



# INTERNATIONAL ASSOCIATION OF VENUE MANAGERS REGION 5 NEWSLETTER

## APRIL 2023

### A N N O U N C E M E N T S

#### REGION 5 CERTIFIED VENUE PROFESSIONAL (CVP) SCHOLARSHIP

**IAVM Region 5 is pleased to offer a scholarship to those members who wish to apply for their Certified Venue Professional (CVP) certification through IAVM!**

The scholarship winner will receive their exam application fee covered by IAVM Region 5, a value of \$125.00). The selected candidate must apply to the CVP program no later than June 30, 2023.

**Please submit your application no later than Friday, May 12, 2023.**

Awards and notifications are expected to be made by May 19, 2023.

**APPLY NOW**

#### INTERESTED IN HOSTING A CHAPTER MEETING?

Chapter meetings are a great way to network with industry peers in your local area as well as provide beneficial education opportunities. Chapter meetings can be as small as a luncheon or networking after-hours social to a full day of sessions.

Never planned a chapter meeting? No worries, your Region 5 Chapter Meeting Committee is here to help you through the process and provide resources to help you plan a successful meeting.

If you want to get started please reach out to your Region 5 Chapter Committee Chair, Bryan Miller, at [bryan.miller@crva.com](mailto:bryan.miller@crva.com)

### C A R E E R O P P O R T U N I T I E S

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**APPLY NOW**

# NEWS & VENUE UPDATES



## Florida



### THE MIAMI BEACH CONVENTION CENTER (MBCC) IS READY TO DO BIG THINGS IN 2023

**MIAMI BEACH** The past 12 months have been a major success for the Miami Beach Convention Center (MBCC). In 2022, South Florida's premier convention center hosted approx. 560,000 guests at 67 regional, national, and international events, creating significant economic impact for the City of Miami Beach and

the region. It earned five prestigious industry recognitions: the "Silver Stella 2022" (Northstar Meetings Group), the "Centers of Excellence Award" (*Exhibitor Magazine*), "Smart Stars 2022" (*Smart Meetings Magazine*), "Prime Site Award" (*Facilities & Destinations*), and "Reader's Choice Award" (*ConventionSouth*).

In 2023, the MBCC, which is an OVG360 managed venue, will only continue to grow. It is unveiling a highly-anticipated restaurant and event venue, launching a new website in spring, and looks forward to hosting a robust calendar of high-profile events. Read below to find out more about what MBCC accomplished in 2022, all the exciting things to come in 2023, and why the Miami Beach Convention Center continues to be one of North America's top tier convention centers.

Read more about what's to come at the MBCC in 2023 [here](#).



## BRADENTON TO HOST WORLD CHAMPIONS CUP

**BRADENTON** – Golf’s global stage will soon add a new legacy event featuring many of the game’s most accomplished players, as sports media and marketing firm Intersport announced today the location and dates for the debut of the World Champions Cup, a first-of-its-kind international team golf competition.

The inaugural World Champions Cup will be contested December 7-10, 2023, at The Concession Golf Club in Bradenton, Florida.

Inspired by the passion and tradition of the Ryder Cup and Presidents Cup, the World Champions Cup is officially sanctioned by PGA TOUR Champions and is set to air on ABC and ESPN. The World Champions Cup will feature Team International, Team USA and Team Europe squaring off over three days of competition that will renew some of the game’s most storied rivalries as the teams battle for international pride and global bragging rights.

World Golf Hall of Famer Ernie Els, 2003 U.S. Open champion Jim Furyk and 2011 Open Championship winner Darren Clarke will each serve as playing captains for their respective teams of six competitors, all aged 50 and older and members of the PGA TOUR Champions, in the first playing of the World Champions Cup. Seven-time PGA TOUR winner and popular golf commentator Peter Jacobsen will serve as Chairman of the inaugural event.

“The World Champions Cup is a tremendous addition to the game of golf and the PGA TOUR Champions schedule,” said Miller Brady, President of PGA TOUR Champions. “This competition will give fans a new and unique opportunity to see the game’s greatest stars compete against one another on a global stage. Ernie, Jim and Darren are worldwide ambassadors for golf, and it will be thrilling to watch them and their teammates compete for the chance to win the inaugural World Champions Cup.”

The World Champions Cup is an annual three-team, three-day match play competition that will be contested across nine-hole matches featuring team formats and singles play, with points being earned for each hole won in each of the event’s 24 matches. The team with the highest point total across all matches will be crowned the champion.

Each of the teams competing in the World Champions Cup will consist of six players, including the playing captains, and all will be active PGA TOUR Champions members. Automatic invitations for each team will be extended to the top two point-earners in the WCC’s career-based rankings, with two additional positions going to Chairman’s picks. The final spots for Team USA, Team Europe and Team International will be play-in positions based on the year-end Charles Schwab Cup standings.

“This is a thrilling day for golf fans around the world. The World Champions Cup will become the fourth global ‘Team Major’ on the worldwide golf calendar, joining the Ryder Cup, Presidents Cup and Solheim Cup as one of the game’s most prestigious legacy events,” said Charles N. Besser, Chairman and CEO of Intersport. “The Intersport team has worked tirelessly to create, refine and launch this competition, and we are excited for fans of the game to be able to experience it for years to come. The World Champions Cup embodies Intersport’s core of creating events that last decades and providing one-of-a-kind experiences for fans. We’re looking forward to bringing golf’s greatest rivalries to a global stage this December.”

The Concession Golf Club was named the Best New Private Course in America by Golf Digest in 2006. The seed of what would become The Concession Golf Club was planted in 1969, with Jack Nicklaus’ famous gesture of conceding the final putt in the Ryder Cup to Tony Jacklin, clinching the first tie in the competition’s history. Decades later, the two golf legends paired up to design and create The Concession Golf Club — a championship, privately-owned golf facility with no houses lining the course. The course has hosted the PGA TOUR’s 2021 World Golf Championships-Workday Championship at The Concession,

the 2015 Men's and Women's NCAA Division I championships and the biennial Concession Cup.

"The Concession Golf Club is thrilled to host this legacy defining, global team competition," said Bruce Cassidy, President of The Concession Golf Club. "The entire Concession membership, staff and I look forward to welcoming the PGA TOUR Champions, Intersport and World Champion Cup teams and families and cementing this event as a staple in golf's ecosystem for years to come."

This event will add to the rich tradition of professional golf in the Sarasota/Bradenton area, which includes the PGA TOUR Champions' American Express Invitational (1996-2000) and the Korn Ferry Tour's LECOM Suncoast Classic, being contested this week in Lakewood Ranch for the fifth consecutive year.

ABC and ESPN will serve as the exclusive television homes of the World Champions Cup. Coverage will air Thursday, December 7 and Friday, December 8, as well as Sunday, December 10 with more details to be confirmed at a later date. The event will also feature a unique pro-am on Saturday, December 9.

Els, a South African native, will captain Team International. The four-time major champion and former World No. 1 was elected to the World Golf Hall of Fame in 2011. Els touts an impressive resume that includes 19 PGA TOUR victories, three PGA TOUR Champions trophies and 47 international wins. The most significant of his wins are his two U.S. Open titles (1994 and 1997) and his two wins a full decade apart at The Open (2002, 2012). The Big Easy has been a member of eight Presidents Cup teams and captained the International squad in 2019.

"International team competitions are some of the fondest memories I have from my golfing career," Els said. "I've had the pleasure of competing in golf's biggest events around the world throughout my career and embrace my position as an ambassador in continuing to grow the game for fans everywhere. It's a privilege to be named the captain of Team International for the inaugural World Champions Cup, and I look forward to competing along with my teammates this December."

Furyk will captain Team USA. During his career, Furyk has represented Team USA in seven Presidents Cups, nine Ryder Cups and served as a Ryder Cup captain in 2018. He is a 17-time winner on the PGA TOUR, highlighted by winning the 2003 U.S. Open, and is a three-time winner on PGA TOUR Champions — including the 2021 U.S. Senior Open. Furyk reached a career high world ranking of second in 2006 and spent 440 weeks ranked in the top 10 from 1999 – 2016. Furyk is also the owner of the lowest round in PGA TOUR history, having shot 58 in the fourth round of the Travelers Championship in 2016.

I am honored to lead Team USA onto the global stage that the World Champions Cup represents," Furyk said. "It has been such a treat being part of Team USA at different stages throughout my career. I look forward to having the chance to captain Team USA and compete against Ernie and Darren, with whom I walked fairways for more than 20 years."

Hailing from Dungannon, County Tyrone, Northern Ireland, Clarke will captain Team Europe. He is most famous for his 2011 victory at The Open at Royal St. George's, where he finished three strokes clear of the field. In 2022 Clarke became the fourth player in history to win both The Open Championship and The Senior Open Championship, defeating Pádraig Harrington by one shot at Gleneagles in Scotland. Clarke has played on five Ryder Cup teams and served as captain in 2016 for Team Europe. Clarke's resume includes victories at two PGA TOUR World Golf Championships events and four PGA TOUR Champions events, as well as 15 international wins.

"I am overjoyed to represent Team Europe as captain for the inaugural playing of the World Champions Cup," Clarke said. "I've been blessed to be a part of many team competitions all over the world and it is truly an honor to be selected as a captain along with Jim and Ernie, two of golf's all-time great players. This is truly a first of its kind global team competition and I cannot wait to compete this December."

Jacobsen, the Chairman of the inaugural World Champions Cup, is a seven-time PGA TOUR winner, two-time PGA TOUR Champions winner and the 2004 U.S. Senior Open champion. A popular golf media personality for the past two decades, Jacobsen has established himself as one of the great ambassadors of golf.

"I have spent nearly all of my life playing, watching, talking and loving the game of golf," Jacobsen said. "After nearly 40 years on the PGA TOUR, it is the honor of a lifetime to have the opportunity to represent something as significant as the World Champions Cup will one day be for golf."



## **COBB-MARIETTA COLISEUM & EXHIBIT HALL AUTHORITY WELCOMES NEW DIRECTOR OF HUMAN RESOURCES**

**ATLANTA** –The Cobb-Marietta Coliseum & Exhibit Hall Authority is pleased to announce the hiring of Robin Canada to the position of Director of Human Resources. Canada has more than 15 years of experience as a human resources director. She will be responsible for recruitment, employee relations, benefits, compensation, training, development, payroll and labor relations for Cobb Galleria Centre, Cobb Energy Performing Arts Centre and ArtsBridge Foundation.

“Robin’s background and credentials bring a new perspective to our venues that will elevate our employee experience,” said Michele Swann, General Manager & CEO of the Cobb-Marietta Coliseum & Exhibit Hall Authority.

Canada holds a Bachelor’s Degree in Hospitality and Tourism Management from Purdue University as well as SPHR and SHRM-SCP certifications. She has worked for multiple hotel brands in several states, most recently at the Atlanta Westin Perimeter.



## **GWCCA CELEBRATES MAJOR CONSTRUCTION MILESTONE AT TOPPING OFF CEREMONY FOR SIGNIA BY HILTON ATLANTA**

**ATLANTA**– Georgia World Congress Center Authority (GWCCA), the largest combined convention, sports, and entertainment campus in North America, along with global hospitality company Hilton (NYSE: HLT) and multinational project development and construction

company Skanska, celebrated a major construction milestone in March with the ceremonial topping off of the 976-room [Signia by Hilton Atlanta](#).

Frank Poe (Executive Director, GWCCA), Gary Steffen (Global Category Head, Full-Service Brands, Hilton), Scott Cannon (Executive Vice President and General Manager of Skanska Georgia and South Carolina Operations.), and Theonie Alicandro (Chief Operating Officer and General Counsel, Drew Company) spoke to a crowd of GWCCA team members, Hilton representatives, construction workers, community members, elected officials, and media to celebrate the key construction milestone.

Owned by GWCCA and managed by Hilton Management Services, Signia by Hilton Atlanta is the city’s largest downtown ground-up hotel development project in 40 years. The 453-foot high hotel built on the repurposed foundation of the Georgia Dome will connect to the Georgia World Congress Center when it opens in January 2024. The publicly-owned property has created nearly a thousand new employment opportunities during its construction and will support nearly a thousand new jobs delivering millions in direct economic benefits and additional tax revenues to the state and the city during its operation.

“We are thrilled to officially top off Signia by Hilton Atlanta and celebrate the accomplishments of all who have worked together for the past decade to reach this important milestone,” said Frank Poe, Executive Director, GWCCA. “I applaud the efforts of GWCCA, as well as our partners at Hilton, Drew, Gensler, SG Contracting and Skanska for this incredible undertaking that has already transformed the

skyline of downtown Atlanta. The topping off of Signia by Hilton Atlanta brings GWCCA one step closer to realizing our vision of an interconnected Championship Campus establishing a package of facilities unrivaled in North America.”

Incorporating feedback from meeting professionals, guests, owners, and developers, Signia by Hilton was created to solve for critical gaps in the industry and infuses sophisticated travel and premium experiences into every aspect of the stay for business and leisure guests. Located in highly sought-after urban and resort destinations, Signia by Hilton delivers an exceptional hotel experience to all guests through unparalleled, dynamic meeting and events capabilities, world-class design, signature food and beverage experiences and premium wellness offerings. When it opens next year, guests and locals alike will enjoy Signia by Hilton Atlanta’s eight signature food and beverage experiences, including three restaurants and three bars, as well as world-class amenities, including a spa, beauty bar and fitness center with yoga stations, Peloton bikes and more. Whether hosting a corporate event, board meeting, gala or wedding, Signia by Hilton Atlanta will offer more than 100,000 square feet of meeting space, including the largest hotel ballroom in Georgia, an outdoor event deck and an outdoor event lawn, as well as three boardrooms.

“As the first newly built Signia by Hilton property, this is an incredible milestone for Hilton and we are delighted to celebrate this occasion with our partners,” said Gary Steffen, Global Category Head, Full-Service Brands, Hilton. “Whether booking a stay when visiting Atlanta for a convention, or stopping by Signia by Hilton Atlanta for dinner and a cocktail before a sporting event, we’re looking forward to welcoming guests and the community early next year and showcasing our reliable, friendly hospitality at a destination that is sure to become an Atlanta icon.”

Boston-based Drew Company is the developer for the 1.25 million square foot property with Gensler as the architect and a joint venture between Skanska and SG Contracting as the general contractor. More than 1 million hours have been worked to date on a site that routinely sees 600-plus workers on site at peak. The 42-story hotel contains 5,000-plus truckloads of concrete and features 302,728 square feet of glass.

“The men and women on this project have invested more than a million hours with no lost time incidents to achieve this pinnacle of construction on the world’s first newly-built Signia by Hilton property,” said Scott Cannon, Executive Vice President and General Manager of Skanska’s Georgia and South Carolina Operations. “It’s been more than two decades since Atlanta has seen this type of build and we’re proud to collaborate with the many partners helping to redefine Atlanta’s skyline.”



## **GWCCA TRANSPORTATION TERMINAL RECEIVES INDUSTRY AWARD**

**ATLANTA-** Georgia World Congress Center Authority’s transportation terminal, which opened in March 2022, won first place in the public works category from the Georgia Chapter of the American Concrete Institute. Located adjacent to International Plaza and directly across from the Congress Center’s Building B entrance, the

terminal is part of the newly reimagined Andrew Young International Blvd. arrival experience that also features a new pedestrian mall. The goal for the project – to extend Centennial Olympic Park’s aesthetic west through the convention center campus to the world-class facilities on the championship campus – is part of the Authority’s vision to be the No. 1 convention, sports, and entertainment destination in the world.

The terminal was a collaboration between GWCCA, Holder Construction (General Contractor), Gensler (Architect), and Walter P. Moore (Engineer). GWCCA Chief Commercial Officer Joe Bocherer said about the project at its completion, “The Andrew Young International Mall and Terminal reimagines the arrival experience by providing our customers and their attendees the

ultimate meeting destination in Atlanta for their events.”



## GWCCA TEAM MEMBERS VOLUNTEER FOR EARTH DAY 2023

**ATLANTA-** As part of Georgia World Congress Center Authority’s commitment to support sustainability on its campus and throughout its community, GWCCA team members dug in at Truly Living Well Center for Natural Urban Agriculture in April. Truly Living Well is the largest urban farm in Georgia, and it educates and trains the community to achieve sustainable and

economically viable solutions for helping people to eat and live better lives in urban areas.

GWCCA team members, alongside other Atlanta organizations, transplanted growing crops, cleaned out and cultivated areas in preparation for new seed, and plated new produce and flowers to grow this season. All the soil used to plant the new crop was composted on site at Truly Living Well.

This volunteer opportunity coincided with National Volunteer Week, as well as Earth Day, and it was the perfect chance to work together alongside other organizations to help sustain a better community in GWCCA’s own back yard. “Sustaining communities requires everyone to do their part, and it was great to see so many organizations throughout Atlanta gather to contribute to growing healthy food in our city,” GWCCA Director of Strategic Partnerships Shavannia Williams said.



## Louisiana



## NEW ORLEANS ERNEST N. MORIAL CONVENTION PRESENTS GAVELS WITH A NEW ORLEANS FLAIR TO BARRETT-JACKSON COLLECTOR CAR AUCTION ORGANIZERS

**NEW ORLEANS -** New Orleans Ernest N. Morial Convention Center President Michael J. Sawaya appeared in Palm Beach, Florida on April 15, 2023 to announce New Orleans as the newest site for

the Barrett-Jackson World’s Greatest Collector Car Auctions.

Giant gavels were transformed with New Orleans Mardi Gras colors of purple, green, and gold, and presented to Barrett-Jackson executives Craig Jackson, Chairman and CEO, and Steve Davis, President, during Barrett-Jackson’s Palm Beach auction, which aired live on the History Channel.

“What better way to announce Barrett-Jackson coming to New Orleans, than with a representation of the lively, fun-loving culture of our great city: Mardi Gras-bedazzled auctioneers’ gavels, which are so central to the Barrett-Jackson experience?” said Michael J. Sawaya, Convention Center President.

“New Orleans is “Built to Host” iconic events like Super Bowls, NCAA Final Fours, and WrestleManias and we are delighted to add the Barrett-Jackson Collector Car Auction to our iconic list of marquis events,” Sawaya continued.

Barrett-Jackson’s inaugural New Orleans auction will be held September 28-30, 2023. This nationally

known event will include an exceptionally diverse docket of collectible vehicles, live auction action, VIP hospitality, a vast exhibitor marketplace, and exhilarating hot laps and thrill rides with leading automotive manufacturers.

## North Carolina

Steve Camp CVE, longtime Region 5 member has announced that his most recent book, a fictional novel titled *Unconventional Plan* has been published by Innovative Ink Publishing and is now available at Barnes & Noble Online Books and Amazon Books Online. The industry based novel is fictional but Steve uses his vast industry experience to tell a story with which many IAVM members might find familiar.

Doug Johnson who was enjoying retired life with his wife when his laid-back and unencumbered routine is interrupted by an unexpected request by his city's political and civic leadership to help them in a time of need. Doug, and wife Emily would have to evaluate all the adjustments they would have to make in their current existence plus weigh how the opportunity might be affected by certain factors that they weren't sure could be controlled.

After a career in management Doug's experience would certainly qualify him to handle the city's request, but could he do what would be necessary in the timeframe allotted? Was the personnel he would have available be up to the task and would certain political rumblings present add even more uncertainty to the process?

In addition Doug would also be drawn into another separate endeavor when an acquaintance asked for his help to rekindle the fire in a local band that had been derailed by the pandemic and its related effects. While he might have preferred to dodge this additional demand of his time, he was excited by the challenges this additional job offered.

Could he balance all of what was being pushed in his direction? How would he be able to effectively juggle the responsibility and very tight timeline? He would need a plan, and not just any plan, but one that could accommodate staff and management development, construction process savvy, political uncertainty and also at least a general understanding of the local music business. Maybe he would need an unconventional plan?

## South Carolina



First Presbyterian Church of Greenville announces the opening of the new Worship & Arts Center located at 200 W. Washington Street, part of a significant campus expansion begun in 2018. In addition to serving the church's Ignite contemporary worship service each Sunday, this state-of-the-art venue will host concerts, theatrical performances, artist gatherings, lectures, and other special events. The congregation held its first services in the venue on Easter Sunday and the first theatrical performance with Acts The 3-Man show on April 14.

"This fantastic 1018 seat venue, designed to be a place of worship, also serves as a hybrid theater / performance hall. It allows us to provide a safe and professional space for the variety of events we host. We are privileged to have such a wonderful tool as we seek to transform the heart of the city and beyond," says Caleb Miller, CVP, Director of Event Operations.

The Graham Gym, The Intersection Café, the Galleries at First Presbyterian Church, a large student ministry area, and a bookstore are also new and located in the same facility.



“God is our Maker, the original Artist, and we are excited to use the arts to give Him glory and to serve our community. The Fine Arts Ministry specifically serves artists in our community and will provide opportunities to serve the Greenville community through the arts. This facility is designed to be a blessing to our city!” says Chelsea Fraser, Fine Arts Ministry Director.

The venue will be hosting Greenville Shakespeare Company’s performance of Hamlet on Friday, May 12 during Artisphere, along with several concerts and special events this Summer and Fall.

## SAVE THE DATE



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VenueConnect  
2023  
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Interested in joining a Region 5 committee?

Reach out to [IAVMR5@gmail.com](mailto:IAVMR5@gmail.com)

# HELP US INCREASE OUR REGION 5 MEMBERSHIP BEFORE VENUE CONNECT 2023

MEMBER WHO REFERS THE MOST APPLICANTS  
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