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ICPM

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**DAKOTA COUNTY TECHNICAL COLLEGE AND ICPM UNVEIL UNIQUE
DEGREE PROGRAM**

Hospitality students to earn CM certification as part of the Meeting & Event Management Degree

HARRISONBURG, VA and ROSEMOUNT, MN – August 12, 2009 – The Institute of Certified Professional Managers (ICPM), a leading management development and leadership educator, and Dakota County Technical College (DCTC) announced today they have partnered to offer students a unique new Meeting and Event Management Degree Program that combines college credit courses with ICPM's Certified Manager (CM™) certification program.

In an effort to deliver more value per tuition dollar, students completing DCTC's new Meeting and Event Management Degree Program will have the ability to receive both an AAS degree and the CM certification, a professional credential which validates a level of managerial competency and is recognized internationally. The 60-credit program prepares students to enter the hospitality industry, one of the largest and fastest growing industries in the world, while instilling management and leadership skills through the CM certification - a three-course program and competency exams.

“In today's competitive business environment, it is important that our graduates are ready to meet the challenges that lie ahead,” said Scott Gunderson, CM, DCTC's Faculty & Chairman of the Business & Management Department. “DCTC's Meeting and Event Management Degree Program prepares students to manage conventions, trade shows and other special events at hotels, motels, resorts, country clubs and casinos. The CM certification completes the educational package by preparing students to manage and lead effectively in their new careers. By delivering skills that employers can recognize and measure immediately, the CM certification gives our students a competitive edge in the marketplace.”

Coursework for the Meeting and Event Management Degree/CM certification provides knowledge and skills to offer premier services and guest satisfaction in meeting, conference and event management businesses, marketing and public relations firms, nonprofit and for-profit corporations, hotels, golf and country clubs, casinos, and resorts. It also prepares students to meet management challenges surrounding the "people side" of event management. The new program will be offered starting Fall 2009.



ABOUT ICPM

Founded in 1974 by the National Management Association (NMA) and the International Management Council (IMC), the Institute of Certified Professional Managers (ICPM) has a 35-year history of educating managers, supervisors and leaders through the CM™ certification program. The CM program certifies a level of management competency which supports enhanced on-the-job performance. CM certificants are recognized worldwide by the “CM” professional credential. ICPM is a business center of the College of Business at James Madison University in Harrisonburg, VA. It is governed by a Board of Regents comprised of business executives, industry representatives, academicians, and the NMA president. For more information visit www.icpm.biz or call 800-568-4120.

ABOUT DCTC

Dakota County Technical College is a public two-year institution of higher education dedicated to the philosophy that there is dignity in all work and value in individual growth and learning. It is the philosophy of the college that all of its students should have access to quality education that prepares them for rewarding careers. The college values its role in contributing to economic development by providing a knowledgeable and skilled workforce. The college views itself as a full partner in the higher education community and recognizes its contribution to lifelong learning. For more information visit www.dctc.mnscu.edu. To learn about the Meeting & Event Management/CM certification program visit www.dctc.edu/future-students/programs/meeting-event-management.cfm

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