



# INTERNATIONAL ASSOCIATION OF VENUE MANAGERS REGION 5



## A letter from the director

Dear Colleagues,

Have you voted? Your answer might be "yes" but there has been a flurry of ballots for IAVM and Region 5. One is still in progress. All voting members should have received an email titled "2017-2018 IAVM Board of Directors Election - login information below". The email contains a generated username and password to use when logging in to submit votes. If you haven't received the email, please contact Rosanne Duke via email or by calling [972-538-1025](tel:972-538-1025).

The voting has closed for next year's Region 5 slate of officers. My term of office concludes with Venue Connect. I know I leave you in great hands with Todd Hunt, CFE, who is the incoming Region 5 Director. Supporting Todd and serving our members are: Courtney Dyer, CFE, as the incoming Assistant Director, Brandi Quick as the incoming Treasurer, and Erik Waldman, CFE, as the incoming Secretary. If you'd like to get involved in some volunteer endeavor, please let one of these individuals know. The more, the merrier!

In other voting news, as explained in an email from Chair Mark Mettes, CFE, nearly 90% of voting members voted in favor of the One Member One Vote Initiative. With approval of this initiative, all members, regardless of membership type, have an equal voice.

Thanks to everyone who voted on each of these ballots, no matter how you voted. These have been important decisions, and in future there will be more decisions to be made that will determine the direction of IAVM. Please, exercise your right to vote, and consider carefully whatever is placed on a ballot.

Changes are afoot in Region 5-hopefully you have seen the articles about R5 members who have recently retired or are planning to retire: Mack Stone, Lionel Dubay, and Robert Johnson. The industry, especially our region, has benefitted greatly from the leadership and dedication of these individuals. If you know of others, please share that info or encourage them to share by sending an announcement to the IAVM R5 newsletter.

Besides the positions vacated by retirees, R5 has a lot of venue hopping going on. New to a venue? Let us help you spread the word!

I hope to see many of you at Venue Connect in August-the conference plans are exciting, the registration numbers are up, and the hotels are filling up. Make your plans right away if you haven't already.

Best regards,



June 29, 2017

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### **Region 5 IAVM News**

We've got a new website address!

Visit <http://iavm.org/regions/region-5-homepage> for more information and news about region 5. We decided to let HQ maintain the website for uniformity, but we would like to thank everyone who contributed to the old site in the past.

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We've got a new Newsletter editor.

Robin Riedlinger from the New Orleans Ernest N. Morial Convention Center will be taking over that responsibility and he can't wait to hear the new venue news. If you have any news to share about your venue, please continue to submit it to [IAVMR5@gmail.com](mailto:IAVMR5@gmail.com). Robin will take a look at it and it'll be added to the next newsletter.

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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**

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## **Florida**

**Lakeland - THE LAKELAND CENTER TO BECOME THE RP FUNDING**

## CENTER Mortgage Lender Signs 5-Year Naming Rights Deal



The Lakeland Center; home to the Lakeland Magic (NBA D-League), Florida Tropics (Major Arena Soccer League), the Florida High School Basketball Championships, as well as other entertainment, sporting, meeting, cultural and special events; will become the RP Funding Center. The re-naming announcement came from the City of Lakeland today and reflects a multi-year alliance formed by RP Funding, the City of Lakeland and the Lakeland Magic.

RP Funding, part of the Robert Palmer Companies, is a direct mortgage lender that underwrites, closes and funds its own loans. RP Funding was also recently announced as the Lakeland Magic's Founding Partner.

"We're thrilled to forge this partnership with the City of Lakeland and the Lakeland Magic," said RP Funding President/Owner Robert Palmer. "As a Lakeland native, I'm excited about making an impact in my hometown and the opportunities this partnership provides with the City and the Magic while building and growing RP Funding in Central Florida and beyond."

RP Funding will receive exterior and interior building signage along with television, radio, print and social media promotion. The 5-year naming rights agreement will generate additional revenue toward the operation and maintenance of the facility.

"We're pleased to generate additional revenue sources, continuing our goal to operate a self-sustaining venue," said RP Funding Center Executive Director Tony Camarillo. "With more than 500 events per year, we are confident the RP Funding Center will continue to serve as a key venue for Lakeland's sporting, meeting, entertainment, cultural and special events."

"We're looking forward to many memorable moments ahead in the RP Funding Center," said Lakeland Magic President Shelly Wilkes. "RP Funding represents the excellence we strive for in bringing our product to our fans and stakeholders. We are excited to bring RP Funding on board. This is a win-win-win situation for the City of Lakeland, RP Funding and the Lakeland Magic."

The RP Funding Center (formerly The Lakeland Center) is a multi-purpose entertainment complex featuring the 8,000 seat Jenkins Arena, 2,200 seat Youkey Theatre and 100,000 square feet of meeting and exhibition space. The facility hosts a wide variety of events ranging from nationally renowned artists, family shows, athletic events, trade shows, conventions, weddings and ride-and-drive showcases.

Owned and operated by the City of Lakeland, the facility opened as The Lakeland Civic

Center 1974 and was re-named The Lakeland Center in June of 1996 after adding more exhibition, conference and meeting space.

**West Palm Beach, FL** - On the first day of May, the Palm Beach County Convention Center welcomed new Executive Chef Rodney B. Martin, bringing over 20 years of high profile fine dining, catering, corporate dining and special events experience to the center.



"He is very well-versed in the different areas of our business which made him really qualified to service our clients," said Director of Food & Beverage Vince LaPapa. "If you look at his resume and speak with him, he truly worked his way up in the kitchen. He started from the very bottom."

Martin began his career in South Beach, Miami, Florida where he worked at The Loews Miami Beach Hotel, eventually leading him to the Executive Sous Chef position at Embassy Suites Miami.



"Although it helped, his experience wasn't the thing that sold me," says General Manager Dave Anderson. "It was his ability to create a vision with food, and lay out a culinary plan for the future of the Palm Beach County Convention Center that will appeal to our diverse group of annual clients from around the world."

Martin's true experience for lavish, large scale events came after he gained invaluable culinary development with universities including; Morehouse University in Atlanta, GA, Methodist University in Fayetteville, NC and Florida A&M University in Tallahassee, FL.

Martin says he thrives by staying up-to-date on current trends and practical knowledge of culinary skills while having an imaginative approach to the art of food and cooking, assisting in his mouthwatering creations.



"PBCCC is at the forefront of modern convention center dining. Needless to say, I am excited yet, humbled for this opportunity," said Martin. "Whether it's a large, or smaller more intimate event, I feel we really have something on the menu for everyone."

Martin most recently held the Executive Chef role at Embassy Suites Hotel in Palm Beach Gardens, FL for three years before leaving to propel Culinary Solutions Catering in Boynton Beach, Florida.

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## Georgia

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## Louisiana

**NEW ORLEANS** - Donna Karl Sakelakos, CMP has been named Director of Event Services at the New Orleans Ernest N. Morial Convention Center - the sixth largest convention center in the nation. In her role as director, she will supervise the planning and execution of all events held at the facility. Karl will head a team of nine Event Services Managers and Coordinators who boast an impressive 140 years of experience at the Convention Center, with three Managers serving 31 or more years.

Karl, a veteran of the meetings industry for over 30 years, brings a solid and extensive leadership background to the position, including over 18 years of professional convention and association management, and eight years of experience in convention sales and client relations.

She most recently served as Vice President of Event Operations for Tradeshow Logic, where she launched the meetings division and grew it to over 18 annual meeting programs.

She previously served as the New Orleans Convention and Visitors Bureau's Vice President of Client Relations from 2004 - 2012. In that role, she implemented improvement strategies and tactics on behalf of meeting and convention buyers. Karl proved integral to the tourism industry's post-Hurricane Katrina recovery efforts: she spearheaded public relations client contacts and re-negotiations; developed disaster protocols in coordination with local and national officials, and raised \$2.5 million in sponsorships to host the PCMA Annual Meeting.

Karl began her career in the meetings industry with the American Academy of Pediatrics in Elk Grove Village, IL. Over the course of 18 years, she rose through the ranks to ultimately serve as Director, Division of Convention and Meeting Services.

Karl earned her Certified Meeting Professional designation in 1992. Over the course of her career, she has served on the board of directors of many leading industry organizations including GMC-PCMA and PCMA Foundation.

Her leadership skills have garnered her many prestigious awards and nominations, including:

- GMC-PCMA Dick Dano Award (Nominated, 2000);
- Meeting Professional International Award - Hall of Fame Association (2001-2002);
- GMC-PCMA Bob Donovan Award Winner - Meeting Planner of the Year (2003);
- Tradeshow Week Green Innovation Award - The Industry's Top Eco-Leaders (2009);
- PCMA Spirit Award (2009, 2010).

"We are extremely excited to have Donna on our staff as she will give our operational staff a different perspective on managing events. She has been on both sides of an event: event management and event creation. This is a stellar hire for the Convention Center," said Bryan Hayden, Vice President of Operations of the New Orleans Ernest N. Morial Convention Center. "She also has super client relationships throughout the country."



**NEW ORLEANS** - Michelle Minyard has been named as National Sales Manager at the New

Orleans Ernest N. Morial Convention Center. In this role, Minyard will be responsible for developing and servicing clients in the Washington D.C. and Southeast markets. She will also work closely with the New Orleans Convention & Visitors Bureau on prospects to generate business for the Convention Center.

With her career in the New Orleans hospitality industry spanning more than 25 years, Minyard brings rich sales and event planning experience to the position.

Previously, she served as Sponsorship Director for the Festival International de Louisiane and the New Orleans Wine and Food Experience. Minyard honed her sales skills in Sales Manager roles with the Hilton St. Charles Hotel New Orleans, New Orleans Ernest N. Morial Convention Center (2004-2005), and the New Orleans Convention & Visitors Bureau.



"Michelle will be a tremendous asset to our team," said Elaine Williams, Director of Sales. "Her extensive sales experience and knowledge of the local convention industry provides her with the ideal perspective to help us increase occupancy and revenue."

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**Mississippi**

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**North Carolina**

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**Puerto Rico**

**Coliseo De Puerto Rico** - May was a big celebration month for Coliseo!!! We reached our Event One thousand since Coliseo first open doors so we all celebrated it big time. We created a complete experience for that night, including: Impersonators positioned at backdrops to take photos with fans. Also commemorative T-shirts were distributed for all employees working that day; and during Ednita's concert in one of last songs, 5,000 commemorative beach balls dropped from the catwalk.

To celebrate Ednita's concert and her long time relation with Coliseo, we presented her with a special commemorative award. She is a local pop artist and also a cake to celebrate her presentation No. 15<sup>th</sup> at Coliseo.

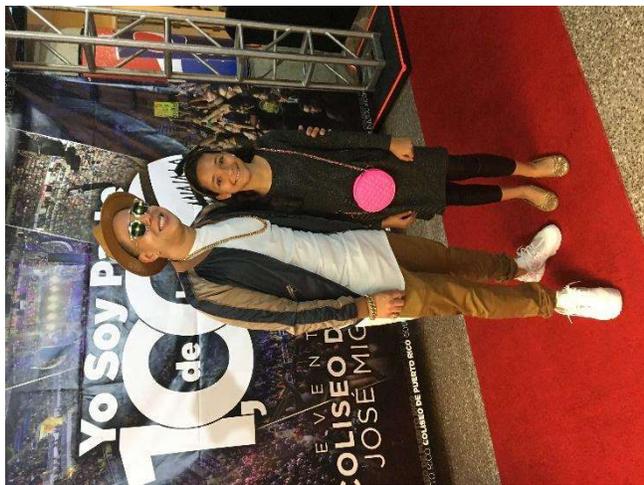
Also that night, a "Give away Cash Prizes raffle" was held on stage - one prize of \$1,000 and 10 prizes of \$100 each. Cash was provided by Casino Metro one of our suite owners that wanted to participate as Sponsor of the Awards. Also "Pleneros" a walking local musician's band, with the "Don Cholito" character walked and cheered guests through the hallways. Don Cholito was a famous Puerto Rican comedian, Coliseo de Puerto Rico is named after him.



Right before opening doors, all employees pose wearing their 1,000 Event T-shirt



Pleneros, local walking musicians band & Don Cholito (Coliseo's character) walking thru the hallways making some noise.



A Daddy Yankee "look alike" with a fan.



Imitators of Kathy Perry, Daddy Yankee and Beyonces with a fan

IN an Assisted Marketing in the execution of the Celebration of Coliseo's #1,000 Events. Helped finding three "look a likes" of singers that had performed at Coliseo to celebrate the 1,000 Events at Coliseo. The idea was for these imitators to stand in the hallways so patrons could take photos with them. Right before opening doors, all employees wearing their Celebration Tshirts of Event No.

1,000 Right before opening doors, all employees wearing their Celebration Tshirts of Event No. 1,000 Right before opening doors, all employees wearing their Celebration Tshirts of Event No. 1,000



Left to Right: Maylene Rodriguez, Event Manager, Eduardo Cajina, General Manger, Paco López, Promoter, Ednita Nazaraio, Artist, Frances Melendez, Marketing Manager

Events & VIP Services:



We wanted to cheer up all the mothers working on Mother's Day. Mothers were greeted with individual chocolates.

In a joint venture with F&B department, our talented Event Manager, Maylene Rodriguez, was responsible for the summer décor for the Welcome the Summer Lemonade and Popcorn Station. As employees were greeted as they walked in, with homemade lemonade and Freshly made popcorn.



### IP Services

On Mother's Day we had Ednita Nazario's Concert, as a gift to all of our VIP Moms, they were all greeted with a glass of champagne with Lychee & Guanábana juice garnished with an edible orchid at our VIP Lounge, prior to the concert. (attached pic)



Collaborated in the coordination for the 1,000 event for employees and for the public Food & Beverage:

Locally, we start the summer the last week of May, to celebrate the "Official welcome of summer", Coliseo welcomed all employees with lemonade, fresh popcorn and other pastries (sponsored by Holsun). Our employees made their shift feeling refreshed and summer-ready! This awesome setup was made by Events Department.



We were honored to host and serve our venue owner, the Puerto Rico District Authority and 80 high ranking government officials, including the Governor of Puerto Rico. It was a last minute request, it was a simple but delicious breakfast and a mouthwatering menu for lunch.



Also, we prepared a full plated lunch for all prospect clients interested in acquiring a suite. Our goal was to demonstrate them that the Coliseo de PR is not only the best arena to enjoy an event, but a placed were they can enjoy an exquisite, exclusive menu, with the best, high quality and personalized service.



On May 17, Chrysler/Jeep celebrated in our venue the launching of the New Jeep Model, we prepared three risotto stations and two Mediterranean stations.



**Human Resources:**

SMG will be implementing a new ADP Module; the Recruiting Manager. We have been in training and testing. Starting in July 2017 all recruiting administrative tasks will be done electronically. This is a big step.

**New Hires & Promotions:**

Juan Emmanuelli, Finance Manager, CPA



Gladymir Lebrón promoted to Supervisor. She started in 2009 as attendant, then worked as team leader and now she will supervise the Suite Attendant Premium Staff.



**South Carolina**

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**Tennessee**

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**Virginia / Washington / Maryland**

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**Allied Member News**

IAVM Region 5 | 635 Fritz, Dr. Suite 100, Coppell, TX 75019

STAY CONNECTED:

