



# INTERNATIONAL ASSOCIATION OF VENUE MANAGERS REGION 5 NEWSLETTER

## AUGUST 2023

### ANNOUNCEMENTS

#### CALL FOR VOLUNTEERS

Region 5 is looking for volunteers to serve on various committees. If you are interested, please email [IAVMR5@gmail.com](mailto:IAVMR5@gmail.com) for more information.

#### 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)

### CAREER OPPORTUNITIES

#### DIRECTOR OF FINANCE & ADMINISTRATION

GREATER RICHMOND CONVENTION  
CENTER  
RICHMOND, VA

**APPLY NOW**

PRODUCTION MANAGER

#### DIRECTOR OF SAFETY & SECURITY

STRAZ CENTER  
  
TAMPA, FL

**APPLY NOW**

EVENT MANAGER

FOX THEATRE

ATLANTA, GA

MS GULF COAST COLISEUM &

CONVENTION CENTER

BILOXI, MS

[APPLY NOW](#)

[APPLY NOW](#)

## NEWS & VENUE UPDATES



# Florida

# 2023 FVMA OPERATIONS SEMINAR

SEPTEMBER 20, 2023 • HERTZ ARENA • ESTERO, FL

A ONE-DAY SEMINAR FOR INDUSTRY PROFESSIONALS DISCUSSING THE  
TOPICS MOST RELEVANT TO TODAY'S INDUSTRY

## HOTELS



### Hilton Garden Inn by Hilton Fort Myers Airport/FGCU

16410 Corporate Commerce Way  
Fort Myers, FL 33913

Complimentary breakfast, Wi-Fi, parking, and airport shuttle  
transportation for all guests.  
Each guest room comes equipped with a mini fridge, microwave,  
and a Keurig coffee maker.



### Homewood Suites by Hilton Fort Myers Airport/FGCU

16450 Corporate Commerce Way  
Fort Myers, FL 33913

Complimentary breakfast, Wi-Fi, parking, and airport shuttle  
transportation for all guests.  
Each suite consists of a full kitchen, living room area that has a  
full-size sleeper sofa, and a separate bedroom with a king size bed.

## CONFERENCE DETAILS

### TOPICS TO BE DISCUSSED:

- HURRICANE SHELTER PREPAREDNESS
- ARTIFICIAL INTELLIGENCE & IMPLEMENTATION
- EVENT PRODUCTION
- AND MUCH MORE!



## REGISTRATION NOW OPEN!



## ARENA DETAILS

HERTZ ARENA  
11000 EVERBLADES PARKWAY  
ESTERO, FL 33928

From the North: Take I-75 to Exit 128 (Alico Road).  
Head East on Alico Road to Ben Hill Griffin Parkway.  
Take Ben Hill Griffin for approximately 3.5 miles south.  
The Arena is located on the right-hand side.

From the South: Take I-75 to Exit 123 (Corkscrew Road).  
Head East on Corkscrew Road. Take Ben Hill Griffin  
north and the Arena is located on the left-hand side.

HERTZARENA.COM • (239) 948-7825

## REGISTRATION IS NOW OPEN FOR THE 2023 FVMA OPERATIONS SEMINAR ON SEPTEMBER 20, 2023

You may register by searching for "ffmaonline" which will bring you to the FVMA website and look for the 2023 Operations Seminar box. Register as a guest and the cost will be \$55 per person.

Hotel information is also available on the website. Two hotels have provided a special conference rate of \$129 plus tax + fees. Hilton Garden Inn Fort Myers Airport/FGCU and Homewood Suites Fort Myers Airport/FGCU. Use the "FOMA Seminar" code to receive the special rate.

The current schedule of events and agenda are as follows:

7:30am Check-in Registration

7:30am-8:45am Breakfast/Networking

8:45am-9:15am Welcome and Opening Remarks from FVMA Host Team

9:15am-10am Keynote Speaker from the Hoffman Family of Companies (Geoff Hoffmann)

10am-10:45am TBA

10:45am-11:15am Hurricane Shelter Tips and Lessons Learned

11:15am-12:15pm Panel Discussion (Lee County Emergency Management, Lee County Sheriff's Office, Lee County EMS, Estero Fire, Urban Search and Rescue, Hertz Arena Representative)

12:15pm-1:30pm Lunch/Networking

1:30pm-2:15pm Artificial Intelligence (Gil Freid-Professor/Chair Administration & Law University of West Florida)

2:15pm-2:30pm Break

2:30pm-3:15pm Production Panel

3:30pm-4:30pm Breakout Sessions (Operations, Ticketing/Box Office, Marketing, F&B, Events)

4:30pm-5pm Arena Venue Tour

5:00pm-6:00pm Closing Reception



## BROWARD COUNTY CONVENTION CENTER TO UNDERGO EXPANSION

**FORT LAUDERDALE** - A new convention center district is on the horizon, bringing a wave of excitement to the Greater Fort Lauderdale area. The Broward County Convention Center is currently undergoing a \$1.3 billion expansion. Complete with state-of-the-art technological services, the center takes full advantage of its scenic location on the Intracoastal Waterway featuring an impressive 65,000-square-foot waterfront ballroom, 50 meeting rooms, eco-friendly technologies, unique dining concepts, versatile outdoor spaces and modern décor that complements the destination.

Full completion of the project in late 2025 is set to add 525,000+ sq. ft. of meeting space over the previous center configuration and will include a new interconnected 800-room headquarters hotel operated by Omni Hotels and Resorts. The charming centerpiece of the project is a stunning waterfront ballroom, offering panoramic views of serene blue waters through a soaring glass wall. Phase One of the expansion project – which doubled the size of the previous exhibit halls to include 350,000 sq. ft. of contiguous exhibit space - opened in October 2021. Once completed, the Broward County Convention Center will have a generous 1.2 million square feet of space.

The existing LEED EB Gold certified Convention Center is South Florida's premier year-round events destination. It is located within a 2-mile radius of Broward County's airport, beaches, and downtown arts and entertainment district.



# Georgia

**ATLANTA** - The Fox Theatre is proud to announce that Lisa Marie Malovoz was recently promoted to Director of Production. Lisa Marie previously served as the Production Manager for the historic Fox Theatre since August 2017.

**GAS SOUTH CONVENTION CENTER**

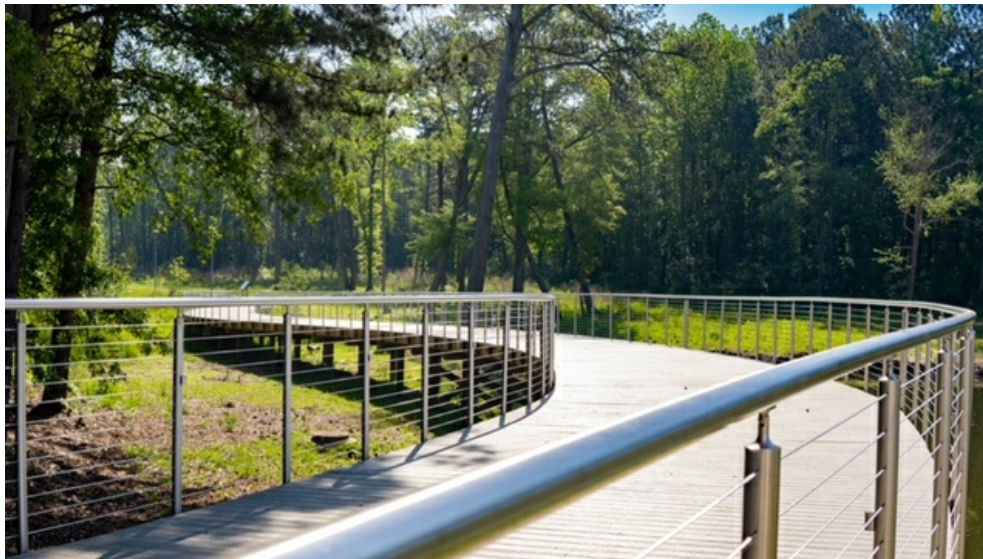


## WELCOMES TWO NEW SALES MANAGERS AND OPENS NEW CAMPUS PARK

**ATLANTA** -- Gas South District is excited to welcome some new additions to its campus this summer! The sales and marketing team grew to include experienced Sales Managers, Jasmine Nabors and Evan Kellner, who will join veterans of Georgia hospitality Patty Wong and Jaqita Goodson.

In addition to these new team members, the campus officially opened the Preston C. Williams Gateway Park. A pathway from hotels, restaurants, and shopping, Gateway Park will hold an educational component as well. Signage highlighting Georgia trees and plants and the process of erosion will be located along the park path. A great addition to the walkable paths and trails throughout Gwinnett County, DWR and Gwinnett Clean and Beautiful will work in partnership with Gas South District to preserve the space as a natural habitat.

These campus additions follow Gas South Convention Center's re-opening earlier this year. After the renovation and expansion, the center now offers 90,000 square feet of convention space in over four exhibit halls, 24 meeting rooms, a 21,600 square-foot ballroom, and both indoor and outdoor reception spaces.



## Louisiana

### **\$40 MILLION ROOF REPLACEMENT PROJECT UNDERWAY AT NEW ORLEANS ERNEST N. MORIAL CONVENTION CENTER ROOF REPLACEMENT TO SAVE ENERGY AND RECYCLE MATERIALS**

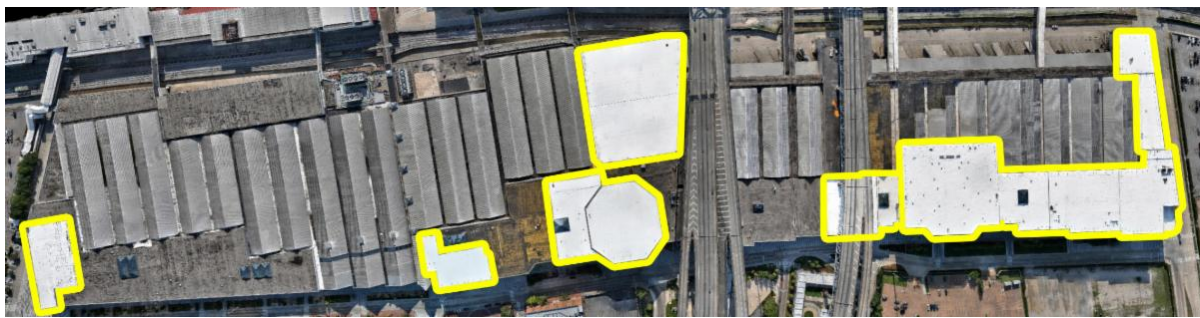
**NEW ORLEANS**— The New Orleans Ernest N. Morial Convention Center (NOENMCC) is replacing 1.9 million square feet of traditional roofing with a new, energy-efficient roofing system. The \$40 million roof replacement project is part of a \$557 million capital improvement plan and will be under construction until mid-2024.

“We are taking a comprehensive approach to enhancing and transforming our massive facilities in order to elevate the visitor experience and reduce our environmental footprint here at the Convention Center — from new technology inside to new exterior greenspaces and a fantastic new heat-deflecting roof,” said Michael J. Sawaya, Convention Center President/CEO. “This is an essential upgrade to not only improve and protect our facilities, but also to significantly advance our sustainability goals.”

Utilizing new commercial roofing technology, robots have begun spraying polyurethane foam insulation directly onto the roof's surface to maximize efficiency, safety and savings. The coating of insulation is expected to raise the energy efficiency rating, or R-value, by nearly 10 points and deliver significant energy savings. Once insulated, a "cool roof" material will seal the upgraded system. The highly reflective sheen will divert heat away from the building. It's similar to a process used on the roof of the Caesar's Superdome and is especially effective in urban areas where temperatures are usually higher than in suburban and rural areas.

The new roof will advance the Convention Center's sustainability goals and help maintain its Leadership in Energy and Environmental Design (LEED) Gold certification status while still meeting all requirements for durability and safety in all weather conditions, including hurricanes. In addition, the contractors are recycling approved materials from the previous roof. The existing rock ballast has already been cleaned and reused in parking lots. Recycling this material has saved approximately 1,600 tons of rocks from landfills. We are also improving select gutters and downspouts so they can continue to divert up to 90 percent of rainwater runoff directly into the Mississippi River, reducing strain on New Orleans' drainage system.

Roof construction will not impact Convention Center guests or events. The Ernest N. Morial New Orleans Exhibition Hall Authority authorized funding for the roof project in January 2023.



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## NEW ORLEANS ERNEST N. MORIAL CONVENTION CENTER RECEIVES 2023 EMPOWERING WOMEN AWARD

**NEW ORLEANS-** The New Orleans Ernest N. Morial Convention Center (NOENMCC) has received the 2023 New Orleans CityBusiness Empowering Women Award for its commitment to elevating and supporting women. The annual award honors companies that exhibit innovative efforts to help advance women in the workplace and within the community.

"The women in leadership positions at the Convention Center play an integral role in the strategic direction of one of the state's most valued assets and economic impact drivers," said Michael J. Sawaya, Convention Center President and CEO. "Our Center offers significant opportunities for growth and advancement to women, and has for many years provided upward mobility as a preferred hospitality employer. As a leader in contemporary initiatives such as innovation and diversity, our advancement opportunities are expected to grow exponentially, as our business expands through this era of dramatic growth and facility modernization," Sawaya continued.

The New Orleans Ernest N. Morial Convention Center continues to achieve success with women leaders at the forefront of various projects. From sustainability and innovation to communications and financial operations, almost half of NOENMCC leadership positions are held by women, each one with notable accomplishments that have helped elevate the organization.

Prioritizing the promotion of women into executive positions and leadership roles is paying off. Under the direction of NOENMCC Chief Administrative Officer Alita Caparotta, the Convention Center maintained financial stability — and kept all staff fully employed — throughout the pandemic when the travel industry shut down. In 2023, Caparotta was recognized as a "Power 20" Leader in tourism and hospitality by New Orleans CityBusiness.

"When seeing women in leadership roles is not an exception but the norm, that's real progress," said attorney Geri Broussard, Vice President of NOENMCC governing body The Ernest N. Morial New Orleans Exhibition Hall Authority. "As a major economic engine for the city of New Orleans, the Convention

Center is leading by example — proving that hiring and promoting women is more than a mandate; it's an important key to the organization's continued growth and success."

The NOENMCC continues to make strides to ensure that women have opportunities to advance and succeed. In 2019, it launched the Small and Emerging Business (SEB) Program to promote diversity, inclusion and small business development at the Convention Center which has an emphasis on women owned businesses. In January 2023, the NOENMCC promoted its former SEB Director Rocsean Spencer to Chief Diversity Officer, making it the first Convention Center in the nation to establish this position. Under Spencer's leadership, the Convention Center is working to implement more diverse, equitable and inclusive policies and practices across the organization.

"Having more women in the workforce, at every level, is good for business," said Sandra Lombana Lindquist, New Orleans Chamber of Commerce President/CEO, founder of the Chamber's monthly Women's Business Alliance and the annual Women's Leadership Conference. "And it's especially important to see women in high-level, visible roles at an organization like the Convention Center, which serves as an ambassador for our city. We want visitors to experience the best hospitality New Orleans has to offer, and the women decisionmakers at the Convention Center are getting it done."

**RECOGNIZING OUR TOP WOMEN LEADERS**

2023 **CITY BUSINESS** EMPOWERING WOMEN

NEW ORLEANS ERNEST N. MORIAL CONVENTION CENTER

<b>GERI BROUSSARD</b> Vice President, Exhibition Hall Authority	<b>CAMILLE WHITWORTH</b> Secretary, Exhibition Hall Authority	<b>ALITA CAPAROTTA</b> Chief Administrative Officer				
<b>ROCSEAN SPENCER</b> Chief Diversity Officer	<b>MICAH ALLEN-CHAMBERS</b> Assistant Director of Sales	<b>LINDA BAYNHAM</b> Director of Sustainability & Corporate Social Responsibility	<b>KATIE CALABRESE</b> Director of Special Events & Partnerships	<b>MARY B. JONES</b> Director of Financial Operations	<b>ROSE LEHN</b> Director of Food & Beverage Services	<b>LESLIE LOTTEN</b> Assistant Director of Event Services
<b>ROSALIE MORTILLARO</b> Director of Marketing & Communications	<b>JADE SIMMONS</b> Assistant Director of Financial Operations	<b>CYNTHIA SPERIER</b> Assistant Director of Information Technology	<b>ELAINE WILLIAMS</b> Senior Director of Sales & Event Services	<b>KELLI ZOHAR-DAVIS</b> Assistant Director of Talent Development & Innovation	<b>CARLY BORGULA</b> Assistant General Manager, Sodexo Live!	<b>LISA TRAINOR</b> General Manager, Sodexo Live!



## Mississippi

**SOUTHAVEN** - Abby Hunt, Event Manager at Landers Center in Southaven, MS, was recognized in IAVM's 2023 class of 30 Under 30 professionals.

Abby is a graduate of Mississippi State University and has been with Landers Center for two years.

Congratulations from your IAVM Region 5 family, Abby!



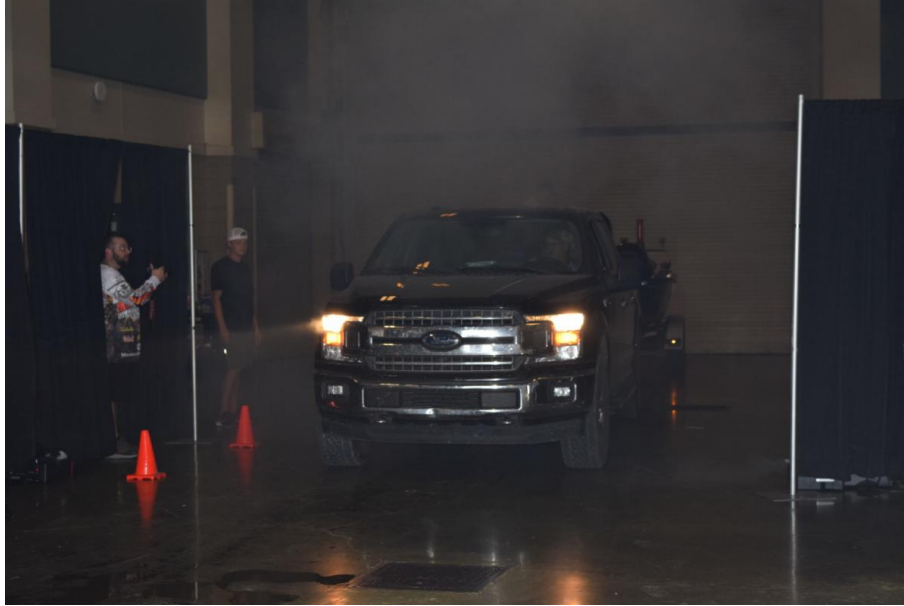
**VICKSBURG** The Vicksburg Convention Center, managed by VenuWorks recently hosted the first ever drive thru Pro Series Catfish weigh in for the Bill Dance MS River Monsters Mega Bucs Pro Series.

The VCC has housed vehicles before for conventions and trade shows, but never an event that had vehicles actively drive through the exhibit hall during the event. We had the driving path clearly marked and barricaded from the public with pipe and drape.

Lessons learned: Overall this was GREAT for the facility and the press just keeps coming.

Things we will change for next year, we will use the interlocking metal “bike” barricades instead of 3”e pipe and drape, as the anglers had swag from their sponsors and would toss it out to the kids. We kept a guard/ staffer near at all times to insure it didn’t come down, but the interlocking metal barricades will offer much better stability.





## North Carolina



### CENTENNIAL AUTHORITY AND HURRICANES SIGN 20- YEAR LEASE EXTENSION

**RALEIGH** - The Centennial Authority, owners of PNC Arena, and Gale Force Sports and Entertainment, L.L.C. announced today the signing of a 20-year lease extension with the Carolina Hurricanes. The newly signed lease states that the

Hurricanes will occupy PNC Arena through the 2043-44 NHL season. As part of the agreement, PNC Arena will undergo major renovations, including the development of a transformational, vibrant sports and entertainment district and public gathering space around the arena. The development will create a live, work, play destination for Triangle residents and visitors throughout the year.

“This is an exciting day for the Triangle,” said Tom Dundon, Owner and Governor of the Hurricanes. “This development will transform PNC Arena into a year-round destination for residents, while also improving the event day experience for Hurricanes fans, NC State fans and concertgoers alike. North Carolina is the home of the Hurricanes, and I am proud to say that the Hurricanes will continue to call PNC Arena home.”

The Carolina Hurricanes, the first major professional sports franchise located in the Raleigh-Durham region, have called PNC Arena home since the building’s inception in 1999. The new lease extension includes a combined \$300 million investment from the City of Raleigh and Wake County. As a part of the development, Gale Force will enter into a ground lease to develop the land surrounding PNC Arena in a phased approach. Gale Force will commit to a minimum \$200 million in Phase 1 development within five years, \$400 million within ten years, and \$800 million within 20 years. Additionally, Gale Force will pay for 100% of all private renovations to PNC Arena.

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**RALEIGH CONVENTION +  
PERFORMING ARTS COMPLEX’S  
KERRY PAINTER NAMED TO**



## INTERNATIONAL LEADERSHIP POSITION, ACCEPTS EDUCATION AND SERVICE AWARD

**RALEIGH** –The International Association of Venue Managers (IAVM), the premiere organization representing more than 7,000 entertainment venues around the world, welcomed Kerry Painter as chair of its board of directors for a one-year appointment. Painter has served as the General Manager and Director of the Complex since 2019.

During a ceremony in Pittsburgh at the organization’s annual VenueConnect event, Painter also accepted the Education and Service Award, awarded to the Raleigh Convention Center for its commitment to ongoing professional development, service to the community, and involvement in the venue industry.

The IAVM Education & Service Award recognizes member involvement through community outreach, education opportunities, mentorships, and internships that demonstrate excellence within the industry as well as giving back to the community.

### Key points to know:

- IAVM represents public assembly venues from around the world and provides education, advocacy and networking for its more than 7,000 members.
- IAVM leadership boosts venue visibility and opens up opportunities for partnerships and event bookings - for example, last year’s Security Day (covered by most Triangle media) was co-hosted by IAVM and brought some 400 people to downtown Raleigh.
- Under Painter’s management, the Raleigh Convention Center has welcomed prominent national events such as The Kennedy Center’s Leadership Exchange in Arts and Disability (LEAD) and multiple international esports tournaments such as the Rainbow 6 Siege Raleigh Major, the Fortnite 2022 FNCS Invitational Tournament, the 2023 Call of Duty Major I, and will welcome the EsportsTravel Summit in May 2024.
- Under Painter’s leadership, the naming rights for the Martin Marietta Center for the Performing Arts will bring in more than \$500k to the city annually for the next 20 years. The rights to Red Hat Amphitheatre were extended through 2027 and will produce \$235k per year.
- This fiscal year, the Convention Center is in especially high demand, having rented space to 154 events. 64 of these events were booked in partnership with the Greater Raleigh Convention and Visitors Bureau and generated 100,050 contracted hotel rooms, drawing in \$70.4 million in direct economic impact tied to events associated with overnight visitation. The RCC has booked nearly 90% of sellable dates (70% is the benchmark for most venues).
- The current IAVM Board includes leaders from such notable organizations as Pier 57 in Manhattan, the Georgia World Congress Center, the South Australian Cricket Association, the New Orleans Ernest N. Morial Convention Center, the Baltimore Convention Center and the Vivint Arena/Utah Jazz. The previous chair is general manager of the Barclay Center in Brooklyn.

With Painter as chair, Complex employees and others in the area now have a terrific conduit to a very active association. Venue management professionals can tap into Painter’s massive network for professional development, training, etc. IAVM also is a great resource for exposure to industry best practices and innovations, especially as the Raleigh Convention Center enters a phase of growth, including the proposed facility expansion.

Kerry Painter is the Director and General Manager of the Raleigh Convention and Performing Arts Complex in Raleigh, for which she oversees three downtown venues (Raleigh Convention Center, Martin Marietta Center for the Performing Arts, Red Hat Amphitheater) and the nearby Coastal Credit Union Music Park at Walnut Creek. Kerry has constructed and/or opened five venues throughout her celebrated career and served as AGM in Tulsa, Oklahoma and the President/GM in Niagara Falls, Canada.

Painter teaches annually at Venue Management School as well as CEM courses abroad. She has won the Venues Today Woman of Influence Award in 2015, the Woman of Distinction Award in 2017, formerly advised the Meredith College’s Hospitality & Tourism Management program, and founded the IAVM Foundation’s 100 Women of IAVM scholarship, which provides scholarships to burgeoning female leaders in the venue management industry.

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## RALEIGH'S THE COMPLEX CELEBRATES LEADERSHIP STAFF EARNING CVPS

**RALEIGH** – The Raleigh Convention and Performing Arts Complex is pleased to share that the following staff have successfully earned their Certified Venue Professional certification from the International Association of Venue Managers:

- Rodney Faulk, Assistant General Manager
- Michelle Bradley, Assistant General Manager
- Brian Clark, Director of Operations
- Zachary Reed, Director of Events

Eligibility to take the CVP exam is based on an extensive list of professional experience, including five years (recently changed to three years), attendance to IAVM-sponsored conferences, graduation from Venue Management School, teaching continuing ed courses, and professional and community activities. Once eligible, candidates are invited to take a written examination through which they demonstrate their venue expertise.

Congratulations to Rodney, Michelle, Brian, and Zachary on this career achievement!



## South Carolina



**COLUMBIA** - Colonial Life Arena names Alec Shettle as the Director of Event Services – a newly created position at the facility. Shettle, who graduated from University of South Carolina with a degree in Sport and Entertainment Management, was most recently one of the facility's Event Managers and received this promotion as a result of his invaluable contributions and hard work.

Shettle, who has progressively advanced through several roles at Colonial Life Arena, initially joined the team in a part-time capacity as the Box Office Assistant before returning for a full-time ticketing role in 2018. After nearly two years, he joined the event management department where he has continued to exceed expectations and go beyond his duties to contribute to the venue's overall success.

In his new position, Shettle is tasked with an expanded role of overseeing staffing and security in addition to event management services. He also brings a background of ticketing which plays a significant role in his ability to offer outstanding training to staff and first-class service to event providers.

Colonial Life Arena, located on the University of South Carolina campus, is the proud home of South Carolina Men's and Women's Basketball and serves as the premier entertainment and sports facility in the state.



IAVM retirees of Southeastern Virginia recently welcomed John Rhamstine, Director of Seven Venues in Norfolk, to the club at a retirement celebration hosted by the City of Norfolk, VA earlier this summer. Pictured from left to right are George Cook (aka R5's Toll Troll), Steve Camp and CVEs Bill Holland, John Rhamstine, Joe Tsao and Courtney Dyer. Most of us gather monthly for dinner to tell old tales.

More Recently had the occasion to attend VC23 in Pittsburg and was the guest of Katheryn Carlson at the IAVM Leadership Dinner. Representing the past, present and future of R5 VPs are Courtney, Katheryn and Tim Hemphill.



SAVE THE DATE



# INTERNATIONAL ASSOCIATION OF VENUE MANAGERS

REGIONS 1, 2, 3, & 5 | 2024 SUPER REGIONAL CONFERENCE | MAY 19 - 23, 2024



GRAND WAYNE CONVENTION CENTER

More than 225,000 sf of space and earned the 2022 Awards of Excellence Prime Site Award from Facilities and Destination Magazine.



ALLEN COUNTY WAR MEMORIAL COLISEUM

1 million sf under roof, 5,000 parking spaces, 13,000 seat arena, adaptable conference spaces



ARTS UNITED CENTER

Designed by Louis Kahn, one of the most influential architects of the 20th Century.



PARKVIEW FIELD

Home of the Fort Wayne TinCaps, voted Top Minor League Ballpark Experience



EMBASSY THEATRE

Historic downtown theatre on the National Register of Historic Places



FORT WAYNE INTERNATIONAL AIRPORT

Just 15-minutes/9-miles from downtown Fort Wayne



COURTYARD BY MARRIOTT DOWNTOWN

IAVM Nightly Group Rate: \$155



[GRANDWAYNE.COM](http://GRANDWAYNE.COM) | [MEMORIALCOLISEUM.COM](http://MEMORIALCOLISEUM.COM) | [VISITFORTWAYNE.COM](http://VISITFORTWAYNE.COM)



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