



## **Region 5 IAVM Director's Message**

I'm at a loss.

Every time I write this letter it seems that another tragedy has just happened.

Talking about everyday activity feels somewhat inappropriate when overshadowed by tragedies.

As we grieve for those lost, we don't lose sight that innocence is lost too. Whereas once we could celebrate holidays, athletic prowess, and life's entertainment with sheer joy, we are frequently reminded that sheer joy can turn to horror at any moment. We've seen it happen time and time again recently, especially in circumstances to which our industry relates.

I'll bet you now advise your family and friends to spot an exit path and an alternate wherever they go. Checking exits is second nature to us; it seems foreign to prepare our children how to react to human cruelties just as they are prepared for a fire drill or other natural disaster. We don't want them to lose their innocence; we don't want them to live in fear.

Summertime is when many of us take our vacations. This summer as you go to the beach, the mountains, the cities, take a vacation. Make it a real vacation, like the ones you took with your parents-you know, the ones where you leave the work worries behind. Try unplugging and reconnecting with those you love. That's the real investment in their future (and yours).

Yes, I know I'm a great one to talk-Words with Friends is still my wind down activity-but give it a shot. Be in the moment. It's amazing how good a vacation can feel!

If you are the person who takes your family vacation with your family at VenueConnect, well, I look forward to seeing you all there. I look forward to seeing many of my venues friends and families there.

Besides the great networking and educational sessions, VenueConnect should be humming with several new and exciting endeavors, including new branding and conference plans. I think that we will sense the crinkle of electricity in the air. Hiring Brad Mayne as the new CEO of IAVM has revitalized the energy. Come feel it with us.

Please remember that the Region 5 business meeting is scheduled for Sunday at 8:30 AM. You'll want to hear what your friends and neighbors have been working on, and what's coming up in the next year. A continental breakfast for R5 members will be available before the meeting, so get there early-especially since we aren't certain how many to anticipate. If anyone would like to sponsor the breakfast, it would be greatly appreciated and duly acknowledged.

I hope to see you there!



## **Region 5 IAVM Job Postings**

### **Richmond, Virginia**

The Greater Richmond Convention is currently hiring for the following full-time positions:

- Sales Manager
- Event Manager
- Maintenance Laborer
- Lead Housekeeping Setup Worker

A variety of on-call positions also are available on an event-by-event basis, including the following:

- Event Staff (Ticket Takers, Ushers, Door Monitors, Badge Checkers, Coat-Check Attendants)
- Event Cashiers (Ticket Sellers, Parking Cashiers, Service Desk Attendants)
- Housekeeping / Event Setup Workers
- Maintenance Laborers

For more information and application guidelines, visit [richmondcenter.com](http://richmondcenter.com)

### **Virginia Beach, Virginia**

The Virginia Beach Convention Center is hiring an Event Coordinator. All Virginia Beach Convention Center jobs will be posted online at [www.vbgovcareers.com](http://www.vbgovcareers.com) and applications are only accepted at this website.

## **IAVM News**

The Region 5 Website is calling for updated photos of all region venues along with a short, promotional blurb highlighting your venue. Send us your best "glamour shot" along with up to 4-5 sentences describing your most notable attributes. These photos will be used throughout the website and cataloged in our Picture Gallery.

Our Region 5 Facebook needs a facelift as well. Let's get caught up with the present by celebrating the past, and send us your best, "Remember When?" photos for a #TBT series. Remember your first region or annual meeting? Sure, you do... But, are there pictures to prove it? We want to see them!

Please send photos and blurbs to Alexis Berggren at [aberggren@mccno.com](mailto:aberggren@mccno.com).

## **Alabama**

**Dothan** - Katherine Oskey has joined the staff of the Dothan Civic Center & Opera House in Dothan, Alabama as the Auditorium Manager. She is excited to be a new member of IAVM and is looking forward to participating in conferences, educational opportunities, and working alongside other members.

She brings with her seven years of experience from a variety of venues and markets including: The Great Smoky Mountains Railroad in Bryson City, NC, the Crown Center in Fayetteville, NC, and the Georgia State University Sports Arena and Georgia World Congress Center in Atlanta, Georgia.



## **Florida**



On June 3rd, 2016 IAVM Region 5 held their Central Florida Chapter Meeting hosted by the Orange County Convention Center. Over 50 venue professionals, representing 14 venues from around the state gathered for a full day of networking and learning experiences. With speakers from around the Southeast US, Region 5 presented topics that included "Networking That Works", "Strategic Sustainability: An Actionable Vision for Venues" and a lunch-and-learn session "Constant Construction: CIP in Venues Today". The Central Florida Chapter Meeting also hosted two simultaneous venue tours,

giving attendees the ability to customize their Chapter Meeting experience based on what they wanted to learn the most.

The headlining session for the day was "Thinking Outside the Box: Presenting the Edison Project" with speaker Michael Cuffe, President of Isn't Thinking, Inc. Michael Cuffe is the former Head of Leadership Development of AIG Insurance as previously built training development programs for Ritz Carleton and the Four Seasons as the Head of Global Training Operations for JD Power &

Associates.

The Chapter Meeting concluded with additional networking during a Happy Hour sponsored by the Orange County Convention Center.



On behalf of IAVM, Region 5 and the Central Florida Chapter Meeting Planning Committee we would like to thank the following speakers and sponsors for creating such a successful event!

**Sponsors**

Orange County Convention  
Center  
Host

LMG  
AV Sponsor

Centerplate  
F&B

**Speakers**

Leslie Mizerak  
Exec. Coach - Lead Coach  
Mentor

Chris Singleton  
Sr. Event Mgr - OCCC

Melissa Boutwell  
Dir. Of Utilities and  
Optimization Strategies -  
OCCC

Michelle Neely  
Asst. Dir. of Event Services -  
OCCC

Allen Johnson  
Executive Director - Orlando

**Planning Committee**

Aaron Batson  
Asst. Sup. of Event Setup -  
OCCC

Kenneth Gaudinez  
Event Manager - OCCC

Matthew Batson  
Asst. Sup. of Utilities - OCCC

Lisa Wilkinson  
Lease Admin Supervisor -  
OCCC

Robert Rose, CFE  
COO - Tampa Convention  
Center

Venues

Andrew Echanique  
CSM - Tampa Convention  
Center

Ken Stockdell  
Vice President - HKS Inc.

Michael Cuffe  
President - Isn't Thinking Inc.

**Lakeland** - The Lakeland Center has hired Jason Refermat as the new Director of Marketing. With over 13 years of facility and event marketing experience, Jason joins the Lakeland Center from SMG-Osceola Heritage Park in Kissimmee, Florida.

Most recently Jason held the position of Marketing Manager with SMG-Osceola Heritage Park where he managed all marketing, public relations and sales functions for the 150 acre Entertainment complex. He began his career in marketing after graduating from State University of New York at Buffalo with a Bachelor of Arts Degree in Public Communications in 2001.

Bringing marketing, public relations and, seasoned sales information, along with a fresh outlook on areas of social media concern and enthusiasm for the building. Refermat will develop the brand for The Lakeland Center promoting the venue and Lakeland as the premier destination for conventions, meetings, banquets, trade shows, conferences and more. Under his direction, the marketing staff will be charged with promoting new events and partnerships that generate long range economic impact for the Central Florida area.

"Jason comes to us with a true knowledge of our business, he speaks our language. We look forward to the new ideas and out of the box thinking he discussed during the interview process," said Executive Director Tony Camarillo

"This is a new era of opportunity for The Lakeland Center and Jason will be vital to the success of our marketing efforts. His leadership will generate exciting new opportunities and partnerships that will grow our marketing team and enhance the entire organization," said Scott Sloman, Assistant Director.

Jason and wife Stacey reside in St. Cloud with their two children.

**Lakeland** - The Lakeland Center will begin a \$14 million dollar renovation starting in Spring 2017 with the focus being the consolidation its two convention halls, Sikes Hall and Exhibit Hall into 50,000 square feet of continuous exhibition space. In addition the number of break-out and meeting rooms will increase by more than fifty percent, along with additional upgrades including; carpeting, lighting and increased pre-function space.

The George Jenkins Arena, once the "home to rock n' roll" in central Florida which remains pretty much as it did since opening in 1974 will be retrofitted to become more ADA accessible with the addition of elevators and an escalator. There will also be space upgrades, and a facelift to arena's exterior entrances, concession stands, restrooms and concourse areas.

The renovation is to be funded by means of a partnership between the City of Lakeland and the Polk County Tourist Development Council. The project funds will be derived via a bond issue backed by the full faith and credit of the City of Lakeland. Debt service payments for the bond issue will be shared through a contractual agreement with the Polk County Tourist Development Council. The process will start with the development of a Request for Qualifications (RFQ) for Architectural and Engineering services to begin the overall budget, design and final construction schedule.

The Lakeland Center last underwent renovation in 1996 which featured the addition of the Exhibit Hall; meeting rooms and enclosing all the venues under one roof.

"We're very excited about the upcoming renovations to our facility and are committed to our customers to make everything as seamless as possible during the construction process," said Tony Camarillo, Executive Director of the Lakeland Center.

To see the artist renderings, please visit [www.thelakelandcenter.com](http://www.thelakelandcenter.com).



**Orlando** - In the early morning hours of Sunday, June 12, a horrific mass shooting unfolded at Pulse nightclub in Orlando. Tragically, 49 innocent clubgoers lost their lives while more than 50 others were injured in what became the worst mass shooting in U.S. history. Within a few days of this catastrophic event, Camping World Stadium, located three miles from Pulse, hosted a temporary Family Assistance Center (FAC) to address immediate needs and provide information, support and resources to those directly affected by the tragedy.

The City of Orlando, working along with Orange County, the State of Florida, the FBI's Office for Victim Assistance and the American Red Cross, operated the FAC in the stadium's West Indoor Club. Included among the wide range of offerings were: counseling/spiritual care, funeral services, child & family services, legal aid, crime victim services, identification documents, health care assistance, air travel, ground transportation, lodging and language translation. In all, 35 different organizations and 1,200 volunteers served 956 individuals representing 298 families over eight days. In addition, the Attorney General exceeded 250 compensation claims for funeral expenses, medical & mental health care and lost wages.

"Camping World Stadium offered a centralized location where the unity and passion of the agencies and people of the City of Orlando were brought together to benefit the victims and families," said Tara Hughes, Northeast Division Disaster Mental Health Advisor for the American Red Cross. "The facility was set up with both public and private spaces for families, as well as separate spaces for workers to care for themselves. It was designed to be a safe environment and kept private so that the needs of the families could be met with a reprieve from the public eye."

Because the Central Florida community continues to recover from this tragedy, a long-term operation to assist those directly impacted was absolutely vital. On Thursday, June 23, the support services offered at the FAC transitioned over to the newly-opened Orlando United Assistance Center, a dedicated building that will serve as a navigation point for those in need. The Heart of Florida United Way is managing the Orlando United Assistance Center, providing one-on-one support while modeling the operation after best practices from other communities that have experienced this type of tremendous loss.



## **Georgia**

**Atlanta** - The Georgia World Congress Center Authority (GWCCA), which is comprised of the Georgia World Congress Center, Georgia Dome, Centennial Olympic Park, and the Savannah International Trade & Convention Center, recently announced the appointment of Gwendolyn Miller-Jones as Senior Director of Human Resources.

Gwendolyn Miller-Jones joins the GWCCA today bringing more than 20 years of experience in domestic and international human resources leadership. Her extensive resume stretches across various industries, including positions with Starbucks, WHSmith Travel Retail, FedEx, The King Center and Gerber Products Company.

"Gwendolyn will play a critical role in the ongoing transformation of our Human Resources Department - and the Authority - as we align our people strategy with our business strategy," said Jennifer LeMaster, GWCCA's Chief Administration Officer.

During her career, Gwendolyn has been recognized for her skills at building H.R. infrastructure, organizational development, and for implementing continuous process improvements. In addition, she is an expert in leveraging leadership assessment skills to achieve business results.

She earned a Bachelor of Science in Business Administration degree and completed MBA studies at Lindenwood University in Missouri. She has also earned Senior Professional in Human Resources, Professional Coactive Coach and Coffee Master certificates.

A Cobb County resident, Gwendolyn was born and raised in St. Louis. Her interests include traveling and learning about other cultures, music, yoga (she is a certified Classical Hatha Yoga Teacher), healthy living, dancing, reading and serving the community.

"I'm excited to join the Authority and lead the H.R. transformation efforts," said Miller-Jones. "Our people strategies will be critical in enabling the Authority to achieve its 2020 Vision - and beyond."

**Atlanta** - The Georgia World Congress Center was recently honored with the Atlanta Better Buildings Challenge 2016 Waste Diversion Award. The center received this in recognition of diverting 763 tons of material during fiscal year 2016 -including 247.5 tons of single stream recyclables, 260.7 tons of compost, and 30 tons of corrugated cardboard. The Authority's Atlanta facilities diverted 892 tons of material -including 291 tons of single stream recyclables, 290 tons of compost, 44 tons of corrugated cardboard, and 167 tons of C&D material.



The GWCC was also recognized for achieving a 26% reduction in water consumption based on our 2010 baseline. Initiatives such as installing low flow water fixtures and fittings in our restrooms and installation of a higher efficiency irrigation system has helped us to meet this goal four years ahead of schedule. This is high praise from an initiative that to date includes 555 buildings with a total of more than 100 million square feet.

Additionally, the Challenge has achieved 20 percent in water savings -a goal reached 4 years ahead of schedule- and 17 percent in energy savings. The city of Atlanta was recently recognized at the federal Department of Energy's Better Building Summit in Washington where the city received an award for becoming the first city to reach its 20 percent goal for water savings.



Launched in June 2011 at the Clinton Global Initiative, the Atlanta Better Buildings Challenge was one of the inaugural projects of President Obama's and the Dept. of Energy's Better Buildings Challenge program. Atlanta competes among six other cities in the challenge: Los Angeles, Seattle, Denver, Washington, D.C., Sacramento and Houston. Initiated by Mayor Kasim Reed's Office of Sustainability and in support of the City's Power to Change sustainability plan, the Atlanta Better Buildings Challenge ("Atlanta BBC") is a nation-leading public-private initiative. The goal of the Atlanta BBC is to reduce energy and water consumption by at least 20% in participating buildings across Atlanta by 2020.

## **Louisiana**

**New Orleans** - New Orleans Ernest N. Morial Convention Center employees demonstrated creativity, engineering skills, and an overwhelming spirit of generosity at the Convention Center's annual "CANstruction" food drive.

Each department was challenged to come up with the most creative representation of a Louisiana icon or landmark, using only non-perishable food items. Employees donated from their personal pantries and pooled their own money and resources together in order to build their canned goods masterpieces.





Some of the creative ideas included a replica of the Louisiana State Capitol made out of canned goods and boxed spaghetti; and several canned pineapple "suns" to represent the official state song of Louisiana, "You are my Sunshine." The entries were judged by the contest's beneficiary, Giving HOPE, a non-profit dedicated to "changing lives through love." The organization also runs the Food Pantry of New Orleans, a full service Food Pantry and Hot Meal distribution center serving senior citizens and children in the New Orleans East area.

The judges then awarded the grand prize trophy to the Facility and Environmental departments, for their elaborate, three-dimensional alligator constructed cans from green beans and tomatoes. After the winning design was announced, employees boxed up the items and loaded the truck bound for Giving HOPE's warehouse. The organization estimated that the employee's donation valued at \$7,361.

"Thanks to the generous donation from Convention Center employees, Giving HOPE will be able to prepare 3,680 hot meals for senior citizens and children," said Rebecca Cuellar, who serves on the board of directors of Giving HOPE.



**Slidell** - The Northshore Harbor Center is proud to announce the addition of Valerie Waeltz as the facility's Sales Manager. As Sales Manager, Waeltz will be responsible for establishing, maintaining and expanding revenue-generating relationships with local and regional contacts. She will also provide insight on the services and amenities available at the Harbor Center, as well as facility tours.

Waeltz is an experienced hospitality professional, with nearly 20 years of experience. She has worked for several major hotel chains, in Food and Beverage, Convention Services and Sales. She is a graduate of Homewood Suites by Hilton MVP Elite Program, and received numerous accolades for her success over the years. Valerie believes in top notch customer service, and

understands customer needs. Her philosophy is "hospitality is like shipbuilding. Building relationships and nurturing friendships is a key part of building the 'ship' that is an event and hospitality".

The Harbor Center staff is excited to have Valerie on board, and look forward to having her bring new business into Slidell.

## **Mississippi**



**Vicksburg** - The Vicksburg Convention Center is pleased to announce that Elyce Curry has been named the new VCC Sales and Marketing Manager. She began her employment on June 6, 2016. The Vicksburg Convention Center is located in the heart of historic downtown Vicksburg, MS.

Elyce brings with her over eleven years of experience in the hospitality and tourism industry. She comes to us from the Vicksburg-Warren County Chamber of Commerce, where she served as the Membership Recruitment and Services Coordinator. In her early career, she worked her way to a Sales Manager position for the Hampton Inn & Suites working closely with the Vicksburg Convention Center and the Vicksburg Convention & Visitors Bureau to network and sell Vicksburg for local and out-of-state conventions.

Elyce Curry has earned a Director of Sales Certificate from Hilton Hotels and she is a member of several local organizations such as the Vicksburg Association of Marketing Professionals and the Public Relations Association of Mississippi, River City Chapter and the Junior Auxiliary of Vicksburg.

"I am extremely humbled and delighted to have been asked to join the team at the Vicksburg Convention Center", said Elyce Curry. "I look forward to enhancing what is already taking place at the center, while bringing new ideas to the table! I look forward to selling and marketing this city to meeting planners because there is no greater place to meet than in Vicksburg! "

"I am thrilled to welcome Elyce to the VCC Team", said Annette Kirklin, VCC Executive Director. "She has a vast knowledge of our beautiful city, knows the industry, and understands the importance of the economic impact that events bring to our community."

**Vicksburg** - Annette Kirklin, VCC Executive Director, graduated from the 2-year Venue Management School (VMS) program at Oglebay on June 10. She truly enjoyed the experience and will cherish the new friends she met along the way.



## **North Carolina**

**Submit Your Articles for Next Month!**

## South Carolina

### Submit Your Articles for Next Month!

## Tennessee



**Knoxville** - The Knoxville Civic Auditorium and Coliseum (KCAC) has hired Mitch List as assistant general manager and Scott McKnight as operations manager.

"Welcoming two talented, experienced event professionals will help us continue to provide the highest level of service to our clients and guests," General Manager Mary Bogert said. "We are pleased to add Mitch and Scott to our team to identify operational efficiencies and improve overall event experience."

As assistant general manager, List supports the general manager in overseeing all aspects of KCAC.

List, who has a strong background in event services, came to KCAC from another SMG-managed property, Kansas Expocentre in Topeka, Kansas. At the Expocentre, List worked as event coordinator, was promoted to director of event services and later served as interim general manager. His broad, hands-on experience at the Expocentre will serve List well as he helps supervise the administration, operation and maintenance of the venues.

List earned his degree in sports management with a minor in business from Washburn University in Topeka, Kansas, in 2012. Before moving to Knoxville, List was an active member of Topeka's Fast Forward Chapter for young professionals.

The newcomer to Knoxville is enjoying the beauty of the area and is an avid golfer.

KCAC also has hired Scott McKnight, a facilities management professional, as operations manager. In that role, he is devoted to making sure the building is clean, comfortable, well-maintained and safe for clients and patrons.

McKnight joined the KCAC following a 25-year career in facilities management for several public school districts in the Dallas-Fort Worth Metroplex. His most recent work as director of facilities and operations for Irving Independent School District included management of a \$20 million budget and more than 300 employees.

In 1998, he earned his bachelor's degree in business management from LeTourneau University in Longview, Texas. Originally from Rome, Georgia, McKnight now resides in Sevierville.



**Knoxville** - The Knoxville Convention Center today announced the promotion of Kate Jackson to the leadership team as the director of event services, making her responsible for overseeing event managers and coordinating scheduling and training of event staff.

"Because of Kate's hard work and true dedication to meeting our clients' needs, this promotion to our leadership team is well-deserved," General Manager Mary Bogert said. "Kate is recognized



by her industry peers and coworkers as a proactive go-getter who will go the extra mile every time to ensure guests and meeting planners have a flawless experience at our facility."

Jackson joined the center's staff in 2009 as an event manager overseeing international, regional and citywide conferences and conventions; trade and consumer shows; corporate meetings; concerts; sporting events; holiday parties; weddings; and nonprofit galas. She managed some of the center's largest annual events, including Fantasy of Trees, Destination Imagination, Downtown Knoxville Boat Show and the Knoxville News Sentinel Auto Show. In December 2015, Jackson was promoted to senior event manager.

In 2009, she was awarded the "Friendliest Face" Stars of the Industry Pauly Award from the Greater Knoxville Hospitality Association. In 2011, she was recognized by her Convention Center coworkers as

"Leader of the Year."

Prior to joining the Convention Center team, Jackson spent 10 years in the restaurant and hospitality industry in Charleston, South Carolina, and Knoxville, including roles as bar and sales manager, assistant general manager, server and bartender.

Jackson earned an associate of applied science degree, summa cum laude, in culinary arts from Johnson & Wales University in Charleston in 2004. She also earned an associate of applied science degree in hospitality from Pellissippi State Community College in 2004.

She is active in the community, having served as a member of the leadership committee for Young Professionals of Knoxville and as chair for the Martinis & Movies Gala, which benefits the Cystic Fibrosis Foundation, for several years. She serves as a mentor through the tnAchieves program and participates annually in the Convention Center's United Way of Greater Knoxville campaign and was employee campaign coordinator for the center's 2013 United Way campaign, helping to raise more than \$7,100.

Originally born in New York, Jackson has also called home the states of Oregon, Iowa, Illinois and Colorado before settling in Tennessee. She currently resides in West Knoxville with her husband, Chris, and young daughter, Ella.

**Nashville** - Nashville Municipal Auditorium which houses the Musicians Hall of Fame recently opened the - GRAMMY Museum Gallery™. The ribbon-cutting occurred Tuesday afternoon to open the 9,000 square-foot, interactive expansion.

During her remarks, Mayor Megan Barry discussed the exciting educational opportunities for Nashville students that the space will offer. "This will be the coolest field trip in town," she said.

GRAMMY Museum Executive Director Bob Santelli discussed how education is at the core of the GRAMMY Museum's mission, and the interactive experience the GRAMMY Museum Gallery will offer.



## Virginia

**Submit Your Articles for Next Month!**

## Allied Member News

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**Event Booking** - EventBooking users from around the world gathered in our hometown of Knoxville, TN from June 15 - 17 to attend our annual EB Live user conference. Our CEO / Founder John Platillero introduced our brand new President, Steve Mackenzie, at the opening of the conference. "Steve has spent decades

understanding the event business. He knows everyone, and everyone knows and trusts him," Platillero said. "He has taken several smaller software companies to the next level, and we're confident he will elevate EventBooking's sales, marketing, and strategy to help us reach our full potential as a global company. Most important, he shares our philosophy of product creation based on industry need and client input coupled with the best possible customer service."

Opening festivities took place at The SunSphere and were followed by 2 days of conference sessions, roundtables, and one-on-one trainings at the Knoxville Convention Center. We wrapped up EB Live 2016 with a lively party and luncheon at the EventBooking headquarters.

For a FULL GALLERY of photos from the conference, visit the EventBooking Facebook page!

[www.facebook.com/eventbookingsoftware](http://www.facebook.com/eventbookingsoftware)





**Mark Sonder Productions** - We are proud to announce that Mark Sonder Productions Entertainment Agency has again been chosen to provide the music and entertainment at the US Army Birthday Ball. We salute our men and women of all the armed services! Thank you.

## **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](mailto:nhcmarketing@harborcenter.org)

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