



# INTERNATIONAL ASSOCIATION OF VENUE MANAGERS REGION 5



## A letter from the director

Dear Colleagues,

You may have noticed that there was no newsletter published in April. Our newsletter editor of many years, Tricia Collins from Northshore Harbor Center, has moved out of Region 5, so we have been in transition. Luckily, some very committed members from Ernest N. Morial Convention Center have volunteered to take on the challenge. We appreciate their dedication, their time, and their willingness!

There have been a few other changes as well. For a number of years, through volunteer efforts Region 5 hosted its own website. However, now that IAVM has Rob Price on staff who is responsible for the IAVM website, we have decided to rely on IAVM to host our website, too. We were the only region who maintained its own. Although Region 5 website is still operational, it will soon be no more. Instead, you will be able to find the Region 5 info from the IAVM website. Simply select the "About" button and choose "Regions & Chapters." You will find our information there, including contact information, newsletters, upcoming chapter meetings, and other important messages. [IAVM.org/Regions](http://IAVM.org/Regions)

Recently you should have received an email from IAVM notifying you that the ballots are open to vote for the Region 5 slate of officers for next year. My term of office will conclude with Venue Connect. Todd Hunt, Courtney Dyer, and Brandi Quick are in line for ascension. Erik Waldman, CFE, Senior Director of Client and Guest Services for the Georgia Dome has been nominated for Secretary of IAVM. Go ahead and vote right away. It will only take 5 minutes at the most!

Soon you will receive another invitation to vote from IAVM. Among other things, you will be asked to vote on the One Member One Vote initiative. If you have not been following the discussion, information can be found [here](#).

We had a very informative and entertaining Region 5 meeting in New Orleans-a lot of great sessions, great food, and great friends! Thanks very much to our Host Committee, Alexis Berggren, Bryan Hayden, and Marco Perez. Watch for pictures and more information through this newsletter. Now it's time to plan for VenueConnect Annual Conference and Trade Show in Nashville. A new format, a new time period, and the plans for the conference are exciting. Check it out!

In case you hadn't heard, Region 5 has awarded its first scholarship to Venue Management School in several years. The competition was fierce and the applicants many. This year's scholarship recipient is Andrew Shreve with the Greater Richmond Convention Center. As time nears for VMS at Oglebay, I hope that many Region 5 members will be in attendance and seek out each other. Attending the IAVM school at Oglebay (back when it was called PAFMS) was one of the most rewarding experiences in my career. For those of you who are attending, realize that someone is investing a

good deal of money in you because he/she has a lot of confidence that you will succeed and will be able to pay the experience forward someday. Learn that educational opportunities with IAVM take place both inside and outside a classroom. Make friends; grow those friendships! You'll learn a lot from each other in future years.

Best regards,

*Nina A. Jimmora*

May 9, 2017

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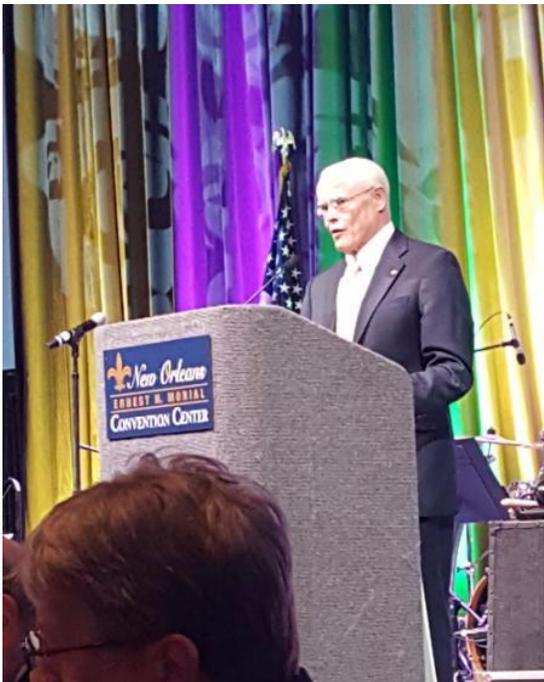
## Region 5 IAVM News

**THE REGION 5 CONFERENCE WAS A GREAT SUCCESS!**











## WE WOULD LIKE TO THANK OUR SPONSORS OF THE REGION 5 CONFERENCE

- Sico
- Freeman
- Centerplate
- SMG
- The National WWII Museum
- Gray Line
- MPI Gulf States Chapter
- New Orleans CVB
- Mardi Gras World
- Convention Plant Designs, Inc.

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## WE WANT YOU!

Do you want to become involved in IAVM Region 5? Do you want to meet colleagues who share your passion for our industry? A great way to achieve your goal is to sign up for a Region 5 committee. You will receive far more than you give and make some incredible friendships to boot! You won't be sorry, so complete the form today and return as directed.

[Download the 2017 Volunteer Form](#)

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## **Region 5 IAVM Job Postings**

### **Duluth, Georgia - Executive Director of Operations**

Infinite Energy Center is seeking a full-time Executive Director of Operations to lead one of six divisions that oversee and manage all aspects of the complex. Experience in managing, directing and coordinating personnel, contractors, and daily activities involved in the successful execution of events by performing various duties personally or through subordinate directors, managers and/or supervisors. Must have excellent organizational, analytical and communication skills and be very detail oriented. Please find a full job description at [www.InfiniteEnergyCenter.com/ExDirOps\\_posting](http://www.InfiniteEnergyCenter.com/ExDirOps_posting).

### **Duluth, Georgia - Ticket Office Coordinator**

Infinite Energy Center is seeking a full-time Ticket Office Coordinator to oversee ticketing across the campus's various venues. Job requires prior box office and accounting experience, as well as excellent communication, interpersonal and organizational skills. Supervisory and event programming experience desired. Click [HERE](#) for the full job description.

### **Huntsville, Alabama - Arena Operations Manager**

The Von Braun Center is seeking a qualified individual to assume all operational aspects of managing the Propst Arena. The individual hired for this position will work under the leadership of the Senior Operations Manager in the arena.

Performs responsible management duties as related to a multi-venue arena, convention and entertainment center with the goal of providing a superior experience for clients and guests of the Von Braun Center. Directly responsible for reviewing assigned event documents and for planning the execution and assignments of direct report supervisors and labor workforce for all Arena events. Liaison with in-house and contract labor services to ensure staffing levels are maintained as required by the Director of Operations. Develop innovative systems for event set-ups, conversions and teardowns to maximize labor efficiency. Budget oversight and labor cost projections are an integral responsibility. Close interaction with event coordinators and customers is required to guarantee client satisfaction.

#### Education

- Degree from an accredited four-year college or university with a concentration in public administration, business, sports management or related field. Management experience in live event operations may be substituted at a rate of two years of experience for each year of college.
- Strong consideration for candidates who is a Certified Venue Professional and/or completion of one or all of the following IAVM management schools: Senior Executive Symposium, Venue Management School or Venue Management School-Graduate Institute at Oglebay.

[For a full job description or to apply follow this link.](#)

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## **Alabama**



**Birmingham** - The Birmingham Jefferson Convention Complex will soon have a Topgolf facility as part of its Uptown Entertainment District.

Topgolf International Inc., a best-in-class entertainment venue, complete with dynamic event spaces and food and drink options rivaling any sports bar, is building its first Alabama location on property owned by the BJCC in the Uptown Entertainment District. It is expected to be completed by the end of 2017.

"Topgolf is going to be a great addition to Uptown," said BJCC Executive Director Tad Snider. "It provides outstanding synergy with both recreation and entertainment options for Birmingham area residents." Snider said Topgolf also is an outstanding venue for corporate events and those attending conventions and meetings at the BJCC.

The Topgolf Birmingham facility will be three levels and 65,000 square feet on 10 acres. It will employ about 450 people and create an economic impact of \$264.5 million over 10 years to the Birmingham area. It will have 102 golf driving bays, more than 200 high-definition TVs, and an extensive food and beverage menu.

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## **Florida**

**Gainesville** - After a few action-packed months in the new Stephen C. O'Connell Center, it's time to take a moment to reflect on the incredible journey we've had in the last year. On March 21, 2016, the doors officially closed for an intense 9 month long renovation. On December 21, 2017, exactly 9 months from the start date, the O'Connell Center publicly reopened its doors. That day, the University of Florida Gators defeated the Arkansas -Little Rock Trojans 94-71 in front of a sell-out crowd. Patrons flocked through the doors in droves to take in the beautiful new facility before the opening tip.

Many of the patrons noticed the new 20,000 square foot atrium equipped with revamped concessions and merchandise stands. They also noticed the wide open concourse and arena-wide chair backs which provide comfort for all patrons. Since that day, there have been numerous athletic, special and community engagement events, and there have been many patrons excited about coming to the new "O'Dome." The O'Connell Center team is excited about the future with the new facility and are looking forward to providing patrons with an optimal experience each and every time they visit.



**Jacksonville** - SMG, Jacksonville's premier venue management company, invites all First Coast media outlets to the Ritz Theatre and Museum for a sneak peek of the fully setup Dance Theatre of Harlem: 40 Years of Firsts exhibit one day before it opens to the public. Dispelling the belief that ballet could not be performed by those of African descent, Arthur Mitchell and Karel Shook founded the Dance Theatre of Harlem in 1969. This multi-media exhibition, which includes more than 250 objects, captures the majesty of the choreography, the beauty of the costuming and the dancers who defied gravity and stereotyping.

**WHEN:** Friday, April 14, 2017 at 10:00 a.m. or 1:00 p.m.

**WHERE:** Ritz Theatre and Museum, 829 North Davis Street, Jacksonville, FL 32202

**HOW:** There will be two time slots available for the media sneak peak, 10:00 a.m. or 1:00 p.m. SMG and Ritz Theatre representatives will be on site to provide additional information regarding the exhibition and interview opportunities. Videography and photography are both permitted only during the preview.

Please RSVP to Jill Wu at [jwu@daltonagency.com](mailto:jwu@daltonagency.com) with your preferred time slot.



Dance Theatre of Harlem: 40 Years of Firsts is organized by Dance Theatre of Harlem, California African American Museum, and The New York Public Library for the Performing Arts, and toured by International Arts & Artists, Washington, DC.

For more information on the exhibit, call the Ritz at (904) 807-2010 or visit [www.ritzjacksonville.com](http://www.ritzjacksonville.com).

**Jacksonville** - In honor of Stevie Nicks' recent concert in Jacksonville, SMG Jacksonville donated items from the top of K9 For Warriors' wish list in Ms. Nicks' name.



"Along with her passion for music, Stevie Nicks is an avid supporter of our troops and an animal lover. To honor her recent visit to Jacksonville and as a thank you, SMG wanted to give back to an organization aligned with her own personal charitable giving," said SMG Jacksonville General Manager, Bill McConnell. "The City of Jacksonville and SMG are honored that Ms. Nicks and Live Nation chose the Veterans Memorial Arena and wanted to give back to the Jacksonville community in a way that would celebrate this remarkable occasion."

"We are very grateful to SMG for the concert experience and donations," said K9 For Warriors President, Brett Simon. "Our night at the arena was a delight and the equipment will have a long lasting impact on the upkeep of our kennels. Both mean a lot to us and to our warriors."

In collaboration with Live Nation, Stevie Nicks 24 Karat Gold Tour performed at the Veterans Memorial Arena on March 23. Over 40 Warriors and their canines were in attendance!

The legendary gold dust queen, Stevie Nicks, a Rock & Roll Hall of Famer and multi-platinum Grammy Award winning solo artist continues singing and dancing across the stages of North America performing her classic hits along with longtime fan favorites from throughout her entire career as a solo artist and member of Fleetwood Mac. Nicks has collectively sold over 140 million albums.

Pembroke Pines- The Charles F. Dodge City Center managed by SMG, the worldwide leader of public assembly facility management, has opened in Pembroke Pines, Fla., the second largest city in Broward County.



Charles F. Dodge City Center - Credit Jose Gonzalez

Leveraging their long-standing success and market knowledge at the Broward County Greater Ft. Lauderdale Convention Center, SMG has teamed with the Broward Center for the Performing Arts - recognized nationally for its leadership in arts and entertainment as well as its innovative approaches to community engagement.

Designed to accommodate banquets, conventions, meetings, tradeshows and performance events, the new 175,000 square-foot Charles F. Dodge City Center features the impressive Great Hall which offers room for more than 3,200 guests seated theater style, 2,400 for concerts, 1,300 classroom style, 1,120 banquet style and more than 100 exhibits for trade shows.

Opening concerts included DRUMLine Live! and One Night of Queen with future performances of Kool & The Gang, Kansas and Shopkins Live! currently on sale.

The Charles F. Dodge City Center is located at 601 City Center Way, Pembroke Pines. For more information visit [pembrokepinescitycenter.org](http://pembrokepinescitycenter.org).



Charles F. Dodge City Center General Manager Steve Clark, Broward Center for the Performing Arts President and CEO Kelley Shanley, SMG Executive Vice President Gregg Caren, City of Pembroke Pines Recreation Director Christina Sorensen and SMG COO and Senior Vice President Bob McClintock - Credit Kara Starzyk



Broward Center for the Performing Arts President and CEO Kelley Shanley and SMG Executive Vice President Gregg Caren in the Great Hall - Credit Kara Starzyk

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**Georgia**



**Atlanta - Former GWCC General Manager Fills New Role as Sr. Business Consultant**

Long-time Georgia World Congress Center General Manager Mark Zimmerman has transitioned into a new role and will continue working for the Georgia World Congress Center Authority as a senior business consultant.

"It's all related to sales - recruiting possible clients and customers, and keeping up with current customers," said Zimmerman, who began his career at the GWCC as a concessions supervisor. "I'm also representing the congress center at industry functions, including several upcoming speaking engagements."

For instance, Zimmerman recently represented the GWCC at the NCAA Division I Wrestling Championship in St. Louis in hopes of landing the event in Atlanta.

Zimmerman served as general manager of the 3.9-million-square-foot convention center from 2004 until late 2016. He has launched Zimmerman Consulting LLC, a venue, food service and event management company based in Marietta, Ga.

Not ready to part with the industry - and campus - he loves, Zimmerman signed a multi-year deal to consult with the GWCCA. "It's a mutual benefit for everybody," he said.

A graduate of Northwood University in Midland, Mich., Zimmerman, who is known simply as "Z" by many of his colleagues, is well regarded in the convention, tradeshow and event businesses and he has served on numerous hospitality industry boards, including the Trade Show Executive Exposition Forecasting Board.

"To have Z stay on as a consultant with the GWCC is a gift that keeps on giving. His relationships and friendships in the industry are unlike any I've ever witnessed," said GWCCA Chief Commercial Officer Joe Bocherer. "I've been to a few industry tradeshow with him, and we literally couldn't walk five feet without him shaking a hand or getting a hug from a client or colleague - in turn, let's just say my Rolodex is getting bigger."

Zimmerman is also a member of the Exhibition Service Contractors Association, Southeastern International Association of Events and Expositions - Southeast Chapter, Professional Convention Management Association, International Association Venue Management, Northwood University Entertainment Sports & Promotions Management, Georgia State University Hospitality, Kennesaw State University Center for Young Adult Addiction & Recovery and University of West Georgia Sports Management.

Under his guidance, the GWCC hosted the 1988 Democratic National Convention, been a part of two Super Bowls, several NCAA Final Four basketball championship and SEC Football Championship fan events, the 1996 Centennial Olympic Games, and various Top 200 tradeshow.

His rise through the ranks at the GWCC includes stints as an event coordinator, event services manager, and director of event services. He left in 1992 to help open the 300,000-square-foot Cobb Galleria Center, a convention center in suburban Atlanta, where he was named as the inaugural Assistant General Manager. He returned to the GWCC in 1995 as the venue's Assistant General Manager, a position he held until being promoted to General Manager in 2004.

**Atlanta** - The Georgia World Congress Center Authority (GWCCA) appointed Damon Bell, a proven sales leader with more than two decades of hospitality industry experience, as the new Sr. Director of Convention Sales.

Bell joined the Authority at a time of historic growth as the agency's downtown Atlanta campus undergoes a dramatic metamorphosis, including the addition of state-of-the-art Mercedes-Benz Stadium, decommissioning of the Georgia Dome, major upgrades to the Georgia World Congress Center and Centennial Olympic Park - and development of an upscale, on-site headquarters convention hotel.



"These new and exciting things happening on the GWCCA campus cannot be ignored within the convention industry and are very exciting to see," said Bell, who most recently served as Director of Sales and Marketing at the JW Marriott Austin (Texas). "With the expansion of the convention center, the addition of a new hotel, the addition of Mercedes-Benz Stadium and the continued effort to improve the convention corridor, I have no doubt that the city of Atlanta will continue to attract and retain major events and conventions. I want to be a part of that and cannot wait to join the convention sales effort in Atlanta."

Bell oversees sales and booking of one of the country's largest convention center complexes, which features 1.4 million square feet of exhibit space, 106 meeting rooms, 12 exhibit halls, two grand ballrooms and various outdoor spaces and plazas. Bell's resume includes eight years with Omni Hotels and Resorts, and the last seven years with White Lodging, one of the largest and fastest-growing hotel ownership, development and management companies in America.

"I'm looking forward to Damon building and leading a true sales culture - one where the customer always comes first, reinforcing the Georgia World Congress Center's reputation for being proactive and easy to do business with. His ability to analyze what's going on, build a plan and execute against it is a highly-desired skillset that he brings to the table," said Joe Bocherer, the GWCCA's Chief Commercial Officer, who worked with Bell for four years at White Lodging. "He creates followership naturally - people want to do the right thing for him. He develops those key relationships that are instrumental in driving success and delivering overall excellence."

Prior to joining the JW Marriott Austin, where he also served as Director of Sales before being promoted, Bell was Director of Group Sales at JW Marriott Indianapolis. He received the Marriott International Western Region Sales Leader recognition, and his teams earned the 2012 and 2015 White Lodging Full Service Sales Team of the Year Award. Bell and his sales teams consistently remained in the top 10 of sales and planning satisfaction within the Marriott Convention and Resort Network.

Bell earned a Bachelor of Science in Tourism, Hospitality and Event Management from Indiana University. He recently relocated to the Atlanta area with his wife of 10 years, Jean, and his two daughters, Haley and Harper

**Atlanta** - The Georgia World Congress Center Authority officially unveiled Social Table in February, a new food and beverage experience shaped to suit the distinctive needs of individual events and their attendees at the Georgia World Congress Center. The convention center, food and beverage partner Levy and its experience design agency, Curiology, and Atlanta-based design and architecture group ai3 collaborated on the research and design process, emphasizing flexibility, high quality, freshness and local flavors.

Social Table enables show organizers to customize dining service to each event's audience, and offers guests a new choice for fresh flavors under one roof.

"Each convention center event brings a new set of attendees, who move, see, and dine differently," said Cindy van Rensburg, Division President of Levy Convention Centers. "We recognized an opportunity to craft a more intuitive experience serving guests fresh, locally-inspired menus where, when, and how they want it."

Levy, GWCC and ai3 grounded the design process in research to understand show manager, exhibitor and event attendee patterns. The immersive process identified several common behaviors, such as sitting at a restaurant space or roaming the event floor, which guided Social Table's design and configuration.

Social Table infuses GWCC's on-campus dining options with flexible and variable menus and spaces, including a full 35-seat bar, a build-your-own salad bar and a "Graband Go" station. The space also features a multi-use food and beverage station serving a rotating and customizable selection of house-smoked BBQ, hand-pressed burgers and artisanal flatbreads. Southern twists on classic cocktails, like the Southern Mule, Midnight Manhattan and Lemon Sapphire Mojito highlight the revamped beverage offerings.



Social Table launched for the International Production & Processing Expo, and will continue to provide customizable dining options for all guests and show organizers.



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## Louisiana

### **NEW ORLEANS**

- New Orleans joined cities across the globe in celebrating the impact of meetings and live events on Global Meetings Industry Day (GMID) on Thursday, April 6, 2017. The New Orleans Ernest N. Morial Convention Center and the New Orleans Convention and Visitors Bureau along with MPI Gulf States Chapter held a special luncheon, featuring an address by industry icon Donald S. (Don) Freeman, Jr., Chairman of Freeman, at the Convention Center. The event was held during the International Association of Venue Managers (IAVM) Region 5 Conference. IAVM educates, advocates for, and inspires public assembly venues worldwide.

The program included a charitable donation from New Orleans Tourism industry officials in support of budding musicians who are poised to carry on local musical traditions for years to come. The Louis Armstrong Jazz Camp for Kids was presented a \$2,500 check from the New Orleans Convention and Visitors Bureau, with a matching donation from the proceeds of the event. An additional check for \$3,300 was presented to IAVM Region 5 to support their various programs including scholarships for aspiring industry professionals. GMID

attendees also pledged funds to the Louis Armstrong Jazz Camp for Kids, via a text message donation campaign.

Lead by the industry advocacy coalition Meetings Mean Business (MMB), GMID 2017 showcases the real impact that business meetings, conferences, conventions, incentive travel, trade shows and exhibitions have on people, business and communities. MMB joins forces with the Convention Industry Council (CIC), U.S. Travel Association, Meeting Professionals International (MPI), Professional Convention Management Association (PCMA), International Association of Exhibitions and Events (IAEE), Society for Incentive Travel Excellence (SITE), COCAL and other groups. In one united voice they will advocate for the industry, showing that meetings make a difference no matter the location.



**New Orleans Tourism Industry Officials Present Donation Checks to The Louis Armstrong Jazz Camp for Kids at Global Meetings Industry Day.**

Pictured: Cara Banasch, Senior Vice President of Business Development & Strategy, New Orleans Convention and Visitors Bureau; Don Freeman, Chairman, Freeman; Stephen Perry, President and CEO, New Orleans Convention and Visitors Bureau; Nina Simmons, IAVM Board of Directors and Director of the Student Activity Center and Venue Management, University of North Carolina at Charlotte; Bob Johnson, President and General Manager, New Orleans Ernest N. Morial Convention Center; Tim Hemphill, Vice President, Sales and Marketing, New Orleans Ernest N. Morial Convention Center.

**New Orleans** - New Orleans Ernest N. Morial Convention Center Moves Forward With Plans for Linear Park. Plans for the exciting transformation of Convention Center Boulevard in New Orleans, which will connect the bustling Warehouse/Arts District with the historic French Quarter in and dramatically transform the guest experience at the New Orleans Ernest N. Morial Convention Center, is becoming a reality.

A new linear park will update the urban environment with a tree-lined pedestrian plaza, bike lanes, moving walkways, sleek overhangs, fountains, green walls, water walls, and shaded sitting areas for visitors.

The construction time-line of these exciting improvements include ample added days to work around the schedule of events to minimize any impact. The staff of the Convention Center is working closely with the New Orleans Convention and Visitors Bureau to identify which events will occur during construction so that

construction can be stopped and started accordingly and any accommodations that may need to be made to are accounted for well in advance.

The Convention Center recently filed plans with the City of New Orleans to begin construction on the \$65 million. Plans are pending approval from the Louisiana Department of Transportation after which a construction time-line will be established.

Two key components of the transformation are a multi-modal transportation hub where shuttles will more efficiently move attendees to and from the Center, and improvements to several roads and intersections within the Warehouse District that are the normal shuttle route.



**NEW ORLEANS** - Robert Johnson, President and General Manager of the New Orleans Ernest N. Morial Convention Center, has announced his retirement effective September 2017. Johnson has served as the facility's senior director since 2007.

Johnson has led the nation's 6th largest convention and exhibition hall through numerous renovations and improvements, including the addition of the \$52 million Great Hall and Julia Street entry plaza. Most recently Johnson has been the primary visionary and driver behind the facility's planned renaissance of Convention Center Boulevard to include a more pedestrian-friendly linear park, as well as the development of a series of mixed use hotel, residential, entertainment and hospitality and retail complexes onto upriver acreage owned by and adjacent to the Convention Center. These over \$1 billion in improvements and investments are expected to be game changers in New Orleans' effort to stay competitive in the meetings and convention industry.

"Bob Johnson has been instrumental in every major advancement undertaken by the Convention Center over the past 10 years," said Ernest N. Morial New Orleans Exhibition Hall Authority Chair Melvin Rodrigue. The entire state's hospitality industry is deeply indebted to Bob for his leadership and tenacity in helping to make our Convention Center one of the most utilized and recognized in the country."



Among Johnson's notable accomplishments are his leadership of the Convention Center's recovery and

ultimately, the City's hospitality industry's recovery following the devastating effects of Hurricane Katrina. The Center's occupancy has returned to pre-Katrina levels and the City's recently announced record number of visitors reflects that level of business improvement. Johnson has led several industry- pioneering initiatives including Center owned and produced events, a widely recognized customer excellence program and owning its own UPS Store franchise among others.

"I've had the most enriching career a venue manager could want through my early years at the Dome and culminating with my time at the Convention Center. Through my work, I've traveled around the globe but promoting New Orleans has always been my passion," Johnson said. "I could not be more proud of what we have accomplished during my tenure at the Center, which is blessed with the most dedicated staff of any venue."

Johnson's venue management career spanned 46 years beginning in Winston-Salem, North Carolina where he graduated from Wake Forest University. Prior to joining the Convention Center staff, Johnson opened UNO's Lakefront Arena which became recognized nationally as a leading concert venue of its size. He had a distinguished career with global facilities management company SMG, including a 10 year stint in New Orleans as the General Manager of the Superdome where he oversaw the hosting of NCAA Final Four Tournaments, Super Bowls, a Republican National Convention and the Papal visit.

Johnson is a longtime active member of the industry's professional organization the International Association of Venue Managers and was a founding member of the New Orleans Sports Foundation.

**New Orleans** - The Farm & Table Experience, the South's premier conference and festival highlighting locally sourced food, will take place September 7 - 9, 2017 the New Orleans Ernest N. Morial Convention Center.

Previously known as "Farm to Table Experience," the newly branded Farm & Table Experience is a two-day multi-sensory celebration of locally sourced food and drink - one FREE family-fun festival day, the JAMBOREE, offers food and music, tastings, interactive gardening and cooking demos, games, displays, and more. A second day, Farm & Table CONVENE, is a gathering to discuss the cultivation, distribution, and consumption of food and drink, food trends, how to source food locally, and many more compelling issues facing the agri-culinary community. All events are open to the public.

"Consumers continue to educate themselves about the origin of the food they're preparing for their families and being more selective in what they buy. That trend along with all the scintillating discussion that occurs annually at the Farm to Table conference, it just made sense to expand the audience to hobbyists in a way that would be fun and relaxed," said Farm to Table Experience Director Katie Calabrese. "What better way to highlight and celebrate the South's ever-growing farm-to-table movement than with a festival featuring a healthy plate of local flavors, sounds, and southern hospitality?"

While New Orleans is already known as a premier food destination nation-wide, this event will promote the city as a critical center for agricultural and food chain solutions.

This event will include one conference day, September 8, for both hobbyists and professional attendees and will feature keynote speakers of regional and national standing, educational sessions, tastings, networking and business development opportunities.

The festival programming, September 9, will include music, chef demos, food and beverage vendors, Kids Zone programming, interactive displays, local vendors, hands-on workshops, tastings, and more.

The Farm & Table Experience will also hold separate unique food and beverage social events including:

**Garden to Glass Reception (September 7)** - This event will showcase creative cocktail-making using farm-fresh ingredients and will provide education on how to use fresh produce, backyard herbs and local products to create these delicious cocktails at home. Top local mixologists will demonstrate and provide drinks to all attendees. Each participating mixologist will include at least one ingredient that is grown from a seed, is innovative in taste, and is easy to recreate (recipe cards will be provided as takeaways).

**Chefs Taste Challenge (September 9)** - A cooking competition aimed at broadening awareness for the use of fresh, healthy and sustainable ingredients. Ten chefs from the southern region will be selected to prepare a

dinner entrée tasting course, and the guests will be asked to vote for their favorite dish. The chefs are required to select from lists of featured ingredients that are fresh and in-season.

**Lunch & Learn (September 8)** - Join alongside a notable New Orleans chef for a cooking class and luncheon. Not only will you gain valuable insight and education from your chef-turned-culinary coach, but you'll enjoy reaping the fruits of your labor too.

Registration will open in June at [farmandtablenola.com](http://farmandtablenola.com).

Questions? Contact Katie Calabrese at 504-582-3072 or [info@farmandtablenola.com](mailto:info@farmandtablenola.com).

**New Orleans** - Centerplate, the New Orleans Ernest N. Morial Convention Center's exclusive food and beverage provider, hosted a "Zero Waste Lunch" at the 2017 WasteExpo convention on May 10. Chef Brandon Felder, Executive Chef, and his team served industry attendees a menu of Beet Salad, Abita Amber BBQ Shrimp, and Bananas Foster Bread Pudding, made with parts of food that would otherwise be discarded.

The lunch was created in partnership with the New Orleans Ernest N. Morial Convention Center, Centerplate, GES, Salvage Supperclub, The Green Project and The Composting Network. The event took place inside a rented dumpster equipped with salvaged wood seats and flooring and rescued doors for a table, all of which came from local companies. WasteExpo is a regular visitor to New Orleans, convening here nearly every three years using approximately nearly 600,000 gross square feet of exhibit space and attracting over 11,000 waste management professionals.

The "Zero Waste Lunch" consisted of the following ingredients:

- Beet Salad - Mixed greens, goat cheese, candied pecan bits and beet puree with champagne vinaigrette. Pureed beet scraps, trimmed tops and bottoms were turned into confit. Pecan bits that would otherwise be disposed of topped the salad. Remaining champagne from Centerplate's bars department was combined with white vinegar to create the dressing.
- Abita Amber BBQ Shrimp - Pan-seared gulf shrimp and yellow stone-ground grits topped with grilled peppers and onions. Shrimp shells were ground down and used for stock with remaining Abita Amber Beer product, which were combined and used as the sauce. The grits were a combination of remaining yellow stone-ground grits and pureed cauliflower curd and stems (otherwise tossed pieces).
- Bananas Foster Bread Pudding - French bread, bananas and rum sauce. French bread (otherwise considered stale) was used for the bread pudding, and salvaged bananas that would otherwise be considered "too old" to sell/display was caramelized and added to the dish. The sauce was made from the rum leftover from Centerplate's bar inventory.



WasteExpo attendees enjoy a "Zero Waste Lunch" in a dumpster equipped with salvaged wood seats and flooring, and table made from rescued doors.



Executive Chef Brandon Felder, of Centerplate at the New Orleans Ernest N. Morial Convention Center.

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## **Mississippi**

**Submit Your Articles for Next Month!**

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## North Carolina

**Submit Your Articles for Next Month!**

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## Puerto Rico

**Coliseo De Puerto Rico** - Coliseo recently acquired the Garrett PD 6500I Security WalkThrough Metal Detectors for all building entrances. It is a top priority to have all our security staff trained on the proper usage of these machines. After this hands on training, we are ready for busy season!!!



**Coliseo De Puerto Rico** - We hosted a facility tour for high school students that are considering to join UNE's

Events and Production program. Universidad del Este (UNE), a local university that has a great "Events and Production" undergraduate program.



### **Coliseo De Puerto Rico - "From Your Closet to My Prom"**

For the third consecutive year, Coliseo supports the non- profit organization, "From Your Closet to My Prom". Our support consists of sponsored rent and to serve as host of three main events that are celebrated at Coliseo. The first event was the Press Conference held in March. Then the second most important activity is on April 5th. That day, we helped them organized the Drive Thru Dress Donation Day Event. We offer our support by using social media an also activating our network of VIP members, building sponsors and employees, to encourage women to donate dresses that are still in good condition. The third event is the Boutique. The South End of the building is transformed into a huge boutique with over one thousand dresses. All displayed and organized by colors and sizes so girls can pick and choose, to find the dress of their dreams for Prom Night. Over 500 young girls visited the boutique





**Coliseo De Puerto Rico - VIP Cocktail - Sky Lounge Unveiling** On April 20th we celebrated the unveiling of Coliseo's new Sky Lounge. As part of this celebration, we hosted a cocktail and VIP members were the ones who got to take a first glance of this new space.



**Coliseo De Puerto Rico** - In the kitchen corner, we welcome a redesigned and better version of our most-wanted item the "Argentinian Mini Empanadas". Now a branding signature will feature on the empanada dough. Locals refer to our venue as the Choliseo. Now one of our Top-Sale item has become an advertising tool as well. In every bite, there is the word Choliseo!



**Coliseo De Puerto Rico** - Having in mind that it is important to evolve and learn from 'what is happening out there' our kitchen supervisor, Alexandra Muñoz took a training in dehydration and lyophilisation with the 'Molecular Kitchen Workshop Company'.



**Coliseo De Puerto Rico** - For the Production Staff of the Justin Bieber concert, we greeted them with complimentary 'limbers'. A 'limber' is the more refreshing treat a Puerto Rican can have. It is a hard-ice treat, with fruit flavors. The Production was able to taste coconut, mango, milk, lemon, passion fruit among others.



**Coliseo De Puerto Rico** - For the first time in Coliseo history, we launched our first quick sweepstake on Facebook Page by giving away custom made posters signed by J Balvin (Colombian Urban Singer) and we even surprised the winners with a Meet and Greet opportunity with Balvin. It was a one hour last minute promotion but it ended up giving us 3,300 people reached, 99 post clicks and 63 reactions for an hour of promotion.

Post Details

Coliseo de Puerto Rico, José Miguel Agrelot with Dayano, Stephanie Machin and Almaric Rodríguez  
 Published by Francisca Meléndez (1) · March 10 at 6:20pm · 🌐

Si vienes al concierto de J Balvin puedes tener la oportunidad de ganar un poster autografiado por él, sólo tienes que taggear a tus amigos en los comentarios! Los 3 ganadores serán seleccionados al azar y deberán estar en el Coliseo a las 7.45pm (hora del sorteo) serán notificados por inbox. ¡Aprovecha! #Colseo #Cholifan



3,294 People Reached

63 Reactions, Comments & Shares

30	23	7
Like	On Post	On Shares
2	2	0
Love	On Post	On Shares
28	21	7
Comments	On Post	On Shares
3	2	1
Shares	On Post	On Shares

99 Post Clicks

35	0	64
Photo Views	Link Clicks	Other Clicks

NEGATIVE FEEDBACK

1	0
Hide Post	Hide All Posts
0	0
Report as Spam	Unlike Page

3,294 people reached

Boost Post

Lisa Mendoza, Genito Del Rio and 23 others · 7 Comments, 2 Shares

Like Comment Share

## New Hires

Jaime Hernández - Kitchen Supervisor



Arelis Castro - Director of Operations



José Pérez - IT Administrator



Juan Rivera - IT Technician



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## **South Carolina**

**Submit Your Articles for Next Month!**

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## **Tennessee**

**Submit Your Articles for Next Month!**

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## **Virginia / Washington / Maryland**

Selfie Monopoly, also known as a Selfie Station, is an Open Air photo booth providing hours of entertainment and fun at all types of events! It is easily operated by our attendant(s) and takes high quality pictures using a professional DSLR camera and premium lighting.

The sleek design features a 32-inch interactive touch-screen for immediate uploading to Social Media - Facebook, Twitter, Text, Pinterest and Email.

It can also record 10 second Videos so your attendees can be used to record product endorsements and testimonials, as well as animated GIFs, creating instant and lasting Memories.

Selfie Monopoly expands Corporate Branding with your logo, company hashtag or website address, on each photo, and enjoy the reach each guest offers in spreading your brand across various platforms of the user's social media.

Social media will now fuel face2face engagement, not detract from it by burying attendee faces in their phones. Our Selfie photo booth is a great icebreaker!

Guests who engage on social media at an event are more likely to continue their conversations after the event. This is more valuable than any number of traded business cards and fosters TRUE networking, marketing, advertising and branding of your product and services.

[www.selfiemonopoly.com](http://www.selfiemonopoly.com)

202-369-1063

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## **Allied Member News**