IAVM Region 5 Director’s Message

September 19, 2016

Dear colleagues,

Monday during the luncheon of Arena Management Conference, IAVM Chair Mark Mettes presented the "One Member, One Vote" Initiative. Explaining that currently our by-laws do not allow all of our members to vote on association business, the initiative is proposed to incorporate the perspective of all IAVM members. It would give retired members, associate members (including faculty and students), and allied members the right to vote in the organization.

"One Member, One Vote" will give all members an equal opportunity to engage in IAVM. Should the measure pass, every IAVM member would be a voting member.

This initiative clarifies the qualifications for IAVM senior Board leadership: a professional member of IAVM who has served on the Board of Directors, is a CFE, and has ten years senior venue management experience.

There will be much discussion about this initiative in the upcoming months, as it is presented in various sector and regional conferences, webinars etc. Members are encouraged to offer feedback in various ways, whether in person at conferences, through email, forum posts, or in survey format.

If you have questions, concerns, or suggestions, you will be able to address those in the survey. Or if you would rather communicate with a board member directly, please do.
I'd like to hear from you. You can email me at ndsimmons@uncc.edu.

Nina D. Simmons
Director, Region 5

Region 5 IAVM Job Postings

Boca Raton, FL - The MBA in Sport Management program at Florida Atlantic University is seeking to hire an Adjunct Professor to teach the program's Sport Finance class "Financial Aspects of Sport Management" beginning in January 2017. Class sessions meet on Thursdays between January 12 and March 23, 2017 from 6:15 to 10pm. This is a 2 credit course. The course is presented on the Boca Raton campus of FAU.

The minimum requirements to be considered for this position are a Master's degree from a regionally accredited institution and at least 5 years current/contemporary industry experience (professional, amateur, collegiate sport organizations and affiliated industries such as Entertainment, Ticketing and Public Assembly Facility Management). Applicants who hold an MBA (Finance or Accounting specialization) from an AACSB-accredited institution AND are currently (or recently; within 2 years) employed in the Finance/Accounting department of a Sport/Entertainment et al.,-related company will be given priority consideration. Successful candidate should be familiar with online teaching methods and the use of Blackboard and/or Canvas (the LMS of choice at FAU starting in Summer 2017).

This position is for one semester and may be renewed on an annual basis. Non-tenure eligible/earning. No benefits. The salary is $8,000, non-negotiable. Successful candidate is responsible for transportation, housing and parking expenses.

To Apply: Please send a cover letter and current resume as email attachments to Jim Riordan, Assistant Clinical Professor and Program Director; FAU MBASport. jriordan@fau.edu.

Successful applicant will be required at a future date to have the Universities/colleges that they attended send transcripts of all undergraduate and graduate work. Position is open until filled. DO NOT send letters of recommendation, emails, phone calls unless requested. We will contact those applicants with whom we are interested in further speaking with. We are accepting resumes for this position only. Resumes and letters expressing interest in "future employment" should not be sent at this time.

Florida Atlantic University is an equal opportunity/affirmative action/equal access institution and all qualified applicants will receive consideration for employment without regards to race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, protected veterans status or any other characteristic protected by law.

Naples, FL - Artis-Naples has an opening for an Assistant House Manager and Assistant Food and Beverage Manager for the 2016-2017 season. This is a full-time seasonal position.

Interested candidates can apply directly online here:

https://artisnaples.agileats.com/careers/

Charlottesville, NC -

SMG, the leader in privately managed public assembly facilities has an immediate opening at
John Paul Jones Area for the following positions:

- Event Coordinator
- Box Office Ticket Sales Coordinator
- Operations Coordinator

For a full job description on any of these positions or to apply visit:

http://www.johnpauljonesarena.com/employment.asp

Richmond, Virginia

Spectra at the Greater Richmond Convention is currently hiring for the following full-time positions:

- Assistant Box Office-Parking Manager
- Event Manager

A variety of on-call positions also are available on an event-by-event basis, including the following:

- Sales Assistant
- Event Staff (Ticket Takers, Ushers, Door Monitors, Badge Checkers, Coat-Check Attendants)
- Event Cashiers (Ticket Sellers, Parking Cashiers, Service Desk Attendants)
- Housekeeping / Event Setup Workers
- Maintenance Laborers

For more information and application guidelines, visit richmondcenter.com

Alabama
The Embassy Suites Hotel & Spa connected to the Von Braun Center via skywalk has set up a room block for October 27th for the IAVM Region 5 Alabama Chapter Meeting.

The rate is $119 and the booking code is IAV. You can go to their website or call into reservations to make a reservation for October. Click here for the link: [https://www2.reservationdesk.com](https://www2.reservationdesk.com) or call 256-539-7373 to book.

E-mail Marie Arighi at marighi@vonbrauncenter.com for the Registration Form.
Florida

Orlando - The Mennello Museum of American Art, managed by Orlando Venues, recently hired Katherine Page as Associate Curator of Education. Page is a lifelong resident of Florida and holds dual Bachelor of Arts Degrees from the University of South Florida in Art History and Anthropology in addition to a Master of Arts Degree in Anthropology from the University of Central Florida. Page was previously the Curator of the Brevard Museum in Cocoa where she co-curated the Harry T. Moore and Zora Neale Hurston in Brevard County (2016) temporary-to-travelling exhibit as well as The People of Windover (2015) permanent exhibit that enhanced guest involvement with the material through new, stimulating interactive components.

"I am incredibly excited to be a part of this fresh team, solidifying the Mennello Museum's years of success as an institutional gem of the City of Orlando," said Page. "At the same time, I look forward to engaging new audiences on many levels of art education while inspiring and empowering our very best local and national artists."

Page has an established understanding and appreciation for art, cultural diversity, education, and community outreach all of which inform her ambitious responsibilities. In her new role she develops original arts education resources for Orlando's diverse communities visiting the museum, from public and charter schools to the Jr. Naturalists and Women in the Arts. She successfully acquired the United Arts of Central Florida Culture Access Grant to personally provide in-class lectures and art workshops at schools in-need. Page has been instrumental in the 85% spike in visitor attendance and participation at Free Family Fundays through launching Pop Art Prints exhibition-tied programming with strong artistic rigor for all ages. Most recently, Page produced the Orlando United Assistance Center Coloring Book, working with eight local artists to provide an uplifting, art-filled book for anyone seeking aid after the Pulse nightclub tragedy. Through the City of Orlando, these works will illuminate the perimeter of Pulse, extending the artists' and museum's intention for standing in solidarity as #OrlandoUnited.

Kyle Reynolds recently joined the Mennello Museum as the Senior Administrative Assistant, Office and Accounting. Reynolds, a lifelong Orlando resident, has been employed by the City of Orlando for nearly six years and has served the City in many roles during that time. He began his career in the 911 Emergency Communications Center with the Orlando Fire Department and also served as City Board Coordinator for the Office of the City Clerk, in which he served as the liaison between the City Clerk and the Mennello Museum Board of Trustees and the Public Art Advisory Board. Reynolds is proficient with the many City databases and software programs and has experience managing budgets, accounting, policies and procedures, bookkeeping, payroll, event planning and being a calm and friendly face to the public. Reynolds has a certification in Accounting, holds many certifications through the Association of Public Communications Officers International and is currently pursuing a Bachelor of Arts in Public Administration from Columbia College, Columbia, Missouri.

"I am thrilled with the wonderful opportunity to continue my career with the City of Orlando and Orlando Venues through the Mennello Museum," said Reynolds. "I look forward to preserving the rich culture of our permanent collection and cultivating the community's appreciation of art through the celebration of contemporary and traditional artists."
Georgia

Atlanta - The Georgia World Congress Center Authority (GWCCA) appointed Joe Bocherer - an experienced and proven leader within the convention, hospitality, and tourism industries - as the organization's new Chief Commercial Officer.

Bocherer, who most recently served as Head of Sales and Marketing for InterContinental Hotels Group's (IHG) U.S. franchise division, has 20 years of convention and visitors bureau and hotel sales experience with extensive knowledge of group and transient-driven business. He has served as Vice President of Sales for Experience Columbus (Ohio), Corporate Director of Sales and Marketing for White Lodging, and several key positions with Hyatt Hotels including Hyatt Regency Atlanta and Regional Vice President of Sales over the Southeast select service division.

As the GWCCA's Chief Commercial Officer, Bocherer presides over Sales and Marketing, Business Development, Customer Analytics and Revenue Management, all products and contracted service agreements.

"Joe's addition to the Authority is significant as he rounds out our restructured executive team," said Frank Poe, Executive Director of the GWCCA. "With his extensive background in the hospitality industry, and in particular the convention business, we are confident Joe will provide strong leadership for our commercial team while continuing the organization's focus on customer experience."

The Chief Commercial Officer position was created as part of the first phase of a strategic reorganization plan that included the appointment of key leaders in new roles.

"I knew as soon as I met with Frank, his executive team and several board members, that this is where I needed to be. We were fully aligned on what success looked like and what it would take to get there in the short and long term. I couldn't be more excited to move forward with this incredible organization and am humbled for their trust in me to lead the Commercial team," said Bocherer, who earned a Bachelor of Science in Hotel, Restaurant and Institutional Management from The Pennsylvania State University.

Bocherer succeeds longtime Authority executive Carl Adkins who has taken a position as Executive Director of Atlanta Football Host Committee, Inc.

Atlanta - The Atlanta-based Georgia World Congress Center Authority's (GWCCA) contract to manage the Savannah International Trade & Convention Center (SITCC) has been extended for three years, continuing a partnership that connects the state's top two tourist destinations.

The Georgia International & Maritime Trade Center Authority (GIMTCA), which governs the SITCC, approved the extension at its board meeting on August 10.

The original agreement was approved in February 2014, and the GWCCA began operating and managing the 330,000-square-foot riverfront facility in Savannah on April 1, 2014.

"We are excited to continue our partnership with the Georgia International Maritime & Trade
Center Authority," said Sherrie Spinks, the former GWCCA Chief Financial Officer who took over as General Manager of the SITCC on Jan. 13. "We are pleased with the vote of confidence instilled by the GIMTCA board to continue our strategic relationship."

In addition, GWCCA is assisting GIMTCA in developing a convention hotel on Hutchison Island adjacent to the SITCC. GIMTCA is also studying possible expansion of the trade and convention center, which features 100,000-square-feet of exhibit space, a 367-seat state-of-the-art auditorium, 50,000-square-feet of prime meeting space, including 13 meeting rooms, a 25,000-square-foot Grand Ballroom and four executive board rooms.

"The hospitality business in Savannah is at an all-time high and we don't see a slowdown in sight," said Spinks. "Chatham County is bustling with new development projects at this time and we are thrilled to be a part of the new opportunities."

**Atlanta** - Peach Assist, the Georgia World Congress Center Authority's new mobile alert program, provides exhibitors the option of requesting assistance or services via text without having to leave their booths. Peach Assist utilizes a text message number - 69050 - that allows anyone on the show floor to text their needs to the dispatch center.

Exhibitors at returning major trades shows - the Bronner Bros. International Beauty Show on Aug. 20-22 and the International Woodworking Fair on Aug. 24-27 - got their first tastes of Peach Assist and staff responded to more than 300 alerts sent through the new service. "Our goal is to make doing business at the Authority easier. Many exhibitors are a one-or-two-person operation," said Joe Skopitz, director of products and services. "Allowing exhibitors to communicate their needs directly with us without having to leave their booth and halt set-up is why this program was introduced."

The Peach Assist program, which was modeled after the Georgia Dome's Fan Assist mobile concierge, was the result of a recently formed Growth & Innovation team.

The goal of the Growth & Innovation team is to generate new business ideas, new revenue streams, and introduce new products and services to enhance customer, exhibitor and attendee experiences. "The Growth & Innovation team has hit a home run with Peach Assist," said Skopitz. "I look forward to seeing how this will help us enhance the customer experience at the GWCC, and make it easier for exhibitors to operate on our campus."

**Atlanta** - Unveiling a key component of its multi-faceted strategic realignment, the No. 1 convention, sports and entertainment destination in the world now has a brand new cyber destination.

The Georgia World Congress Center Authority's (GWCCA) new-look, user-friendly website - [www.gwcca.org](http://www.gwcca.org) - consolidates the Authority's flagship properties - the Georgia World Congress Center, Georgia Dome, and Centennial Olympic Park - along with Savannah International Trade & Convention Center, under one online umbrella.

"Previously, guests visited separate websites for the Dome, Park and Georgia World Congress Center, but now, you can simply log onto [gwcca.org](http://www.gwcca.org), which hosts landing pages for each facility. The site also features a cross-campus, comprehensive calendar of events, so you don't have to open multiple windows, or toggle back and forth to find out what's going on at each venue," said Jennifer LeMaster, GWCCA's Chief Administrative Officer. "In addition, the new site features immersive images, breath-taking photography and bold graphics that capture the unique beauty of our iconic buildings and lush outdoor spaces."
In addition to showcasing the GWCCA campus' versatility to potential clients, the new site features the consolidated event planning guide, a recruitment and career portal, a section dedicated to campus development projects, links to facility services, as well as information on other on-campus facilities, including the College Football Hall of Fame and under-construction Mercedes-Benz Stadium.

The new site is responsive, meaning that it adapts to whatever device it is being viewed on, whether it be a PC screen, laptop, tablet or smartphone.

One of the most compelling features of gwcca.org is the home page’s interactive image gallery, where users can delve into historical photos of the GWCCA downtown Atlanta campus, take visual tours of each venue as they are today, and peek into the future with 3D graphics and renderings of upcoming developments, created in collaboration with the Authority's IT partner, CCLD Networks, and Georgia Tech's Imagine Lab.

"We set out to create an immersive experience for our guests, showing off our beautiful facilities in downtown Atlanta while promoting all of our unique event spaces, our customers' events, and offering concise, relevant content," said IT Director Sam Brown.

Louisiana

New Orleans - Helen Brett Enterprises (HBE), producers of the New Orleans Gift and Jewelry Show, designated their August show as a collection point for donations to South Louisiana residents recently affected by catastrophic flooding.

HBE generously provided donors with a voucher for a free guest badge, as a "thank you" for donating. Attendees donated 12,140 pounds of non-perishable food items, personal toiletries, cleaning supplies, and bottled water.

Freeman Decorating Company volunteered their services to load the items into two trucks and transport them to Second Harvest Food Bank of New Orleans and Acadiana, where the items will be transferred to their distribution channels in the affected areas.

"All of us at Helen Brett Enterprises are humbled by our attendee’s and exhibitor’s giving spirit. We started off with the idea of doing a small part in helping an area that has supported us for so many years and we are completely inspired by the generosity of our loyal customers, the New Orleans Ernest N. Morial Convention Center staff, Freeman and the onsite team from Helen Brett Enterprises. Our thoughts and prayers are with those in need right now," said Brett Kolinko, CEM, President, Helen Brett Enterprises.

New Orleans - The Mercedes-Benz Superdome has undergone several fan experience enhancements during the football off-season-most noticeably, massive HD LED end zone video boards. The new video boards are 333 ft. wide by 38 ft. high, a 900% increase from the previous boards, offering a substantial improvement to the fan experience. Together with a completely renovated state-of-the-art HD video control room and upgraded sound systems, the new video
boards create an immersive experience for patrons visiting the Dome.

Additionally, the 400-Level suites have undergone a major makeover and have a completely new, contemporary design. The 64 freshly renovated 400-Level suites offer the highest levels of luxury, refinement and class. Newly constructed high-end restrooms on the 400-Level are comparable with those of a 5-star hotel.

This past off-season, SMG also entered into an Energy Savings Performance Partnership with Siemens, which not only will result in substantial energy savings but also a better event experience for fans. Most prominently, lights in the seating bowl have been converted to LED lights, a change from the previous metal halide lights. The LED lights are capable of being instantly turned on and off, are dimmable and are able to produce more theatrical style, dynamic lighting to create a vibrant fan experience. Metal halide lights in the parking garages and on the Plaza Level exterior were also converted to the more energy-efficient LED lights, enhancing visibility for patrons. Other upgrades including the replacement of two chillers have significantly enhanced the energy efficiency of the Mercedes-Benz Superdome, making it more environmentally conscious and eco-friendly.

As an added feature, the Saints Hall of Fame Museum, located at Gate B on the Plaza Level of the Mercedes-Benz Superdome, has recently completed a major renovation project. Admission to the Saints Hall of Fame Museum on Saints game days is free to all holding game tickets.

**Mississippi**

Submit Your Articles for Next Month!

**North Carolina**

**Charlotte** - Hornets Sports & Entertainment and Charter Communications today announced that "Spectrum Center" will be replacing Time Warner Cable Arena as the name of the Hornets' home arena with Charter's merger with Time Warner Cable having taken effect earlier this year. Spectrum is the brand name of Charter's all-digital TV, internet and voice offerings.

"We are pleased to have Charter's Spectrum brand become a part of our arena as Charter prepares to make its entrance into the Charlotte area," said Hornets Sports & Entertainment President & COO Fred Whitfield. "We look forward to partnering with Charter for many years to come as we continue to provide the best in sports and entertainment for Charlotte and the Carolinas at Spectrum Center."

Time Warner Cable entered into an agreement in 2008 for naming rights of the uptown Charlotte arena, which is operated by Hornets Sports & Entertainment. Over the coming months leading
up to the 2016-17 NBA season, Spectrum branding will replace that of Time Warner Cable throughout the building, including exterior and interior signage, the playing court and the new state-of-the-art scoreboard that is currently being installed. Additional information, including the venue’s new website and social media handles, will be announced at a later date.

"We are excited to continue this partnership with Hornets Sports & Entertainment and to have the Spectrum Center name introduced prior to the start of the season," said Charter Chief Marketing Officer Jon Hargis. "Our integration with Time Warner Cable continues and we look forward to further introducing Spectrum to customers in the coming months."

Since opening on Oct. 21, 2005, Time Warner Cable Arena has hosted more than 14.5 million visitors at nearly 1,700 events. Along with being the home of the Charlotte Hornets, the venue hosts numerous collegiate basketball events, major concerts, family shows and conventions, including being the site of the Democratic National Convention in September 2012. Time Warner Cable Arena has been the home of the CIAA Men's and Women's Basketball Tournaments for each of the last 10 years, and has also hosted NCAA Men's Basketball Tournament action in 2008, 2011 and 2015 and the ACC Men's Basketball Tournament in 2008. Top performers who have visited the arena include the Rolling Stones, Bon Jovi, Paul McCartney, Jay Z, Aerosmith and Beyoncé.

South Carolina
Submit Your Articles for Next Month!

Tennessee

Knoxville - The Knoxville Convention Center will now have free wireless internet for future events. Visit Knoxville will implement this service via an agreement with ShowNets. For over 17 years, ShowNets has become the recognized expert in designing, deploying and supporting state-of-the-art Internet solutions for events, trade shows and facilities.

"We are excited to provide this opportunity as we continue to expand on our partnership with the Convention Center," states Visit Knoxville President Kim Bumpas. "This is a game-changing tool for our Visit Knoxville/KCC sales team as well as the Sports Commission to utilize as we sell Knoxville for years to come. This service will set us apart from the other destinations that we compete with for all types of business."

"The ability to offer free WiFi not only will improve guest experience, but also is yet another attractive benefit for event and meeting planners seeking to book our facility," said Mary Bogert, general manager of the Knoxville Convention Center. "Knoxville has become a go-to destination for meetings, conventions and conferences. We are experiencing one of our busiest years to date with no sign of slowing down. These technology upgrades increase our marketability in the industry and will draw even more people to experience our Southern hospitality."

"I'm excited to learn more about this outstanding new Wi-Fi initiative from the Visit Knoxville CVB at the Knoxville Convention Center," said Stephen P. Burke, CMP, regional vice president at HelmsBriscoe, the highest volume purchaser in the meetings and event industry. "Our clients often encounter the 'pain point' of paying extra fees for Wi-Fi, and this timely and welcome announcement regarding the complimentary Wi-Fi throughout all the convention center meeting space will assist in our clients saving money on their bottom line."

The economic impact for events booked for the convention center during this past fiscal year
totals more than $56.5 million. This represents groups within the association, sports, religious and educational market segments, among others.

The installation is under way and will be ready in October 2016.

**Virginia**

**Richmond** - The Spectra staff at the Greater Richmond Convention Center would like to congratulate four staff members on recent promotions. Jenny Toomey, now senior sales manager, joined the GRCC as a sales coordinator and worked her way up to sales manager and then into her current position. Allyn Proffitt was promoted to sales manager from sales coordinator. Justin Herbaugh was promoted to sales coordinator from sales assistant. Andrew Shreve was promoted to box office/parking manager from the assistant manager position. Jenny, Allyn, Justin and Andrew will continue to be great assets to the convention center team.

The GRCC staff also would like to congratulate Bryan Panhorst, director of event services, on being named Best in Show/Convention Center Services by PCMA's Convene magazine. "Bryan is an outstanding professional representative at the GRCC," said the Virginia Chamber of Commerce's Karen Surmacewicz, who nominated Panhorst for the award. "He is always available, organized and reliable in handling whatever needs to be done to help his clients have a successful event. It is a real pleasure to know him and work with him, because we know all will go well under his leadership. Bryan is a huge asset to the GRCC, and our team always looks forward to working with him."

**Allied Member News**

**Mark Sonder Productions** - Mark Sonder, MM, CSEP Emeritus and the Chief Entertainment Officer at the international music agency Mark Sonder Productions Entertainment Agency has finished out last week performing at two national gala fundraisers.

The Temptations Revue: A Tribute featuring Nate Evans were featured in two separate fundraisers last week. One in Milwaukee and one in Knoxville.

The one in Milwaukee was held at The Potawatomi Hotel & Casino in their Event Center for Wheaton Franciscan Health Care Medical Arts. Then, we flew to Knoxville, TN for The Purple Gala. This fundraiser was held at the Standard. "We know that music is a good way to reach and preserve memories," said Janice Wade-Whithead, executive director of Alzheimer's Tennessee. "The funds and awareness raised at this gala and this memorable performance will help Alzheimer's Tennessee realize our vision to Make Alzheimer's a Memory." (as reported in the Knoxville News Sentinel, Part of the USA Today Network).

When The Temptations split up, Nate Evans was the man The Temptations (Eddie Kendricks and David Ruffin) handpicked to carry on their legacy. From his work with The Impressions and then with Kendricks and Ruffin, then with his own Temptations Tribute, Nate and the boys continue their Motown Royalty.

**Mark Sonder Productions** - From last week working in Milwaukee and Knoxville, to this week working in another stadium! Mark Sonder, MM, CSEP Emeritus and Chief Entertainment Officer at the award winning booking agency Mark Sonder Productions, Inc. is proud to announce another engagement with Major League Baseball and the
Los Angeles Dodgers in Dodger Stadium (vs. the Chicago Cubs) this Saturday, August 27. The On The Air Band will be performing for 2 hours prior to the game.

Super music agent Mark Sonder, whose company has been engaged to perform in numerous stadiums across the country and as a featured speaker at the International Stadium Managers Conference has commented "Performing in a stadium environment is not for everyone. It takes years of knowledge and experience to pull it off without a hitch." "We were delighted to be asked back to Dodger Stadium for an additional performance with another one of our fine local products," said Sonder.

Mark Sonder Productions, Inc. services all major population bases around the US with its local, regional and headline entertainment. The company is no stranger to large events or to Los Angeles where the company has been contracted at L.A. LIVE, The Montage, Beverly Wilshire, The Westin Mission Hills Resort & Spa in Rancho Mirage and the Bighorn Golf Club in Palm Desert.

**Newsletter Guidelines**

Please submit information by the 15th of each month for inclusion in the following month’s newsletter. If your submission is received after the 15th it will be published in the next newsletter.

Entries are published as received with little editing and cutting. Please send entries as you would like them in the newsletter. Please send in a word doc. format with pictures attached separately as a jpeg.

As you think about things to share, please keep in mind that we are looking for news items. Some newsworthy items of note include (but are not limited to):

- Expansions, renovations, new buildings
- New contracts
- Incidents or event surprises that occur at your building you think others should know about (heads up’)
- How you handle/handled hot button topics
- Looking for suggestions on how others handle a concern
- RFP's
- Newly hired or promoted staff
- Certifications or awards for facilities and staff
- Notice of PAFMS grads, etc.
- Job Postings, searches for jobs
- Photos (not all can be used). Please identify all people in photo.

Because most of our members are employed in event buildings, event schedules and articles which list upcoming or past events will not be included in the newsletters. On the other hand, events which have led to some unexpected situations requiring fast thought and master handling could be considered newsworthy.

Submit to: nhcmarketing@harborcenter.org
STAY CONNECTED: