



INTERNATIONAL ASSOCIATION OF VENUE MANAGERS REGION 5

Directors Message

Dear colleagues,

It's been a year, hasn't it?


Campaigns, elections, bathroom laws, gun laws, shootings, and protests of all types. Bombs, and threats of. Weather related disasters-tornadoes, hurricanes and floods.

No wonder by the end of the year our thoughts turn to "peace on earth and good will toward men."

We don't know what the future will bring (certainly the elections have reinforced that), but we can grasp this time to hold very close those we love. And to spend quality time with them.

Here's wishing your holidays be a time of creating happy memories. May this be a time of love and laughter for you and yours.

Best wishes for a lovely holiday season!



Region 5 IAVM News

2017 Region 5 Conference

Venue professionals from across the Southeast will be heading to New Orleans for the 2017 Region 5 Conference! The meeting will be held April 4 - 7, 2017, and we are busy coordinating an exciting and diverse agenda to suit our different venue types as well as management roles. If you have a great idea for a presentation topic, panel, workshop or speaker, we want to hear from you! Simply e-mail your ideas to Alexis Berggren at aberggren@mccno.com. For more information about the upcoming Region 5 conference, [click here](#).

The IAVM Region 5 Bob Scanlin Memorial Scholarship

The IAVM Region 5 Bob Scanlin Memorial Scholarship will fund tuition for one (1) individual to attend up to two consecutive years of Venue Management School (VMS) held in Wheeling, West Virginia at the Oglebay Resort & Conference Center 2017 program dates are June 3-8, 2017.

For more information about VMS, visit <http://www.iavm.org/vms/vms-home>. Tuition includes shared-cabin accommodations, all classes, study materials, coffee breaks, Sunday dine-around and graduation night banquet. Other expenses, including travel, are the student's responsibility.

A link to the application can be found at <http://www.iavm5.org/>.

The IAVM Region 5 VMS Scholarship is presented in the memory of Bob Scanlin, CFE, a past IAVM Region 5 Vice President, IAVM Foundation Board of Trustees member and longtime director of the Georgia Mountains Center in Gainesville, GA. Bob, known for his great sense of humor and unselfish service to Region 5, was the quintessential IAVM professional with a passion for business, leadership and people.

The deadline to apply is Thursday, January 12, 2017. The award is made, and candidates are notified Thursday, February 16, 2017.

Region 5 IAVM Job Postings

Submit your job postings for next month!

Alabama

Huntsville - Desirea Stewart, Senior Sales Manager for the Von Braun Center, returned from the ACAE Annual Convention as the 2016 Jim Root Award Recipient. The Jim Root Award is presented to a member who has gone above and beyond in their service to



ACAE and the association industry in Alabama. The Von Braun Center is extremely proud of Desirea and this accomplishment.



Huntsville - The Von Braun Center hosted the October IAVM Region 5 Chapter Meeting. The meeting included 4 modules, a luncheon with a speaker and concluded with a reception in the Bud Light Cafe. With the help of SGMP the Von Braun Center was able to provide each module as an educational unit. The modules included Active Shooter & Workplace Violence presented by Ron Grimes, Load Capacities-"Is that to Heavy?" presented by Jonathan Powell, The Latest in Technology Trends presented

by Steve Mackenzie and Assessing Your Venue presented by Tom Williams. Each module was closed out by a leadership brief led by Bob English. The Luncheon speaker, Chad Emerson, spoke on how a revitalized downtown can help your venue. Overall it was a successful meeting with over 90 people from around the Southeast in attendance.



Florida

Gainesville - Crews are working non-stop on renovations at the University of Florida's Stephen C. O'Connell Center, which UF officials say will be ready in time for fall commencement scheduled for Dec. 16.

Progress on the \$64.5 million project, which began in October 2015, is on schedule, said O'Connell Center director Lynda Reinhart.

"After more than a year of construction work, it is very exciting to see everything coming together. We cannot wait to show off the new building to our fans and guests," Reinhart said. "I think people will be really amazed at the transformation that has taken place over the past several months."

Work left to be done includes painting and the installation of tile, flooring, cabinetry and concessions equipment, as well as landscaping, she said.

"We're extremely excited about the upcoming completion of Exactech Arena at the Stephen C. O'Connell Center project next month," said Chip Howard, executive associate director for internal affairs at the University Athletic Association. "The partnership between UAA and UF on managing this project has been fantastic, and the construction team at Brasfield and Gorrie has been working around the clock, seven days a week to make sure that the facility is complete, not only for commencement but for all of the events scheduled in December and beyond. "The fan experience will be second to none when you walk in to the new arena, and we look forward to all of our patrons being able to experience this new facility," Howard said.

In June, UF's Board of Trustees approved the naming rights of the main arena space to locally based Exactech, a medical orthopedic device company that has significant ties to the university and provided a \$5.9 million sponsorship.

The Stephen C. O'Connell Center has been a community icon since it opened in December 1980. The arena is home to several University of Florida athletics teams including men's and women's basketball, gymnastics, volleyball and men's and women's swimming and diving. In addition, the arena is the proud home to University of Florida commencement and several community events like Dance Marathon, charity events and concerts.

Lakeland - The Lakeland Center is proud to announce John Oney, as the new Director of Sales at The Lakeland Center. John moved to Lakeland, Florida from Mt. Pocono, Pennsylvania in 1999. He earned his degree in Recreation & Parks Management (RPM) at Penn State University with a focus in Professional Golf Management (PGM.) He holds a Class A PGA Membership and proudly served the golf industry holding numerous titles at private, public, and resort golf facilities.

Prior to joining the Lakeland Center, the Pennsylvania native most recently served as the Golf Sales Manager at Hammock Beach Resort in Palm Coast, Florida as well as a Sales & Events Manager with Central Florida's Polk County Sports Marketing, and a Business Manager with the Lakeland based event-planning company Eventrics.

With over 20 years of experience in the corporate, and hospitality/tourism industries, John is a well-balanced and highly versatile business professional. His customer service approach to business, consistent and reliable nature, and effective communication allows John to deliver superior service to our clients and partners.

"John is a wonderful addition to our team. His business acumen and experience within the industry speaks volumes to his character. We look forward to his sales efforts and the growing success of The Lakeland Center. With over 20 years of experience in the corporate, and hospitality/tourism industries, John is a well-balanced and highly versatile business professional. His customer service approach to business, consistent and reliable nature, and effective communication allows John to deliver superior service to our clients and partners" said Executive Director Tony Camarillo.

John and his wife Jennifer reside in Lakeland.

Georgia



Atlanta -

When University of Alabama's Adam Griffith drilled the opening kickoff at 4:11 p.m. Saturday, Dec. 3 at the Georgia Dome, it signaled the official start of the 25th edition of the SEC Football Championship Game, but it also represented an end of an era.

No. 1 Alabama's resounding 54-16 defeat of No. 15 Florida was the final SEC Championship ever hosted at the Georgia Dome, which is set for decommissioning in 2017,

making way for its next door neighbor, the \$1.5 billion Mercedes-Benz Stadium.

Although the SEC Championship will live on in Atlanta through at least 2026 at state-of-the-art MBS, it's the first in a series of high profile finalities happening at the Dome in the coming weeks and months as the facility cycles through its concluding lap.

The Dome also hosts its final Celebration Bowl, featuring Historically Black Colleges and Universities, on Dec. 17, its last Chick fil-A Peach Bowl on Dec. 31 (which also the stadium's only College Football Playoff game), and its last regular season Atlanta Falcons game on Jan. 1.

The Dome wasn't always home for the SEC title match. The championship game debuted in 1992 at Birmingham, Ala.'s Legion Field, and was staged there again in 1993. But on Feb. 25, 1994, SEC member schools voted to play the championship game at the Georgia Dome, and the rest (through a series of extension agreements between the conference and the Georgia World Congress Center Authority), is history.

The SEC Championship Game has had an estimated economic impact of more than \$1 billion to the State of Georgia since 1999.

"The Dome has proved to be a wonderful home for the SEC Football Championship Game since 1994," said SEC Commissioner Greg Sankey. "It's hard to believe that we'll be in a different facility right next door next year. But the memories are real, the friendships and relationships we've developed with the staff through the years are true."

Atlanta - Longtime Georgia World Congress Center Authority (GWCCA) client the International Woodworking Fair (IWF) was recognized at the most recent GWCCA Board of Governors meeting and received the (State of Georgia) Governor's Commendation.

The 2016 IWF, held Aug. 24-27 at the Georgia World Congress Center in downtown Atlanta, welcomed 25,768 attendees and 1,079 exhibiting companies and occupied 532,565 net square feet of exhibit space. There were also 1,848 international visitors representing 81 countries.

IWF generated an economic impact of approximately \$62,037,297 to the State of Georgia in 2016. In the last 16 years (2000-2016), IWF's economic impact on the State of Georgia stands at \$659 million.



Louisiana



New Orleans - Thousands of cars drive past the New Orleans Ernest N. Morial Convention Center each day, but a vintage World War II PT boat (Patrol Torpedo boat) is something you don't often see rolling down Convention Center Blvd.

Last weekend, the 73-year old PT-305, nicknamed the U.S.S. Sudden Jerk, was wheeled from the National World War II Museum, past the Convention Center, and down to the Erato Street Wharf. From there, a tug boat pushed the PT-305

to South Shore Harbor near Lake Pontchartrain.

The PT-305, a patrol/torpedo boat, was built in New Orleans at the Higgins Plant and was deployed in World War II. The National World War II Museum acquired the PT-305 a decade ago and spent more than \$6 million to restore it.

Beginning in March 2017, the U.S.S. Sudden Jerk will host tours and rides on Lake Pontchartrain.



Mississippi



Birmingham - Hattiesburg's Rick Taylor was among the top professionals recognized for outstanding work in tourism last week, receiving the Beacon Leadership award in a 12-state region of the southeastern United States. Taylor accepted the award from the Southeast Tourism Society during its annual Shining Example Awards program, held in Birmingham, Ala. this fall.

According to Southeast Tourism Society's award criteria, the Shining Example Awards salute performance, productivity and professional achievement in more than a dozen categories of tourism activity. Specifically, the Beacon Award recognizes an individual who best exemplifies outstanding leadership in the pursuit of excellence and who has advanced the tourism industry. The recipient of this annual award will also have dedicated many years to tourism. Judges for the award considered accomplishments, innovation, performance, empowerment of others, integrity and respect.

"I am honored to receive this regional recognition for Hattiesburg. Tourism is the front door of our community, and I am passionate about doing my part to grow this sector of our economy. While we have worked diligently to create places and experiences for visitors to enjoy, we are also the beneficiaries of enjoying them ourselves as residents. I am grateful to my peers for recognizing me for our work, and I look forward to continued success in our community," said Taylor.

As executive director, Taylor leads the growth and operations of six Hattiesburg tourism facilities. Under his leadership, the tourism sector in Hattiesburg has experienced continued growth in the last twenty years. Taylor oversees the Hattiesburg Lake Terrace Convention Center, the Hattiesburg Zoo, African-American Military History Museum, Historic Saenger Theater, Visitors Center, and the Eureka School.

In addition to Taylor's work at the local level, he has also served in various leadership roles at the state level. Mississippi Tourism Association Executive Director Rochelle Hicks worked with Taylor while he has served as an MTA executive board member.

"I have worked with Rick in his role as the President of Mississippi Tourism Association and as an Executive Board Member for several years. His dedication to the tourism industry and knowledge of Mississippi are unparalleled. It is truly an honor to serve alongside him promoting our great state," said Hicks.

STS focuses on the continued growth and development of tourism in the southeastern U.S. Their forums and professional events share insight and ideas with members to advance the regional tourism economy.

"Tourism work in the Southeast is excellent, and STS Shining Example Awards are great recognition," said STS President and CEO Bill Hardman.
About STS

Founded in 1983, the Southeast Tourism Society is dedicated to promoting and developing tourism in its member states of Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia. Its headquarters are in Atlanta. The membership includes state travel offices, attractions, lodging properties, resorts, convention and visitor bureaus, chambers of commerce, travel media and other travel-related organizations.

North Carolina

Submit Your Articles for Next Month!

Puerto Rico



Coliseo De Puerto Rico -

This month the Coliseo De Puerto Rico, in Hato Rey Puerto Rico, completed the remodeling of there Press Room and Sky Box, where new floor, using the technique of "Terrazo Wet Floor" was installed. In the Sky Box a unique touch was added; and black lights were installed to interact with embedded reflecting flakes, which create a glow in the dark effect and atmosphere, yes the floor glows!

Coliseo De Puerto Rico - As part of the promotion of our Holiday Public Ice Skating Event, Funtarctica, The Coliseo De Puerto Rico sponsored and participated in the Christmas Lighting event of a local hospital that has a Foundation for children with Cancer, San Jorge Children's Hospital. Ice Skating characters Frosty and Frostyna participate in the event visiting the kids at the Emergency Room and gave them a few hours of additional happiness.

Coliseo De Puerto Rico - Coliseo de Puerto Rico is always available to collaborate with the different Educational Institutions in the Island. A group of students from the Event Production Program of the University of Sacred Heart in San Juan, recently visited the venue. They were greeted by Eduardo Cajina, General Manager and continued their tour covering different areas such as operations, set up, events, finishing with a visit to our backstage area.

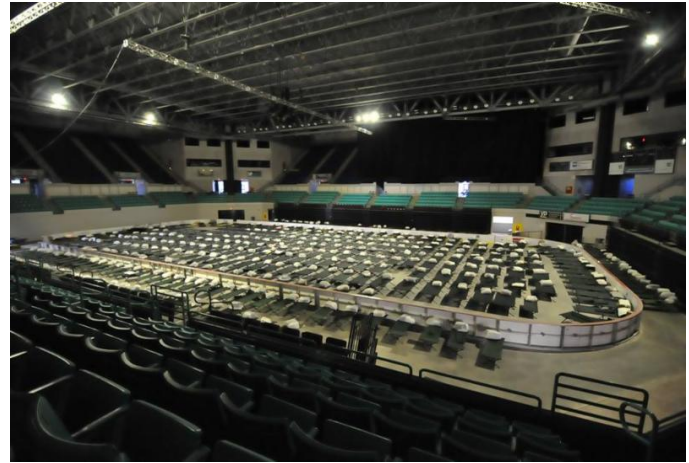


South Carolina

Florence - The Florence Civic Center is preparing to break ground on a new expansion project that will allow it to offer more space and amenities to those looking to visit or plan an event in Florence. This expansion is expected to begin in early January 2017 and will increase the venue space to a projected additional 25,000 square feet to the facility including approximately 8,000 square feet of sub-dividable meeting space, a 5,000 square foot kitchen and a 12,000 square foot lobby and prefunction space to be concluded in early spring of 2018. This expansion will allow the Florence Civic Center offer planners more options when it comes to break out meeting spaces, more flexible room layouts and much more.



Florence - Following Hurricane Matthew, that hit the Pee Dee area in early October, the Florence Civic Center played host to 1,500-2,000 Duke Energy linemen and support crews for 12 consecutive days. These men and women came from across the United States and Canada to help restore power to the more than 149,000 Duke Energy customers that were left without power following Hurricane Matthew. The linemen were also housed in other areas across the Florence area. Emergency Disaster Services provided meals and showers as well as other services needed for these linemen to continue their repair work.



Tennessee

Nashville - This past summer the Nashville Municipal Auditorium entered into a five-year contract with Live Nation to be our preferred concert and comedy promoter. So far the results of the contract have produced concerts with Pretty Lights, the Chainsmokers, The 1975 and an upcoming Sting concert.

To complement this contract the city of Nashville has invested slightly over \$2 million in improvements to the building.

Virginia

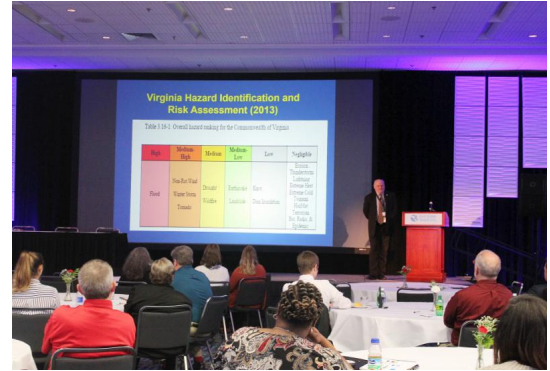
Richmond - On November 30th, the Greater Richmond Convention Center hosted a IAVM Region 5 Virginia Chapter Meeting. Sessions included Audio Visual Technology and Trends presented by PSAV, Emergency Preparedness



session provided just that. It was a great day of networking and learning", said Michael Meyers, General Manager of the Greater Richmond Convention Center for Spectra Venue Management.

presented by the Commonwealth of Virginia Department of Emergency Management, FEMA ICS 100 training presented by RMC Events and the day concluded with a town hall meeting sponsored by Richmond Region Tourism. Lunch and breaks were provide by Aramark with an impressive array of food offerings. "It is always a good feeling to walk away from training with some takeaways that you can apply to your daily work.

Each



Allied Member News

Mark Sonder Productions - Mark Sonder, MM, CSEP and President of Mark Sonder Productions Entertainment Agency has just announced that his award-winning agency can add one more award on its shelves, winning The Innovation & Excellence Award for Best in Event Entertainment 2017.



From the development and incorporation of cutting edge technology to the creation of forward thinking strategies, the Innovation & Excellence Awards honour and celebrate those businesses and firms who are creating a brighter tomorrow. The Innovation & Excellence Awards give recognition to businesses that are transforming their respective industries and the standard-bearers of excellence by continually setting industry trends as well as showing significant advances in terms of innovation and improvement. Last year's winners include: Uber, Riot Games, Google, Microsoft and Airbnb.

Over the past calendar year the award committee has invited over 100,000 professionals working across the various corporate industries, the general public and their subscriber base to nominate associations, companies and individuals based on their achievements and strengths. Additionally Corporate Livewire's extensive research team has put forward a selection of individuals who have excelled within their sector.

"This year saw an unprecedented number of nominations, providing strong competition in every category and the judging panel had the unenviable task of selecting those firms and professionals most worthy of an award," stated Corporate LiveWire's Award Chairperson.

All winners of the 2017 Corporate LiveWire Awards are subject to the same rigorous assessment criteria, carried out by our experienced in-house professionals. This ensures that only the most deserving teams, practices and individuals walk away with one of these prestigious accolades.

About Mark Sonder and Mark Sonder Productions Entertainment Agency:

As an award winning event entertainment producer, booking agency and talent buyer, the 31 year young privately owned firm Mark Sonder Productions Entertainment Agency has provided musicians, headline entertainment, celebrity DJs, onsite entertainment staff and production services to leading facilities, conventions, clubs, concerts, casinos and special events worldwide.

Newsletter Guidelines

Please submit information by the 15th of each month for inclusion in the following month's newsletter. If your submission is received after the 15th it will be published in the next newsletter.

Entries are published as received with little editing and cutting. Please send entries as you would like them in the newsletter. Please send in a word doc. format with pictures attached separately as a jpeg.

As you think about things to share, please keep in mind that we are looking for news items. Some newsworthy items of note include (but are not limited to):

- Expansions, renovations, new buildings
- New contracts
- Incidents or event surprises that occur at your building you think others should know about (heads up')
- How you handle/handled hot button topics
- Looking for suggestions on how others handle a concern
- RFP's
- Newly hired or promoted staff
- Certifications or awards for facilities and staff
- Notice of PAFMS grads, etc.
- Job Postings, searches for jobs
- Photos (not all can be used). Please identify all people in photo.

Because most of our members are employed in event buildings, event schedules and articles which list upcoming or past events will not be included in the newsletters. On the other hand, events which have led to some unexpected situations requiring fast thought and master handling could be considered newsworthy.

Submit to: nhcmarketing@harborcenter.org

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STAY CONNECTED:

