



International Association of Conference Center Administrators

Membership and Program Committees Meet In Minnesota

Members of the Membership and Program Committees met in February with President Jack Shitama and our new Executive Director, Janet Begley, at Mount Olivet Conference and Retreat Center near Minneapolis. This was an intense and productive session that addressed many of the issues and procedures of the Association.

New member recruitment and member retention are important goals for the coming year. They were also able to plan out the means for better communications with members who change positions or changes in personnel at centers.

They also discussed proposals for new benefits for members that will be announced in coming issues of the IACCA Newsletter. It's been over a year since a newsletter was sent to members. The schedule for the coming year includes a newsletter every other month. On the other months, will be a new publication called *Perspectives* (more about that elsewhere in this newsletter).

The summit also dealt with the IACCA website and the many changes and updates that are in the works. Keep stopping back to www.iacca.org to check on the website's progress.



(From left to right) Vice President and Conference Chair Mary Quinn joins Executive Director Janet Begley, IACCA Historian Larry Hill and Membership Committee member Carol Becka at the recent summit in Minnesota.

The Summit participants left with the means and ideas to move the Association forward in the coming years and with a new sense of commitment to delivering services to our members.

Special thanks to Carol Becka and her staff at Mount Olivet who graciously hosted this gathering and whose incredible hospitality enabled us to complete our tasks. Look for their recipe for Crème Brulee French Toast in the new IACCA Cookbook this fall.

1270 N. Wickham Rd., Melbourne, FL. 32935
(772) 562-4017 Phone/Fax

President's Message

Thanks & Welcome

We're in a time of transition here at IACCA and it's appropriate to say "Thanks and Welcome!" First, thanks to Carole Westphal for her leadership as IACCA's first ever Executive Director. I have many fond memories of how Carole and I "learned the ropes" together. Carole's professional and administrative skills have been an important part of getting IACCA to where we are today. I'm grateful that Carole plans to remain an active IACCA member.

And now to the "Welcome." It's been a pleasure to welcome Janet Begley aboard as IACCA's second Executive Director. Janet brings a portfolio of association management and marketing skills that will help IACCA grow as THE place where not-for-profit hospitality professionals go for education, professionalism and support. Janet has already been busy working with the board and committee chairs to make this year's Fall Conference in Zephyr Point the best ever. I look forward to assisting and learning from Janet as she assumes her leadership role.

Grace and Peace.



2005 Fall Conference Memories



Some IACCA members took time out from the Fall Conference at Silver Bay to enjoy the beautiful Adirondack weather.

The Value of Certification

by Ann Emerson

When I came to Lake Huron Retreat Center in 1999, one of the first things my Board asked of me was to get involved in IACCA and go through the certification process. It is a wonderful thing when we have the support of our boards to further our professional education!

I took my first Key Content Workshops that fall at Camp Allen and stayed on track with the program, receiving my certification in 2001 at the Annual Conference at Snow Mountain Ranch.

All my binders are within easy reach in my office and I've referred to them on more than one occasion over the last few years. I'll be coming up on my anniversary and will need to be re-certified. I look forward to that experience, for I know how quickly things in our industry change! I also know the Education Committee has been hard at work this last year bringing all the curriculum up to date to meet those needs of our changing industry.

Our work, on a day-to-day basis, deals with a wide range of responsibilities. And each one of us has unique components to our positions as conference center personnel. I continue to appreciate how our Key Content Workshops supply students with those necessary tools to do our jobs effectively. Dialogues with instructors and students are a valued part of the class time. I consider it the "nuts and bolts" of what we do – solid, practical information that can be readily applied to our jobs! In our Key Content Workshops, one can find the assistance needed to be better professionals.

Whether you're just beginning the Certification Program or are a certified conference center professional, I encourage you to look at what the Education Committee is offering for the fall KCW program. Take a KCW and receive the latest and best in training and education.

Meet Our New ED

IACCA is pleased to announce the selection of Janet Begley as its new Executive Director. Janet brings over a decade of experience in association management as the Communications and Administration Services Manager for the Empire State (NY) Petroleum Association (ESPA). The IACCA Board selected Janet for her strengths in marketing, public relations, and membership development. At ESPA, Janet directed communication and administrative activities for this non-profit trade association, including publication of a weekly newsletter, coordinating the annual trade show, and providing member services.

Janet also has ten years experience as a marketing consultant for the Beacon City Schools in Beacon, New York, where she wrote, designed and produced newsletters, brochures, newcomer packets, press releases, and student handbooks. She received the New York State School Public Relations Association Award of Excellence, a CLIO Award for Public Service Advertising and the National School Public Relations Awards for Excellence in Educational Journalism and Publications for her work with the school district.

Janet has relocated to Florida and has established the IACCA office there. The new contact information appears at the bottom of this newsletter. Please feel free to e-mail Janet at iaccaoffice@aol.com.

The Board of Directors of IACCA would like to thank the Search Committee of Alice Bishop, Linda Chavies, Ann Emerson and Roy Quist (Chair). In particular, Roy handled 79 inquiries, distributed 73 application packets, and processed 22 applications for the Search Committee's review, as well as scheduling the four candidate interviews that resulted in the selection of Janet Begley. Many thanks to Roy and the team.

Member's Center Spotlight

Zephyr Point Zephyr Cove, Nevada

A brand-new feature of the IACCA newsletter begins with this issue: "Member's Center Spotlight". Our first center to be featured is Zephyr Point - a Presbyterian-owned site managed by IACCA members Dorman and Janet Leader with Doug Morton as Operation's Director. Built in 1925, this site offers a full range of services including hosting events and programming for youth, adults, and families. Tahoe Center accommodates guests in 43 rooms and cabins of two or more bedrooms are also available.

The Tallac Center, with 59 top-notch hotel rooms, is the newest addition with one-half mile of Lake Tahoe shoreline and the Sierra Nevada Mountains behind. The lodge, meeting rooms, and dining hall are right in a row and are first-class facilities. This center is an hour from Reno and minutes from State Line.

What a treat to be a guest at this facility anytime but particularly as a participant in the 2006 Annual Conference beginning on October 30 and ending on November 3, 2006! Check out www.zephyrpoint.org.



The views are incredible from this beautiful conference center that will host the 2006 IACCA Fall Conference.

IACCA Briefs...



Office Up and Running

The IACCA office in Melbourne, FL is open for business. Executive Director Janet Begley manages the association's business operations, and is ready to provide any assistance you need with your membership, certification program, committee questions, annual meeting or any other questions you may have. Contact her directly at 772/562-4017 or via email at iaccaoffice@aol.com.



IACCA Previews Publication

The International Association of Conference Center Professionals is pleased to announce the premier issue of a new publication, IACCA Perspectives: Foundational Resources for Today's Professional. This publication will be a collaboration between the Membership and Education Committees. The goal of this publication is to provide a case study for an in-depth exploration of the six Key Content Workshop topics: Marketing, Finance, Business Administration and Governance, Facilities Management and Hospitality.

Perspectives will be published six times each year, each issue providing an IACCA member's insight into one of these critical operational topics.

The first issue will be published in March 2006, and will feature an article on "Growing Your Customer Base" written by Dick Goldman, General Manager of the Pearlstone Conference & Retreat Center in Reistertown, Maryland. Look for your copy on the listserv, or request a hard copy at iaccaoffice@aol.com.



Member Notice

All IACCA members should be receiving the Gammon and Grange Non-Profit Alert, delivered six times each year via email. If you are not receiving your copy, please let Janet know at iaccaoffice@aol.com.



Mark Your Calendars

Have we got a conference for you! How about the Zephyr Point Presbyterian Center nestled in the Sierra Nevada Mountains with a Lake Tahoe shoreline? We have booked the Tallac Center with its extremely nice 59 hotel rooms and additional cabin space if needed.

The 2006 Annual Conference begins with registration at 4 p.m. on Monday, October 30, 2006, and ends after breakfast on Friday, November 3, 2006.

"Current Trends" is our theme with two plenary sessions scheduled: Peter Brinckerhoff and Don Goehner and numerous workshops, hot topics, and cracker-barrels. The committee includes Mary Quinn, Janet Begley, Janet Leader, Tony Baker, Kim Riper Jack Shitama, Norm Ross and Chuck Lehman.



Just one of the beautiful meeting rooms at Zephyr Point

IACCA



Dear IACCA Member:

Do you remember 1976? It was the U.S. Bicentennial year. *Rocky* was the number one movie. *Love Will Keep Us Together* won a Grammy that year.

But there was another special event that took place that year. On March 3 in Philadelphia, IACCA was born! For 30 years now, the International Association of Conference Center Administrators has provided a supportive community that facilitates the sharing of knowledge and experiences among conference center leaders.

As part of IACCA's special 30th anniversary celebration, we will be producing a commemorative membership journal filled with all of the information that members have requested in their directory. There will be member listings, broken down by name, conference center and state, as well as a look at IACCA members over the past thirty years.

We are also soliciting advertisements for this membership journal. A 30th anniversary commemorative ad can be used to congratulate the founders and members of IACCA; honor one of your employees who have made a difference to your conference center; promote your conference center as a proud member of IACCA; and/or promote a company, its products or services.

On the next page is a rate card for advertising. To reserve ad space, FAX (772-562-4017) or mail this form to the address shown below. If you have any questions or require additional information, please call the IACCA office at 772-562-4017 or by e-mail at iaccaoffice@aol.com. We have extended the deadline for ads to March 1.

I hope that we can count on your support during this special anniversary year.

Sincerely,

A handwritten signature in black ink that reads "Jack Shitama". The signature is written in a cursive, flowing style.

Jack Shitama
President

IACCA

Advertising in the IACCA 30th. Anniversary Commemorative Journal and Membership Directory is now available. If you would like to place an ad, you may do so by reserving space no later than March 1, 2006. Ads may be submitted via e-mail to iaccaoffice@aol.com, on a CD or on a floppy disk. Acceptable formats are .pdf, .jpg, .tif and .gif.

Advertising Specifications are as follows:

Size	Width (inches)	Height (inches)	Cost
Trim Size	5 1/2	8 1/2	
Full Page			
Bleed	5 3/4	8 3/4	\$425
Non-Bleed	5 1/4	8 1/4	\$400
Half Page	5 1/4	4	\$225
Quarter Page	2 1/2	4	\$125
Business Card	2 1/2	2	\$75
Supporter	1 line listing		\$25
Special Placement:			
Back Cover			\$700
Inside Front Cover			\$600
Inside Back Cover			\$500

Yes, I would like to place the following ad in the 2006 IACCA Commemorative Journal and Membership Directory:

_____ Full Page _____ Half Page _____ Quarter Page _____ Business Card _____

_____ Special Placement _____ Method of Payment: _____ Check Enclosed

_____ Visa _____ Mastercard Amount to be charged _____

Account Number _____ Expiration Date _____

Card Holders Signature _____

Name _____

Company
Name _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

E--mail _____

For advertising questions, please call Janet Begley at 772-562-4017. To reserve ad space, please FAX or mail this insertion order to the address below. Payments should be mailed to the following address:

IACCA
1270 N. Wickham Rd., Suite 16-111, Melbourne, FL 32935
Phone and Fax (772) 562-4017