



INTERNATIONAL ASSOCIATION OF VENUE MANAGERS REGION 5



A letter from the director

Registered for our Super Regional meeting yet? Courtney Dyer and his committee are putting together a fantastic mix of educational, networking, and entertainment offerings that will engage every attendee. In addition to being a valuable resource for our members, this meeting is the main source of income for the region. We use the revenue to fund scholarships for Region 5 members who wish to attend Venue Management School and other IAVM programs but don't have the budgets to make it happen. Given that we're partnering with Regions 1, 2, & 3 this year, we are sharing the conference proceeds on a prorated basis. The more attendees we have from Region 5, the higher our share will be. So if you haven't made your reservations for Lexington on April 22-24, click [here](#) now!

Sincerely,

Todd Hunt

March 1st, 2018

IAVM Committee Call for Volunteers



Dear IAVM Member,

Volunteers are at the heart of what we do, and it is only because of the time and knowledge our volunteers contribute that we are able to fulfill our mission. We hope, therefore, that you will consider responding to this **Committee Call for Volunteers**.

As a volunteer, you will be making a difference to this industry, and giving back to other members. We hope you will also get value out of your service, making connections with other IAVM leaders and learning about the issues that face us all.

Among the many volunteer opportunities is service on one of the association's committees. IAVM has two types of committees: board committees and management committees. A board committee helps the board do its work, of oversight, strategy and member engagement. Management committees help IAVM's management do its work, of meeting the board's goals and effectively operating the association to the benefit of our members.

Below, you will find the list of opportunities available. To volunteer, [CLICK HERE!](#)

Even if you currently serve on a committee and wish to continue, you must indicate your interest on this application to be considered for renewal as all committee appointments have one year terms and term limits. You may indicate your interest for no more than three committees, so please make sure that you rank your choices with 1 being your highest preference. Finally, given the level of interest in service, we can generally only place you on one committee with some exceptions, such as the Industry Affairs Committee, which is partially filled by specified representatives (sector directors of the board, for example).

The deadline to respond to the Committee Call for Volunteers is March 9, 2018; appointments to board committees will be made by the First Vice Chair, while appointments to management committees will be made by the CEO in consultation with the committee chairs and vice chairs. Volunteers will be notified of their committee assignment by the end of May.

IAVM welcomes your expertise and commitment to our active and talented group of volunteers. Should you have any questions, please do not hesitate to contact [Rosanne Duke](#).

WE WANT YOU!

Do you want to become involved in IAVM Region 5? Do you want to meet colleagues who share your passion for our industry? A great way to achieve your goal is to sign up for a Region 5 committee. You will receive far more than you give and make some incredible friendships to boot! You won't be sorry, so complete the form today and return as directed.

Download the 2018 Volunteer Form

Region 5 IAVM News

SAVE THE DATE

- April 22-24, 2018 -

After a great meeting in New Orleans this past spring, Region 5 is joining Regions 1, 2, & 3 for what is billed as a **Super Regional Meeting** in **Lexington, Kentucky**.

The planning committee has been working in the background to provide you with a great opportunity to network and learn. We've got a great site, a reasonable hotel deal and a wonderful City Region 5 has never been to. If you have any program topics of interest, please share them with Courtney Dyer, CFE at cdyer@vbgov.com and he'll pass along to the planning committee.

Region 5 IAVM Job Postings

Woodruff Arts Center (Atlanta, GA) - Event Sales Manager

The Event Sales Manager is responsible for soliciting, contracting and coordinating events for the Woodruff Arts Center including the High Museum of Art with a primary focus on social events, weddings, non-profits and the education market.

For full job description and application information, visit the employment page at <https://www.woodruffcenter.org/jobs/event-sales-manager-regular-full-time/>.

Pensacola Bay Center (Pensacola, FL) - Building Engineer

Under the direct supervision of the Chief Engineer, the Building Engineer is responsible maintaining all facility

equipment and infrastructure, including HVAC, Ice Plant, plumbing and electrical; lighting and climate control systems, and Fire Suppression Systems.

For full job description and application information, visit the employment page at <https://recruiting.adp.com/srccar/public/RTI.home?c=1152751&d=ExternalCareerSite&r=5000306500606#/>.

Pensacola Bay Center (Pensacola, FL) - Maintenance Technician

The Maintenance Technician is responsible for assisting with the maintenance of all facility equipment, including HVAC, plumbing and electrical; lighting and climate control systems, and Fire Suppression Systems. Also maintains doors, hardware, floors, walls, etc.

For full job description and application information, visit the employment page at <https://recruiting.adp.com/srccar/public/RTI.home?c=1152751&d=ExternalCareerSite&r=5000306487406#/>.

Please submit any job postings to iavmr5@gmail.com

Alabama

MOBILE - The SMG-managed Arthur R. Outlaw Mobile Convention Center has undergone a number of capital improvements over the past year. Lighting in several meeting rooms and adjacent prefunction space was updated to LED. Audio was boosted in three meeting rooms with new amplifiers. The North and South Exhibit Hall restrooms were renovated with new tile, paint, hands free dispensers and LED lighting. Extensive work was completed in the parking garage, including power washing, restriping, and replacement of the piping and sprinkler heads. New dry pipe valves that include accelerators, tamper and pressure systems were also installed. New carpet was installed in all passenger elevators and all event staff was outfitted in new uniforms. Additionally, the Wi-Fi system was upgraded by installing new fiber in the building, increasing our processing power by 100 times. By replacing existing access points and adding additional points, our Wi-Fi speed increased from 2.4 GHz to 5GHz AC. More information about the Mobile Convention Center can be found at www.mobileconventions.com.



Puerto Rico



SAN JUAN - The Coliseo de Puerto Rico recently promoted Ariana Candelario to the position of Executive Assistant. Ariana started working for Coliseo as a VIP Concierge and gained experience working at the Box Office, VIP and Finance departments, and on other various projects. Ariana clearly deserved this promotion with her skill set, commitment and determination.

Florida

NAPLES - The Artis-Naples Board of Directors and CEO and President Kathleen van Bergen announced today a bold, multi-year master plan designed by New York based Weiss/Manfredi Architecture/Landscape/Urbanism for the Kimberly K. Querrey and Louis A. Simpson Cultural Campus.

The organization also provided an update on its Future-Forward Campaign for Cultural Excellence. To date, more than \$50 million has been committed toward the effort, including more than \$40 million from the Artis-Naples' Board of Directors. The campaign goal has been set at \$150 million to accomplish the master plan.



The campaign focus now shifts to capital projects, with \$25 million launching the campus expansion and repairing The Baker Museum, which was damaged during Hurricane Irma. Elements of the complete master plan include ascending outdoor terraces with green space, which create a social heart of the campus, as well as new interior spaces for social interaction, performance and learning. The design enhances Artis-Naples' multidisciplinary mission in that it creates a connected campus conducive to performance, the visual arts and education.



For full details, click [here](#).

FORT LAUDERDALE - The Greater Fort Lauderdale/Broward County Convention Center has successfully earned LEED® recertification, maintaining its LEED for Existing Buildings Gold status. Developed by the U.S. Green Building Council (USGBC), Leadership in Energy and Environmental Design (LEED) is the foremost program for buildings that support improved environmental and human health performance.

Owned by Broward County and managed by SMG, the Greater Fort Lauderdale/Broward County Convention Center was the first convention center in Florida and the third in the nation to earn LEED Gold. The Convention Center's initial certification in 2012 and its recertification in 2018 were a result of the extensive collaboration between Broward County and SMG. The two have been partners in the Convention Center's operation for more than 25 years.

"Since first earning LEED Gold in 2012, our team has been steadfast in implementing and maintaining environmentally friendly business practices including saving water and energy, increasing recycling and waste diversion efforts, and conducting sustainable purchasing," said SMG Sustainable Programs Manager Julia Johnson, the Convention Center's full-time LEED AP+ Professional. "Our facility continues to exceed LEED standards for healthy, efficient and environmentally responsible buildings."

Among the Convention Center's green initiatives are: water conservation through low-flow plumbing fixtures that reduce water consumption; landscaping consisting of native, drought-resistant plants and an efficient micro-drip system, which provides precise irrigation and prevents over-watering; energy-efficient lighting that reduces heat and conserves energy; upgraded air-handling and ventilation systems that enhance indoor air quality and use less power; and temperature and lighting controls that regulate energy usage.

Additionally, recycling at the Convention Center increased from 8 percent in 2009 to 78 percent in 2017. Its food and beverage department, SAVOR Fort Lauderdale, practices energy-efficient food preparation and purchases locally grown ingredients when possible. Leftover food is donated to local food banks and all organic waste is disposed of in an Eco-Safe® Digester, resulting in almost no organic waste in landfills.

"Achieving LEED certification is more than implementing sustainable practices. It represents a commitment to making the world a better place and influencing others to do better," said Mahesh Ramanujam, president and CEO of USGBC. "Given the extraordinary importance of climate protection and the central role of the building industry in that effort, SMG demonstrates their leadership through their LEED certification of the Greater Fort Lauderdale/Broward County Convention Center."

For more information about the Greater Fort Lauderdale/Broward County Convention Center, visit www.ftlauderdalecc.com.

FORT LAUDERDALE - SMG, the operator of the Greater Fort Lauderdale/Broward County Convention Center, recently welcomed Renee Browning as Assistant General Manager and promoted Ashley York to Director of Event Services at the 600,000-square-foot multipurpose facility.

Assistant General Manager Renee Browning

With more than 25 years of experience in the hospitality industry, Browning joins the Convention Center from Birmingham Jefferson Convention Complex in Birmingham, Ala., where she served as Assistant Director of Sales. In her new position, she will oversee sales initiatives between the Convention Center and the Greater Fort Lauderdale Conventions & Visitors Bureau.

Browning is a returning team member of SMG, having previously overseen the sales and marketing initiatives for 17 facilities in SMG's Convention



Center Division as Regional Director of Sales and Marketing.

"Renee's extensive experience in the meetings and conventions industry is an undeniable asset for our team," said Greater Fort Lauderdale/Broward County Convention Center General Manager Mark Gatley. "We are excited to welcome Renee to Fort Lauderdale and look forward to sharing many successes."

Browning is a graduate of Northwestern State University. She served on the Board of Directors for the Alabama Travel Council and Southeast International Association of Exhibitions and Events. She resides in Fort Lauderdale with her golden retrievers, Thor and Max.

Director of Event Services Ashley York

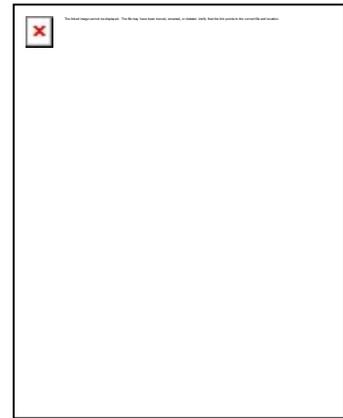
Ashley York joined the SMG team as an event manager in 2012, working her way up the ranks to Senior Event Manager in 2017. In her new position as Director of Event Services, she will lead a team of four event managers, oversee event planning processes and logistics for a variety of large-scale clients, and ensure the success of meetings and conventions hosted at the Greater Fort Lauderdale/Broward County Convention Center.

"Ashley navigates her leadership role with skillfulness and poise beyond her years. Her colleagues continue to be inspired by her enthusiasm and commitment to making our facility one of the most sought-after destinations for meeting planners around the world. We're truly lucky to have her," Gatley said.

With more than 10 years of experience in the hospitality industry, York has managed event services at the Littlejohn Coliseum at Clemson University, Clemson University Conference Center & Inn, the Palm Beach County Convention Center and the International Association of Venue Managers (IAVM).

She is currently enrolled in IAVM's Venue Management School (VMS), one of the best professional education programs available for venue managers. The VMS program spans two years and the curriculum covers event management, marketing and advertising, crowd management, the guest experience, leadership and image, cost control, risk management and insurance and strategic business planning. She will graduate from the VMS program this year.

York earned her Bachelor of Arts degree from Clemson University and resides in Fort Lauderdale.



Georgia



**ATLANTA -
COBB GALLERIA CENTRE & COBB ENERGY
PERFORMING ARTS CENTRE WELCOME NEW
DIRECTOR OF FOOD & BEVERAGE**

The Cobb Galleria Centre and Cobb Energy Performing Arts Centre welcome Susan Burchell as Director of Food & Beverage. In her new role, Burchell will provide strategic leadership and execution of the company's food and beverage concepts.

"Susan's background and credentials distinguish her in the industry," said Michele Swann, General Manager & CEO of the Cobb-Marietta Coliseum & Exhibit Hall Authority. "With her guidance, we are excited about the future, promoting the highest food and beverage experience, and focusing on innovation and excellence in service."

Burchell was promoted to Director of Food & Beverage after serving as Director of Operations at the Cobb Energy Centre. Prior to that Burchell was the General Manager of Proof of the Pudding at the Georgia International Convention Center and Director of Event Services at the Cobb Galleria Centre.

Louisiana

NEW ORLEANS - Michael J. Sawaya, the New Orleans Ernest N. Morial Convention Center's new President/General Manager, began his tenure in his new position on February 19. Sawaya was chosen by the Ernest N. Morial New Orleans Exhibition Hall Authority, the governing board of the convention center, from a deep field of experienced candidates after the Center's previous General Manager, Bob Johnson, retired in September 2017 after ten years at the post. In his first address to employees of the New Orleans Ernest N. Morial Convention Center, Sawaya introduced himself, his family, and his background, and shared an optimistic outlook for the future of Louisiana's leading economic engine. Sawaya emphasized his experience as a 40-year veteran of the hospitality industry, and praised the rich history and culture of New Orleans.

"I am thrilled at the opportunity to lead the New Orleans Ernest N. Morial Convention Center and to become a part of the New Orleans community," said Sawaya. "New Orleans's storied reputation as a world-class city and convention destination make it the ideal fit for me and my family, and I am excited about the future course that we will execute together."

Previously, Sawaya served as executive director of the Convention and Sports Facilities Department for the City of San Antonio. In his previous role, Sawaya oversaw operations of the Henry B. Gonzalez Convention Center, Lila Cockrell Theatre, Alamodome, and more. That experience will serve the New Orleans Ernest N. Morial Convention Center well as work begins on the next chapter of the Linear Park Project, an initiative to further expand the capabilities of the New Orleans Ernest N. Morial Convention Center.



Mississippi

Please submit your news to iavmr5@gmail.com

North Carolina

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South Carolina

FLORENCE - Florence Center holds ribbon cutting for newly expanded space

"We're at the Center" is the motto for the newly branded Florence Center.

Employees and executives from the Florence Center joined ambassadors from the Greater Florence Chamber of Commerce to hold a ribbon cutting last month to celebrate the opening of the expanded facility that features 25,000 additional square feet of space.

Paul Beard, general manager of the SMG-managed Florence Center, said he was excited to officially open the new expansion. "This is phenomenal," Beard said. "The economic impact of our existing building was \$42 million, and those funds help to drive what's going on downtown as well as in the hospitality district. This puts heads in beds every time we have an event. With us being here in the intersection of I-95 and I-20, we are

literally almost the dead center geographically of New York and Miami."

Construction for the expansion of the facility began in early 2017 and cost \$16 million. The expanded facility includes an 8,000-square-foot courtyard, a 5,000-square-foot kitchen and 8,000 square feet in subdividable meeting space. The expansion offers six different meeting rooms and a junior grand ballroom, which brings the total amount of space to 75,000 square feet. Each room has large LED projectors, and the audio systems come with hearing-aid technology for those who might be hearing impaired. The center also updated the outside of the facility with a new paint job and color scheme, along with a new logo and brand identity.

Nick Hooker, Director of Marketing at the Florence Center, is excited about the new brand. "It's been over a year of progressing watching it being built," Hooker said. "Today is just an exciting day. We're really excited to be officially kicking off the new space. The new space is fantastic and, with our 25th anniversary which is happening now, it was really time to take the center to a new level. We look forward to continuing to grow with Florence."

"We're much more than a civic center," Hooker said. "A lot of people have a small town connotation to 'civic center,' but we're way more than that. ...we have an arena, and yes, we do entertainment, but we also have social events and are a major driver for the economic impact of our area. Our brand's new message is: 'Meet, Plan, Experience.' We're a full-scale conference and events center offering three major types of industry: business, social and entertainment."

Tennessee

Please submit your news to iavmr5@gmail.com

Virginia / Washington / Maryland

RICHMOND, VA - Mothers will find feeding their babies easier and more convenient at the Greater Richmond Convention Center with the opening of the VCU Health Lactation Lounge. The GRCC is the only convention center in the Commonwealth of Virginia to offer a permanent lactation lounge for guests. The lounge is sponsored by VCU Health as part of its commitment to supporting mothers who want to breastfeed their babies.

"Previously, we worked with clients to help accommodate mothers by designating temporary space as needed," said Michael A. Meyers, Spectra's General Manager of the GRCC. "We're very pleased to partner with VCU Health to designate a permanent lactation room that will benefit more visitors."

"By creating the Lactation Lounge at the GRCC, we support mothers in their goal to breastfeed, giving their babies the best start in life," said Valerie Coleman, Head of Lactation Services for VCU Health. "We are thrilled that the GRCC recognizes the need for this type of space and hope that venues across the Commonwealth will follow their lead, joining our efforts to improve the health of our moms, babies and families."

The VCU Health Lactation Lounge, located in the GRCC's Ballroom Building, features comfortable seating, a table, power supply for pumping, nursing pads and easy access to restrooms. When the lounge door is closed, it can be locked from the inside and displays an "occupied" message on the outside.

Allied Member News



Creating the Science of Facility Management
Facility Operations, Evaluation & Analysis

Venue Solutions Group (www.venuesolutionsgroup.com), an industry leader in operational consulting to the public assembly facility industry, is pleased to announce that registration is now open for the 2018 Venue Operations Summit (www.venueopssummit.com) taking place in Nashville, TN April 29-May 1, 2018. VOS is the premier conference for our industry's operations and engineering professionals. This year's topics include leadership, risk management in housekeeping, vertical transportation maintenance, electrical system management, establishing KPI's, venue-specific Town Halls, life safety, and much more. Regardless of venue type, attendees can be assured of a program that will provide actionable information to assist you in your facility responsibilities, along with very valuable networking opportunities.

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