

CTSM NEWS

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

SUMMER 2004

CTSM Candidates Continue to Reach Their Certification Goals

Certification requirements can be completed at any time of year, as the roster of recent CTSM graduates shows.

Our newest graduates include Debbie Carmody, C.P. Dail, Jr., and John Moses, who completed their certification requirements just prior to EXHIBITOR SHOW 2004.

Greg Hayes, who had already passed his exam at EXHIBITOR SHOW, completed his requirements when his Electronic Candidate Portfolio was approved in May.

Jackie Kaufenberg attained her goal by having her portfolio approved and by passing her exam at EXHIBITOR SHOW in Las Vegas in March, and Cheryl Ichel received her credentials in June.

Visit www.ExhibitorOnline.com/ctsm to learn more about the graduates.



Debbie Carmody
Senior Event Coordinator
SCT
Malvern, PA



C.P. Dail, Jr.
Manager of Exhibits
American Red Cross
Falls Church, VA



John Moses
Trade Show
Administrator
CommScope
Newton, NC



Jackie Kaufenberg
Marketing Manager
Altimate Medical Inc.
Morton, MN



Cheryl Ichel
CEO
C. Mann Associates, Inc.
Parkland, FL

Greg Hayes
Trade Show
Coordinator/Sales
TRUMPF Inc.
Farmington, CT

EXHIBITOR*FastTrak* 2004 Conferences Feature CTSM Curriculum, Comprehensive Exam

Get on the accelerated track toward your certification by attending one of the upcoming EXHIBITOR*FastTrak* conferences:

August 10-12, 2004 – Chicago

October 19-21, 2004 – Las Vegas

January 18-20, 2005 – Atlanta

Four of our CTSM candidates took the additional opportunity at the recent *FastTrak* New York to take the comprehensive exam, while others completed more of their curriculum requirements.

This year twice as many sessions are traveling the *FastTrak* circuit. Look over your updated transcripts to determine which sessions you still need. Then visit our Web site, www.exhibitorfasttrak.com to find the location that best meets your needs.

If you would like assistance in planning your course for the quickest direct route, contact Wendy in our CTSM office. She would be happy to help map out your shortest path to certification.

Curriculum Review Committee's Study Has Big Impact on 2005 CTSM Curriculum

We evaluate our curriculum every year through session audits and conference evaluation forms. Then, every five years we do a thorough study of all 23 of our CTSM required sessions to be sure we are still meeting your needs and keeping current with industry trends.

The study is now complete. The curriculum review committee evaluated over 300 essential skills identified previously to determine if they were still relevant. They also developed a list of new skills that should be added. This team did a great job of helping us hone in on what's important for trade show and event marketers today.

A heartfelt thanks goes to the six CTSM graduates who spent many hours participating in the review process: Deanna Adkins, MDS Pharma Services, Lincoln, NE; Robert Burk, King Industries Inc., Norwalk, CT; Jennifer Feltes, About Face Productions, Bartlett, IL; Katharine Frederick, marketing consultant, Boulder,



D. Adkins



B. Burk



J. Feltes



K. Frederick



D. Mester



M. Swanson

CO; David Mester, Conn-Selmer Inc., Elkhart, IN; and Melanie Swanson, Humana Corporation, Appleton, WI.

You will notice some significant changes to the CTSM required curriculum for EXHIBITOR SHOW 2005 as the redefined curriculum skills are put into place. This will result in a couple of current required courses becoming electives in order to make room for some new required courses in the corporate events track and in the area of measuring results. Some of our current sessions are also being upgraded to fill in gaps or make them more current.

The new CTSM required curriculum is listed below. It will give you a preview of CTSM required seminars offered at EXHIBITOR SHOW 2005. You will also find these on our CTSM Web site.

As always, if you have previously taken a required seminar that has been changed or discontinued, it will still count as fulfillment of that requirement.

If you have questions about how the changes affect your transcript, please contact the CTSM office at 507-252-4624 or wlewis@exhibitormagazine.com.

2005 CTSM Required Course Curriculum

Management

- 20105 Selecting the Right Shows: The Critical Decision
- 20205 Basic Project Management and Reporting Skills
- 20305 The Nuts and Bolts of Budgeting for Results
- 20405 Don't Skip the Meetings – Pre, At or Post: They Are Your Guideposts **NEW**
- 20505 Using Surveys in the Trade Show and Event Decision Making Process
- * 20605 Show Operation Basics
- 20705 Exhibiting and the Law: What You Need to Know
- 20805 Measuring Trade Show Results – **NEW** (replaces 31404)

Sales and Marketing

- ** 30805 Business Marketing Strategies and Trade Shows
- 31105 How to Grow Your Brand: Incorporating Brand Marketing into Your Exhibit Program **NEW**
- 31205 Realizing Your Public Relations Potential
- 31305 The Basics of Booth Selling and Beyond
- 31505 Integrated Marketing Communications

Corporate Events

- 41605 The Basics of Event Planning and Management – **NEW**
- 41705 The Basics of Event Logistics and Implementation – **NEW**
- 41805 Measuring Event Results – **NEW** (replaces 82204)

Exhibits and Environments

- 61705 Graphics that Create Connectivity – and How to Get Them
- 61905 Exhibit Design – From Concept to Completion

Global Exhibiting

- 72005 Introductory Overview to Global Exhibiting
- 72105 Introductory Overview to Global Event Marketing

Personal and Career

- 82105 Negotiating Skills to Win
- 82305 Communicating with Others: Essentials for Success
- 82405 Preparing, Developing and Submitting a Quality CTSM Portfolio

Electives - Any Five Seminars

*Session may be replaced with Trade Show Rookies "Quick-Start" Program All-Day Workshop.

** Indicates session that may be waived by candidates with a marketing degree, and replaced with an elective.

NOTE: These sessions will be most beneficial if taken in order: 20805 followed by 41805; 41605 followed by 41705; 72005 followed by 72105.

CTSM Alumni News

Congratulations to our CTSM Alumni, who have had personal successes, reaped rewards and taken on new challenges!

Sandy Bland, CTSM, Marketing Project Manager for Dice.com in IA, earned her CMP (Certified Meeting Planner) credential this past year.

Diane Benson, CTSM, from NJ, has been named Conventions Manager for GE Healthcare, the company which acquired Amersham Health.

Corie Rand, CTSM, was promoted to Director of Trade Shows and Events for Reed Business Information in MA.

Trudy Bonifas, CTSM, just celebrated her 25th year with Alcon Laboratories, Inc. in Ft. Worth, TX.

Candy Adams, CTSM, President of Trade Show Consulting in CA, earned her 5th set of professional credentials this year, CEM (Certified in Exhibition Management). The others are CME, CMP and CMM.

Cheryl Johnson, CTSM, Environmental Specialist for Tampa Electric Company in FL, has been appointed by Governor Jeb Bush to serve a 2-year term on the Alafia River Basin Board, responsible for focusing on water-related issues/projects and enhancing environmental protection efforts in the state. She is also on the education committee and sees this as an opportunity to use her trade show skills in creating exhibits to promote environmental awareness.

EXHIBITOR SHOW 2004 Highlights

■ **Twenty-seven new CTSM graduates were recognized at EXHIBITOR SHOW, bringing our total number of graduates to 122.**

■ **For the first time ever, we held a full day of advanced sessions for CTSM graduates only.**

■ **Northern Illinois University Outreach Representatives were guests of CTSM** Matt Volk, Assistant Director of Operations, and Kathy Syversen, Coordinator, Outreach Services, were our guests at EXHIBITOR SHOW 2004. They had the opportunity to attend some sessions, participate in the graduate awards ceremony, attend the graduate dinner, visit the exhibit hall and network with our candidates in the CTSM office. They were very impressed with the well organized educational program.



■ **CTSM Graduate portfolio advisers met in Las Vegas**

Almost half of our graduate advisers were able to meet with executive director Jan Nelson, CTSM, academic adviser Joe Ries, and conference strategist Dee Silfies to discuss portfolio requirement changes and how the process is working. The biggest frustration for the advisers is lack of communication from their advisees and no sign of progress being made.

We currently have 28 graduate advisers and 105 candidates who have requested advisers. So that advising doesn't become a burden and conflict with busy schedules, we have limited the number of advisees to three for each adviser. The above numbers

tell us we don't have enough advisers for the number of requests coming in. As a result, we have need for more graduates to take on the role of adviser to others. Graduates, please contact the CTSM office if you are willing to advise CTSM candidates working towards certification.

There is also a new stipulation for advisees: If you haven't made contact with your adviser for six months, you will be placed ON HOLD so that candidates ready to complete their portfolios may have the benefit of an adviser. You will then have to wait until another space opens up.

■ **GES sponsored the CTSM program show activities**

For the second year, GES sponsored the CTSM educational program and its activities at EXHIBITOR SHOW 2004. They made it possible for us to host our CTSM graduate dinner for returning and newly certified CTSM graduates on Sunday evening, March 14th; to offer refreshments in our CTSM office as candidates and graduates networked with each other, took their quizzes online, and promoted the program to newcomers. We are very grateful to GES for this focus on industry education and support of our program. Those graduates in attendance at the graduate dinner also received a beautiful crystal paperweight with the CTSM logo etched on it. Thank you, GES!



CTSM Alumni News

Edward Kenney, CTSM, Chief

Marketing Officer for AIC in KY, along with fellow members of his executive management team, received the 2004 Ernst & Young Entrepreneur of the Year Award for the Kentucky and Ohio Region. This award acknowledges them for outstanding performance in the Emerging Technology category and qualifies them as a national finalist. AIC is a leader in document imaging solutions for the medical industry.

Katharine Frederick, CTSM, Boulder, CO, is doing trade show consulting and starting an online business in something she loves to do – knitting! Yarnbabe.com will be up and running in the fall. She also just got engaged and has marriage plans for August 2005. And...she started a cycling team with her Weight Watchers members (she's been teaching that for 13 years). The team biked the Courage Classic this summer in mountainous Colorado.

Susanne Nelson, CTSM, graduated with a BS in Business Communications from Northwestern College in Roseville, MN, May 2004.

Share Your News!

Fellow CTSMers want to know about your accomplishments. Please drop us a line at wlewis@exhibitor magazine.com

Plans for CTSM Alumni at EXHIBITOR SHOW 2005

This year our conference planners are adding two tables during the Peer2Peer Roundtable sessions each day - Monday, Tuesday and Wednesday mornings - specifically for CTSM graduates.

Each of the six Peer2Peer CTSM graduate roundtables will have a specific topic for discussion. So far, EXHIBITOR SHOW 2004 survey responses list lead management, international exhibiting, event marketing, small booth strategies, and leveraging our CTSM credentials as possible topics for future CTSM graduate sessions.

To help choose our six final topics, please e-mail Dee Silfies (dsilfies@aol.com) and Jan Nelson (CTSM@aol.com) with your picks – either from the above list, or any other subjects you'd like added. Deadline to receive topic suggestions is August 16.

Also, be sure to let us know if you would be willing to serve as a moderator for one of the roundtables.

Are You an All-Star?

EXHIBITOR magazine has opened its entries for the 2004 All-Star Awards, honoring the individual accomplishments of trade show and corporate event professionals.

YOU fit in this category! Why not get recognition for your innovative solutions and techniques that have improved your programs. "Measuring results" is a critical

phrase in the CTSM vocabulary, so you should be able to "show your stuff" and how you measured it. Ask your manager or co-worker to nominate you, or nominate yourself.

Deadline for entries is Oct. 8, 2004. For more information, see EXHIBITOR's July, August, and September issues, visit www.exhibitoronline.com/awards/allstars.asp, or contact Linda Armstrong at larmstrong@exhibitor magazine.com or 214-222-1002.



CTSM

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From the CTSM Academic Consultant, Joe Ries



And the Beat Goes On!

After ten years of involvement with the CTSM program, I continue to be so impressed with the incredible contributions by the candidates and graduates towards the growth of the program. In May the annual Conference Advisory Board met in Chicago for two days of intense review of the 2004 EXHIBITOR Show, bringing ideas, suggestions and recommendations for 2005! Several graduates and candidates are members of the board,

along with key industry professionals representing all aspects of the business. As you know, the 2004 show was another great success, but there is no intention of resting on our laurels without considering opportunities to improve and update the seminars and activities. Keeping all attendees informed of the latest innovations and forecasting future developments are essential to retaining the highest levels of learning. Bob Burk, CTSM, one of the earliest graduates, again proved to be a very impressive moderator as conference chairperson, setting up an agenda covering many subjects and guiding the discussions so every opinion was heard and discussed. His attachment to the CTSM program, along with the other attendees, makes me proud to be a part of

the organization. Another aspect that keeps me so inspired is the monthly portfolio review of Electronic Candidate Portfolios submitted for approval. I am impressed with the knowledge and expertise of the candidates and happy to learn from the well developed and written reports. It is apparent to me that those candidates using CTSM Advisors are taking advantage of a critical key for successful results.

I hope your summer is moving along pleasantly and that those attending the EXHIBITOR*FastTraks* are enjoying the learning experiences. Continued good luck to all candidates and graduates.

From the CTSM Executive Director, Jan Nelson, CTSM



On the Threshold

Having just gone through a home addition and remodeling building project this spring, I've been attuned to such phrases as blueprints, contractor, solid foundation, supports, building blocks, quality materials, etc. Finally we've crossed the threshold to begin using and enjoying the finished result and inviting family, friends and neighbors over to enjoy it with us.

Our CTSM program has been very much like a large building project. It began with the visionaries drawing up the blueprints for the project, setting a solid foundation with requirements, applicable sessions, quality speakers, and the support of university backing. Building blocks started

going up with increased enrollees and credentialed graduates - first one graduate, then two more, then increasing in number over the past ten years - until the size nearly doubled in just the last two years.

Even though most of the business world had not heard of CTSM in the early days, those graduates built on this foundation because they recognized that certification is a benchmark of professionalism. Once certified, they were telling their employers, coworkers, customers and clients that they are serious about what they do as a profession.

With the program's stability and growth, we are reaching a threshold of recognition. One week in July, I received notice of two job postings on monster.com for trade show/event management positions where job requirements included, "CTSM, CME or similar certification strongly desired" or "CTSM or CMP accreditation required." Our goal is to have CTSM credentials so

well recognized that we don't just see CTSM on the requirements for one or two job postings but on the majority of those seeking strategic, results-oriented trade show and event marketing managers. I encourage you to spread the word - invite more colleagues and industry associates into the program; be sure senior level management in your companies are aware of your successful contributions and results; share your conference brochures with your HR managers.

At EXHIBITOR SHOW 2004 a core team of CTSM graduates volunteered to form a study committee with CTSM staff to help determine ways to best build our brand so that we enjoy even more benefits from our certification. If you have ideas or suggestions for us to consider, please send them our way. We will keep you informed about the progress. Yes, we are crossing an exciting threshold!