



# INTERNATIONAL ASSOCIATION OF VENUE MANAGERS REGION 5



## A letter from the Director

Greetings Region 5 Members!

I am truly honored and humbled to assume the position of your Region 5 Director and representative to IAVM's Board. As a member of IAVM for more than four decades, I know the value of relationships in our organization. Those of you who helped me along the way are too many to list, but I thank you. I encourage those new to the industry to get to know others in Region 5. You'll find it reassuring and comforting to pick up the phone and call a colleague in another state to see how they handle an issue. Speaking of colleagues and relationships, take an opportunity to get to know Region 5's own Lynda Reinhart, Lionel Dubay's successor as Director of the Stephen C. O'Connell Center in Gainesville, FL, and Evelyn Ingram, Vice President of Sales, EventBooking in Knoxville, TN. Both of these fine women have been selected as 2018 Women of Influence by VenuesNow and will be honored in a few weeks at VenueConnect in Toronto. Please join me in congratulating these talented women of influence!

It isn't too late to register for VenueConnect. Toronto is a wonderful Canadian city and I hope you are able to attend. I look forward to seeing you there!

Best Regards,

Courtney Dyer

July 1, 2018

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**Are you interested in getting involved with IAVM Region 5? We are looking for volunteers to serve on the Region 5 Scholarship Committee! We are seeking representation from all venue types including stadiums, arenas, amphitheaters, fairgrounds, convention centers, performing arts, and universities. If you are interested or would like more information, please e-mail Karen Ehlinger at [karen.ehlinger@crva.com](mailto:karen.ehlinger@crva.com).**

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## **Region 5 IAVM Job Postings**

**Artis - Naples (Naples, FL) - Safety & Security Officer (full-time & part-time):** Assist with the development and implementation of programs fostering a safe and secure environment. Responsible for the safety and security of Artis-Naples patrons, guest artists and all team members. Accountable for positive internal and external patron relations.

For full job description and application information, visit [www.artisnaples.agileats.com/careers/](http://www.artisnaples.agileats.com/careers/).

**Music City Center (Nashville, TN) - Digital Media Coordinator:** Under the direction of the Director of Technology and working closely with the Director of Communications, this position will be responsible for establishing business with customers and advertisers, managing digital medial software and all platforms, conducting quality assurance with customers/advertisers including daily monitoring of digital signage, advertising information and customer communications, as well as coordinating the activities of service resources, monitoring industry usage and trends, and establishing annual business goals and budget.

**Music City Center (Nashville, TN) - Sales Manager:** Under the direction of the Vice President of Sales and Marketing, this position is responsible for the selling of meeting space, food and beverage and other related ancillary revenues for events of less than 900 sleeping rooms on peak night, to the national, regional, and location convention, tradeshow, and meetings market. Travel is required along with the insight and the understanding of meeting and convention/hospitality industry. Meeting quotas/deadlines as well as weekly, monthly, and quarterly production/reporting accountability are major components of this position.

**Music City Center (Nashville, TN) - Engineering Technician 1:** Responsibilities include: Event utility installations and dismantling. Responsible for daily building maintenance and repair including working knowledge of electrical and general facility maintenance. Strong diagnostic skills will be required to include blueprint reading and close attention to safety regulations.

For full job descriptions, requirements, and to apply, visit [www.nashvillemusiccitycenter.com/job-](http://www.nashvillemusiccitycenter.com/job-)

[opportunities.](#)

**Greater Richmond Convention Center (Richmond, VA) - Sales Manager (Outside Sales):** The Outside Sales Manager enhances the relationship between users of the convention center and Center staff. An Outside Sales Manager will spend approximately 60% of their time visiting existing and prospective new users of the GRCC in the local and regional marketplace.

**Greater Richmond Convention Center (Richmond, VA) - Assistant Parking/Box Office Manager (Full-time):** The Assistant Parking/Box Office Manager assists in managing all aspects of parking, box office and utility services operations.

For full job descriptions and application information, visit the employment page at [www.richmondcenter.com](http://www.richmondcenter.com).

**Please submit any job postings to [iavmr5@gmail.com](mailto:iavmr5@gmail.com)**

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## **Alabama**

### **MOBILE - SMG Mobile Recently Welcomed Two New Team Members**



Katherine Reeves, a graduate of Auburn University, is the newest Event Coordinator for the Mobile Civic and Convention Centers. Katherine has more than five years of experience in event management. She enjoys living and working on the Gulf Coast, and frequently takes advantage of all the outdoor recreation the area has to offer. She spends her free time working with local animal rehabbing groups and the Birmingham Audobon's Coastal Program.



Kenyetta Pope will serve as the new Box Office Manager. In addition to working for SMG-Mobile as a part-time cashier in the Box Offices since 2014, Kenyetta was formerly employed by Children's Rehabilitation Services for the past 13 years. She is a graduate of the University of Mobile and enjoys all things crafty, knitting, painting, and quilting. She works with the National Multiple Sclerosis Society and has been a team captain in local MS walks for the past ten years.

SMG-Mobile is excited to welcome both Katherine and Kenyetta to their growing team!

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## **Puerto Rico**

**Please submit your news to [iavmr5@gmail.com](mailto:iavmr5@gmail.com)**

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## **Florida**

**FORT LAUDERDALE - Jennifer Strum Joins Greater Fort Lauderdale/Broward County Convention Center as Marketing Manager**



SMG, the Operator of the Greater Fort Lauderdale/Broward County Convention Center, recently appointed Jennifer Strum as marketing manager at the 600,000-square-foot multipurpose facility.

"As we celebrate the Convention Center's most successful year in its 27 year history, we recognized the need to tell the story of our venue, emphasize our reputation of superior service, and take our marketing initiatives to the next level," said General Manager Mark Gatley. "We wanted to bring in an experienced marketing manager who could grow our brand, provide increased value and services to clients, and elevate our marketing partnership with the Greater Fort Lauderdale Conventions and Visitors Bureau (CVB) to further showcase Fort Lauderdale as a premier meeting destination."

In her new role, Strum will oversee the Convention Center's branding and communications strategies as well as the creation and launch of the venue's

modernized website. She will also provide marketing support to the venue's CVB partners and assist event planners with increasing sales and attendance through strategic digital communications, sponsorship activations and creative social engagement.

With more than 25 years of experience in sports and entertainment marketing, Strum joins the Convention Center from the HEAT Group at the American Airlines Arena, where she served as senior director of business development and arena promotions for 17 years. She previously served as director of catering sales and marketing for Levy Restaurants at the former Pro Player Stadium, now known as the Hard Rock Stadium. She also served as director of catering sales and marketing at Raintree Gold Resort and Country Club and catering sales manager at Pier 66 Hotel & Marina.

"I am thrilled to join the SMG team and work with such a talented group of professionals," Strum said. "With my background working for several of South Florida's leading sports, entertainment and event venues, I look forward to bringing championship-level marketing practices to grow event business and promote my hometown of Fort Lauderdale."

Strum is a graduate of Michigan State University. She resides in Plantation.

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## Georgia

**KENNESAW - Cutting-edge field rolled out at Fifth Third Bank Stadium**



When the Kennesaw State athletic teams take the field this fall at Firth Third Bank Stadium, they will do so on the first hybrid grass field in the western hemisphere after Georgia based Precision Turf installed the PlayMaster surface by Tarkett Sport last week.

PlayMaster is a carpet-based hybrid grass technology that offers fast installation, instant playability and the same natural grass feel. The innovative technology creates a divot-free surface to allow for excellent stability to help maintain the quality and safety of the field. Precision Turf grew a plot of the reinforced natural turf at its farm in Braselton, Georgia, and installed the product at the start of June.

"We're not just resting on the recognition the stadium has received; we're improving," said Zach Kerns, executive director of the KSU Sports Entertainment Park. "We want to be innovative at Kennesaw State and enhance the University's prominence, so we are taking the lead in implementing this state-of-the-art turf in the U.S."

PlayMaster features:

- A carpet-based technology that gives horizontal reinforcement to the natural grass of a pitch.
- Patented spray coating process onto the backing leaves ample room for drainage and oxygenation, and promotes optimal root penetration.
- In-house produced synthetic fibers reinforce the subbase, providing optimal resilience and resistance.
- Fibers are made of inert material and do not adversely affect natural grass.
- System provides superior tuft lock, preventing fiber release under harsh conditions, such as during renovations.

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## Louisiana

Please submit your news to [iavmr5@gmail.com](mailto:iavmr5@gmail.com)

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## Mississippi

### **BILOXI - Mississippi Coast Coliseum & Convention Center Selects Levy Convention Centers as New Hospitality Partner**

The Mississippi Coast Coliseum & Convention Center has selected Levy Convention Centers as the venues' new exclusive concessions, catering and hospitality strategy partner. The partnership represents a significant investment in making the Mississippi Coast Coliseum & Convention Center a must-visit place to experience the best tastes, shows, personalities and hospitality the Mississippi Gulf Coast has to offer.

"We were determined to make a massive investment in enhancing our experience for guests and show organizers, and elevating our hospitality approach was absolute top priority," said Matt McDonnell, Executive Director of the Mississippi Coast Coliseum & Convention Center. "Levy is the absolute best in the business at creating incredible culinary and beverage service at venues like ours, and we're thrilled to partner with them to reimagine the taste and experience of the Mississippi Coast Coliseum & Convention Center."

"The Mississippi Gulf Coast is one of the most beautiful regions in the country, and the Mississippi Coast Coliseum & Convention Center has paired that beauty with a rich hospitality tradition to create a truly spectacular guest experience," said Andy Lansing, President and CEO of Levy. "Our team is already fully immersed in the local culture and is focusing on incorporating fresh Gulf Coast cuisine, ingredients and purveyors, and bringing an incredible variety to our premium hospitality areas."

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## **North Carolina**

**Please submit your news to** [iavmr5@gmail.com](mailto:iavmr5@gmail.com)

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## **South Carolina**

### **SPARTANBURG - Spartanburg Memorial Auditorium Welcomes Kate Tkach**



The Spartanburg Memorial Auditorium is excited to announce Kate Tkach as the new full time Marketing contact for the venue. Kate is a recent graduate of the Sport and Entertainment Management program at the University of South Carolina, and she now manages the Auditorium's Marketing and Facility Operations.

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## **Tennessee**

### **KNOXVILLE - SMG Knoxville Receives Two Greater Knoxville Hospitality PAULY Awards**



SMG Knoxville received a PAULY award for Community Service (Tourism Property) of the Year. The Greater Knoxville Hospitality Association (GKHA) announced the award by saying, "Community Service is the culture within this organization and they are a committed team. Along with service in multiple leadership roles throughout the community, the full time staff continue to volunteer for a myriad of non-profit organizations. The list of non-profits who have benefitted from the team's services is long and varied. It breaks down to 2,043 hours volunteered in 2017, an increase of 321 hours from the previous year. While servant leadership and volunteerism is their culture and these things are no small feat, it is amazing this can be accomplished while increasing bookings at each facility." Mary Bogert, SMG Knoxville's General Manager, accepted the award on behalf of the team. "We are truly honored to receive this award," Bogert beamed. Knoxville is an incredible place which makes it an absolute pleasure to be able to give back."



Additionally, the PAULY Award for Young Professional Emerging Leader was awarded to SMG Knoxville's own Mitch List. List serves as the Assistant General Manager at the Knoxville Civic Auditorium & Coliseum. "He leads by example," GKHA said of List, "and will get in the trenches and make sure things get done. The staff has a tremendous amount of respect for him. He knows the business of entertainment and hospitality and ensures that guests and customers enjoy the experience and leave wanting to come back. Under his leadership, bookings have increased by over 50%, and customer and attendee feedback is at an all-time high. Where there is more business, there are jobs. He has increased the workforce by over 45%. The building's mission when built was to provide jobs for local Knoxvilleans. Thanks to people like Mitch List, it is still living up to that goal."

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## **Virginia / Washington / Maryland**

**RICHMOND, VA** - The Greater Richmond Convention Center has received the 2018

TripAdvisor Certificate of Excellence. Now in its eighth year, the achievement celebrates hospitality businesses that have consistently achieved great traveler reviews on TripAdvisor over the past year. Certificate of Excellence recipients include event venues, accommodations, restaurants and attractions located all over the world that have continually delivered a quality customer experience.

"The Spectra team at the Greater Richmond Convention Center is excited that TripAdvisor has given us this recognition for the third year in a row," said Michael Meyers, Spectra's general manager at the GRCC. "Since the Certificate of Excellence is based on customer reviews, the achievement is a big vote of confidence in our work and in the staff's commitment to our clients, guests and partners."

"TripAdvisor is excited to announce the recipients of the 2018 Certificate of Excellence, which celebrates businesses that have consistently received strong praise and ratings from travelers," said Heather Leisman, vice president of industry marketing, TripAdvisor. "This recognition allows us to publicly honor businesses that are actively engaging with customers and using feedback to help travelers identify and confidently book the perfect trip."

The Certificate of Excellence takes into account the quality, quantity and recency of reviews submitted by travelers on TripAdvisor over a 12-month period. To qualify, a business must maintain an overall TripAdvisor bubble rating of at least four out of five, have a minimum number of reviews and must have been listed on TripAdvisor for at least 12 months.



Linné Diiorio, CMP, director of sales & marketing at the Greater Richmond Convention Center, was recently installed as the Meeting Professionals International Virginia Chapter President. The Virginia Chapter of MPI was chartered in 1986. The chapter consists of over 180+ meeting planners, hotel representatives and other suppliers. Meeting Professionals International (MPI) is the largest meeting and event industry association worldwide.

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## **Allied Member News**

**EventBooking - Evelyn Ingram names Woman of Influence**



Evelyn Ingram, VP of Sales at EventBooking, has earned a spot among the five Women of Influence named this year by *VenuesNow Magazine*. She joins an illustrious group of 42 previous winners who have had a positive impact on this industry. When notified of the award and asked about highlights in her career, she did not hesitate: "The highlight is meeting with peers at conferences. That's the most valuable aspect to anything I've done - the relationships. Every occasion to get together with my peers is exceptional." The awards will be presented during the Women of Influence reception at IAVM's VenueConnect conference in Toronto on July 24th.

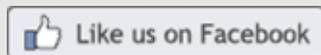
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## Our Facebook Got A Facelift!

Check out the newly-updated IAVM Region 5 Facebook page! While the newsletter is sent once a month, our Facebook page will be updated throughout the month with exciting news, pictures, job opportunities and more. Click the "Like us on Facebook" button below or go to [Facebook.com/IAVMRegion5](https://www.facebook.com/IAVMRegion5) and "Like" us now!

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