

Misrepresentations within the meetings trade are newly significant because of the ease of creating electronic scams: Re: Cavalier, a same-name site threatened by a Chinese scam (.cn); plus a link (already ended) by a European facility that didn't read the performance demands before linking initially; plus hitchhike by a similar-name electronics firm, as mentioned. Richard Cavalier does not endorse any enterprise except his own commitment to Allied Agenda Deciders [.com].

Any generic- or trade-name of "Cavalier" in relation to any type of meetings/training/conventions/conferences capability, other than our own, could be:

- a) the legitimate use of a real, originating-person's legal name in a defensible overlap within the meetings trade; Cavalier is unaware of any such overlap; or
- b) an intended, unapproved trade on this established authority's name and reputation, by implying an undeserved credence or skill level via the link or similar name.

If you believe it's a possible misrepresentation (item b), then decide to what extent, if any, 1) their success with that particular use might reflect failed due-diligence; or 2) their given 'service' name reflects the legitimate name of the parent company; or

- c) the 'service name' might represent a purveyor's product or service of merely tangential value to meetings management--for opportunism and/or instant, undeserved claims.

Still can't decide? Then check **complaints.com** and search the service name in question. Key: some telephone companies that offer teleconferences services list them improperly as 'conference' capability in order to attract the unwary buyer. If any purveyor will hitchhike or cheat in advance of contract, what might happen later? Caveat emptor!