



FOR IMMEDIATE RELEASE  
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## Derse Director Achieves Diamond-Level CTSM Certification

MILWAUKEE, WIS. – Katharine Chestnut, Director of Research and Measurement at Derse, recently received the honor of a Certified Trade Show Marketer (CTSM): diamond level certification. Chestnut was only one of four to attain this level of distinction, putting her in the top one percent of CTSM graduates.

CTSM is a professional certification program for people in the exhibit marketing industry. Candidates complete a number of classes and training sessions to obtain various levels: bronze, silver, gold and now diamond. The diamond level distinction is new to CTSM and was introduced in part to encourage gold level graduates to make ongoing education a life-long pursuit. In addition, this achievement demonstrates a commitment to leadership by "giving back to the industry" through professional contributions.

To earn her diamond level status, Chestnut needed to accumulate 75 points, 1/5 in education and 4/5 in professional development. Chestnut earned these points in a number of ways, including serving as an advisor to other graduates, speaking at various events and teaching classes.

"Katharine's CTSM education has equipped her with the tools to help consult and guide clients in the advancement of their programs," says David Sherman, Vice President Creative. "This is a very important program for the strategic growth of our industry. We celebrate Katharine's achievement as one of the first recipients of the CTSM diamond-level certification."

### About Derse

Derse is a complete face-to-face marketing agency with a smarter approach to building client sales and managing their trade show, marketing environment and event programs. Derse helps organizations align face-to-face marketing efforts with broader business strategies through:

- Experiential Marketing strategies that help increase sales
- Program management tactics that help control and reduce costs
- Creative architectural and graphic solutions that attract a target audience

Derse has received honors including recognition as one of the "World's Top Event Marketing Companies" (#7) by Advertising Age magazine; and Derse's national headquarters received Silver-level LEED certification, an industry-first for face-to-face marketing industrial facilities. Derse employs more than 350 people in Atlanta, Chicago, Dallas, Indianapolis, Las Vegas, Los Angeles, Milwaukee, Minneapolis, New Jersey, Pittsburgh, Phoenix, San Diego and San Francisco. For more information, visit [www.derse.com](http://www.derse.com) or follow us on Twitter at [www.twitter.com/dersesocial](http://www.twitter.com/dersesocial).

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