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ACRO Global Exec Speaks at HSMIA Collegiate Hospitality Forum

October 24, 2005

On October 22 at Babson College in Wellesley, Massachusetts, ACRO Global President/CEO David Boggs delivered a seminar on International Tourism Marketing to an audience of hospitality students from New England colleges, in conjunction with the third annual Collegiate Hospitality Forum organized by the New England Chapter of Hospitality Sales and Marketing Association International.

“I’m very happy to have had the opportunity to contribute to this event,” Boggs said. “It created a rare opportunity for the students to experience first-hand the real-world perspective of industry professionals.”

Boggs’s PowerPoint presentation slides are available online at <http://www.acroglobal.com/international.ppt> .

HSMIA, a global organization of sales and marketing professionals representing all segments of the hospitality industry, is comprised of nearly 7,000 members in 35 countries and 60 chapters worldwide.

ACRO Global is an Internet marketing agency working exclusively with the travel, tourism and hospitality industries. Specializing in online international tourism marketing - and with partners in the UK, Ireland, Germany and Canada - ACRO works with tourist boards, lodging associations, hotels, tour operators and other tourism-related organizations in North America and Europe. ACRO Global has offices in Richmond and Boothbay Harbor, Maine.

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