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FOR IMMEDIATE RELEASE:

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**Director of Sales & Marketing at Bishop's Lodge
Completes Prestigious Certification**

Santa Fe, NM – Sales & Marketing Director Becky A. Ellis has just completed a re-certification process through the Convention Industry Council. She is one of 22 candidates in New Mexico and has been with the resort since February of 2008.

She is among 356 individuals nationwide that earned the prestigious designation of Certified Meeting Professionals (CMP). This distinguished credential, recognized throughout the meetings, conventions, and exhibitions industry demonstrates an individual's comprehensive knowledge of meeting management and the next step in their commitment to the meeting profession.

Obtaining the CMP designation is a two-part process, consisting of an application and a written examination, administered and monitored by an independent testing agency. Eligibility to take the examination is based on an extensive review of professional qualifications. Candidates must have at least three years of employment in the meetings industry and demonstrate responsibility and accountability for successful meetings. The comprehensive, written examination tests knowledge of all functions of meeting management.

"We are thrilled with the continued enthusiasm for the CMP designation", said Kimberly Miles, CMP, Senior Vice President, Industry Relations, of the American Hotel & Lodging Association and current CMP Board Chair. "This shows a level of commitment by the meeting and convention industry to make this professional certification the pinnacle of achievement in an individual's career path."

The CMP program, established in 1985, is designed to increase the professionalism of meeting managers in all sectors of the industry; recognize and raise industry standards; and increase the value of these practitioners to their employers. The demand for this designation continues to increase as both employers and meeting professionals realize the depth of knowledge and recognition to the profession that this certification brings to an organization.

"The interest in the CMP certification has intensified during these challenging economic times," stated Christina Buck, CMP Program Director. Professionals in the meeting and event industry are anxious to obtain this designation to keep themselves at the highest level of accomplishment and ahead of the learning curve."

The CMP is one of two signature programs maintained by the Convention Industry Council that provide value to the convention industry and hospitality field. Additional information on the Convention Industry Council and the CMP process can be found at www.conventionindustry.org.

The Convention Industry Council's 34 member organizations represent more than 103,500 individuals and 19,500 firms and properties involved in the meetings, conventions and exhibitions industry. CIC facilitates the exchange of information develops programs to promote professionalism within the industry and educates the public on its profound economic impact. CIC's programs include the Certified Meeting Professional (CMP) program, the Accepted Practices Exchange (APEX) initiative, and numerous industry resource projects.

The Bishop's Lodge Ranch Resort & Spa is a full service, 450-acre resort and has been ranked by **Travel & Leisure** magazine as one of America's premier retreats. The SháNah Spa and Wellness Center has been honored with **Condé Nast Johansens'** "Most Outstanding Spa Award in North America and the Caribbean."

Bishop's Lodge Ranch Resort & Spa is managed by Prism Hotels & Resorts whose clients also include Marriott, Hilton, Radisson, Embassy Suites, and Holiday Inn. To make a resort or spa reservation, call 800-732-2240 or visit www.bishopslodge.com.

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