



*Verified  
Registrant Report*

*Affordable Meetings® West  
June 15-16, 2011*

\*Based on Meeting and Event Planner registrant statistics provided in the registration process and pre/post show surveys.

**Registration Type:**

Attendee	423	56.48%
Exhibitor	281	37.52%
Media	5	0.67%
Speaker	21	2.80%
VIP (i.e.BOD, Special Guests, etc.)	19	2.53%

**Events Planned Per Year Per Attendee:**

1-3	78	19.3%
4-8	96	23.7%
9-12	69	17.0%
more than 12	150	37.0%
Not applicable	12	3.2%

**Years In The Meeting Planning Industry, Per Attendee:**

Less than three years	65	16.0%
3-6 years	61	15.1%
7-10 years	67	16.5%
More than 10 years	212	52.3%

**Attendees Role In Decision Making Process:**

No Authority	78	4.5%
Influence Decisions	616	35.3%
Have Integral Role	660	37.8%
Make Final Decisions	393	22.5%

**Number of Attendees At Meetings/Events Planned In A Year:**

< 50 attendees	16	4.0%
51 – 250 attendees	43	10.6%
251 – 500 attendees	58	14.4%
500 – 1,000 attendees	76	18.8%
1,001 – 5,000 attendees	112	27.7%
5,001 - 15,000 attendees	63	15.6%
> 15,000 attendees	36	8.9%

**In The Next Five Years, Attendees Are Planning Events In:**

Northeast	138
Southeast	143

South Central	121
Midwest	134
West	367
Mid-Atlantic	97
Mountain	118
Canada	65
Mexico	49
Europe	56
Far East	19
Outside of North America	42
South America	9
Middle East	11
South Pacific	13
Africa	6
All of the above	15

**Attendee Company/Organization Description:**

Association	48	11.9%
Association Management Company	16	4.0%
Corporation	75	18.5%
Government	11	2.7%
Medical/Health Care	27	6.7%
Religious	5	1.2%
Education	27	6.7%
Military	2	0.5%
Independent Planner	84	20.5%
Travel Agent	7	1.7%
Trade Show Management	10	2.5%
Non-Profit	20	4.9%
Conference Management Company	19	4.7%
Other	54	13.3%

**Service Attendees Indicated They Will Be Researching Or Issuing An RFP For In The Next 24 Months:**

A/V Equip./Rentals/Production	247
Advertising/Promotional Services	111
Catering Services	243
Computer Rentals	76
Computer Software: Exhibition/Event Floor Plan	59
Convention and Visitors Bureau	160
Destination Management (Incl. shuttle services)	152
Entertainers	126
Exhibit Designer/Builder	42
Exposition Sales and Management	35
Florist/Plant Rental	117

Freight-Air, Common Carrier, Van Line	56
Furniture Rental/Booth Furnishings	117
Graphics/Printing	160
Entertainment/Talent Service	162
Housing/Travel Services	125
Insurance	65
Webcasting	73
Lead Retrieval/Management Systems	37
Marketing Services/Research/Traffic Builders	48
Personnel (Temporary)	69
Photography	124
Premiums/Promotions	84
Product Locators/Message Centers	22
Publications/Dailies	38
Registration Services/Badge System	108
Registration Supplies/Badges/ HOLDERS/Ribbons	125
Security Services	81
Service Contractor-General	40
Transportation/Tour Operations	123
Speakers	162
Surveys/Audience Response System	54
Teleconference	72
Video Conference	72
Other	42

**Attendee State Count:**

Arizona	24
California	544
Colorado	7
Dist. of Columbia	1
Florida	9
Georgia	4
Idaho	2
Iowa	1
Illinois	5
Indiana	1
Kentucky	1
Louisiana	3
Massachusetts	2
Maryland	5
Michigan	1
Minnesota	2

Missouri	1
New Jersey	1
New Mexico	1
Nevada	48
New York	3
Oklahoma	2
Oregon	2
South Carolina	2
Texas	7
Utah	20
Virginia	29
Washington	4
Wisconsin	5



DISNEYLAND RESORT, CSM  
DISNEYLAND RESORT, CATERING & CONVENTION SERVICES MANAGER  
DIVERSITY, INC, DIRECTOR  
DODSON & ASSOCIATES, PRESIDENT  
DOX\_WIZE, DIRECTOR  
DREZREHERSAL EVENT PLANNING & LIFESTYLE CO., EVENT PRODUCER  
DRS CONSULTING, MARKETING CONSULTANT  
DWP-MARCOM, MARKETING COMMUNICATIONS MANAGER  
EDWARDS LIFESCIENCES, CORPORATE EVENT ASSOCIATE  
ELECTRIC POWER RESEARCH INSTITUTE, SR PLANNER  
ELITE MEETINGS INTERNATIONAL, DIRECTOR OF STRATEGIC PARTNERSHIPS  
EMPIRE EVENTS, CEO  
ENLOE PRODUCTIONS, OWNER  
ENVIZION MARKETING, CHIEF EXECUTIVE OFFICER  
EPSON AMERICA, MANAGER BRANDED EVENTS  
EVENT WIZARD, PRESIDENT  
EXEC-MED INTERNATIONAL, PRESIDENT  
EZEVENTS, COORDINATOR  
EZEVENTS, SPEAKER CONSULTANT  
EZEVENTS INC, VICE PRESIDENT  
EZEVENTS, INC., PRESIDENT  
F&V ASSOCIATION, PRESIDENT & CEO  
FANFARE EVENTS & ASSOCIATION MANAGEMENT, OWNER  
FIELDING GRADUATE UNIVERSITY, CONFERENCING COORDINATOR  
FIELDING GRADUATE UNIVERSITY, DIRECTOR OF CONFERENCE AND EVENTS  
FLORIDA DEMOCRATIC PARTY, DIRECTOR OF PARTY AFFAIRS  
FOR ALL SEASONS, OWNER  
FREELANCE, MEETING PLANNER  
G GROUP, PRESIDENT  
GAYLE STEWART ENTERPRISES, INC., PRESIDENT  
GENENTECH, MANAGEMENT ASSOCIATE  
GENENTECH, SR. PROJECT ADMINISTRATOR  
GINWALA ENTERPRISE, GENERAL MANAGER  
GLENDALE COMMUNITY COLLEGE, PROGRAM DIRECTOR  
GLENDALE COMUNITY COLLEGE, OUTREACH SPECIALIST  
GLITTER PROMOTIONS, PRESIDENT  
GRASS SHACK EVENTS & MEDIA, SR. ACCOUNT MANAGER  
GREEN HOUSING SOLUTION, DIRECTOR OF OPERATIONS  
GROSENBERG & ASSOC., PROFESSIONAL MTG PLNR, CONSULTANT & INSTRUCTOR  
GYPSY SERVICES, MANAGER  
HAIDEE JOY, SPECIAL EVENTS & MEETING PLANNER  
HAMILTON STRATEGIC MARKETING CENTAURUS FINANCIAL, MANAGING DIRECTOR  
HASC, PROGRAM DIRECTOR, EDUCATION SERVICES  
HAUTELOOK GETAWAYS, DIRECTOR OF TRAVEL  
HAUTELOOK TRAVEL, GENERAL MANAGER  
HEALTHCARE FINANCIAL MANAGEMENT ASSN, MEETING PLANNER  
HEAVENLY EVENTS, MANAGER  
HELMSBRISCOE, MANAGER GLOBAL ACCOUNTS  
HELMSBRISCOE, GLOBAL, ACCOUNT MANAGER  
HELMSBRISCOE, GLOBAL ACCOUNT MANAGER  
HELMSBRISCOE, MANAGER, GLOBAL ACCOUNTS  
HELMSBRISCOE, DIRECTOR, GLOBAL ACCOUNTS  
HELMSBRISCOE, MANAGER, GLOBAL ACCOUNTS  
HELMSBRISCOE, REGIONAL VICE PRESIDENT  
HELPINGHANDS, MANAGER  
HOLLYWOOD POST ALLIANCE, EVENT PLANNER

HOSPITAL ASSN OF SOUTHERN CA, PROGRAM DIRECTOR  
ADMINISTRATIVE SERVICES  
HOTEL HUNTERS, MEETING PLANNER  
HOULIHAN LOKEY, DIRECTOR, EVENTS  
HP, EA  
I.P.A., JOURNALIST  
IACDE, ASSOC. MEETING PLANNER  
IBM, MARKETING MANAGER  
ICFG, EVENT PLANNER  
IDIRECT GOVERNMENT TECHNOLOGIES, MARKETING MANAGER  
IEEE COMPUTER SOCIETY, MEETING PLANNER  
IEEE COMPUTER SOCIETY, SR MANAGER CONFERENCE OPERATIONS  
IEEE COMPUTER SOCIETY, SENIOR MEETING PLANNER  
IEEE COMPUTER SOCIETY, MEETING PLANNER  
IEEE COMPUTER SOCIETY, CONFERENCE SERVICES MEETING PLANNER  
IHOLLYWOOD FORUM, PRESIDENT  
IMPACT ENTERTAINMENT, OWNER  
IMPERIAL CAPITAL, CONFERENCE MANAGER  
INDEPENDANT PLANNER, OWNER  
INDEPENDENT, MEETING & EVENT PLANNER  
INDEPENDENT, MEETING & EVENTS MANAGER  
INDEPENDENT PLANNER, PLANNER  
INFECTIOUS DISEASE ASSOC. OF CALIFORNIA, EXECUTIVE DIRECTOR  
INFINITY EVENTS, PRESIDENT  
INSITEFUL MEETINGS, PRINCIPAL  
INT"L ASSOC. OF CLOTHING DESIGNERS AND EXECUTIVES, DIRECTOR/MEETING PLANNER  
INTERNATIONAL SOCIETY & ASSOCIATION MANAGEMENT, CONFERENCE DIRECTOR  
ISM, MANAGER, MEETINGS & EVENTS  
J. SPARGO & ASSOCIATES, SENIOR DIRECTOR OF SPECIAL PROJECTS  
JBS & ASSOCIATES, PRESIDENT  
JBS & ASSOCIATES, ACCOUNT EXECUTIVE  
JOHN AND HOVART COMPANY LIMITED, SYSTEMS INTEGRATOR AND ANALYST  
JTB INTERNATIONAL, ASSISTANT GM  
KAISER PERMANENTE, SR. PLANNER SPECIALIST  
KAISER PERMANENTE, SENIOR MEETING PLANNER  
KAISER PERMANENTE, MEETING PLANNER  
KAISER PERMANENTE, SCPMG MEETING PLANNER  
KAISER PERMANENTE, EXECUTIVE ASSISTANT  
KAISER PERMANENTE, DIRECTOR, MEETINGS & EVENTS  
KAISER PERMANENTE, EVENT SPECIALIST  
KAISER PERMANENTE, EVENTS GROUP MANAGER  
KAISER PERMANENTE, MEETING PLANNER  
KAISER PERMANENTE, SENIOR MEETING PLANNER CONSULTANT  
KAISER PERMANENTE, US DOD, SYMPOSIUM CHAIR  
KEENAN & ASSOCIATES, MEETING PLANNER  
KEENAN & ASSOCIATES, PROJECT COORDINATOR  
KIDKESTY PRODUCTIONS/NCOMPASS INTERNATIONAL, PLANNER  
KNOWLEDGE TRANSFER MEETINGS, MEETING PLANNER  
L.A. COUNTY SERVICES.....SEIU UNION LOCAL 721, CONSULTANT  
LA.CITY DEPT OF RECREATION & PARK, RECREATION DIRECTOR  
LAS VEGAS CONVENTION AND VISITORS AUTHORITY, SALES EXECUTIVE  
LAURACOLEROWE CONSULTING, OWNER  
LEVY RESTAURANTS, SOUS CHEF  
LEVY RESTAURANTS, SOUS CHEF  
LEVY RESTAURANTS, CATERING MANAGER  
LEVY RESTAURANTS, SENIOR SALES MANAGER  
LEVY RESTAURANTS, EXECUTIVE CHEF  
LEVY RESTAURANTS, DIRECTOR OF OPERATIONS

LIEBERT CASSIDY WHITMORE, DIRECTOR OF MARKETING & TRAINING  
LIVE NATION / HOUSE OF BLUES, DIRECTOR OF SPECIAL EVENTS  
LOMA LINDA UNIVERSITY MEDICAL CENTER, MARKETING EVENTS  
SPECIALIST  
LOS ANGELES COUNTY EMPLOYEES RETIREMENT ASSOC, ASSISTANT  
TRAINING COORDINATOR  
LOS ANGELES COUNTY EMPLOYEES RETIREMENT ASSOC., TRAINING  
COORDINATOR  
LOS ANGELES COUNTY EMPLOYEES RETIREMENT ASSOC., EMPLOYEE  
ORGANIZATION DEVELOPMENT  
LOUIS AND COMPANY, ASST TO THE PRESIDENT / CEO  
LUPUS FOUNDATION OF NORTHERN CALIFORNIA, EXECUTIVE DIRECTOR  
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M A L TRAVEL, PRESIDENT  
M. EVENTS, MEETING & SPECIAL EVENT PLANNER  
MAGIC MEETING PLANNERS, OWNER  
MARIEVENTS, OWNER  
MAS PROMOS, OWNER  
MASIMO, TRADSHOW AND EVENT PLANNER  
MAXVANTAGE ONSITE AT ALLERGAN, MEETING PLANNER  
MEET LAS VEGAS, DIRECTOR OF SALES  
MEETING EXCELLENCE, DIRECTOR  
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MEETING PLANNERS PLUS, ASSOCIATE  
MEETING SITES RESOURCE, SENIOR MANAGER, GLOBAL ACCOUNTS  
MEETINGS AND EVENTS SPECIALISTS, LLC, OWNER  
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MERCER, MARKETING COORDINATOR  
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MICHAEL J. PIERSON ASSOCIATES, INC., VICE PRESIDENT, OPERATIONS  
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MVENT GROUP, EVENT PLANNING & MANAGEMENT, INDEPENDENT  
PLANNER  
NATIONAL COUNCIL OF EXCHANGORS, EXECUTIVE OFFICER  
NATIONAL COUNCIL OF EXCHANGORS, EXECUTIVE OFFICER  
NATIONAL CTR. FOR URBAN SCHOOL TRANSFORMATION, ASST.  
DIRECTOR OF OPERATIONS  
NATIONAL MEDIA MARKETING, PRESIDENT  
NATIONAL SPEAKERS ASSN, MEETING PLANNER  
NCUST, ADMIN. SUPPORT ASST. 1  
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SERVICES & EVENTS COORDINATOR  
NORTHROP GRUMANN, SPECIAL EVENTS MANAGER  
O"NEIL SOFTWARE, MARKETING/PR DIRECTOR  
OCC, UC IRVINE  
OFFICE OF STATEWIDE HEALTH PLANNING & DEVELOPMENT, TRAINING  
ANALYST  
ORANGE COAST COLLEGE, DIRECTOR OF TRAVEL & OFF-SITE MEETINGS  
ORANGEVALE CHAMBER OF COMMERCE, HONORARY MAYOR  
ORTHO2, ADMINISTRATIVE SPECIALIST II  
OSTEOPATHIC PHYSICIANS & SURGEONS OF CALIFORNIA, DIRECTOR  
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PACIFIC COMMUNICATIONS, MEETING COORDINATOR  
PACIFIC COMMUNICATIONS, MEETING COORDINATOR  
PACIFIC COMMUNICATIONS, MEETING ADMINISTRATOR  
PACIFIC LIFE, MARKETING COORDINATOR  
PACIFICA HOST HOTELS, DIRECTOR OF SALES  
PACIFICA HOST HOTELS, DIRECTOR OF SALES AND MARKETING  
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PARTY PERSONNEL, EVENT COORDINATOR  
PAUL HASTINGS, EVENTS SENIOR COORDINATOR  
PAUL HASTINGS, GLOBAL ATTORNEY DEVELOPMENT MANAGER  
PB AMERICAS, INC., EXECUTIVE ADMINISTRATOR  
PENNCUBLA, PRESIDENT  
PEPPERDINE UNIVERSITY, EVENT MANAGER  
PEPPERDINE UNIVERSITY, PROGRAM MANAGER  
PEREGRINE LTD, EXECUTIVE VP  
PEREGRINE, LTD., PRESIDENT  
PERFECT SUCCESS, EVENT SPECIALIST  
PETCO, GLOBAL AND NATIONAL MEETINGS AND EVENTS PLANNER  
PETCO ANIMAL SUPPLIES INC, CORPORATE & NON-PROFIT EVENT  
PLANNER  
PETCO ANIMAL SUPPLIES, INC., DIRECTOR, GLOBAL MANAGED SERVICES  
PHILIPS MEDICAL, SR TRAINING COORDINATOR  
PIHRA, BUSINESS DEVELOPMENT MANAGER  
PIHRA, MEMBERSHIP COORDINATOR  
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PORTEOUS FASTENER COMPANY, DIRECTOR OF MARKETING  
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EVENTS  
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PRESTIGE ACCOMMODATIONS, PRESIDENT  
PRESTIGE ACCOMMODATIONS, SENIOR MEETINGS MANAGER  
PRINTING INDUSTRIES ASSOCIATION SOUTHERN CA, DIRECTOR  
MANAGEMENT SERVICES  
PRO SITES, PRESIDENT  
PROFESSIONAL ASSOCIATION FOR CHILDHOOD EDUCATION, DIRECTOR  
OF EVENTS & EDUCATION  
PROTRAVEL INTERNATIONAL, TRAVEL PLANNER/MEETING PLANNER  
PROTRAVEL INTERNATIONAL, TRAVEL PLANNER/MEETING PLANNER  
PROVOCATIVE TRAVEL, MEETING PLANNER  
PROVOCATIVE TRAVEL, MEETING PLANNER  
PRUDENTIAL, MANAGER, CONFERENCE & MEETING SERVICES  
QUALITY CARE HEALTH FOUNDATION, EDUCATION MEETING PLANNER  
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RAM, BOARD MEMBER  
REAL BUSINESS SOLUTIONS, CEO  
RED HAT SOCIETY, CEO  
RED HAT SOCIEY, INC., HATQUARTERS LIAISON(SALES AND MARKETING)  
REDONDO BEACH CONVENTION AND VISITORS BUREAU, VISITORS  
BUREAU CHAIR  
REGENCE BLUE CROSS BLUE SHIELD OF OREGON, PROJECT  
ADMINISTRATOR  
RHQ, PRESIDENT  
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RIGHT HAND EVENTS, MEETING PLANNER AND EVENT CONSULTANT  
RIGHT HAND EVENTS, MEETING COORDINATOR  
ROCKWELLGROUPINC, PRESIDENT  
ROZEK MEETING SERVICES, PRESIDENT  
SAINT BERNARD CLUB OF AMERICA, NATIONAL SHOW  
SAN DIEGO MARRIOTT, LA JOLLA, BANQUET CAPTAIN  
SANTA MONICA CIVIC AUDITORIUM, EVENT COORDINATOR

SEA TO SEE TRAVEL, OWNER  
SELF EMPLOYED, MEETING PLANNER  
SERGEANTS MAJOR ASSN., INC., MEETING PLANNER  
SEXY HAIR CONCEPTS, SHOW MANAGER  
SHARP DESIGNS, SR. TECH CONSULTANT  
SHERATON CERRITOS HOTEL, SALES MANAGER  
SHERATON GARDEN GROVE ANAHEIM SOUTH, GROUP SALES/RESERVATIONS MANAGER  
SIMPLY MUMTAZ EVENTS, EVENT MANAGER  
SIMPLY MUMTAZ EVENTS INC., EVENTS ASSISTANT  
SOCAL BUSINESS TECHNOLOGY ASSOCIATION, VP  
SOCIETY OF HISPANIC PROFESSIONAL ENGINEERS, INC., MEETINGS & EVENTS COORDINATOR  
SOCIETY OF HISPANIC PROFESSIONALS ENGINEERS, INC, NATIONAL MEETINGS AND EVENTS MANAGER  
SPIRIT ENTERPRISES, MARKETING REP.  
SPORTS DESTINATION NETWORK INC, PRESIDENT  
SPRINT ENTERPRISES, SALES EXECUTIVE  
ST. FRANCIS MEDICAL CENTER FOUNDATION, ASSOCIATE DIRECTOR OF SPECIAL EVENTS  
STATE OF KENTUCKY, DIRECTOR OF SPECIAL EVENTS  
STRATEGIC INTERNATIONAL RESOURCES, PRESIDENT  
STRATEGIC INTERNATIONAL RESOURCES, VICE PRESIDENT MARKETING  
SUMMIT PERFORMANCE GROUP, PRINCIPAL  
SUMMIT PERFORMANCE GROUP, MARKETING & SALES  
SUNFLOWERS, OWNER  
SUNFLOWERS, OWNER  
SUPERIOR COMMUNICATIONS, EVENT & MEETING COORDINATOR  
SUPERIOR COMMUNICATIONS, OFFICE COORDINATOR  
SUPERIOR MEETING SERVICES, PRESIDENT & CEO  
SUREFIRE, TRADE SHOW SPECIALIST  
SUREFIRE, MARKETING ADMINISTRATOR  
T.E.A. CONSULTING, EVENT DIRECTOR  
TELEFLORA, MEETING & EVENT PLANNER  
TELOGIS, MARKETING EVENTS MANAGER  
THE AMERICAN TRAVEL GROUP, MANAGER: SALES AND OPERATIONS  
THE BOEING COMPANY, VP SPECIAL EVENTS, BALC  
THE BOEING COMPANY, CUSTOMER RELATIONS SPECIALIST  
THE EVENT TEAM, OPERATIONS MANAGER  
THE EVENT WIZARD, EVENT SPECIALIST  
THE FLOWER CONNECTION,  
THE LAVACON CONFERENCE, EXECUTIVE DIRECTOR  
THE NATIONAL ASSO OF SINGLE PEOPLE, EXECUTIVE DIRECTOR  
THE REGENCE GROUP, PROJECT ADMINISTRATOR  
THE REUNION PLANNER, MEETING PLANNER  
THE REUNION PLANNER, OPERATING PARTNER  
THE REUNION PLANNER, SALES DIRECTOR  
THE ROCKWELL GROUP, INC., PURCHASING  
THE WALT DISNEY COMPANY, SENIOR CATERING & CONVENTION SERVICES MANAGER  
THE WORD & BROWN COMPANIES, EVENTS DIRECTOR  
THE WORD & BROWN COMPANIES, MEETING & EVENTS COORDINATOR  
TOYOTA MOTOR SALES, SR MEETING PLANNER  
TRANSFORUMS COMMUNICATION, PLANNER  
TRILOGY FINANCIAL SERVICES, INC., VP OF ADMINISTRATION  
TRIPS AHOY, PRESIDENT; DIRECTOR OF GROUP SALES  
UC SAN DIEGO, DEVELOPMENT/DIV.OF PHYSICAL SCI.  
UCSD, EVENTS MANAGER  
UNIVERSITY OF CALIFORNIA RIVERSIDE, EXECUTIVE COORD. TO THE CHANCELLOR  
UNIVERSITY OF CALIFORNIA SAN DIEGO, EVENTS MANAGER

UNIVERSITY OF CALIFORNIA-SAN DIEGO, CHANCELLOR'S EVENT MANAGER  
USGEA, ACCOUNT MANAGER  
VAN WEIDE GROUP, INC., PRESIDENT  
VITALSMARTS, PUBLIC TRAINING MANAGER  
VITALSMARTS, PUBLIC TRAINING COORDINATOR  
VITALSMARTS, PUBLIC TRAINING COORDINATOR  
WALTHER STEWART ASSOCIATES, PRINCIPAL  
WEST COAST CASUALTY SERVICE, INC., PRESIDENT  
WEST COAST CASUALTY SERVICE, INC., VICE PRESIDENT  
WESTERN INDEPENDENT BANKERS, VICE PRESIDENT, EVENTS MGMT  
WESTERN LA DENTAL SOCIETY, EXECUTIVE DIRECTOR  
WESTERN OILFIELDS SUPPLY COMPANY DBA RAIN FOR RENT, EXECUTIVE ASSISTANT  
WHW MINISTRIES, EVENT PLANNER  
WISE GUYS EVENTS, COO  
WORD & BROWN COMPANIES, MEETING & EVENTS COORDINATOR  
WORD AND BROWN, MEETING & EVENTS COORDINATOR  
WYNNING TOUCH EVENT DESIGN, PRESIDENT/PLANNER  
YAHOO, EVENT COORDINATOR  
YAMAHA MOTOR CORPORATION, TRAVEL COORDINATOR MEETING PLANNER  
ZEND TECH, GLOBAL EVENTS  
ZF GROUP NAO, EVENT COORDINATOR