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OSIP national conference termed "best ever!"

Robert Olmstead honored with Lifetime Achievement Award

The Organization of Spirit Industry Providers (OSIP) recently completed its third annual national conference in Las Vegas, and organizers and participants alike deemed it a major success.

Jeff Webb, president of OSIP, said "We heard so many great compliments from the members about this year's speakers, program, and of course the Las Vegas Wynn that hosted the event. These comments, along with a substantial increase in membership attendance this year, validate the need and vision we had for this organization three short years ago."

This year's speakers included a return by Greg Hicks, vice president of 21st Century Consulting, Michael Olmstead, founder and president of E2K Sports, who has produced world-class events including openings for World Cup Soccer, the Super Bowl, and international political events, teen marketing expert Elizabeth Rosenberg of Declare Yourself and Actiii, and acclaimed visual merchandiser Joe Baer, president and founder of Zen Genius Visual Merchants.

Perhaps the highlight of the two day event was the presentation of the second OSIP Lifetime Achievement Award awarded posthumously to Robert Olmstead, founder of California Specialty Camps and later United Spirit Association. The award was accepted by his son Michael Olmstead who not only spoke of the business accomplishments of his father, but the vision, compassion, and character that defined his father and was reflected in all of his life time ventures and adventures. Robert was a tight-rope walker, a pioneer baton twirler, the U.S. Army band leader, originator of the first professional pom pom squad, and as mentioned, founder of the United Spirit Association. He constantly inspired and was inspired by the people he met. A more detailed biography about this inspirational individual can be found at http://www.aacca.org/osip/robertolmstead_2007.htm.

Jeff Web added that "Olmstead's legacy lives on through his family, his company, and through those he influenced which include many in attendance at this year's conference."

The Organization of Spirit Industry Providers was founded in 2004 to represent the members of the \$1.5 billion dollar spirit industry. The organization consists of more than 80 companies and holds its annual membership conference in Las Vegas. The 2008 conference is scheduled for September 2008 at the Las Vegas Wynn. More details coming soon!

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