

GLOBE

GWSAE/FIM Global Expo Highly Successful

More Than 400 Industry Leaders Attended October 4th Event

Stuart Varney, CNN co-founder and noted International television personality and commentator, began his keynote in the patriotic tone set by Foundation for International Meetings (FIM) Chairman of the Board Steve Doyle, who led the audience in the Pledge of Allegiance.

"I have now been speaking for 15 seconds," Varney stated in his decidedly British accent. "And you now know I was not born in this country, but have lived here more than 30 years and consider myself an American. Let me share a few points with you. On September 12th at the Changing of the Guard at Buckingham Palace, something was done that had never happened before in the history of the monarchy – the U.S. National Anthem was played. And, two days later, at a special prayer service at St. Paul's Cathedral, the Queen of England both sang the National Anthem – and wept. Now, I have never seen the Queen sing and I have certainly never seen her weep, but she did both. And when your President gave his, may I say, eloquent speech before a joint session of Congress, it was the Prime Minister of Great Britain, Tony Blair, who sat next to the First Lady in the gallery."

"So, today we are all Americans. And, the United States has no stronger friend or ally than Great

Britain. So, for the remainder of my talk, you will ignore my accent."

Varney's address and that of Dr. Marvin Cetron, speaking on the strength of the American people to overcome terrorism and build a stronger country, which followed, as well as the question and answer session, was the highlight of the general session. The Frank Martineau Industry Executive of the Year Award was presented to Bill Reed of Fairmont Hotels & Resorts. A FIM Board of Directors meeting began the day, which included the announcement of the FIM Inspection Tours for the coming year. The board meeting was followed by three concurrent educational sessions, one featuring GMG Solutions partners, Jeff Pasternack with InfoZen, Mike Peralta with Advertising.com, and Zev Remba with MHI Communications.

More than 400 association executives, meetings planners, corporate travel executives and travel professionals visited with more than 110 exhibiting companies in the EXPO, which followed in the afternoon. The electric atmosphere of hundreds of industry leaders conducting the commerce of global meetings was particularly gratifying in light of recent national and world events.

The EXPO, in its 18th year, was a first-ever partnership with the Greater Washington Society of Association Executives.

"GWSAE added immeasurably to the success of the show, while we were able to present a new dimension to GWSAE members," stated Jack Sammis, President, FIM.

The next Annual GLOBAL EXPO has been scheduled for September 19, 2002.



Dr. Martin Cetron



Stuart Varney

IMN Expands Its Citywide Convention Clientbase



Brian Knapp
Vice President
IMN

International Meeting Network (IMN) has recently announced the signing of four major associations, according to

Brian Knapp, Vice President.

The National Technical Investigators Association (NATIA), the National Association of Biology Teachers (NABT), the Association of Public Safety Communications Officials (APCO International) and the American Association of Physicists in Medicine (AAPM) have all appointed International Meeting Network to assist with their annual conventions,

which are all citywides, the largest of which stands at 2,800 room nights on peak night.

IMN is a premier provider of meeting planning services for association and corporations, confirming over 250,000 room nights and more than \$30 million in rooms revenue annually and has served the association and corporate and hotel industries for more than 20 years. IMN arranges meetings and conventions nationwide, regardless of size, and services include site selection and contract negotiation, housing and registration, and on-site meeting management.

"We are delighted to welcome these four prestigious associations to the IMN family," commented Knapp. "We look forward to a long relationship."

FIM Executives to Attend Cruise Symposium



Royal Caribbean Cruise lines has invited Foundation for International Meeting executives to experience meeting opportunities aboard the MS Voyager of the Seas on December 2 - 9, 2001. Attendees will tour the ship's facilities and attend an "at Sea Symposium" to explore holding cruise meetings for their organizations.

The Voyager of the Seas is a revolutionary marvel of naval engineering. The ship features a skating rink, a street fair and a rock-climbing wall, to name a few. The 142,000-ton, 3,114-guest Voyager of the Seas became the world's largest cruise ship when it entered service in November 1999. Innovations on Voyager of the Seas represent the highest space-per-guest ratio in the cruise market - and include enhanced staterooms, expanded dining options and exceptional recreational facilities. Voyager of the Seas sails the Western Caribbean itinerary roundtrip from Miami.

“From A One Bedroom Apartment to the Paris Air Show”

The story of a2z

It's a long way from a one bedroom apartment in Columbia, Maryland to becoming a leading international technology provider for the Paris Air Show – but a2z Inc., one of GMG's newest partners, has made that entrepreneurial transition successfully.

Less than four years ago, Rajiv Jain and his wife Hima started a2z in their one bedroom apartment, and have grown their business into an award-winning provider to the association and event industry. In that time, they have amassed an impressive list of projects and clients including online trade shows for the American Heart Association and the Paris Air Show, and an online university for the Trade Show Exhibitors Association (TSEA).

In March of 1998, a couple of computers, Rajiv's programming skills, and Hima's web design skills got husband and wife started towards pursuing their dream—to own a successful company of their own. The plan was to create easy-to-use, easy-to-customize, web-based business applications that could be used by associations and other event organizers to manage and market their live events, online, more efficiently and cost-effectively.



Rajiv Jain,
President

Rajiv had recently left his job as IT Director for the American Society for Cleaning and Restoration (ASCR) where he also co-managed their annual conference and trade show, and taken a job at Dakota Imaging—which meant he had to program in his spare hours. Hima worked on building a name for a2z by designing websites for various companies and working on a2z's own site for the carpet cleaning industry, a2zcarpet.com.

In October, 1999, Rajiv and Hima went to a networking gathering hosted by one of a2z's clients where they met Michael Hatch, former Director of Trade Show Marketing for MHI Communications in Rockville, who wanted to put his trade show marketing seminars online using *a2zClass*. “Rajiv told me he'd love to do it, but he had an exclusive contract with another client who did trade show training seminars,” said Mike. “Then he told me he had a brand new product called *a2zShow* and he needed help marketing that. He showed me the program and I was amazed at how easy it was to use. Several prominent event managers were impressed as well,” said Mike. With this stimulus, Mike decided to invest in a2z, and joined the team as Vice President of Marketing and Sales.

Today, a2z's star is continuing to rise steadily. In less than two years, Rajiv and the a2z tech team

have developed a2zShow into the most comprehensive and versatile web-based platform in the industry. a2zShow offers complete online and on-site registration systems, a conference module that includes individual/personalized itineraries, abstract and speaker management components, attendee marketing modules, online trade shows with re-configurable real-time floor plans, live booth sales modules, full-financial reconciliation, and dozens of other valuable event management and marketing components. a2z also specializes in integrating these programs with their clients' existing legacy systems.

Recently, a2z was named Maryland's “*Best e-Business of the Year*” based on their excellent product, exceptional customer service, and profitable business model. These are some of the reasons why many industry professionals now consider a2z to be one of the top three technology providers. But a2z isn't resting on its laurels. Recently they increased their sales staff by 50%, hiring two experienced professionals who are expected to fuel a2z's growth through 2002.

Additionally, a2z has expanded its tech department and has launched the latest version of a2zShow (4.0), which includes the latest technology for online events, and responds to the needs and requirements of its clients, their members/attendees, and their exhibitors.



Ask



Bill Taylor

Q What is the Impact of Outsourcing Technology on Associations?

A ASAE has published an excellent book entitled “Outsourcing-Using Outside Resources to Get More Done”. The book states that 94% of associations already outsource at least one activity. On the average savings are estimated at 9% with a 15% increase in capacity.

The book lists several reasons why associations outsource: 1) to obtain outstanding capabilities, 2) to free resources for other purposes, 3) to reduce operating costs, 4) to overcome lack of internal resources or 5) to manage difficult and out-of-control functions.

Q What is the future of the Expositions Online?

A The Vision Group Task Force of the International Association for Exhibition Management (IAEM) produced a White Paper on “The Future of the Exposition Industry.” The White Paper was published by The Aaron Group and some of the on-line show findings were as follows:

- Exhibition organizations need to move quickly to get their shows on the Internet and to utilize the capabilities the Net provides for organizing and producing an event.
- The Internet will have a long-term effect on tradeshows. Shows provide enormous value for face-to-face meetings but conferences and events will increasingly be accessed remotely using the Internet
- The Internet will not replace exhibitions in general. It does provide the single biggest opportunity for exhibition producers to change the way they promote and create value to their participants, both attendees and exhibitors.
- The Internet provides added value in that it can extend the life of a show by allowing people to do research, both before and after the event.
- The Internet allows show producers to market interactively to their audiences, providing customized information every step of the way. It also enables show producers to provide significantly more information in a targeted manner than ever before possible.

Look for “Ask Bill Taylor” monthly on the GMG Solutions website at www.gmg-solutions.com

Fairmont's Bill Reed Receives Prestigious Martineau Award At GWSAE/FIM Expo

William F. Reed, CAE, Executive Director of National Sales for Fairmont Hotels & Resorts, received this year's highly coveted Frank Martineau Industry Leader Award.

The award, named for the late Founder and Publisher of *Association Trends*, is presented each year and recognizes an industry leader for his or her contributions to the global meetings industry. The award was presented by FIM President Jack Sammis during the general session preceding the GWSAE/FIM Global EXPO, which was held October 4, 2001 at the Marriott Wardman Park Hotel in Washington, DC.

Reed, who manages Fairmont's National Sales offices in the United States, has been deeply involved in

promoting international destinations. Fairmont operates 39 luxury hotels in Bermuda, Barbados, Canada, Mexico, and the Middle East, as well as the United States. Before joining Fairmont, he served with Canadian Pacific Hotels. His twelve-year career with Westin Hotels & Resorts includes opening the Westin Rio Mar Beach Resort in Puerto Rico as Director of Marketing. Reed, a native of Newport, Rhode Island, holds a Bachelors Degree in Hotel Administration from Florida International University, and is active in the Professional Convention Management Association (PCMA), the American Society of Association Executives (ASAE), the Greater Washington Society of Association Executives (GWSAE) and the Foundation for International Meetings (FIM).



William Reed, CMP

“Bill Reed's contributions to the global meetings industry are many and varied,” stated Sammis, in presenting the award. “His dynamic leadership and promotion of international meetings is impressive and he is most deserving of this special recognition.”

FIM Member Profile

Archey Leads American Electronics

William (Bill) Archey is President and CEO of the American Electronics Association (AEA), the largest trade group representing the electronics and information technology industry. The 3000 companies span the spectrum of high-technology products from semiconductors and computers to telecommunications and software.

From 1986 to 1994 Mr. Archey was with the U.S. Chamber of Commerce, the largest private business federation in the world, where he was first International Vice President and then Senior Vice President – Policy and Congressional Affairs. As Senior Vice President, he was chief lobbyist and legislative strategist on all policy issues (domestic, international, economic) and oversaw the grassroots network and outreach program. Mr. Archey was a member of the board of the Center for Workforce Preparation and the National Chamber Foundation. As International Vice President, he was responsible for the formulation and implementation for the Chamber's policy position on international economic and trade issues and was responsible for coordinating policy and program activities with 60 American Chambers of Commerce overseas and 10 bilateral business councils. He also served as Vice President and Executive Director of the Center for International Private Enterprise (CIPE), the business community's effort to support free market economic reforms in the developing world. Mr. Archey currently sits on the Board of CIPE.

Prior to joining the Chamber Mr. Archey held a number of high-level



AeA President and CEO William T. Archey opened The Nasdaq Stock Market on Friday, August 3, 2001.

Government positions. He was Acting Assistant Secretary for Trade Administration in the Department of Commerce (1983-1986), the senior official administering U.S. export control laws and U.S. antidumping and countervailing duty import laws.

Prior to his Government service Mr. Archey was employed by the Ford Motor Company and the New England Bell Telephone Company. He is currently a member of the adjunct faculty at George Mason University Graduate School where he teaches a course on international trade relations.

He received his bachelor's degree in Economics from Providence College, his MBA from Northeastern University and has completed all the course work for a PhD in organizational theory and behavior at Boston University. He is the coauthor of several publications on organizational theory and has written a number of op ed pieces on international trade which have appeared in *The Wall Street Journal*, *The Washington Post*, and other publications.

He lives in Alexandria, Virginia, with his wife Barbara and son Clifford.

GMG Signs Four New Partners

Four companies have exhibited the overall competence and financial stability to become GMG Solutions partners in recent months. They are a2z, Inc., InfoZen, Advertising.com and the Memphis Convention & Visitors Bureau.

a2z, Inc. provides web-based solutions to associations, helping them to better serve their industry, improve their customer relationship management and increase their bottom line profitability. They focus on using technology to augment their clients' professional development offerings and focus particularly in producing on-line expositions and on-line learning solutions. The President, CEO and Chief Technology Officer is Rajiv Jain.

InfoZen offers a variety of services including custom application development, migration and conversion from legacy technologies, complete outsourcing and consulting. Infozen is also an Application Service Provider (ASP) for its own technology solution, ASAPware. Infozen has a proven track record in architecting high traffic websites employing sophisticated databases, authentication and secure transactions.

Advertising.com creates guaranteed individualized marketing programs to ensure associations the best return for every dollar spent. The company follows a customized plan that leverages their technology against an association's specific need. Their conversion tracking and optimization tool gives associations specific data and constantly adjusts the campaign

(for new members, more convention attendees, etc.) to optimize conversation rates across multiple Internet-enabled platforms.

Memphis, Tennessee is in the midst of a major \$2.3 billion renaissance to its downtown convention and entertainment district. The \$92 million expansion of the 350,000 square foot Cook Convention Center will be finished in the Summer of 2002. The addition of the new first class hotel rooms will increase the city's downtown committable block to 2,000 rooms within walking distance of the Center.

GMG Solutions (www.gmg-solutions.com) introduces leading edge opportunities to associations and corporations through development and implementation of strategic marketing programs. Current partners are Advanced Solutions International, a2z Inc., MHI Communications, International Meeting Network, Infozen, Advertising.com, and the Memphis Convention & Visitors Bureau.



William Taylor, President, GMG Solutions and Gar Richlen, Chief Operating Officer, Advertising.com

Hotel Industry Responds Generously During National Crisis

The following is but one example of the many acts of kindness the IMN organization has witnessed during the past two months as our hotel partners have responded with generosity to the challenges the association community has faced in holding their Fall conventions and meetings.

Dear Mr. Gibson:

Our Foundation was scheduled to hold its annual Disaster Relief Celebrity Golf Tournament for the benefit of the American Red Cross at the Sheraton El Conquistador (Tucson, Arizona), September 12-15, 2001. Major arrivals were scheduled Tuesday, September 11th. This event was, obviously, canceled.

I am writing you to commend at the highest level the El Conquistador personnel...their professional and personal actions

and reactions would be considered phenomenal in the best of times; words are inadequate for their performance during the worst of times.

By 9:00 a.m., Dawn Glass (group reservations), Zuraida Lewis (group reservations), and Mary Ann Greene (revenue management) were meeting with my staff and me in my suite establishing a game plan to notify all participants the event had been canceled, organizing the chain of responsibility so we wouldn't be tripping over one another, and helping us cope with this "beyond belief" attack.

With our headquarters mere miles from the Pentagon, Reagan International Airport, and downtown DC, our worries were far-flung. Your people at the El Conquistador took over the on-site situation allowing us to

immediately concentrate on East Coast solutions. They were invaluable.

Other deserving specific mentioning are Nora May (convention services) and Staci Stephenson (destination services) who did the preliminary work with us and they stayed close at hand from the time of disaster until the five NATSO Foundation staff members departed Thursday afternoon (via rental cars). While I cannot mention each staff person individually who contributed to our professional and personal needs over those days, John Fuller, the general manager, has assembled an excellent staff and they should all be highly commended.

As to Starwood's immediate implementation of deposit refunds and nullifying cancellation penalties for both the participants

and the Foundation, to mention just a couple of policy adjustments... these actions speak very highly of your organization. We laud you.

Be assured both the NATSO, Inc. association and NATSO Foundation will be looking to book future meetings at the Sheraton El Conquistador and other Starwood properties. We will also be recommending your facilities to other associations and organizations seeking meeting locations.

El Conquistador proved itself to be interested in their customers on a professional level – and most assuredly on a personal level. On behalf of the Foundation and all parties involved, we most sincerely thank them.

W. Dewey Clower, President & CEO NATSO

GMG and FIM Partner With IACVB's Destinations Showcase

The Foundation for International Meetings (FIM) and GMG Solutions sponsored a very successful educational program focusing on "International Success – Economic Trends, Planning and Communications" at the Chicago Destination Showcase event. Facilitators included Dr. Marvin Cetron, President, Forecasting International; Rajiv Jain, President, a2z, Inc., and Ardyce Myhre, Regional Account Director, International Meeting Network. The program featured discussions on the right mix of technology and communication tools for marketing successful international events. Additionally, the program included a section on how the international political climate may affect event success.

FIM Joins GWSAE'S Center For Association Leadership and D2VA Partners In 'Executives in Training'

The Foundation for International Meetings (FIM) joined GWSAE and their Center for Association Leadership, as well as D2VA partners, in sponsoring "Executives in Training: Leading in a Networked World" over the dates of August 28th through September 5th, 2001.

Ava Sones, President, CIC, with D2VA Partners, which represents Pan Pacific Hotels & Resorts, Rocky Mountain Railtours and The Banff Centre, arranged logistics for this five-day education session and inspection tour. Executives participated in intensive executive leadership seminars aboard a conference car on the Rocky Mountaineer, while enjoying the breathtaking scenery of the Canadian Rockies.

Highlights of the tour included inspections of the Pan Pacific Hotel Vancouver, The Vancouver Convention & Exhibition Centre

and The Banff Centre. Courses aboard the Rocky Mountaineer included "Personal Leadership in a Networked World", "It's a Jungle Out There", "Leadership at Internet Speed", and "Wake up and Smell the Verbena, the Lavender..."

In a joint statement, FIM Chairman of the Board Steve Doyle and FIM President Jack Sammis stated, "In today's fast paced, high pressure business environment, we feel it is important to strike a balance by offering educational opportunities that foster leadership development in an innovative and creative environment. For this reason, we were pleased to collaborate with GWSAE, the Center for Association Leadership and


D2VA Partners in this important and dynamic event."

Added GWSAE President Susan Sarfati, "In the spirit of the Center for Association Leadership philosophy, "Executives in Training" also focuses on personal, professional and organizational transformation. The program's content also reflects the core themes associated with the Center's knowledge-building initiatives: leadership, strategy, the future, operational excellence, technology and innovation."



International Exhibitors Interface With Buyers

More than 400 association executives, meeting planners, corporate travel executives and travel professionals met with the 110 exhibiting companies at the Annual GWSAE/FIM Global Expo held October 4th at the Marriott Wardman Park in Washington. International hotel companies, airlines and destinations were represented, as well as technology partners who facilitate one-stop global meetings planning and execution.



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