



INTERNATIONAL ASSOCIATION OF VENUE MANAGERS REGION 5



A letter from the Director

Greetings!

As you read this, the Super Regional Meeting planning committee is putting the final touches on our Daytona Beach meeting scheduled for April 7-9. As the host region, I know that those of you who plan to attend will show our friends in other regions a great time. In addition to providing great educational opportunities, we'll get to network with our peers and have one-on-one conversations with our Allied members who provide valuable services and equipment used every day in our businesses. Many of our Allies provide vital funding for our scholarship programs; as the recipient of a VMS scholarship decades ago, I can attest to the value and impact it had on my career. It opened the door to the many professional relationships I cherish today. Through the efforts of your Region 5 Board, I am happy to announce four scholarships we've recently awarded. They include VMS awards to Brian Latten-Ford of the Columbia Metropolitan Convention Center and Max Long, CVP of the Virginia Beach Convention Center. We also just notified Kayln Denniston of EventBooking in Knoxville, and Mary Shelby from the Bojangles' Coliseum and Ovens Auditorium Complex in Charlotte that they've

received scholarships to our Super Regional Meeting next month. I am grateful to Karen Ehlinger and her Scholarship Committee for their efforts. They were faced with difficult decisions with a number of well-qualified applicants.

A special thanks this month goes to Todd Mastery, Executive Director of the Landers Center in Southaven MS for producing a great 92 person Chapter Meeting in January. Robert Rose, Region 5's Chapter Meeting Chair writes, "Congratulations on a fantastic job of creating a special day for so many attendees! It will be a day that they will all remember for a long, long time."



In parting, please join me in wishing Bob Skoney a well-deserved retirement. For those of you who don't know Bob, he's a gem of a guy and a real southern gentleman. I probably met Bob more than twenty years ago at an IAAM event. It could have been much more than 20 since he and I go back about the same time. He started his career at the Nashville Municipal Auditorium over 40 years ago and is set to retire as its general manager the end of this month. He's seen a lot. Now it's time for him and Lisa to see the rest of the world. Farewell Bob, it's been good knowing you.

Best Wishes to you and yours,

W. Courtney Dyer, CVE

April 3, 2019

Region 5 IAVM Job Postings

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.

Cobb Energy Performing Arts Centre (Atlanta, GA) - Managing Director (full time): The Managing Director of the Cobb Energy Performing Arts Centre is responsible for the management, marketing and profitable operation of the venue. These responsibilities focus primarily on the ability to provide leadership and creative direction to deliver a quality product to the benefit of multiple user groups. Position reports to the General Manager/CEO of Cobb-Marietta Coliseum & Exhibit Hall Authority.

The Cobb Energy Performing Arts Centre is hiring for multiple other positions including Accounting Supervisor (full time), Engineering Supervisor (full-time), and Show Services Manager (full time). To see full job descriptions and apply for any of these positions, [click here](#).

Artis-Naples (Naples, FL) - Artis-Naples has the following job openings:

- Senior Vice President, External Affairs
- The Baker Museum Buyer & Promotions Manager

- Patron Services Representative (part-time)

To see full job descriptions and to apply, [click here](#).

Please submit any job postings to iavmr5@gmail.com

Alabama

MOBILE - University of South Alabama, Hancock Whitney Announce Partnership and Naming of Football Stadium



The University of South Alabama and Hancock Whitney announced today that the University's new on-campus football stadium, scheduled to open in 2020, will be named Hancock Whitney Stadium in recognition of a new, comprehensive financial partnership between the two organizations.

"We are excited and proud to partner with an established, respected financial services company that is headquartered on the Gulf Coast," said USA President Dr. Tony Waldrop. "We look forward to a long and successful relationship with Hancock Whitney, and we look forward to welcoming our students, alumni and fans to Hancock Whitney Stadium in 2020."

Under the terms of the 10-year agreement, Hancock Whitney will provide the University of South Alabama with an array of financial and investment services.

"Hancock Whitney's mission is to help people in our communities achieve their dreams. We are delighted to provide the expertise and support to help enable the growth of the University of South Alabama," said Hancock Whitney Regional President Robbie Baker. "The University provides excellent educational and medical services to the greater South Alabama community, and we are proud to help them advance their mission."

The 25,000-seat Hancock Whitney Stadium will be located on the west side of campus, adjacent to the Jaguar Training Center, Football Fieldhouse and football practice fields. Included in the plans are a state-of-the-art video board and sound system, an end-zone terrace, 18-seat suites, a club level with 800 seats, and premier chair-back and bench-back seating

options. The site will include hospitality areas for tailgating, events and recreational vehicle parking.

"Hancock Whitney Stadium will propel South Alabama football and all Jaguar athletics programs to a new level of excellence, success and prestige," said Dr. Joel Erdmann, director of athletics. "We have been deliberate and meticulous in planning every aspect of this stadium project, and our students, alumni and fans will be proud to call it home."

"The new Hancock Whitney Stadium will offer an excellent experience to fans and the broader community, and we are proud to align our brand to this new showpiece venue," said Hancock Whitney Chief Executive Officer John Hairston.

HUNTSVILLE - John Hunkapiller, Director of Operations for the Von Braun Center, recently shared some information about the Von Braun's current expansion project. In September 2018 the Von Braun Center broke ground on a new 1,200 person music hall with an anticipated completion date of November 2019. The weather has been a huge factor over the past three months causing delays in several areas. However the contractor, Bailey-Harris Construction feels that they can escalate the work during the summer months in order to keep the project on track for meeting the completion date. Currently the contractors are working seven days a week in order to keep everything flowing towards their deadlines. Even with the significant amount of rain we have had in North Alabama, everyone is very optimistic of a great project outcome resulting in a venue everyone will be proud of.



Puerto Rico

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Florida

ORLANDO - Orange County Convention Center Hires Owner's Representative for North-South Building Improvements

The Orange County Convention Center has entered into a contract with AECOM Technical Services, Inc. for owner's representative services related to the North-South Building Improvements projects, which includes:

Convention Way Grand Concourse - an enclosed, air conditioned connection between the North and South concourses that includes 60,000 square feet of additional meeting space, an 80,000-square-foot ballroom and a grand entrance to the North-South building along Convention Way.

Multipurpose Venue - a 200,000-square-foot, flexible, divisible, column-free space with a combination of retractable and floor seating to accommodate between 18,000-20,000 attendees. This project will also incorporate connectivity between the North and South concourses.

To read more, [click here](#).

ORLANDO - New Wayfinder App Available to Help Attendees Navigate The Orange County Convention Center



OCCC Campus Wayfinding

An all-new mobile navigation app is now available for download in the App Store for iPhone and iPad as well as on Google Play, making it easier to explore the Orange County Convention Center.

The OCCC Campus Wayfinding app offers turn-by-turn directions for users as they navigate the convention center campus. Additional features of the app include campus maps, transportation information and the OCCC Alerts section which is designed to curate announcements shared through the Convention Center's Twitter account, ensuring guests have easy access to real-time

updates like parking availability and basic public safety news.

To read more, [click here](#).

JUPITER - Upgrades Made at Palm Beach International Raceway, More to Come Soon



Palm Beach International Raceway is committed to making the world-class facility even better with a series of upgrades extending from the road course to the drag strip.

Concrete work on a pit lane extension at the 2.2-mile road course was completed Friday, March 15. Another recent upgrade involved the installation of new scoreboards at the drag strip.

The hot and cold pit lane was extended by 300 feet. A paved return road from the end of the expanded pit lane to the paddock will be added next month. Along with the scoreboards, it's nearly a \$100,000 investment. Further plans include adding shaded areas to the pit lane and paddock areas.

"We are very excited about the improvements underway at PBIR. These investments show our commitment to PBIR and will help us attract more great events to the facility. We want to offer more amenities to Palm Beach Driving Club members, racing teams, corporate clients and others who enjoy our facility to make their experiences even greater than before." PBIR General Manager Bobby Carville said.

Palm Beach International Raceway also features an all-concrete 1/4-mile drag strip sanctioned by the International Hot Rod Association and a mixed-use mud bog area.

The state-of-the-art facility hosts over 1,000 events yearly including sportsman and professional drag racing, driving schools, endurance races, autocross, car shows, concerts, corporate events and much more.

Georgia

ATLANTA - GWCCA Headquarter Hotel to Fly Insignia Hilton Flag



In December, the Georgia World Congress Center Authority (GWCCA) announced Hilton Hotels and Resorts as the flagship of its headquarter hotel, and on Feb. 22 Hilton officially revealed that the new upscale lodging development will be branded as Signia Hilton, a new concept geared toward meetings and events professionals.

The project, expected to rise 30-plus-stories, with 950-to-1,000 rooms, 75,000 square feet of meeting space, and an executive conference center that connects to the Georgia World Congress Center (GWCC), is slated for groundbreaking later in the year with a 26-month build schedule.

"Hilton's new Signia brand enhances Atlanta's position as a top meeting and convention destination," said William Pate, President and CEO, Atlanta Convention & Visitors Bureau. "To be able to offer Hilton's premiere meetings brand hotel, connected to the country's fourth-largest convention center, creates an exciting new option for meeting planners and guests."

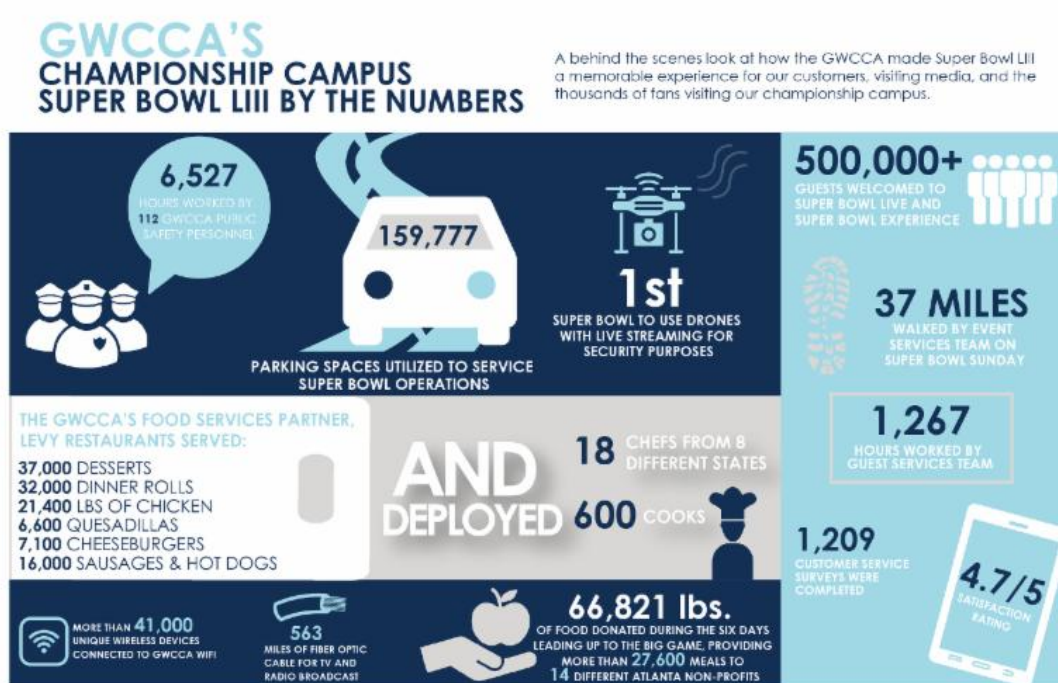
GWCCA Executive Director Frank Poe said the hotel, which has been in the planning stages for several years, is a critical component of the organization's 2020 Vision master plan.

"It's part of the overall infrastructure that reinforces our vision to be recognized as the No. 1 convention, sports and entertainment destination in the world," he said.

The hotel completes the package that has reimagined the GWCCA campus, including the addition of Mercedes-Benz Stadium and The Home Depot Back Yard, new parking facilities, expansion of the GWCC, renovation of Centennial Olympic Park and future transformation of Andrew Young International Boulevard into a pedestrian-friendly gateway.

The hotel will be built on a portion of the former Georgia Dome site bounded by The Home Depot Back Yard, the new Orange Deck that's under construction, Northside Drive, and the GWCC's Building C, which it will connect to on the Georgia Ballroom level.

ATLANTA - GWCCA's Championship Campus: Super Bowl LIII by the Numbers



Widely hailed as a resounding success and further proof that Atlanta is the preeminent host city, Super Bowl LIII provided an opportunity for the Georgia World Congress Center Authority's (GWCCA) championship campus to shine on the world's stage.

While the estimated economic impact of Super Bowl LIII is still being tallied, the following numbers detail how the GWCCA team played a pivotal role in creating memorable experiences for locals and out-of-town fans alike attending events leading up to and including the big game.

- 500,000-plus total attendance combined at Super Bowl LIVE, the free six-day fan village at Centennial Olympic Park, and Super Bowl Experience, the NFL's interactive theme park inside the Georgia World Congress Center (GWCC).
- 80-plus artists performed at Super Bowl LIVE, including notable Atlanta-based hip-hop and R&B acts Goodie Mob, Monica, Pastor Troy and EDM duo ATLiens.
- 70,081 fans attended the Super Bowl at Mercedes-Benz Stadium on the GWCCA campus.
- 159,777 parking spaces on the GWCCA campus were allocated to service the Super Bowl operations.
- 82,700,379 square feet of event space booked at the GWCC and the Park for Super Bowl functions.
- 563 miles of fiber optic cable for TV and radio broadcasts originating from the GWCCA campus, installed from November through January by the GWCCA's IT partner CCLD Networks.
- 37,000 desserts, 32,000 dinner rolls, 21,400 pounds of chicken, 6,600 quesadillas, 7,100 cheeseburgers, 16,000 sausages and hot dogs served by GWCCA's food services partner, Levy Restaurants, which deployed 18 chefs from eight different states, along with 600 cooks.
- 66,821 pounds of food was donated from the GWCC by food donation partner Goodr, enough to provide more than a dozen different Atlanta-area nonprofit organizations with more than 27,600 meals.
- 6,527 hours worked by 112 GWCCA Public Safety personnel.
- 700 total hours worked by GWCCA Public Safety's Command Center staff of five, each averaging 14-hour shifts.
- 15,835 hours worked by state officers from various agencies, including Georgia State Patrol, Department of Natural Resources, Department of Community Supervision, Georgia Department of Corrections, and Georgia Public Safety Training Center.
- 9,833 hours worked by 201 extra-duty officers from local departments.

ATLANTA - Meet Kaia, The GWCCA's Resident Paw Patroller

Meet the Georgia World Congress Center Authority's (GWCCA) first-ever K9, an extraordinary yellow Labrador retriever, Kaia, who turned two-years-old in March.



Born and bred in Colombia, the South American K9 is handled by Officer Daniel Rutledge of the GWCCA's Public Safety Department. When Kaia isn't on the job she lives with her handler. Kaia, according to the department of public safety, means "strong and beautiful" and she was named by Rutledge's wife, who is of Native American descent.

Kaia represents the first of many. She is not only the first K9 at the GWCCA but is also a part of the first K9 program at a convention center. The GWCCA's K9 program was envisioned by Paul Guerrucci, Director of Public Safety. With Super Bowl LIII on the horizon and the volume of people and traffic in mind, he wanted to have an additional safety measure in place throughout preparations and during events. Although this program was in talks for a while, Super Bowl LIII created the perfect opportunity to add a K9 unit. Guerrucci hopes to continue growing the unit with two or three more K9s.

So how does this program function exactly? Well, GWCCA's Public Safety utilizes the K9 program as a specialized unit designed to address suspicious packages and detect explosives-related odors and/or drugs.

Since her first day on the job on Dec. 16, Kaia has worked daily, five days a week. Her main duties entail checking materials, vehicles, bags or cargo that come through the GWCCA campus.

Such as any other GWCCA employee, Kaia has undergone carefully-crafted training. Her specialized five-week training in Augusta, was facilitated by the Richmond County Sheriff's office, which provided Georgia Emergency Management (GEMA) certified trainers. Kaia is an extraordinary K9 because of her ability to detect 20 different odors related to explosives. Most K9s are only trained to detect five. In order to maintain her keen sense of detection, Kaia must be refreshed on those various scents every month.

"She's very likable," Chief Guerrucci told Atlanta's WSB-TV. "But don't let that fool you - she's very, very proficient at what she's trying to do."

ATLANTA - GWCCA Execs Named Most Influential Georgians

The Georgia World Congress Center Authority (GWCCA) is well represented in James magazine's The 2019 Most Influential issue, with Executive Director Frank Poe and Savannah Convention Center General Manager Sherrie Spinks named to the publication's "Most Influential 2019 Georgians" list. (GWCCA manages the Savannah facility).

The magazine describes its list as "our popular yearly roster of major business, political and media player from across the state."



Louisiana

NEW ORLEANS - New Orleans Ernest N. Morial Convention Center Exhibition Hall Authority SEB Initiative Reaches Major Milestone

Rocsean Spencer, First Small Business Program Director Hired



The Ernest N. Morial New Orleans Exhibition Hall Authority (Authority), the governing Board for the New Orleans Ernest N. Morial Convention Center, reached another major milestone in its initiative to assist small and emerging companies to succeed by announcing Rocsean Spencer as its first Small Business Program Director. The Authority recently created the position to help promote the importance of diversity, inclusion and small business development at the Convention Center.

"Our SEB Committee, chaired by Commissioner Bonita Robertson, has worked very hard to establish the Convention Center as a leader in maximizing small and emerging business opportunities with the Center and its vendors and we are excited to take this next step by hiring the staff to take this important initiative to the next level," said Melvin Rodrigue, President of the Authority.

Ms. Spencer comes to the Convention Center from the City of New Orleans, Office of Supplier Diversity. She served as Certification Officer, where she reviewed Disadvantaged Business Enterprise (DBE) certification applications and attended State and Local DBE (SLDBE) program outreach events. She was later promoted to Compliance Officer, where she managed a portfolio of \$150 million dollars of Public and Private Sector funds. In that role, she also supervised the DBE program, where she managed the SLDBE Certification Department as SLDBE Certification Coordinator. Spencer recently earned certification as a Certified Compliance Administrator from the American Contract Compliance Association (ACCA) through Morgan State University in Baltimore.

The Authority's SEB Committee has established a sound foundation for the Small Business Program Director to work with, including a specific website, exhallnola.com, dedicated to assisting business owners with State and Local program certification, and an integrated outreach campaign to educate business owners on the opportunities at the Convention Center. Spencer is tasked with managing the Business Opportunity Program and will serve as a liaison between the Authority, internal stakeholders and the community.

"We are very proud to be a role model in the endeavor to help small and emerging businesses tap into the opportunities with the Convention Center, which are normally substantial. As we embark on our first ever major Capital Improvement Program the opportunities will grow exponentially," said Michael J. Sawaya, President of the Convention Center.

"Rocsean will be that vital link between the Convention Center and our vendors with the small and disadvantaged business community," Sawaya continued.

NEW ORLEANS - New Orleans Ernest N. Morial Convention Center-Funded New Orleans Culinary & Hospitality Institute Welcomes Inaugural Class

NOCHI begins classes in newly-renovated building leased from Convention Center Authority

Twenty-one students of the New Orleans Culinary and Hospitality Institute (NOCHI) began their

education on January 7 as the school kicked off its first set of classes. The New Orleans Ernest N. Morial Convention Center Exhibition Hall Authority purchased the 90,000-square-foot building for \$12 million and leased the property back to NOCHI.



The newly-opened culinary school features two culinary teaching labs, two baking and pastry labs, a restaurant lab, a beverage lab, a large event center including a production kitchen, and traditional classrooms. Members of the National Association of Food Equipment Manufacturers donated much of the kitchen equipment to be used by the students.

"NAFEM's commitment to NOCHI from near inception was truly catalytic in propelling this project through our early years as proof positive of the need and desire for innovation in training and education for our industry," said NOCHI Executive Director Carol Markowitz. "We are extremely grateful for their steadfast support over the years and the equipment and products generously provided for by their members in nearly every portion of the NOCHI building."

NAFEM will conduct their 2021 and 2025 annual conventions and trade shows at the New Orleans Ernest N. Morial Convention Center.

NOCHI is a private, not for profit school licensed and approved by the State of Louisiana's Board of Regents to offer two 100-day certificate programs developed in partnership with CIA Consulting, a division of the preeminent The Culinary Institute of America, and an esteemed local advisory board. The Culinary Arts and Baking & Pastry Arts certificate programs each provide approximately 650 hours of instruction, with a heavy emphasis on hands-on technical skills training.

In addition to career training programs, NOCHI also offers engaging "enthusiast" programs designed to enrich the local community as well as drive culinary tourism for New Orleans. Locals and visitors alike can immerse themselves in a wide variety of seminars and classes ranging from Knife Skills 101 to New Orleans Cocktails.

NEW ORLEANS - SMG New Orleans and Live Nation presents Fleetwood Mac with a gift from

New Orleans on February 16th at the Smoothie King Center. The framed gold record welcomes Fleetwood Mac to the rich musical history of New Orleans and celebrates their sold out show. The record featured the artwork of Fleetwood Mac and is surrounded by images of famous New Orleans musicians who have made a lasting impression on the city and history of music.



Mississippi

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North Carolina

DURHAM - Next Stop Broadway: A Musical Theater Program for Youth to Begin at DPAC in Summer 2019

DPAC is proud to announce Next Stop BROADWAY®, a new week-long musical theater program consisting of classes, workshops, and rehearsals focused on classic Broadway shows. A staff of esteemed Broadway professionals, headed by Broadway veteran Tony Parise, will teach participants songs and choreography from two hit shows from the "Golden Age of Broadway" and cast members will create their own presentations based on shows in the upcoming DPAC season and other hit musicals.

In addition to dance and vocal training, Next Stop BROADWAY® will include a mid-week "edutainment" segment, highlighted with film clips of Broadway shows. The week will culminate with an "Opening Night" performance for family and friends on Friday afternoon. Students will have the opportunity to perform on DPAC's main stage in the same theater that has hosted acclaimed Broadway shows, such as Hamilton, Wicked, Disney's The Lion King, and more.

The musical theater program will be directed by Broadway actor, director, and choreographer, Tony Parise. Mr. Parise has a vast repertoire of performance credits from hit Broadway shows, including 42nd Street, A Chorus Line, and City of Angels. In addition, Mr. Parise has led similar musical theater education programs in Boston, Providence, and Philadelphia.

"I am thrilled that DPAC is joining the Next Stop BROADWAY® family," says program director, Tony Parise. "I can't wait to see another cast of theatre-loving kids grow through this amazing program."



Broadway

South Carolina

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Tennessee

NASHVILLE - Music City Center Small and Diverse Business Forum Draws a Crowd



The Music City Center hosted the annual Small and Diverse Business Forum on Friday, Feb. 15 and had over 250 in attendance.

The interactive forum connected small and diverse-owned businesses to major employers including the Metro Nashville Airport Authority, Music City Center, Nashville Sounds, Nashville Predators, Tennessee Titans and Omni Hotel.

Mayor David Briley provided an opening message, emphasizing the city's commitment to minority partners, stating it's the right thing and the smart thing to do.

"No matter your background, you have a fair shot of prosperity in the community,"

stated Briley.

The keynote speaker was Robert Sherrill, who was once an attendee of the forum. He is now owner of four companies and a best-selling author. He shared about his personal journey, including his recent pardon by outgoing Governor Bill Haslam, and what the hardships have taught him. The resounding theme was persistence and perseverance no matter the circumstances.

"Experience is what you get when you don't get what you want," shared Sherrill.

Sherrill is President/CEO of Imperial Cleaning Systems, Vanguard Transportation and Empero Logistics as well as cofounder of The Lab, the first Black owned coworking space.

The MCC takes pride in its Diversity Business Enterprise Program and hosting events such as the forum. In the last five years, the MCC has spent 16.7 million with DBE businesses.

"We value all of our DBE partners as we strive to promote equity, diversity and inclusion within MCC and in our community," said Charles Starks, President/CEO of Music City Center. "It is encouraging to see the increase in attendance in this year's forum as we recognize the importance of DBE participation."

The event was started by MCC and is in partnership First Tennessee and the Nashville Chamber.

Pictured above left to right: Charles Starks, President/CEO of Music City Center; Robert Sherrill, President/CEO of Imperial Cleaning Systems, Vanguard Transportation and Empero Logistics

Virginia / Washington / Maryland

RICHMOND, VA - The University of Richmond selected Basketball Products International to supply ceiling-suspended basketball backstops for the new Queally Athletics Center. The Queally Athletics Center is projected to open in the fall of 2020 and will serve as the main practice facility for the men's and women's basketball teams.

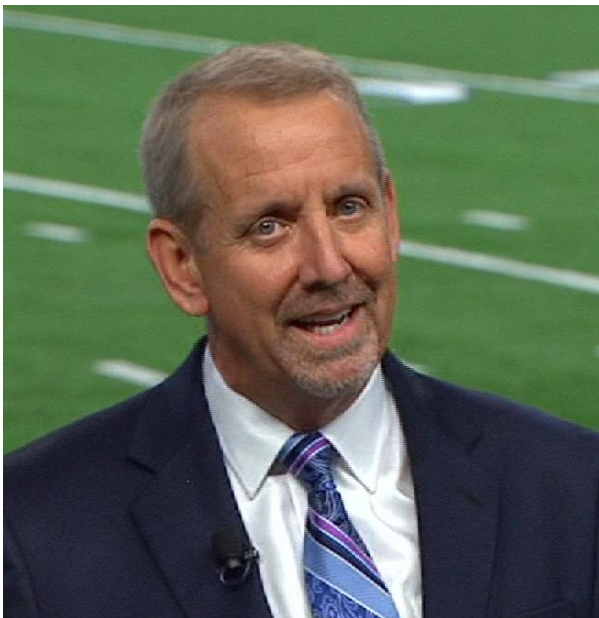


Allied Member News

NASHVILLE, TN - Venue Solutions Group Welcomes Richard Andersen

Andersen "re-fires" in new role as Chief Illuminations Officer

Venue Solutions Groups is pleased to welcome Richard Andersen, CVE as Chief Illuminations Officer. In his new role, Andersen will be responsible for the VSG Advantage Training, a portfolio of customizable training programs designed to maximize human potential. Andersen will draw on his 35 plus years of experience in professional sports, venues and hospitality management to design and facilitate leading edge training and development programs.

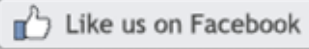


"Richard brings that rare combination of insight, creativity and relatable experience, combined with specialized adult learning techniques, to deliver those 'aha moments'," said VSG Managing Partner, Russ Simons. "He is an outstanding addition to our VSG team. Richard fits our culture and mirrors our commitment to the industry."

Andersen was most recently President and CEO of Seafair, a premier festival management organization in Seattle. He previously served as President and CEO of Northlands, one of Canada's largest multi-purpose entertainment and meeting complexes, and as Executive Vice President of the San Diego Padres and General Manager of Petco Park.

Andersen is highly respected throughout the venue management industry for his leadership as Chair of the Board of Directors for the International Association of Venue Managers and Chair of the Board of Regents of the IAVM Venue Management School. He serves on the faculties of VMS and the Venue Management Association (VMA Asia Pacific) School and Leadership Institute in Australia. He also led classes in Business Operations and Strategic Planning at San Diego State University.

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