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FOR IMMEDIATE RELEASE

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**CONFERENCE EVENT MANAGEMENT ANNOUNCES
IOWA HOSPITALITY DONATION NETWORK**

West Des Moines, IA: Conference Event Management is pleased to announce a hospitality donation initiative to help those in need in our local community. The Iowa Hotel Donation Network involves hotels working together to donate excess food, leftover personal care items, and discarded housewares to non-profit organizations around Central Iowa. This initiative is aimed at supporting low income and homeless individuals.

CEM President, Michelle DeClerck, is a leader in the community and in her church promoting programs for alleviating homelessness and hunger. DeClerck founded the Iowa Hotel Donation Network to create a collective voice among local hotels. Often times, hotels discard items that could be reused or recycled, including toiletries, sheets, towels, furnishings, small appliances, and food. According to the American Hotel & Lodging Association, the hospitality industry in North America throws away about one million bars of soap every day. Items like this could be donated to improve the lives and health of less-fortunate people.

The Iowa Hotel Donation Network held its inaugural meeting for hotel general managers in West Des Moines last week. The goal of this meeting was to start the discussion among the hotels surrounding CEM's headquarters in West Des Moines, IA. DeClerck, along with leaders from Double Tree, Holiday Inn & Suites, Sleep Inn, Hotel Renovo, Fairfield Inn & Spring Hill Suites, Wildwood Lodge and the Iowa Lodging Association, came up with strategies for donating that can be used throughout Central Iowa, and eventually throughout the state.

"There is no better place to start the discussion than right here in our local community. With Iowa ranking as the 7th most charitable state, I'm convinced an effort dealing with food rescue and the donation of personal care and houseware items will quickly make an impact. As our team travels the world and we see the effect volunteer programs make in some of the world's poorest areas, we recognized there is an opportunity in our own community to make a difference," stated DeClerck.

Hotels have numerous reasons to get involved with donation programs besides corporate responsibility. Benefits such as decreased trash hauling expenses are mutually beneficial for both hotels and the environment. For example, as hotels upgrade and renovate the disposal of mattresses is becoming progressively more expensive due to the fact that landfills are charging based on weight for large quantities. The Iowa Hotel Donation Network exists to find solutions for logistics of moving these products from the hotels to charities that can distribute to those in need, such as shelters and organizations that help people transition to independent living.

Hotels interested in becoming involved may contact Rio Maxwell at events@mycem.com for additional information or to receive a listing of known charities that accept donations.

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Conference Event Management (CEM) offers complimentary hotel and cruise contracting and creates Return on Experience (ROE) – custom meeting and event solutions that drive sales, improve productivity, and retain top talent through attendee engagement. With complete transparency and saving client’s time and money, CEM manages the details while clients manage the business.

AWARDED: Woman Business Owner of the Year – NAWBO Iowa (Awarded to Owner Michelle DeClerck, CMP, 2011)