

Freeman ['60] Selected As Legend Of Industry For 2009 IAEE Robert L. Krakoff Future Leaders Institute

14Aug09 -The following information was released by the International Association of Exhibitions and Events:

We are pleased to announce that Donald S. (Don) Freeman, Jr. is selected as the 2009 Legend of the Industry from the International Association of Exhibitions and Events (IAEE). Mr. Freeman will share his insights, recollections, tips and encouragement with future leaders of the exhibitions and events industry at this years IAEE Robert L. Krakoff Future Leaders Institute, to be held 12-14 September 2009 at The Breakers Palm Beach in Palm Beach, Fla. IAEE and official sponsor, Champion Exposition Services, will provide up-and-coming exhibitions and events professionals with three full days of career development.

Each year, IAEE selects a "Legend of the Industry" whose contributions, innovation and leadership have been truly unique and remarkable. An informal setting then allows each Institute participant one-on-one time with this industry leader.

After 45 years in the industry, I am always happy to see it infused with fresh ideas and enthusiasm, Freeman says. During these times of economic uncertainty, it is encouraging to see that our industry continues to grow strong and invests in its future. I am pleased to be able to share what I have learned with these future leaders and contribute to their growth process.

About Donald S. Freeman, Jr.

Mr. Freeman is chairman of Freeman in Dallas, Texas. A graduate of the U.S. **Naval Academy**, he resigned his four-year commission with the Supply Corps in 1964 to join the family business, Freeman Decorating Company, as manager of the Des Moines branch. In 1968 he was named executive vice president and served in several branch locations before moving to Dallas, where the company's headquarters was relocated in 1974. Freeman became president of the company in 1972. Following the death of his father, Donald S. Buck Freeman in 1977, he was named chairman and CEO. In July of 2008, he transitioned the company's leadership to the third generation of the Freeman family, naming daughter Carrie Freeman Parsons vice chair and CMO, and promoting son-in-law Joe Popolo to CEO. He is still actively involved in the business, serving as chairman of the board.

Freeman has served as officer and director of numerous convention industry associations, including the Exhibit Designers and Producers Association, IAEE and the Professional Convention Management Association (PCMA), among others. He is also past chair of the Center for Exhibition Industry Research. Among his many awards and honors, Freeman has been inducted into the Convention Industry Councils Hall of Leaders, the industry's most prestigious form of recognition for a lifetime of significant contribution to the improvement of the event industry. He has received the IAEE Distinguished Service Award, the PCMA Presidents Award and the Trade Show Exhibitors Association Distinguished Service Award. In 2007, he received PCMA's Distinguished Member Award and the Spirit of Hospitality Award from Destination Marketing Association International (DMAI), as well as the Distinguished Life Member Award from the Texas Society of Association Executives (TSAE).

About the IAEE Robert L. Krakoff Future Leaders Institute

The 20 participants selected for the 2009 Institute were judged on the following criteria: evidence of at least three years of full-time experience in the exhibitions and events industry; a personal commitment to, and passion for, the exhibitions and events industry; an indication of their willingness and ability to become a thought leader and motivator of others; a commitment

to remain actively involved in the Institute; and insight into how they view the future of the exhibitions and events industry and how they propose to influence that future.

This year's facilitator, Erick Burton, CSP, is frequently described as powerful, positive and practical. As president of Burton Resources, he has partnered with hundreds of corporations and associations as a professional speaker, facilitator, executive coach and author. Burton is one of a few speakers in the entire world with the Certified Speaking Professional (CSP) designation. He is the founder of the Burton Leadership Center, a 28-acre facility near Kansas City, Mo., which features a leadership course designed to develop organizational and personal leadership. His expertise in leadership acceleration is included in his interactive book on leadership and in a personalized leadership assessment called The Leadership Accelerator™. Since 1996, Burton has spoken in 48 states and four countries outside of the United States.

Institute alumni will also participate in the program of events designed to develop leadership skills and broad industry knowledge, create a close support network among participants, and enhance requisite motivational and communications skills. In addition to having face-to-face interaction, upon completion of the Institute, each participant will be assigned a mentor who will become a friend, role model, and counselor and will share the lessons of experience and good judgment. To date, 54 mentors have volunteered to provide guidance and knowledge to Institute participants.

Graduates of the 2009 Institute will be recognized at Expo! Expo! IAEE's Annual Meeting and Exhibition to be held 8-10 December 2009 in Atlanta, Ga. For more information, visit www.iaee.com/futureleaders.