



INTERNATIONAL ASSOCIATION OF VENUE MANAGERS REGION 5



A letter from the Director

Greetings Region 5 Members!

Many people have asked me "what's the role of State Representatives?" When I joined IAVM before the days of e-mail, State Representatives were a conduit for information. They were part of the hierarchy of leadership for the organization and a place to start getting involved. They were like ice breakers. When you were looking for information about someone or something, you could reach out to them to start a conversation about the subject. They were senior members who knew other members. They were helpful and willing to share information. We would call our State Representatives and run questions up the chain of command through them. While communication methods have evolved, the importance of State Representatives have not. You'll note in this edition of the Region 5 newsletter that we've added the name and e-mail address of your State Representatives (see below). Feel free to reach out to them with questions offer to help with a Chapter meeting or suggest content for this newsletter. They are knowledgeable individuals and some will surely be leaders of our organization in years to come.

If you haven't already done so, please make sure to save April 7-9, 2019 for the Super Regional Meeting in Daytona Beach. Your Region is hosting the meeting this year and planning is well underway. Have an idea you think would be of interest on the program? Please let Brandi Quick, CVE (b.quick@dittolanding.org) or myself (cdyer@vbgov.com) know. We are chairing the program committee and looking for content. We've got some useful sessions in store, but are looking for more.

- Alabama - Craig Maples (Von Braun Center)
 - cmaples@vonbrauncenter.com
- Florida - Zakiya Smith-Dore (University of Florida Performing Arts)
 - zsmithdore@performingarts.ufl.edu
- Georgia - Shannon McCullough, CVE (Classic Center)
 - shannon@classiccenter.com
- Louisiana - Cassie Jones (New Orleans Ernest N. Morial Convention Center)
 - cjones@mccno.com
- Mississippi - Donna Gray (Vicksburg Convention Center)
 - dgray@vicksburg.org
- North Carolina - Jason Parker (Holmes Center)
 - parkerjc@appstate.edu
- South Carolina - Cheryl Swanson, CVE (Columbia Metropolitan Convention Center)
 - cswanson@experiencecolumbiasc.com
- Tennessee - Elisa Putman (Music City Center)
 - elisa.putman@nashvillemcc.com
- Virginia - Michael Meyers, CVE (Greater Richmond Convention Center)
 - mmeyers@greaterrichmondcc.com

Best Regards,

W. Courtney Dyer, CVE

September 5, 2018

Are you interested in getting involved with IAVM Region 5? We are looking for volunteers to serve on the Region 5 Scholarship Committee! We are seeking representation from all venue types including stadiums, arenas, amphitheaters, fairgrounds, convention centers, performing arts, and universities. If you are interested or would like more information, please e-mail Karen Ehlinger at karen.ehlinger@crva.com.

Region 5 IAVM Job Postings

Classic Center (Athens, GA) - Ticketing Services Manager: The Ticketing Services Manager is a full time position and is essential in the daily ticketing operations within The Classic Center. Responsibilities include communication with clients, for both internally and externally promoted events, to determine needs in a professional, detail-oriented manner. Ticketing Services Manager is acting supervisor of part time Ticketing Services Supervisor, as well as, part time Ticketing Representatives. Position interviews, schedules and hires part time staff, as well as monitors

performance to provide ongoing professional development. This position will support the department to execute ticketed and non-ticketed events. Administrative duties include advanced reporting, preparation of monthly and/or event related settlement paperwork, processing invoices, managing balances and monitoring system payments.

Ticketing experience preferred. Send cover letter and resume before September 14 to Christina Garmon at christina@classiccenter.com.

Greater Richmond Convention Center (Richmond, VA) - Sales Manager (Outside Sales): The Outside Sales Manager enhances the relationship between users of the convention center and Center staff. An Outside Sales Manager will spend approximately 60% of their time visiting existing and prospective new users of the GRCC in the local and regional marketplace.

For full job description and application information, visit the employment page at www.richmondcenter.com.

Please submit any job postings to iavmr5@gmail.com

Alabama

MOBILE - Two Event Coordinators for the Mobile Civic and Convention Centers were recently promoted to Event Managers.



Leslie Estis, a native of New Albany, Indiana and a graduate of Indiana University, has been a resident of Alabama for eleven years. She has been with SMG-Mobile for more than five years. In her free time, Leslie enjoys golf and boating with her husband, Wesley.

Virginia Jackson is a graduate of Faulkner University. She started with SMG in 1993 as a member of the Event Staff. She accepted a full-time position as Event Coordinator in 2011. When not at the office, Virginia and her husband of 35 years, Larry, enjoy spending time with their four grandchildren, traveling, and gardening.

Leslie and Virginia are valuable members of the SMG-Mobile team and we are proud of their hard work and success!

Puerto Rico

SAN JUAN - During the 2018 SMG Annual Management Meeting, the Coliseo de Puerto Rico was declared the winner for the Big Idea Competition, hosted by SMG. The challenge for all SMG stadiums, arenas, theaters and convention centers was to brainstorm within their executive teams to develop an idea that would make a significant impact at the facility. Coliseo de Puerto Rico "dreamed big" and successfully met all the criteria pitching for their greatest idea: the Golden Mile Theater. This innovative concept consists of a theater with new set-ups that will be able to accommodate up to 5,107 guests and generate significant revenues,

bringing new entertainment options for promoters, sponsors and clients as well as versatility to the building.



Left to right: Greg Caren, Executive VP SMG's Convention and Exhibition Centers; Eduardo Cajina, General Manager; Doug Thornton, SMG's Executive VP - Stadiums and Arenas

Florida

GAINESVILLE



The University of Florida Performing Arts Center is proud to announce the promotion of David Snyder as our new Technical Director. David previously occupied the role of Assistant Technical Director for the last year. With over 30 years of experience as a technical director, it is truly an honor having David move up the ranks to his new role. Prior to his work at the University of Florida, David served as the Technical Director for Prather Entertainment Group for many years. It goes without saying we are lucky to have him on our staff!

GAINESVILLE - Stephen C. O'Connell Center Win Award for Sustainability - The O'Connell Center is proud to announce that it has been awarded a GROW Silver Certification from the University of Florida's Office of Sustainability! The O'Connell Center has worked closely with the

Sustainability Office in taking steps toward reducing its environmental footprint over the past few years.

The organization has taken steps in each of the following areas:

- Waste/Recycling
- Printing/Paper
- Energy/Water
- Transportation
- Purchasing
- Events/Communication
- Innovation

The O'Connell Center is dedicated to continuing its work in the department of sustainability and hopes to take even bigger steps in the coming years.



ORLANDO - Camping World Stadium Honored with KultureCity's Community Advocacy Award

Camping World Stadium was recently recognized for its sensory inclusivity and presented with the KultureCity Community Advocacy Award at the fifth annual KultureBall in Birmingham, AL. Since 2013, KultureCity has been a catalyst for change in society, creating an inclusive future where all individuals with autism and their families are accepted and treated equally. The organization has helped more than 100,000 individuals coast-to-coast.

During the 2018 NFL Pro Bowl, Camping World Stadium debuted new sensory accessibility resources and two dedicated sensory rooms allowing families to enjoy the game with confidence and comfort. The rooms feature multisensory-play therapy fixtures, technology stations and soothing colors while creating a peaceful space away from stadium noise. KultureCity provided comprehensive training to stadium staff, which included recognizing guests with sensory needs and sharing methods for healthy interaction and communication with sensory-sensitive patrons.

"It's an honor to be the recipient of the Community Advocacy Award," said Allen Johnson, Chief Venues Officer for the City of Orlando. "We're dedicated to providing a welcoming environment

for every patron visiting the stadium and our partnership with KultureCity is essential to furthering that effort."

Sensory inclusiveness benefits more than just kids with autism, sensory processing issues, attention-deficit/hyperactivity disorder (ADHD) and Down syndrome; it benefits anyone who is experiencing sensory overload. KultureCity's initiative has established a standard with the hopes that all public spaces embrace the sensory movement.



Georgia

ATLANTA - New Beehives Creating a Sustainability Buzz on GWCCA Campus

On August 17 the Georgia World Congress Center Authority (GWCCA) unveiled the organization's first ever beehives on our downtown Atlanta campus.

Located in the grassy pocket park on the southwest corner of Northside Drive and Boone Boulevard, three new hives were introduced to Authority team members and media amidst activities such as honey tastings, a do-it-yourself pollinator kit station, and an opportunity to meet the beekeepers from Bee Downtown, a North Carolina-based company focused on revitalizing bee populations in urban environments.



Each of the Authority's three business units (Operations, Administration, and Commercial) were assigned a hive to be painted and decorated by team members from each of those areas, respectively (pictured above). The result is a colorful array of unique designs including an homage to some of the Authority's long-standing partners and events, as well as a Beyonce-themed "Bey-hive."

Why bees, you ask? GWCCA's long-term success depends on honey bees. They pollinate a third of the food we eat and serve, and they're also responsible for pollinating many plants and flowers that keep Centennial Olympic Park and the rest of our campus looking bee-autiful. Fortunately, our organization recognizes this important nexus and is aiming to support a honey bee population that has been in decline for years.

Leigh-Kathryn Bonner, the founder and CEO of Bee Downtown, said the Authority's beehives will positively affect 18,000 acres nearby in a three-mile radius, pollinating urban gardens in the area, neighborhood flora and school landscaping.

Georgia World Congress Center Authority Announces Key Personnel Changes

The GWCCA announces that Erik Waldman has accepted the newly-created position of Sr. Director of Special Events, and the organization also wishes a fond farewell to Sr. Event Coordinator Eric Invaldsen who is leaving for a position as Sr. Event Manager with Chicago's McCormick Place.



Waldman, who most recently served as Sr. Director of Client and Guest Services joined the Authority in 2011 as Director of Event Operations, is now overseeing the GWCCA's day-to-day planning for Super Bowl LIII. In 2016, he earned his Certified Venue Executive certification from IAVM, and he also serves as Region 5 treasurer.

"With Super Bowl LIII right around the corner (less than 200 days away), and the significance of this event to the city of Atlanta and our campus, we saw a need

to have someone 100 percent committed to leading the charge day-to-day," said GWCCA Chief Commercial Officer Joe Bocherer. "Erik, as the true pro that he is, seemed like an obvious choice to take on this critical role for GWCCA, and he accepted the challenge." Erik has done a great job over this past year as our Sr. Director of Client and Guest Services leading his team and launching several new initiatives along the way, all while strengthening our service culture as an organization. Erik's past experience as Director of Event Operations at the Georgia Dome, coupled with his roles here at GWCCA - will no doubt lead us to the successful execution of Super Bowl LIII."

SANDY SPRINGS - The Sandy Springs Performing Arts Center at City Springs enjoyed a successful grand opening in August! From August 11 through August 19, guests were treated to an array of performances highlighting the types of programming they can expect to see at the new venue.

The week-long celebration kicked off with City Springs Day - a day full of free community performances and a sold out Branford Marsalis Quartet that evening. Highlights from the opening celebration include a pop-up acoustic performance from Sandy Springs resident, Ed Roland of Collective Soul, a sold out jazz cabaret show with local musician Joe Grandsen and America's Got Talent winner, Landau Eugene Murphy, Jr., and the week closed out with a powerful performance by Tony Award winning and Georgia native, Sutton Foster.

City Springs is a 14-acre campus featuring a performing arts center, conference center, green space, residential, retail and municipal offices. It was envisioned as a place for community activity and identity, and its design as a gathering spot for business, commerce and residential contributes to that sense of place desired by the citizens of Sandy Springs.



Michael Enoch, General Manager; Rusty Paul, Mayor of Sandy Springs; Sutton Foster; David Daly, Director of Programming

Louisiana

NEW ORLEANS - The New Orleans Ernest N. Morial Convention Center successfully conducted a Fire Drill on July 30 in cooperation with the New Orleans Fire Department. The 350 staff members of the Convention Center participated in the exercise in order to demonstrate their understanding of emergency evacuation procedures.

The emergency scenario simulated a kitchen fire in one of the employee break rooms. The alarm was sounded at 9am, the building was evacuated, and the drill was ended just over 5 minutes later. This exercise demonstrated how Convention Center staff can assist our guests in the event of an emergency evacuation.

"We're happy with the performance of the Convention Center staff during the fire drill," said Mark Kaufman, Director of Public Safety for the New Orleans Ernest N. Morial Convention Center. "Our preparedness in emergency situations is a priority for us as we continue to assist first responders in any way we can."



Executive Assistant Melanie Hester serves as Accountability Officer and calls roll for employees of the New Orleans Ernest N. Morial Convention Center during the fire drill.

Mississippi

Please submit your news to iavmr5@gmail.com

North Carolina

DURHAM - DPAC Nominated for Theater of the Year Award

The International Entertainment Buyers Association (IEBA), a leading trade organization for live entertainment industry professionals, has nominated the Durham Performing Arts Center (DPAC) for its top theater award.

IEBA announced its 2018 Industry Award nominations August 21, with DPAC joining six other venues as nominees in the category of the Ryman Auditorium Theater of the Year Award. IEBA members receive ballots to vote in all Industry Award categories, and the winners will be announced Oct. 2 during IEBA's 48th annual conference in Nashville, TN.

"Every day we are working hard to bring our guests amazing live entertainment experiences, and it's a testament to the entire team at DPAC, Nederlander and PFM to have our work recognized in this way by industry professionals," said DPAC's General Manager Bob Klaus. "We are honored just to be mentioned among this outstanding group of nominated theaters."

This is DPAC's first nomination for the IEBA honor; the venue also was nominated in 2014 and 2015 for the Touring Billboard Awards for Top Venue Under 5,000 Seats. DPAC is also consistently rated among the nation's top theaters by renowned publications such as Pollstar, Billboard and Venues Today.

"It's great to be nominated for this award," said Brad Saks, DPAC's Director of Programming. "DPAC has a terrific combination of loyal fans, a beautiful venue and a staff dedicated to creating the best possible experience."

South Carolina

FLORENCE - Florence Center Announces Self-Produced Fair

Earlier this year Florence Center officials announced strategic plans to launch a new 11-day fair for South Carolina. The Greater Pee Dee State Fair & Expo will debut this September 6-16 in Florence, South Carolina and promises to impress the region with major attractions, mega thrill rides, and world-class amusements.

The Greater Pee Dee State Fair will provide a safe setting for fun, healthy family entertainment featuring music, attractions, shows, animal exhibits, arts and crafts. The fair will also showcase the many diverse business interests in South Carolina. In addition, the fair will host a high-quality traveling amusement company with nearly 50 state-of-the-art carnival rides, games and food concessions.

"This will not be a small carnival event, but rather a state-wide major fair production with all the attractions, entertainment, and rides one could ask for. The magnitude of this fair will deliver far more than anything else like it in the area," stated Paul Beard, General Manager for the SMG-managed Florence Center.

In addition to rides and carnival games, the all-new fair features live alligator wrestling, a pirate show, comedy acts, aerialists, magic, exotic animals, street dancers, helicopter rides, and live music daily on the iHeartMEDIA concert stage.

"We've been hard at work for many months now to ensure we have the highest-caliber entertainment and attractions. It's our first year and we're going to make a big impression. We're ready to see our efforts pay off for our clients, staff, and the community," said Beard.



Tennessee

Please submit your news to iavmr5@gmail.com

Virginia / Washington / Maryland

NORFOLK, VA - A new Daktronics scoreboard and marquee were recently installed at Scope Arena in preparation for the upcoming event seasons. Anthony James Partners were instrumental in assisting with the project.



PETERSBURG, VA - Nate Harris joins Spectra at the Virginia State University Multi-Purpose Center as Assistant General Manager and Director of Marketing. Harris' responsibilities will focus on the marketing and public relations for the VSU Multi-Purpose Center as well as additional oversight for the venue.

General Manager Victor Landry stated, "we are very excited to have Nate join the team at the MPC. He comes to us with a wealth of knowledge, experience, and track record of success. We are looking forward to him being with us in Petersburg."

Harris comes to the VSU Multi-Purpose Center a veteran with Spectra. Harris began his career with Spectra in November 2010 as Marketing Manager at the MassMutual Center in Springfield, MA. In November 2012 he was promoted to Director of Marketing at the Mullins Center at UMass Amherst where he was there for 2 years. He then moved on to become the Senior Marketing Manager at the Wells Fargo Center in Philadelphia, went back to the MassMutual Center in September 2015 to serve as the Director of Marketing and Sales, and then in February 2016 was promoted to Assistant General Manager of the Tsongas Center and Lowell Memorial Auditorium in Lowell, MA.

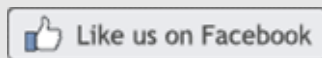
Allied Member News

Please submit your news to iavmr5@gmail.com

Thanks to everyone who attended the recent Region 5 Chapter Meeting in Virginia Beach! Check out our [Facebook page](#) for a recap and pictures from the event!

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