

Skyline Displays Manhattan

New York, NY

Victoria is a New Yorker through and through. Her background consists of a combination of advertising, marketing and sales experience. She has a BA in Pre-law,

an MA in Media/ Communications, and a 6-year Continuing Education Certificate in Marketing/Advertising. All were completed at New York University. After climbing the advertising corporate ladder from media buyer to account executive, she decided to jump off and try her hand at sales for a high-end Italian furniture manufacturer. Nine years ago she made another career switch when she accepted a position with Skyline Displays Manhattan.

Victoria is responsible for selling all services related to trade show and event marketing, customer development, and constant client contact. She gathers all basic project information (client goals, expectations, specifications, budgets, deadlines), establishes production schedules, develops and presents proposals, and supervises production for all project components. Victoria also takes full accountability for impact, pre-show creativity, at-show message delivery, production value, delivery, instilling client satisfaction and post-show follow through.

Says Victoria, “I love my career and the CTSM program has only made it better!”



Maria Peifer, CTSM

Conference Director

SunGard SCT, Inc.

Malvern, PA

Maria's completion of certification through the CTSM program emphasizes the importance that SunGard SCT (formerly SCT – Systems & Computer Technology Corp.) places on industry specific education. She becomes the third CTSM graduate from SunGard SCT, in addition to two more in various stages of completing requirements.

Says Maria: “CTSM certification shows a commitment to your career. It's a personal and a professional achievement. It not only

adds a lot of credibility to your work, but it increases your self confidence.”

“Our company always has encouraged its employees to attend professional development programs. We have great programs in house as well. It’s part of the corporate culture that includes tuition reimbursement for outside programs.

“The EXHIBITOR SHOW sessions were great. I always learned something new. I found better processes, new ideas and creative ways to approach promotions. Attending the show is a real morale boost because you can spend quality time with your peers and talk about common problems.”

Maria holds a business degree in marketing from Shippensburg University. After a brief stint at an insurance company, she began her career 14 years ago at SCT. A year ago February SCT was acquired by SunGard Inc., and the company sold all its operating units except higher education. Corporate marketing was eliminated, but fortunately Maria and her staff were absorbed into the education marketing department, where she will continue to manage a staff, tradeshow budget, strategy and exhibits as conference director.



Jana Hallford, CTSM

Regional Exhibit & Design
Marketing Coordinator
Ges Exposition Services
Chula Vista, CA

Over the past fourteen years, Jana (Jayna) has managed domestic and international trade shows and planned corporate conferences. In January of 2004 she switched over to the vendor side of the exhibit industry, beginning her new position with GES Exposition Services.

Persistent and positive are key words to describe Jana. She attended her first

EXHIBITOR SHOW in 1993, but wasn’t able to attend again until 2000. Several times she began gathering materials for her portfolio, but corporate downsizings took her on new paths, requiring her to start over. At the same time she was diagnosed with cancer and is a twelve year cancer survivor.

“EXHIBITOR SHOW has been my source of professional continuity. I’ve used the conference much like a professional version of a retreat, as a way to think about my work, what I want to accomplish, and how I can function more effectively.”

Jana made a point of returning to the CTSM orientation to “refuel” because she knew Dan Lumpkin would talk about the importance of investing in yourself. One of Dan’s statements that stuck in her mind: “Most people *feel* and many people *think*, but not as many actually *do* anything toward their goals.” Jana is determined to be among the doers. She finds therapeutic power in enjoyable work and in the world around her.



Bobbie Jo Seyler, CTSM

Marketing Trade Show
Coordinator
Supelco
Bellefonte, PA

Bobbie Jo attributes part of her success as a trade show coordinator to the experiences she gained working in various departments and capacities for Supelco. She began working for Supelco in 1987 in the stockroom. During her tenure she moved from stockroom to warehouse, to receiving, to shipping, to purchasing, to laboratories, and finally to marketing where she has been managing their trade shows for the past seven years. With this background, she understands her company and its products from the inside out, allowing her to better represent and present her company to

customers through the trade show venue. She’s very capable of selling on the trade show floor. This is saying a lot when you see the highly technical products she markets.

Supelco is a world leader in the manufacture of chromatography (the science of separation) products. They market and sell to scientists in the fields of medicine, forensic science, petrochemicals, food & beverage, government agencies, contract laboratories, biotech researchers and pharmaceutical producers who use chromatography methods to discover what products are made of.

DeeDee Chambers, CTSM

formerly Marketing Program Manager
PeopleSoft, Inc.
Pleasanton, CA

DeeDee has credentials and is researching new opportunities. Since completing her CTSM requirements in December, PeopleSoft was acquired and most of the marketing staff in Pleasanton was let go.

DeeDee holds a Bachelor’s degree in Health Science from Cal State University, Hayward and a dual Master’s degree from the University of San Francisco in Public Administration and Health Services Administration.

She thought she would work in health care forever, but stumbled across a notice for an event coordinator at PeopleSoft in 2000 and decided to make a change. After just one year, she was promoted to marketing events program manager, managing 7-10 events per quarter and traveling an average of 2-3 weeks each month to the various events she managed.

We certainly hope this forced move turns into a wonderful new opportunity for her.

CTSM Alumni News

Rosheen Golden, CTSM (2002)

Rosheen is taking a hiatus from her trade show and event consulting business. She has her hands full (literally) with two wonderful bundles of joy. Rosheen gave birth to twins, Aaron Nioclás and Teagan Sheina on December 3rd. All are doing well.

Laura Vickers, CTSM (2003)

Laura, event manager for NCCI Holdings, Inc. in Boca Raton, FL, was recently nominated to a two-year term on the CMP (Certified Meeting Professional) Board of Directors as ICPA's (Insurance Conference Planners Association) representative. Laura was also nominated to the planning committee for The Special Event 2005 and actively participates in planning the Gala Awards event. An active participant in community events, Laura is a committee chair on the Boca Raton chapter of the American Cancer Society's 2005 Relay for Life. She also played a key role in NCCI's annual United Way campaign which raised over \$120,000 for the charitable organization.

Kathleen Taulbee, CTSM (2001)

Kathleen has recently made a career move. She is now the deputy show director for CMP Princeton's beauty shows. She will be responsible for managing the marketing, sales and operations of the annual HBA Health & Beauty America Exposition and Conference and heading the future

CTSM Activities at EXHIBITOR SHOW 2005

CTSM Office (Jasmine A) will be open every day of the show. Do stop in to say hello, ask your questions, network with other candidates and graduates, take your quizzes online, view new approved portfolios, and enjoy some refreshments.

CTSM Orientation and Awards Ceremony, (South Seas Ballroom D) Sunday afternoon, March 13th, beginning at 4:30. Don't miss this opportunity to help us celebrate the accomplishments of 19 candidates who have attained certification credentials since last year's show.

CTSM Graduate Dinner, (Palm A), Sunday evening, March 13th, 7:00 PM. Our CTSM EXHIBITOR SHOW sponsor, GES Exposition Services, has made this wonderful dinner possible for us. It's a perfect, relaxed networking opportunity with fellow graduates, and....there is special entertainment planned this year.

CTSM Lounge, space 465 in the Exhibit Hall, Monday, Tuesday and Wednesday from 11:00 AM – 3:00 PM. Take a break and rest your feet during your exhibit exploration. Share the benefits of the CTSM program with newcomers to the show or get your program questions answered by a graduate host.

CTSM Comprehensive Exams are being offered on Tuesday, Wednesday and Thursday, from 11:30 AM – 2:30 PM. Examinees must have all sessions completed before sitting for the exam. Over forty candidates are registered to take their exam at EXHIBITOR SHOW 2005. Exam room

locations are as follows:

Tuesday – Palm H;

Wednesday – Palm E;

Thursday – South Seas I /J.

CTSM Portfolio Adviser Luncheon (Palm H), Monday, March 14th, at 12 noon. The lunch is our thank you for your assistance offered to CTSM candidates working on the portfolio requirement. It's also a good opportunity for us to update advisers on any additions or changes to the requirements and to answer any questions you have about the process. If you are a CTSM graduate not currently serving as an adviser, but would like to, contact the CTSM director at CTSM@exhibitorshow.com. With the program growth we have had, we can always use more. Graduate advisers, don't forget to RSVP to Wendy.

Marketing the CTSM Program

Be sure to check your show bags for a usable gift for all EXHIBITOR SHOW attendees. It should keep CTSM in their minds throughout the show, and later when they get home.

Don't forget to talk certification benefits as you network with all those attendees not wearing the CTSM ribbon.

In case you didn't notice, look on page 55 of the January issue of EXHIBITOR for our CTSM ad. Our plans include a series of ads with different graduates featured.

growth of the HBA brands, including the mid-year technical conferences and INSIDE BEAUTY.

She reports directly to Jack Gonzalez, group show director of CMP's Health & Beauty Events. Kathleen has more than 15 years experience utilizing her extensive entrepreneurial, marketing, sales, event management, and customer training skills. Prior to joining CMP Princeton, she worked in senior management positions at Exhibitgroup/Giltspur, Lucent Technologies, Electronic Data Systems, and AT&T. In 1996, she received a U.S. and Foreign Patent for a smart card-based multi-application system for a point-of-sale terminal.

NEW CTSM CANDIDATE HONORED

UniGroup Inc. of St. Louis recently announced their Man and Woman of the Year for 2004. UniGroup is the parent company of Mayflower Transit, whose advertising and promotions coordinator, Linda Nosko, was named as the Woman of the Year. Selection is based on professional performance and contributions to the achievement of corporate and departmental goals. Linda already holds the designation of Certified Manager of Exhibits (CME) and is a new enrollee in the CTSM certification program.

NIU Outreach

NORTHERN ILLINOIS UNIVERSITY

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



Get ready for change! Today's worker will likely change jobs and/or career paths five or six times in their lifetime.

In today's workplace, employees are expected to be multi-skilled and able to perform a variety of tasks. What does this mean for you? It means that you must commit to a life of upgrading your skills and learning new ones. Research shows that the more you're willing to learn, the more likely you are to prosper and thrive at work, at home, and in your community.

If you have already begun your journey toward earning the CTSM designation, then you've already made the commitment. If you are still considering the program, EXHIBITOR SHOW 2005 is your chance to start.

Technological advances, organizational and industry shifts occur at warp speed and with little or no notice. The CTSM curriculum remains ahead of the curve by anticipating changes in the industry and

providing you with the training and skills you need to succeed.

Besides increasing your knowledge and skills set, the most important step to take is establishing professional networks.

Think of networks as rocket fuel for the career strategist. Cultivating strong networks will provide access to resources of every kind. Your network contacts can offer direct assistance, connection to others, perspectives, information and support. The long-term relationships you build within networks are invaluable – you get to know and become known by many people.

EXHIBITOR SHOW 2005 provides you with both of these opportunities in one place – to participate in exceptional education sessions and to network with industry colleagues.

I hope to see you in Las Vegas!

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



I've just received a promotion from Corporate Events Manager to Manager, Corporate Marketing. You can chalk this up to the excellent training I received from EXHIBITOR SHOW. It really is the only place with such a comprehensive class schedule targeting the specific knowledge I needed to succeed. I came to you not knowing the first thing about exhibiting, and you coached me through the entire process.

*LuAnn Jensen, CTSM (2001)
Manager, Corporate Marketing
Evans & Sutherland*



From the CTSM Executive Director,
Jan Nelson, CTSM



Learning, Earning, and Yearning

Since my role has changed from trade show manager to manager of EXHIBITOR SHOW's CTSM certification program, I now experience only on an annual basis that adrenalin rush that you experience on a regular basis as you prepare for shows or events throughout your calendar year.

My days right now are filled with deadlines to meet, new session handouts to review, presentations to prepare, and the excitement of bringing goals and plans to fruition.

I ran across a quote from Christopher Morley the other day that made me think of you candidates and graduates in our CTSM program. He stated, "There are three ingredients in the good life: learning, earning, and yearning."

By enrolling in the CTSM program and attending EXHIBITOR SHOW, you are experiencing that first ingredient which will propel you on the path towards the next two. Learning new ideas, better processes, creative ideas, new technologies and solutions to problems helps you do your job more efficiently and effectively. That in turn earns you self-confidence, credibility, and in many cases promotions and increased pay. Both of these ingredients help you accomplish many of the goals you had yearned for and provide fuel to boost your yearnings to the next level.

One of my goals as director of the CTSM program and part of the EXHIBITOR

SHOW's education team is to provide you with timely, focused topics, led by new and returning knowledgeable speakers to ensure that your learning is top quality and relevant. Another of my goals is to maintain the integrity of the credentialed learning program you have chosen to be a part of.

This goal is being accomplished by strengthening our relationship with Northern Illinois University Outreach (NIUO). The focus in 2004 was on curriculum evaluation and upgrades; our focus in 2005 will be on evaluation of the reliability and validity of our comprehensive exams.

I am excited about the wealth of pertinent topics being offered to you at EXHIBITOR SHOW 2005, along with the networking opportunities provided where you will learn much more "out of school".

If we haven't met, do stop by the CTSM office and introduce yourself. If we have met, stop in so we can get better acquainted. Wendy and I are eager to answer any questions you may have about the CTSM program, and so are our alumni who continue to return and learn.

See you at the SHOW!

NEW E-MAIL ADDRESS

The transition time for the e-mail address change for CTSM director, Jan Nelson, will end March 31st.

Effective April 1, 2005 you must use CTSM@exhibitorshow.com for e-mail communication. Please begin using this address now.



CTSM

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