



# INTERNATIONAL ASSOCIATION OF VENUE MANAGERS REGION 5



## A letter from the Director

Greetings Region 5!

Having returned from Daytona Beach recently, I can tell you the Super Regional Meeting was a great success. Tim Riddle, CVE and his team at the Ocean Center did an outstanding job hosting the nearly 160 who attended. Thanks to your board members Brandi Quick, CVE and Erik Waldman, CVE who were instrumental in the planning as well as all who registered. The meeting would not have been possible without our most valued partner allied members. A special thanks to Priava and Spectra Food Service, our platinum sponsors, as well as Centerplate and Smart City, our Gold Sponsors. The success of this meeting will replenish Region 5's scholarship accounts!

I am happy to announce that the Region 5 Nominating Committee has brought forth Tim Hemphill, CVP - Vice President of Sales and Marketing at the New Orleans Convention Center as the nominee for Secretary to your board of directors. We're happy to have Tim accept this leadership commitment and appreciate all who offered to serve. More

opportunities will follow as we continue to fill Region 5's board and committee positions.

News from World Headquarters as of April 26:

- All 23 staff positions are filled. The newest include a junior interactive designer, research specialist and sales specialist.
- Look for the new digital edition of Facility Manager.
- The CEO (Brad) and Real Estate Task Force are exploring new office options while enjoying below market rent in the building we formerly owned.
- Membership is the highest ever at 6,454 which includes 176 group members and 5 allied groups.
- Meetings and Events
  - AVSS San Diego registration was the highest ever
  - SES 56 registered
  - VMS year 1 is sold out with 150 registered
  - VMS year two is the highest ever with 129 registered
  - GI has 22 registered
- Brad will speak at the Indian Exhibition Industry Association (IEIA) meeting in June, expanding our international reach.
- Training for IAVM staff on the Secure Venues Portal should be happening this month. Recall this is the Association's effort to assist convention centers with Safety Act Certification. Demonstrations should be available during VenueConnect (VC19) in Chicago.
- Economic Impact Calculator, a joint project between IAVM and DI will be featured at a session at VC19. IAVM will market and sell this service.
- Handbooks for Convention Center standardized reporting of KPIs will be available once vetted by the Convention Center Committee. Next up, PACS, Stadiums, Arenas & Amphitheaters.
- VC19
  - Registrations 792 vs. 439 same time last year. This is even higher than Nashville
  - New DOS doing well selling exhibits
  - 3 hotels at McCormick Place, one nearly sold out
  - VC20 - Long Beach
- Ron Melton, CFO/COO
  - 179 days of operating reserves
  - Recent staff vacancies have led to reduced expenses and sales revenue
- Tammy Koolbeck, CVE (1st Vice Chair) - Region Guidelines have been reviewed by all regions and input was considered.
- While the Executive Committee meets monthly, the next meeting of the full board will be at VC in Chicago.

Speaking of Chicago, I hope you will give serious consideration to registering for VenueConnect. Chicago is a great city and IAVM is planning a great experience. I hope to see you there!

Best Wishes to you and yours,

W. Courtney Dyer, CVE

May 15, 2019

## **Region 5 IAVM Job Postings**

**Music City Center (Nashville, TN) - Sales Manager:** The Music City Center is seeking an experienced Hospitality Sales Manager that will operate under the direction of the Vice President of Sales and Marketing. This position is responsible for the selling of meeting space, food and beverage and other related ancillary revenues for events of more than 901 sleeping rooms on peak night, to the national, regional, and location convention, tradeshow, and meetings market. Travel is required along with the insight and the understanding of meeting and convention/hospitality industry. Meeting quotas/deadlines as well as weekly, monthly, and quarterly production/reporting accountability are major components of this position.

Bachelor's degree in related field with 3-5 years Hospitality related sales experience or education/experience equivalent is required.

This is a position of the Convention Center Authority; not a Metropolitan Government position. Excellent benefits included. Valid Tennessee Driver's License required. Some nights and weekends may be required.

To view the full job description and to apply, please visit <https://www.nashvillemusiccitycenter.com/about/job-opportunities>.

**Please submit any job postings to [iavmr5@gmail.com](mailto:iavmr5@gmail.com)**

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### **Alabama**

**Please submit your news to [iavmr5@gmail.com](mailto:iavmr5@gmail.com)**

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### **Puerto Rico**

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### **Florida**

**ORLANDO - Orlando Venues Chief Venues Officer Allen Johnson Named Downtowner of the Year**

The Downtown Orlando Partnership (DOP) recently hosted its annual Golden Brick Awards celebration and presented its highest honor to Allen Johnson, Chief Venues Officer of Orlando Venues. The Downtowner of the Year (DOTY) Award, first presented in 1981, is the highest honor bestowed by the DOP. The award recognizes the person who has generously donated their time, talents and resources towards promoting and advancing downtown Orlando.

"I am very pleased and humbled to accept DOP's 2018 Downtowner of the Year Award," said Johnson. "To join such an esteemed list of past recipients who I have long admired and respected, is truly an honor."

"At DOP, our mission is to enhance business and community relationships through collaborative events and initiatives," said DOP Executive Director Bridget Keefe. "We are very proud to recognize individuals who have demonstrated unyielding enthusiasm to the growth and success of downtown Orlando and we are excited to celebrate Allen Johnson for his vision and

leadership."



Johnson, who has spent 31 years in venue management, has served as Chief Venues Officer of the City of Orlando's Venues Department, which includes the Amway Center, Camping World Stadium, Tinker Field, Harry P. Leu Gardens and the Mennello Museum of American Art, as well as Bob Carr Performing Arts Centre (2004-2014) and the Expo Center (2004-2005). In 2007, Johnson played an integral role in realizing the community venues project (Amway Center, Dr. Phillips Center and Camping World Stadium reconstruction) and it represents one of the most comprehensive public-private partnerships and multi-building endeavors in the region's history.

During his tenure with Orlando Venues, Johnson has been nominated as a finalist for the Pollstar Facility Executive of the Year award (2005, 2010 & 2012). He has also been honored by the Jaycees with their top award-induction as a Junior Chamber of Commerce/Junior Chamber International (JCI) Senator. Additionally, Amway Center has received

IAVM's Venue Excellence Award, won Sports Business Journal's Sports Facility of the Year Award and earned the Customer Experience Award from the United Kingdom's TheStadiumBusiness Awards. He has been an active member of the International Association of Venue Managers (IAVM) Board, a past Chairman and Trustee of the IAVM Foundation Board and serves on the Arenas Committee. He also serves on the boards of Greater Orlando Sports (fka Central Florida Sports Commission), Florida Citrus Sports, Victim Service Center of Central Florida, Inc., Downtown Orlando Partnership and the University of Central Florida DeVos Sports Business Management Program. He is also past president of the Florida Facility Managers Association (FFMA) and a current member of their Board of Directors.

*Pictured above: Allen Johnson (left) with Orlando Mayor Buddy Dyer (right)*

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## **Georgia**

### **ATHENS - The Classic Center Accepting Applications for the Hospitality Careers Academy**

High school students interested in the hospitality industry are encouraged to apply for the 2019 Hospitality Careers Academy (HCA), which will be held July 15-19.

The week-long academy is held in mid-July and hosted by The Classic Center in downtown Athens and The Ritz-Carlton Reynolds, Lake Oconee in Greensboro, Ga. The program, which began in 2003, is designed for students interested in business, marketing, culinary arts, hotel/lodging management or event planning. The students selected for the Academy will have the opportunity to listen to guest speakers, job shadow professionals, attend industry tours and take part in leadership activities. All of this is done while working towards a culminating event project which the students plan and manage.

"Students can expect an intense emersion into the hospitality industry over the course of a week," says HCA Coordinator, Shannon McCullough. "In turn, this will not only assist the students in a better understanding of this industry, but hopefully the students will also leave

knowing if this is the right career path for them." The Academy requires acceptance through a competitive application process that includes a completed application, an essay question, three recommendations and a personal interview.

The Academy's \$450 registration fee includes four nights of hotel accommodations, meals for the week and training from industry professionals. The registration fee is not due until the student has been accepted into the Academy. Once students are accepted into the program, various scholarship opportunities are also available.

For more information please contact Shannon McCullough at 706-357-4405 or Shannon@ClassicCenter.com. To apply, please visit ClassicCenter.com/HCA.

**COLUMBUS** - Columbus City Council and Mayor Skip Henderson voted unanimously on April 23rd to a 5-year deal with Ignite Pro Hockey, LLC to bring a Federal Hockey League team to the Columbus Civic Center. Jeff Croop runs a graphic arts design and marketing business in Richmond, Virginia called USA Ignite -- which explains the "Ignite Pro Hockey" name.

Civic Center director Jon Dorman says, "We are thrilled beyond belief to have another hockey team back in the building!"

The agreement takes effect May 1st, which means the new hockey team will hit the ice in October for the 2019-2020 season.

### **ATLANTA - College Basketball's Triple Crowning Returning to Atlanta**

Not only is the NCAA Men's Basketball Final Four crowning the Division I champion on Atlanta's championship campus in 2020, but the men's Division II and Division III championships will be played here, too.

It's a feat that's only been pulled off once before - back in 2013, and that was also in Atlanta.



The culmination of next year's March Madness happens April 4-6, 2020 at Mercedes-Benz Stadium (MBS) on the 220-plus acre Georgia World Congress Center Authority (GWCCA) downtown Atlanta campus, and the DII and DIII tournament titles will be decided at neighboring State Farm Arena on April 5, 2020, Dan Gavitt, the NCAA's Sr. Vice President of Basketball announced April 24 at a press event at the GWCCA's International Plaza.

In addition to the actual games, the 2020 Final Four will also include ancillary events on the GWCCA campus and social initiatives throughout the city dubbed "The Year of Basketball."

In 2013 when the DI Final Four games were played at the now-defunct Georgia Dome, the DII and DIII championships took place over the same weekend at the venue formerly known as Philips Arena (now State Farm Arena), and "attracted more than 14,000 fans and record number of

media to those games, giving those student-athletes a unique experience they will cherish forever," Gavitt said.

Being able to host marquee events on a centralized footprint underscores the versatility of

Atlanta as a host city and highlights the compact nature of the GWCCA campus paired with the adjacent State Farm Arena - showcased most recently by the overwhelming success of Super Bowl LIII.

"As you know, this is the best city in terms of hosting a sporting event," said former NCAA and NBA star Grant Hill, who is part of the Atlanta Hawks ownership group and was named an official Year of Basketball ambassador. "The spotlight will be here in Atlanta on Final Four weekend. We get to show again, how great a host we are. It's something to me that's super-exciting."

*Pictured above: Dan Gavitt, NCAA's Sr. Vice President of Basketball*

### **ATLANTA - GWCC Expansion Project Marks Milestone**

The Georgia World Congress Center's (GWCC) \$55 million expansion project surpassed the half-way point and the construction team celebrated completion of the structure's backbone with a topping off ceremony April 18.

When completed, the approximately 100,000-square-foot expansion will connect with exhibit halls in Buildings B and C, giving GWCC customers the ability to create one massive exhibit hall with roughly 1 million square feet of adjoining exhibit space, by rolling back the individual halls' airwall divisions.

Here are some fun facts about the project so far shared by the construction team:

- Overall, the project is 56 percent complete.
- With 60,000 square feet of roofing installed so far, 65 percent of the roofing is complete.
- Total approximate man-hours invested to date: 150,000.
- Number of days without a lost time incident: 223.
- 1,400 total tons of structural steel utilized for the project.
- To date, 1705 cubic yards of the project's 6,850 cubic yards of concrete has been placed.
- The total number of piles driven is 125, representing 7,521 linear feet.



*Pictured above: Project architect Gregory Mullin of PGAL (left) and Jeff Oden, GWCCA Director of Project and Program Management, sign the ceremonial steel girder before it was lifted and bolted into place.*

For more information, check out the GWCCA's campus development page at <https://www.gwcca.org/about-the-gwcca/campus-development/>.

### **ATLANTA - GWCCA's McNease a Rising P.R. Star in Georgia**



Alicia McNease, Sr. Communications Specialist for the Georgia World Congress Center Authority (GWCCA), was inducted into the inaugural class of the Public Relations Society of America (PRSA) Georgia Chapter's Forty Under 40 program held April 25 at Emory University's Miller-Ward Alumni House.

"This program commemorates the game-changers who are breathing new life into PR, marketing, advertising and/or social media efforts through new expertise, leadership and innovation...all while simultaneously giving back to the profession and their communities," said Jasmine Hoffman, PRSA Georgia President and Associate Dean/Chief Operating Officer for the Nell Hodgson Woodruff School of Nursing at Emory.

In addition to her role at the GWCCA where she focuses on internal communications, including managing the organization's intranet and planning corporate events, McNease is active in several professional associations, including PRSA.

She serves as executive director of ColorComm Atlanta (an

organization for minority women in communications), is a member of BPRSA (Black Public Relations Society of America-Atlanta) and WISE (Women in Sports and Events).

On top of all that, McNease works on the Atlanta Hawks' stats crew, and is an adjunct professor at her alma mater, Georgia State University, where she teaches courses in the school's Sport Management program.

McNease began her career at the Authority as a Georgia Dome intern in 2012. The following year she became New Media Coordinator for the organization, overseeing social media accounts for the Georgia World Congress Center, Centennial Olympic Park, and the Georgia Dome. In 2014, she was named Communications/Public Relations Specialist and in 2015 promoted to Sr. Communications Specialist.

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## Louisiana

### **NEW ORLEANS - Centerplate New Orleans Chefs Place High in Recent Culinary Competitions**

Chefs from Centerplate, the New Orleans Ernest N. Morial Convention Center's exclusive food and beverage provider, impressed judges at two culinary competitions in recent weeks. At the 11th annual Hogs for the Cause, a barbecue-themed fundraiser for cancer research, Centerplate New Orleans Executive Chef Brandon Felder, Centerplate New Orleans Sous Chef Adam Gianelloni, and team leader, Sysco's Andrew Shuford, raised \$50,000 for cancer research, the 9th best out of more than 85 teams competing.



Days later, at the New Orleans Food and Wine Experience, Chefs Felder and Gianelloni walked away with a gold medal in the Best in Show - Meat/Poultry Category for their dish "Duck Four Ways": Duck, Foie Gras and Goat Cheese Ravioli with Duck Confit and Spinach, Rich Foie Gras Laced Duck Demi-Glace, Sunchoke Purée and Duck Crackling.

"This event is always fun for Adam and me. We get to play around and show our fine dining side," said Chef Felder. "We never agree on what to do, but it always works out in the end."

The Centerplate team continues a streak of high placing dishes at the New Orleans Food and Wine Experience, winning three gold medals and one silver medal over the last four years.

"Our Centerplate team, time and again, excels at what they do both in our facility and in the community. Not easy in a world-renowned culinary destination. Our event planning clients routinely give our

culinary team high marks, said Michael J. Sawaya, Convention Center President. "We are proud of Brandon and Adam but not surprised," Sawaya concluded.



*Pictured: Centerplate's Brandon Felder (right) and Adam Gianelloni (left) hold their newly won Best In Show medal*

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## **Mississippi**

**VICKSBURG** - The Vicksburg Convention Center (managed by VenuWorks) would like to celebrate Donna Gray, VCC Business Manager, as she is one of IAVM's new CVPs. The Certified Venue Professional (CVP) program was launched in 2015 by IAVM to recognize the competence of middle to senior level managers of public assembly venues as well as assist in creating a professional development road map.



Congratulations Donna!

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## **North Carolina**

### **HIGH POINT - BB&T Point Opening Night Held May 2nd**

Opening night for BB&T Point in High Point, North Carolina was held Thursday, May 2nd. Charlotte-based ODELL provided planning, programming, conceptual design and architectural services as the prime architect for the new 4,000-seat multi-sport stadium, working closely with their design/build partner Samet Construction Company. High Point-based Freeman-Kennett Architects served as local associate architect.

BB&T Point is home for the Atlantic League High Point Rockers baseball team. The stadium is also intended to accommodate Football, Soccer and Lacrosse, and will also serve as the anchor for a larger mixed-use development that will include a hotel, office, retail, dining, and multifamily residential developments.

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## **South Carolina**

**COLUMBIA** - For the first time in 49 years, Columbia SC hosted the first and second rounds of the NCAA Men's Basketball Tournament this past March. With a projected attendance of 20,000 - 25,000 visitors and estimated economic impact of \$9 million for the region, we welcomed Duke, UVA, UCF, VCU, Ole Miss, NDSU, Gardner Webb and Oklahoma players and fans, as well as national media outlets, to Columbia for the four-day event.

Located in close proximity to Colonial Life Arena, where the tournament was held, the Columbia Metropolitan Convention Center planned and hosted a Fan Fest Experience with the presenting sponsor, Segra. The event was free and open to the public on Thursday, March 21, from 12 - 8 p.m. and Friday, March 22nd, from 11 a.m. - 9 p.m.



Attendees participated in Body Marbling, a Kids Zone complete with a bouncy house, arcade-style and inflatable basketball games, face painting and balloon animals, an Escapology Escape Room game, a Biergarten featuring craft beer and yard games, a Magic Mirror Photo Booth, cornhole, giveaways on a 30 x 25 ft. basketball court, shopping in the Vendor Village and raffle giveaways.

Tournament games were streamed on a jumbo LED wall and live performances by the Carolina Girls Dance Team, Goins

Dancing, The Cocktails female acapella group and local band Prettier Than Matt were scheduled throughout the two days.

Complimentary wine, beer and liquor tastings were held daily from 12 - 2 p.m., 2 - 4 p.m. and 4 - 6 p.m., respectively, and beverages were also available for purchase in the Biergarten, as well as at the concessions stand. Food options for sale included brisket sliders, barbeque mac and cheese topped with pulled pork and fried onions, hot dogs, soft pretzels, nachos, strawberry smoothies, chicken tenders, fries, offerings from Chick-fil-a and more, while the Pawley's Front Porch food truck was also onsite serving various burger options.

Attendees could shop for handmade items from local craft vendors like Hippy Do Da Creations and Canvas Bags by TravIn Partners, sweets from Bessie's Sweet Delights, Agape Chocolates and Tem no Pote, as well as sporting apparel from Addams Gamecock Gear, all located in the Vendor Village. Jimmy John's, Wild Wing Café and Bojangles were all onsite offering promotions or giving away free samples.

In all, the event was a remarkable success, with thousands of people in attendance across the two-day span and lines forming at the doors before they opened. CBS Sports reporters Tracy Wolfson and Grant Hill even came by to check out the action and film a segment. Feedback regarding Fan Fest and Columbia SC as a host city in general was overwhelmingly positive and we hope to host the tournament again in the future.

### **COLUMBIA - Emergency Preparedness and Risk Mitigation Safety Training at the Columbia Metropolitan Convention Center**

The Columbia Metropolitan Convention Center will be hosting an Emergency Preparedness and Risk Mitigation Safety Training on June 18th from 9 am - 4 pm. This training will provide area venues, event professionals, first responders, churches, hospitals, and schools with the resources and tools needed to be safe and secure. Session topics include situational awareness, active threat/active shooter, and trained crowd management and will feature representatives from the International Association of Venue Managers (IAVM), Department of Homeland Security, Columbia Police Department, and the Columbia Metropolitan Convention Center.

Registration is open until June 12th and will include Trained Crowd Manager (TCM) certification, continental breakfast, lunch, afternoon snacks, and all day beverages. For more information and to register, please visit <https://www.columbiaconventioncenter.com/emergency-preparedness-and-risk-mitigation-safety-training>.

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## **Tennessee**

Please submit your news to [iavmr5@gmail.com](mailto:iavmr5@gmail.com)

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## Virginia / Washington / Maryland

**RICHMOND, VA** - Spectra at the Greater Richmond Convention Center today announced that it has replaced the 198 existing 1,000-watt metal halide lighting fixtures in its 178,000-square-foot exhibit hall with a state-of-the-art Lumadapt 8 solid-state lighting system, developed and manufactured by Eaton Ephesus. The new system, which cost \$500,000 to install, reduces the building's energy footprint by more than 50%, from 198,000 watts to 79,200 watts.



"The Greater Richmond Convention Center is the first convention center to deploy this state-of-the-art lighting system in an exhibit hall," said Michael Meyers, Spectra's general manager at the GRCC. "It has proven very successful in sporting venues such as arenas and stadiums, and we expect it will be just as productive for us in an exhibit hall setting. The quality of light and the ability to provide color light is simply amazing. I have no doubt our event organizers will be very impressed."

On Saturday, March 30, the GRCC hosted the 2019 U.S. Army Cadet Command

JROTC National Drill Championships. At the start of the singing of the National Anthem, with the push of a button, the ceiling of the exhibit hall switched from a bright white light to a pre-programmed red, white and blue (see picture above).

Not only are the new fixtures more energy efficient to operate, but they are programmable with a multitude of features that include the following:

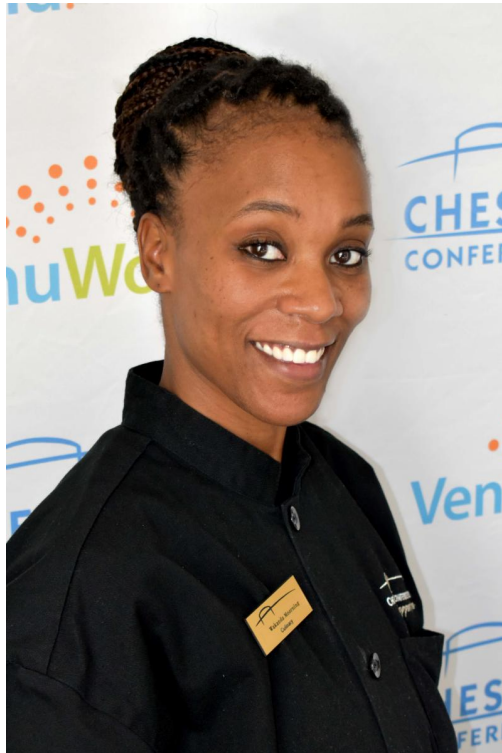
- 50,000 lumen output
- Individual fixture control
- Integrated RGBA color capabilities for color flooding, programmable scenes and effects
- Beam tuning optics for precision light placement
- Color temperature tuning between 3,000 - 6,500K
- Lighting optimized for HD, 4K and 8K broadcasts
- More evenly dispersed light
- Instant on and dimmable
- Automatic remote system upgrades
- Real-time monitoring of individual fixture status
- Performance data is stored and analysed for maximum efficiency

"Our new Lumadapt system is designed to adapt to the unique lighting needs for the multitude of diverse events at conventions centers like the GRCC," said Mike Quijano, director of business development and product marketing for Ephesus. "In addition to a dramatic reduction in energy use, the system's beam tuning optics, color temperature tuning, RGBA color and individual fixture control provides venues with more lighting options than ever before. We're confident that the facility operators, their tenants and spectators will benefit from all that Lumadapt has to offer."

**RICHMOND, VA** - IAVM Region 5 Virginia State Representative Michael Meyers, General

Manager for Spectra at the Greater Richmond Convention Center, noted that the City of Richmond, VA on January 1, 2019 increased its minimum hourly wage to \$12.07 per hour for all full-time city employees. Effective July 1, 2019, the \$12.07 per hour minimum wage will apply to all part-time city positions. Virginia's current minimum wage of \$7.25 per hour is the same as the federal minimum wage. A bill in this year's General Assembly proceedings which would have increased the state minimum wage to \$10.00 per hr. on July 1, 2019, \$13.00 per hr. on July 1, 2020 and then \$15.00 per hr. on July 1, 2021 was narrowly defeated in the Senate on a party line vote of 21-19.

**CHESAPEAKE, VA** - VenueWorks of Chesapeake welcomes Sous Chef Wakanda Moorning to the Chesapeake Conference Center's award winning culinary team. Chef Moorning brings a decade of culinary expertise to the table and previously served as Executive Chef for North Atlantic Treaty Organization (NATO).



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### **Allied Member News**

#### **SOFIA, BULGARIA - VenueOps: Best New Event Tech at Global Eventex Awards**

VenueOps, a venue management software platform developed by EventBooking, was one of the top winners at the 9th annual Global Eventex Awards in the New Event Technology category.



This category recognizes the most useful and innovative event technology solutions in the global event industry. VenueOps received the 2nd place accolade directly behind Zenus Biometrics, facial recognition software for event registration and check-in.

Steve Mackenzie, President of EventBooking, commented: "We're immensely grateful for this recognition. It's always nice to have our teams' hard work acknowledged, especially when it comes from your peers in the industry. I would also like to thank our clients for their support-any award would fall flat without their continued trust in us."

This is EventBooking's third milestone in recent months, which includes reaching a client-base of 1,000 venues and celebrating their 20th year in business.

The Eventex Global Event Awards began in 2009 and is dedicated to honor event professionals, meeting planners, promoters, and live communication professionals from around the world for their accomplishments in producing cutting-edge event experiences. Its yearly award competition showcases the best practices, the most original ideas, and the top innovations of the event industry.

#### **HIGH POINT, NC - BB&T Point Opening Night on May 2nd**

Opening night for BB&T Point in High Point, North Carolina is Thursday, May 2rd. Charlotte-based ODELL provided planning, programming, conceptual design and architectural services as the prime architect for the new 4,000-seat multi-sport stadium, working closely with their design/build partner Samet Construction Company. High Point-based Freeman-Kennett Architects served as local associate architect.

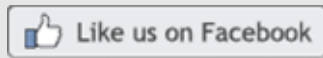
BB&T Point is home for the Atlantic League High Point Rockers baseball team. The stadium is also intended to accommodate Football, Soccer and Lacrosse, and will also serve as the anchor for a larger mixed-use development that will include a hotel, office, retail, dining, and multifamily residential developments.

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**Be on the lookout for a recap of the recent IAVM Super Regional Meeting, coming soon!**

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