

The 2009 CMI 25

Welcome to the CMI 25, *Corporate Meetings & Incentives'* annual report on the meetings industry's top North American full-service meeting and incentive companies. The third annual CMI 25 list provides market intelligence that is unavailable elsewhere in our industry.

In making their decisions on the final 25, editors gave the most weight to the information that they received about a company's total number of room nights booked and total corporate meetings and incentive travel programs, but they considered all the supplied information before arriving at the final list.

The CMI 25 focuses on full-service meeting and incentive companies and does not list site-selection companies.



CMI 25: By the Numbers

The CMI 25 companies are largely a Midwestern phenomenon, with almost 75 percent headquartered in the heart of the country (four in Minnesota alone). Only one company is on the West Coast, four on the East Coast, and two in Atlanta. They are well established, with a median of 29 years in the business. Still, the economic downturn has had its effects: While the median number of meetings managed is up, 17 of the 25 companies have cut staff in the past year and the median number of group room nights booked is down almost 13 percent.

The CMI 25 Companies

Fox Premier Meetings and Incentives

Oshkosh, Wis.
(920) 236-8030
www.gofoxpremier.com

Founded: 1980

Leadership: David Juedes, president, Fox World Travel; Geoff Kuhnz, executive vice president, Fox World Travel; Tracy Norum, CMP, vice president and general manager, Fox Premier Meetings and Incentives

At a glance: Fox Premier is an arm of Fox World Travel, the 19th- largest travel management company in the U.S., as ranked by *Business Travel News*. In March 2008, Fox Premier acquired Motivation Works Inc., a 14-year-old meeting and incentive company out of Oshkosh, Wis., Fox Premier's hometown. Founder and owner Julie Pollnow joined Fox Premier.

Corporate meetings in 2008: 148

Incentive travel programs in 2008: 65

Meeting and incentive travel programs held outside the U.S.: 31%

Room nights booked for meetings and incentives: 25,000

Full-time employees: 18

Other 2009 CMI 25 Companies

Advantage Travel & Incentives Inc.; Savage, Minn.

American Express Business Travel; New York

BCD Meetings & Incentives; Chicago

BI; Edina, Minn.
Bishop-McCann; Kansas City, Mo.
Carlson Marketing Worldwide; Minneapolis
Creative Group Inc.; Appleton, Wis.
Enterprise Events Group; San Rafael, Calif.
Excellence In Motivation; Dayton, Ohio
Experient; Twinsburg, Ohio
Gavel International Inc.; Lincolnshire, Ill.
George P. Johnson; Auburn Hills, Mich.
Gray Consulting International Meetings & Incentives; Philadelphia
ITA Group; West Des Moines, Iowa
Maritz Travel Co.; Fenton, Mo.
McVeigh Associates, Ltd.; Amityville, N.Y.
Meeting Alliance; Robbinsville, N.J.
Meeting Expectations Inc.; Atlanta
Meetings & Incentives; Caledonia, Wis.
Meridian Enterprises Corp.; Hazelwood, Mo.
MotivAction, LLC; Minneapolis
SDI Travel and Incentives; Chicago
USMotivation; Atlanta
VMS; Indianapolis