

## NEWS RELEASE

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### **MOTIVACTION EMPLOYEE AMONG THE FIRST-EVER GRADUATES OF THE STRATEGIC MEETING MANAGEMENT CERTIFICATION PROGRAM**

#### **Manager of purchasing, meetings and events earns SMMC designation through the National Business Travel Association**

[Minneapolis, MN] (September 7, 2010) – [MotivAction](#), a recognized innovator in [meetings and event management](#), is proud to announce that Joanie Miskowiec, manager of purchasing, meetings and events, is among 29 corporate travel and meetings professionals from around the country who earned the designation SMMC, denoting excellence in the theory and practice of Strategic Meetings Management.

The SMMC program consists of two core weeks and elective classes. The curriculum is designed to drive further development of accepted best practices, lead to creative new “next-practices,” and enhance communication and leadership skills in developing and implementing global meeting policies, workflows and technologies.

“MotivAction is the most recognized agency in our industry for results-based programs, and certainly a commitment to continuing education contributes to that success,” said Miskowiec, a 24-year veteran of the travel purchasing industry. “As a business travel professional, I feel the SMMC designation equips me with some fresh know-how to anticipate daily challenges and navigate successfully through a constantly changing and challenging environment.”

This innovative approach to managing corporate meeting and event activities and processes was pioneered by the National Business Travel Association (NBTA), the leading global provider of corporate travel education and professional development.

“Today’s graduates are leading the pack in perfecting both the science and art of strategic meetings management,” said NBTA President & CEO Craig Banikowski, CCTE, C.M.P., CMM. “As the first carriers of the SMMC designation, the only industry certification program focused on the theory of Strategic Meetings Management, they have taken a huge step in advancing their careers and established themselves as thought leaders in the global meetings and events community.”

#### **About MotivAction**

MotivAction is a performance improvement company engaged by organizations looking to improve results through people. Headquartered in Minneapolis, MotivAction has been delivering [meetings and events](#), [incentives](#) and [recognition](#), and [learning](#) services to many FORTUNE 1000 companies for over 30 years. For more information, visit <http://www.motivaction.com>