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## **Julie DeWeese, Oregon Convention Center Sales Manager, earns Certified Association Sales Executive designation**

The Oregon Convention Center (OCC) today announced that sales manager Julie DeWeese earned top industry designation by fulfilling the Certified Association Sales Executive (CASE) course of training.

CASE training is hosted by the Professional Convention Management Association. Sales associates complete a nine-week online course that includes six modules covering topics such as cultural diversity, ethics, communication, and relationship selling, and requires dozens of study and coursework hours.

DeWeese has sold meeting and convention space to associations, meeting planners and corporate clients for over 22 years, starting with the OCC when it began operating its sales team in 1987. Over the course of her career at OCC, her sales efforts have produced over one billion dollars of economic impact for Portland and the region.

“Julie is a top-notch sales manager who has served the industry with distinction,” stated Jeff Blosser, OCC Executive Director. “Earning CASE designation is a compliment to her work ethic and commitment to OCC and our clients.”

The Oregon Convention Center is the largest convention center in the U.S. Pacific Northwest and a top meeting destination. It leads the industry in sustainable operations and business practices as the first to earn LEED-EB (Leadership in Energy and Environmental Design – Existing Building) in 2004 and in 2008, recertification as LEED-EB Silver. Totaling one million square feet of space, it hosts an average of 650 events and over 700,000 visitors annually.

The OCC is joined by the Portland Expo Center and Portland Center for the Performing Arts in a family of venues managed by the Metropolitan Exposition Recreation Commission (MERC) on behalf of Metro. Visit [www.oregoncc.org](http://www.oregoncc.org) or [www.mercvenues.org](http://www.mercvenues.org) for more information.

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