



# INTERNATIONAL ASSOCIATION OF VENUE MANAGERS REGION 5

## Letter from the Director



Greetings, Region 5 members!

Welcome to our everchanging world! COVID-19 has certainly created a plethora of issues and concerns that many of us have thought we would never have to consider and yet here we all are. Please know that IAVM at a national and even international level is a great resource and industry advocate for you and your venue. Remember to reach out to fellow members via VenueNet and know that you are certainly not the only one dealing with a specific concern. Working together, we can all find answers and problems can be resolved. For more COVID-19 resources, check out <https://www.iavm.org/covid-19-outbreak-resources>.

**Due to ongoing restrictions put in place to contain COVID-19, the Super Regional Conference originally scheduled for April 26-29, 2020 in Kansas City has been rescheduled to Spring 2021.**

Looking for a way to give back to IAVM? I would encourage you to join me in giving to the IAVM Foundation. The Foundation assists by supporting and advocating industry specific issues. The Foundation also supports many of the scholarships that IAVM offers at a national level. Keep an eye out for ongoing sponsorship application opportunities from your Region 5 too.

Have you considered hosting a chapter meeting? It is a great way for you to meet some of the venue managers and midlevel staff in your area and talk about current and relevant topics with minimal travel expenses. [Robert Rose, CVE](#) of Tampa Convention Center is a wonderful resource to learn more about best practices for chapter meetings. Reach out to him to learn more.

Finally, I would like to say thank you to Max Long for his work as our newsletter editor over the past few years. Rachel Caldwell of the Georgia World Congress Center has generously volunteered to take over the mouse and keyboard as the R5 Newsletter editor. Please send any facility updates, announcements, job postings, etc. to Rachel Caldwell at [IAVMr5@gmail.com](mailto:IAVMr5@gmail.com). If you or any of your staff members are interested in assisting Rachel with the newsletter, please reach out to [me](#) or [Erik Waldman, CVE](#) for more information.

Thank you for allowing me to serve Region 5. You are the ones that make Region 5 so great! Keep up the good work and reach out to your fellow managers – together we can work through any challenge!

Sincerely,

Brandi Quick, CVE



IAVM Region 1, 2, 3 & 5 friends and colleagues:

The Coronavirus (COVID-19) pandemic has significantly impacted us all, and along with meeting and travel restrictions in both Kansas City and the State of Missouri, the Region Directors and their Boards have made the decision to postpone our IAVM Region 1, 2, 3, & 5 Super Regional Conference scheduled for April 26-29 in Kansas City, MO to spring 2021. We are currently working with our host venues on a spring 2021 date, and as soon as we get this confirmed we will let you know. Your conference registration will be transferable over to the spring 2021 Super Regional Conference; however, if you'd like a refund, please contact IAVM and we will issue you a refund of your registration fee. All refund requests must be submitted to IAVM at [meetings@iavm.org](mailto:meetings@iavm.org) by April 24, 2020.

We know you are working hard in your communities to respond to our current situation. Be well. Be safe. We'll see you in Kansas City, MO in 2021!

## Career Opportunities

## **MARKETING MANAGER - Greater Richmond Convention Center Richmond, VA**

[Click here for full job description and application.](#)

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## **DIRECTOR OF SAFETY AND SECURITY - Greater Richmond Convention Center Richmond, VA**

[Click here for full job description and application.](#)

# **News & Venue Updates**

## **ALABAMA**

### **MOBILE - Chef Phillip Mitchell Brings New Life to Convention Center Catering**



The Mobile Convention Center is delighted to introduce Chef Phillip Mitchell as our new Executive Chef. The first new head chef at the venue in 15 years, he brings more than 20 years of culinary experience to the ASM Global Mobile team.

Mitchell previously served as the Food Service Director for Valley Services, Inc. for more than ten years. During his tenure there, he received numerous awards, including Outstanding Food Service Director of the Year, Excellence in Catering and Most Improved Unit.

Excited for a new opportunity on the Gulf Coast, Mitchell is looking forward to bringing fresh, natural food and classic training to the large-scale Convention Center catering department. His diverse background gives him extensive knowledge of not only cooking, but also food service management for large venues. "You have to really think about the long hold times when it comes to plate presentation," said Mitchell when discussing the difference between restaurants and large-scale catering.

Kendall Wall, General Manager of the Mobile Convention Center, is excited to see new experiences and ideas with Chef Phillip at the helm. "He possesses a fantastic mixture of expertise, innovation and foresight," says Wall. "Our clients are going to love him and what he creates for them."

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## **BIRMINGHAM - BJCC's Legacy Arena to Close for Renovation April 2 Concert Hall, Exhibition Halls, and Uptown Entertainment District to Remain Open**



Birmingham-Jefferson Convention Complex's (BJCC) Legacy Arena will close April 2, 2020 for an 18-month renovation.

The BJCC announced in early January that Legacy Arena will close in April 2020 for an expansion and renovation project. Interior renovations will include structural and non-structural work and, in some cases, the complete replacement of

components. Exterior renovations will include modifications and alterations to the building envelope and loading docks as well as sitework, landscaping and hardscaping.

"We are excited to have the opportunity to reimagine Legacy Arena to better align with the expectations of today's patrons and our business partners." said Tad Snider, Executive Director and CEO, BJCC Authority. "The remodel of Legacy Arena is happening in conjunction with a huge period of growth in our city. There's so much activity and progress happening in and around Birmingham. The BJCC is proud to be part of it."

While Legacy Arena is closed for renovations, it will be business as usual for the rest of the complex. The BJCC concert hall, exhibit halls, hotels and restaurants in the Uptown entertainment district will remain open. The BJCC exhibition space will host Cottontails Arts & Crafts, Gun Shows, Birmingham Home Show, Birmingham RV Show, Christmas Village, conferences, conventions and more. Broadway in Birmingham presents Rent, Waitress, and Bandstand at the BJCC Concert Hall this season. Construction continues at the Protective Stadium site, which is slated to open in Fall 2021.

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## **FLORIDA**

### **WEST PALM BEACH - Palm Beach County Convention Center Completes Carpet Project**



The Palm Beach County Convention Center recently replaced its existing carpet throughout the Ballrooms, Meeting Rooms, and Concourses with a high-end durable carpet. The Custom Woven Axminster carpet was manufactured and delivered within the accurate lead time of 11-13 weeks. The Woven Axminster Carpet for this project was produced using 80% wool and 20% nylon. There were a variety of technical factors that went into selection of the carpet such as the optimal pile height of the carpet to withstand the heavy foot-traffic the Convention Center will no doubt receive.

The team also recently replaced the existing fabric for the air wall dividers located in the Ballrooms and Meeting Rooms. All of the existing wood doors throughout the Convention Center were refurbished, and there are many future renovations to come in 2020.

## NAPLES - The Baker Museum Exhibitions Open



The Baker Museum exhibitions officially reopened to the public on December 1, 2019, after being closed for more than two years in the wake of Hurricane Irma.

Admission to The Baker Museum exhibitions were free for the month of December. The 2019-20 season of visual arts programming will showcase highlights of the museum's growing permanent collection and notable artworks on loan in exhibitions organized especially for the museum.

The visitor experience is heightened thanks to the dramatic changes to The Baker Museum designed by New York-based Weiss/Manfredi Architecture/Landscape/Urbanism. A renovated and more defined entrance to The Baker Museum guides patrons into an expanded lobby space and refreshed welcome experience. In addition, the new open and lushly landscaped Norris Garden is a tranquil and inviting gathering space for visitors, located between The Baker Museum and Hayes Hall.

"We are excited beyond measure to reopen The Baker Museum exhibitions," said CEO and President Kathleen van Bergen. "In a way, we are reintroducing The Baker Museum to many, and as a thank you to our community, it felt right to ensure free access to these stunning exhibitions in the month of December. We are so pleased to be once again operating with the full power of our multidisciplinary mission."

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## GEORGIA

### **ATLANTA - Connie Engel Appointed to Cobb-Marietta Coliseum and Exhibit Hall Authority**



The Cobb-Marietta Coliseum & Exhibit Hall Authority voted unanimously to appoint Connie Engel of Childress Klein to Post 7 at its meeting on December 4. Engel fills the unexpired term of Earl Smith, who is retiring.

Engel is a partner in the Atlanta Office Division of Childress Klein and has overseen development and leasing at the prestigious 2.3 million-square-foot Atlanta Galleria for over 30 years.

“Connie’s extensive knowledge of the Galleria area as well as her real estate experience will make her a great asset to the Authority,” said Jerry Nix, Chairman of the Cobb-Marietta Coliseum & Exhibit Hall Authority, the governing body for Cobb Galleria Centre, Cobb Energy Performing Arts Centre and ArtsBridge Foundation. “We are pleased to have her join our Authority, and we look forward to her future contributions to our mission of bringing economic impact and enhancing the quality of life in Cobb County.”

Engel’s wide-ranging community involvement includes being a board member of the Cumberland Community Improvement District, a trustee of the Kennesaw State University Foundation, and a director for Renasant Bank.

The Authority is made up of seven members. The member representing Post 7 is appointed by a majority vote of the other members.

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## LOUISIANA

### **NEW ORLEANS - New Hires/Promotions at New Orleans Ernest N. Morial Convention Center**

Over the past few months, the New Orleans Ernest N. Morial Convention Center has hired and promoted multiple individuals to fill vacancies on their outstanding team of venue managers. These new hires and promotions include:

- Kris Maleig - Director of Facility Management
  - Maleig is a 15-year veteran of the Convention Center, serving at multiple posts, including five years as a mechanic, three years as an HVAC Foreman,

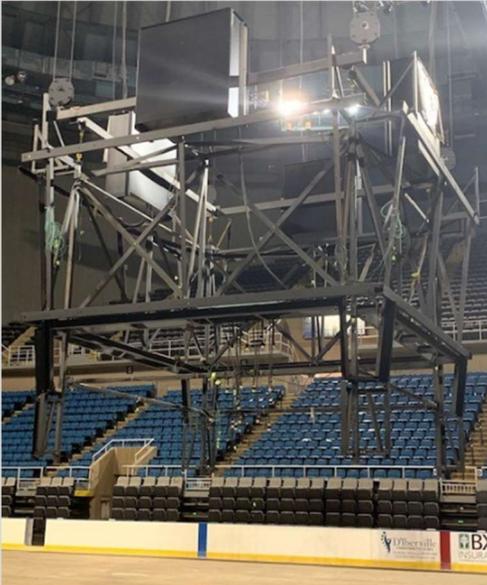
three years as HVAC and Kitchen Manager, and five years as the Building Operations Manager. Maleig first joined the ranks of the New Orleans Ernest N. Morial Convention Center in March of 2000 as an Equipment Mechanic. After five years, Maleig left the Convention Center to establish his own construction company where he used his skills to provide air conditioning and electrical installation and service to his customers. Maleig rejoined the Convention Center in August 2009 as the building's HVAC Foreman. After three years at that post, Maleig was promoted to HVAC and Kitchen Manager and was later promoted to Building Operations Manager.

- Gina Locatto - Special Events Sales Manager
  - For the past ten years, Locatto served as Production Sales Manager, where she focused her efforts on providing value to external customers via sales of the facility's production capabilities. A fifteen year veteran of the Convention Center, Locatto also held the positions of Sales Manager for the Washington, D.C. market area, and Executive Assistant, where she provided high-level administrative support to the Convention Center's executive leadership team.
- Mae Hill - Embedded Sales Manager
  - Hill joined the New Orleans Ernest N. Morial Convention Center as a sales manager in 2006, and was promoted to Senior Sales Manager in 2011. As the first fully-embedded Sales Manager for the facility, Hill will partner with her New Orleans and Company (formerly New Orleans Convention and Visitors Bureau) colleagues stationed in Chicago, where a substantial number of association and corporate headquarters are located.
- Austin Deeks - Ancillary Sales Manager
  - Deeks is stepping into this newly created role after eight years of service at the Convention Center. In 2011, Deeks served as a Production Technician, where he installed the audio-visual equipment for the Convention Center's clients. Seven years later, Deeks was promoted to Exhibit Services Coordinator, where he worked on the Convention Center's front lines, coordinating services for clients during shows, and tracking debits and credits for those clients at the end of an event.
- Eric LeBlanc - Creative Services Manager
  - LeBlanc began his tenure at the facility in 2007 as a Communications Coordinator, and was later promoted to Communications Specialist. In that role, LeBlanc provided graphic design, photography, and digital signage needs in support of the sales and communications departments.
- Taylor Passman - Assistant Production Manager
  - Passman joined the New Orleans Ernest N. Morial Convention Center team in 2011 as a Production Assistant, where he performed rigging duties for the facility's many shows and events, conforming his work to the newest safety standards. He stayed in that post until 2014, when he joined a United Nations Relief and Works Agency in Gaza City, Palestine as their Operations Officer for Emergency Food Relief. Passman rejoined the New Orleans Ernest N. Morial Convention Center in 2015 as its Production Technician.
- Kari Morehead - Special Events & Partnerships Coordinator
  - Morehead brings more than 15 years of experience in event planning and coordination to her new role. She began her career at the New Orleans House of Blues, where she coordinated appointments, leads, and other projects as their Special Events Sales and Logistics Coordinator. After 12 years in that position, Morehead moved on to become the New Orleans Museum of Art's Volunteer Coordinator and Visitor Services Associate.

Congratulations to all the newly hired and promoted New Orleans Ernest N. Morial Convention Center team members!

# MISSISSIPPI

## BILOXI - Numerous Upgrades Coming to the Mississippi Coast Coliseum and Convention Center in 2020



The installation of the Mississippi Coast Coliseum's new roof coating this summer is only the beginning of the upcoming improvements being made to the 42-year-old building. Within the next year, more upgrades are in the works, including an all new LED video scoreboard.

Following the scoreboard going up in late December, there are plans for new carpet to be installed in the entire Convention Center, a VIP Lounge and an all new production grid. The VIP Lounge is planned to be named 'The Locker Room' because the space was formally the locker room for the local hockey team. The VIP Lounge will give guests an upscale experience with a private bar and bathrooms. The new production grid will take the Arena setup capabilities to the next level, allowing the MS

Coast Coliseum to host bigger and better shows such as KISS, who will be performing in the arena in next year.

2020 is projected to be a big year for the MS Coast Coliseum. Visit their website at [mscoastcoliseum.com](http://mscoastcoliseum.com) to view their many upcoming events.

## TUPELO - BanCorp South Arena and Conference Center Expansion Underway



BancorpSouth Arena & Conference Center broke ground on its expansion project on October 24, 2019. The expansion is taking place more than 25 years after BancorpSouth Arena first opened its doors.

Opening on October 9, 1993, the facility continues to be a favorite stop among artists. The venue has

hosted numerous entertainment events boasting sellout crowds. In 1994, the facility was nominated for Best New Major Concert Venue in Pollstar Magazine, Best New Facility (7,000 to 12,999 seats) by Performance Magazine, and Best New Facility overall.

The expansion will include a new connection to the existing Conference Center, renovations to the Conference Center, a new VIP space, LED lights around a tower on the property, and renovations to the bathrooms inside of the Arena. The plan details 12 months for new construction and six months of renovation of the existing facility.

Construction has begun in the space between the existing Conference Center and the Arena. Concrete has been poured for the new VIP space, and work has begun inside the space. Steel has also gone up where the tower will be, as part of the connection between the two buildings. The expansion budget is \$15.2 million, and the project is expected to be completed in 2021.

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## NORTH CAROLINA

### **CHARLOTTE - Charlotte Regional Visitors Authority Venues Are Certified Sensory Inclusive**

The Charlotte Regional Visitors Authority (CRVA) has partnered with KultureCity to ensure a sensory-inclusive experience for each of the events hosted in its managed facilities. The new initiative promotes an accommodating and positive experience for all guests with a sensory issue who visit the Charlotte Convention Center, Bojangles' Entertainment Complex (BOplex, which includes Bojangles' Coliseum and Ovens Auditorium) and the NASCAR Hall of Fame.

"We are pleased to partner with KultureCity to ensure our team members are prepared to serve our guests with sensory needs," Tom Murray, Chief Executive Officer of the Charlotte Regional Visitors Authority, said. "As an organization, inclusion is one of the core values that drives us as we strive to deliver memorable customer experiences to each one of our visitors. Thanks to KultureCity, our team is now better equipped to do just that. The sensory bags and training give us more tools and resources to provide an enriching experience for anyone who visits our venues."

The KultureCity certification process entailed staff members at the facilities being trained on how to recognize those guests with sensory needs and how to manage a sensory overload situation. Sensory bags, equipped with noise-canceling headphones, fidget tools, verbal cue cards and weighted lap pads are available at each of the venues for guests who may become overwhelmed by the environment. The venues have also identified and marked quiet areas for those who may need a break from overstimulation or noise.

"Our communities are what shapes our lives and to know that the Charlotte Regional Visitors Authority is willing to go the extra mile to ensure that everyone, no matter their ability, is included in their community is amazing," said Dr. Julian Maha, Co-Founder, KultureCity.

Sensory sensitivities or challenges with sensory regulation are often experienced by individuals with autism, dementia, PTSD and other similar conditions. One of the major

challenges for these individuals is sensitivity to overstimulation and noise, which is a natural part of the environment in places like the Charlotte Convention Center, the BOplex and the NASCAR Hall of Fame.

Prior to attending an event, families can download the free KultureCity app and view what sensory features are available and where they can access them. The app also includes a “social story” which will provide a preview of what to expect at each venue.

## **CHARLOTTE - Groundbreaking Ceremony Held in Collaboration with the City of Charlotte to Kick Off the \$126.9 Million Project**



This past December the City of Charlotte, the Charlotte Regional Visitors Authority (CRVA), hospitality leaders and members of the community kicked off the expansion of the Charlotte Convention Center with a groundbreaking ceremony

including remarks from Mayor Vi Lyles and Tom Murray, CEO of Charlotte Regional Visitors Authority.

"Charlotte visitor spending hit a record \$7.4 billion in the region last year, and one in nine residents work in hospitality or tourism," said Murray. "The expansion of the Charlotte Convention Center is a response to the city's appeal as a visitor destination, with the goal of bringing business to the region, increasing Charlotte's competitiveness and solidifying our reputation as one of the premier meetings destinations in the Southeast."

A primary component of the \$126.9 million expansion will be a pedestrian bridge linking the new wing of the convention center to The Westin Charlotte hotel, the city's largest convention center hotel with more than 700 rooms. The pedestrian connectivity will be located along Center City's convenient LYNX light rail with access to an area termed "Stonewall Corridor," which is currently undergoing development as well. The architecture will boast a "jewel box" design element and have a similar feel to New York City's High Line.

"Expanding the Charlotte Convention Center is really an investment into the future of our tourism industry," said Mayor Vi Lyles. "We are excited to work with project partners to create a bigger and better convention center that will generate more meetings, trade shows, sporting events and gatherings of all kinds."

Additional updates to the configuration of the Charlotte Convention Center, which will celebrate its 25th anniversary in 2020, will allow for an increase in meeting rooms and soft spaces where attendees can network between sessions. The supplementary meeting room space will allow the center to house 55 individual breakout sessions at one time, with capacities ranging from 50 to 600 people theater-style per breakout. In total, the expansion will increase the capacity of the existing meeting level by 50,000 square feet, including:

- 26,000 square feet of breakout space comprised of 15 meeting rooms ranging from 940 to 2,600 square feet
- 24,000 square feet of pre-function space

- The ability to configure the Richardson Ballroom into four meeting rooms of 7,700 square feet each

As part of this project, the Charlotte Convention Center construction team has implemented a workforce development initiative benefiting local job seekers and employers, while contributing to Charlotte's and the Carolinas' economic stability and prosperity. The goal is to collaborate with organizations in the region that are already contributing to the development of Charlotte's workforce through an apprenticeship program to build a strong, diverse and skilled construction talent pool. The project is anticipated to be completed by late summer 2021.

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## PUERTO RICO

Please submit your news to [javmr5@gmail.com](mailto:javmr5@gmail.com)

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## SOUTH CAROLINA

### COLUMBIA - Staff Achievements at the Columbia Convention Center



Cheryl Swanson, vice president and general manager of the Columbia Metropolitan Convention Center (CMCC), was featured in the cover story of the January/February issue of the International Association of Venue Managers Facility Manager magazine. Swanson, who has extensive experience in venue management, brought her expertise to Experience Columbia SC in July of 2017.

"It's a great article and a tremendous honor to be recognized by her peers for an outstanding career in our industry," said Experience Columbia SC President and CEO Bill Ellen. "We are all proud to have Cheryl leading the CMCC team."

The FM article chronicles Swanson's entrance into the venue industry, her accomplishments and connections made along the way and her commitment to teach and influence those who represent the future of the industry.

"I've gotten to do some wonderful things, meet celebrities, Presidents of the United States, dignitaries, rode elephants, swung from a trapeze," Swanson told RV Baugus, senior editor of Facilities Manager magazine. "More importantly I got to share those experiences with amazing staff, wonderful colleagues, and mentors. I've been put in the path of incredible souls every step of the way and each one has had an impact on my life ..."

CMCC has continued to grow with Columbia in quality, performance and amenities offered to guests under Swanson's leadership. From hosting local and regional meetings to events on a national and international scale, the convention center is on par with some of the best convention centers in the country in terms of service.

"We are deliberate about providing the best experience for everyone who enters this building, and we have a qualified, dedicated staff," Swanson said during CMCC's 15<sup>th</sup> anniversary. "The exceptional services from sales, food service, events, operations, security and engineering continue to wow our clients from local events to national conferences and presidential candidates."

Director of Sales, Sarah Britt, also completed her CMP certification this past quarter.



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## TENNESSEE

### **NASHVILLE - Music City Center Announces Diversity Business Enterprise Vendor Excellence Award of the Year**



Music City Center hosted the 6th annual Diversity Business Enterprise appreciation breakfast on December 11 to celebrate its DBE vendors and suppliers. One outstanding vendor/supplier is presented with the Vendor of Excellence award, which went to Sunset Marketing this year.

"We are grateful for this recognition from MCC and I'm especially proud of our entire team at Sunset Marketing who continue to be a valuable, resourceful and trusted supplier," said Donna Wheeler, owner of Sunset Marketing.

Attendees were also provided with an overview of the previous and upcoming DBE events including the Proposal 101 workshop and Small and Diverse Business forum as well as future opportunities with MCC.

“The Music City Center values all of our DBE participants,” said Charles Starks, President/CEO of Music City Center. “We are a strong supporter of small, minority and women-owned businesses as we strive to help them succeed with their goals.”

If interested in doing business with the Music City Center, contact Jasmine Quattlebaum Director of Purchasing/DBE at 615-401-1445.

*Pictured above, left to right: Charles Starks, Donna Wheeler, Jasmine Quattlebaum*

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## **NASHVILLE - Music City Center Receives 2019 Leadership Awards from U.S. Green Building Council**

The Music City Center received two awards during the 2020 IMPACT Leadership Conference on January 30. The awards were the Overall Highest Score Award and the Carbon Emissions Reduction Award. MCC recorded the highest scores in energy, water, waste and transportation improvements within the state using the Arc performance platform over a 12 month period, as well as the highest reduction in carbon emissions.

“We have an amazing team that is committed to prioritizing sustainable practices in our day to day operations,” said Charles Starks, President/CEO of Music City Center. “We are honored to have received these awards from the USGBC and greatly value our partnership.”

The USGBC Tennessee IMPACT Benchmarking Challenge encourages buildings across the state to track energy, water and waste with the Arc performance platform. Participating buildings entered an initial set of building performance data in June 2019 and worked to improve their scores through operational upgrades before December 2019. The USGBC recognizes outstanding organizations each year that are leading the green building community.

“We offer a robust sustainability program within MCC, working closely with the team as well as with partners and the community to educate and empower them on sustainable practices,” said Everett Davis, sustainability coordinator of Music City Center. “We thank USBGC for its ongoing commitment in providing the resources to create and maintain green buildings.”

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# **VIRGINIA**

## **VIRGINIA BEACH - Courtney Dyer Retires From The Virginia Beach Convention Center**



Courtney has left a great legacy in Virginia Beach that spans over four decades and three convention facilities. He started his career as a teenager at the Virginia Beach Civic Center, better known as the "Dome". The Dome saw artists such as Ray Charles, The Rolling Stones, Jimi Hendrix and Stevie Wonder. Courtney was an Event Supervisor at the opening of the new Pavilion Convention Center in 1980 and soon moved up to Assistant General Manager and General Manager. Then he was an integral part of the opening of the current Virginia Beach Convention Center in 2005 where he has been General Manager for the last 15 years. Courtney was also active as an Emergency Medical Technician with the Virginia Beach

Volunteer Rescue Squad for many years and is still actively involved in their organization. Please join me in congratulating Courtney on an exceptional career! Virginia Beach would not be the great city it is without his influence over the years.

## **RICHMOND - Greater Richmond Convention Center Upgrades Security Camera System**



The Greater Richmond Convention Center, managed by Spectra Venue Management, is halfway through a \$335,000 upgrade of the security camera system that covers the 700,000-square-foot facility. When completed, the new Hanwha Wisenet WAVE system will include 77 additional cameras, 54 upgraded cameras and a central monitoring base console.

Meyers. "This new system provides higher-quality digital video feeds and enables security staff to easily customize the viewing experience."

"The safety of our guests at the Greater Richmond Convention Center is our top priority," said General Manager Michael

The Wisenet WAVE system includes the following features:

- An intuitive "drag & drop" tool to set up a display of live and recorded images on a single screen or video wall, with customizable layouts and sizes.
- Zoom windows which enable operators to zoom in to see close-up detail of any suspicious activity.
- Motion detection and video analytics support to generate alerts when user-defined incidents occur.
- A wide range of smart, keyword, calendar and preview search options to facilitate rapid retrieval of recorded video.

The project is expected to be completed by the end of this year.

## **RICHMOND - Greater Richmond Convention Center Hires Ken Miller as New Director of Operations and promotes Ben Kendrick to Maintenance Manager**



Ken Miller has joined the Spectra Venue Management team as Director of Operations. Previously he served as the Manager of Engineering and Life Safety for Westminster Canterbury, a senior living community serving nearly 900 residents. Miller lives in Henrico County and enjoys playing tennis when he's not overseeing projects at the GRCC.



Ben Kendrick was promoted to Maintenance Manager from Maintenance Electrician. Ben has been with Spectra at the Greater Richmond Convention Center for five years. When he's not at work, he enjoys spending time with wife Helena and their two-year-old daughter, Sophia.

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# **Allied News**

**EventBooking Welcomes Emma Schenkenberger as Client Success Specialist**



A leading software provider serving the events and venue industry, EventBooking has made a key hire to support the technology company's strategic growth and award winning client success team, naming Emma Schenkenberger as a Client Success Specialist.

Emma Schenkenberger is a Colorado native who studied Business Administration and Theatre Arts at Colorado State University. She went on to receive a dual MBA/MFA in Arts Management from the University of Alabama. Emma has worked in arts marketing, guest services, and was most recently part of the team that opened the Sandy Springs Performing Arts Center in 2018. She has been a member of the International Association of Venue Managers for 4 years and wants to continue creating value in the Venue Management

industry throughout her career.

With unmatched customer service and product support, EventBooking provides venue management and booking solutions to over 1,000 convention centers, performing arts centers, theatres, arenas, and stadiums world-wide. Steve Mackenzie, President of EventBooking, attributes their exemplary customer service to the quality of people they hire:

"We are extremely excited to have Emma join our team. As we continue our record-breaking growth at EventBooking, it's vital to our ongoing success that we have people of the highest caliber in key roles, and especially on our client success team. Emma is a tremendous asset to the team. I know our clients will love interacting with her as she assists them in their day-to-day roles using VenueOps."

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## List Announced as ASM Global Regional Booking Director for Southern Region



ASM Global, the leading provider of innovative venue services and live experiences, announced that Mitch List has been named as the company's Regional Booking Director, South.

In this newly appointed position List will be

responsible for overseeing the booking efforts for ASM Global's 24 venues in the Southern region which include such venues as The Altria Theater in Richmond, VA, N. Charleston Performing Arts Center, in South Carolina, Saenger Theater in Pensacola, FL, Plaza Theatre in El Paso, TX and the Terrace Theater in Long Beach, CA.

An experienced event services professional of more than eight years, List previously served as the assistant general manager for the Knoxville Civic Auditorium & Coliseum since 2016, where he oversaw all aspects of the venue including booking and programming, facility operations and event services such as box office, marketing and security.

“Mitch has done an outstanding job reintroducing the Knoxville Civic Auditorium & Coliseum into the community and industry and we are excited for him to apply his extensive network to book top artists and tours at our ASM venues throughout the region,” said Bob Papke, Vice President of Theaters, ASM Global.

List has booked top-rated performers such as Thomas Rhett, Lauren Daigle, Steve Martin and more as the assistant general manager of the Knoxville Civic Auditorium & Coliseum. In his first year in the position, he increased the number of concerts and tours by 35 percent followed by an additional 84 percent during his second year. He also recently oversaw an \$11 million renovation of the facility.

Originally from Hutchinson, Kansas, List earned his degree in sports management with a minor in business from Washburn University in Topeka, Kansas. He began his career at Kansas ExpoCentre in Topeka, Kansas as an event coordinator, and was later promoted to director of event services. List later served as interim general manager. In 2016, he was promoted to assistant general manager of the Knoxville Civic Auditorium & Coliseum and shortly after was the recipient of the 2018 Greater Knoxville Hospitality Association, Young Professional Emerging Leader of the Year.

## Farewell

**My name is Max Long and I have been your IAVM Region 5 newsletter editor for the past two years. I have thoroughly enjoyed this time learning about and sharing all of the amazing things our region has been doing for our industry and our communities. It has been my pleasure connecting with all of you and I am excited to introduce the new IAVM Region 5 newsletter editor, Rachel Caldwell. Rachel is a Senior Event Manager at the beautiful Georgia World Congress Center in Atlanta, GA. Please continue to send your news, job opportunities, and inspiring stories to [IAVMR5@gmail.com](mailto:IAVMR5@gmail.com), and continue doing all that you do to help move the world of venue management forward. Thank you and I wish you all the very best.**

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