

# Company Profile and Facts

### CAPABILITIES

Excel Meetings and Events strives to provide exceptional service that is personal, flexible and creative. We manage, market and produce meetings, conferences and events including board meetings, partner and business conferences, customer events, incentive programs and non-profit meetings. We have produced meetings for groups ranging in size from 20 to over 1,000.

In addition to comprehensive event logistics, Excel offers a wide-range of business to business event marketing services that will build attendance for your conference, present a strong brand identity and provide marketing analytics that help you understand what's important to your key stakeholders. By utilizing the experience and talents of our staff and our alliance partners, we can help you develop a full 360-degree view of your attendees as they participate in your conferences, user group meetings, seminars and other important meetings.

We also help manage the risks associated with meetings and events by negotiating well-written hotel contracts and by placing the highest priority on the safety and security of your meeting attendees.

### FOUNDER'S PROFILE: **Donna Valentine, CMP, President**

Excel Meetings & Events was founded in 2001 and is headed by Donna Valentine, CMP. Ms. Valentine's career includes 13 years experience with Westin/Starwood Hotels and Resorts. As Director of Global Accounts for Starwood, she represented the company's portfolio of properties and gained extensive experience managing client events nationwide and internationally. She has also held director-level positions for several San Francisco-based destination and meeting management firms.

Over the course of her career she has produced and managed meetings and events for many prominent Bay Area and national companies including:

- Argo Insurance Group
- Atmos Energy
- CMEA Ventures
- Workforce Development Through the California Community Colleges (Association)
- Macrovison (Software)
- MITEM Corporation (Software)
- Professional Coaches and Mentors Association
- PG&E
- Philips Medical Systems
- Sutter Healthcare

She holds a degree in Graphic Design with minors in English and Italian from San Jose State University.

### MARKET SEGMENTS SERVED

Excel's customer base includes clients in the following markets and industries: Venture Capital; Law; Health Care; Pharmaceutical; Public Utilities; Technology/Software; Financial Services; Publishing and Non-Profit Associations.

### MANAGEMENT TEAM

- Donna Valentine, CMP, President
- Jon Wollenhaupt, Vice President
- Kirby Veach, Creative Director
- Charlene Fern, Communications

### CONTACT:

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