

## Rob Price

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**From:** IAVM Region 5 <iavmr5@gmail.com>  
**Sent:** Monday, October 1, 2018 2:38 PM  
**To:** Rob Price  
**Subject:** Your Region 5 monthly newsletter is here! - October 2018 -

**Categories:** Web Updates



# INTERNATIONAL ASSOCIATION OF VENUE MANAGERS REGION 5



## A letter from the Director

Greetings Region 5 Members!

Hear the news? IAVM's Venue Management School has a new home, and it's in Region 5! After considerable thought and evaluation, the VMS Board of Regents has found a new venue in Wesley Chapel, Florida at Saddlebrook Resorts. According to Board Chairman Todd Hunt, "Saddlebrook offers us everything we could ask for in a host venue and more. An easily accessible destination that still allows the school to be the focus of attention, with modern accommodations/meeting facilities and fantastic food. The fact that it's in Region 5 makes it event better!" This opens a new chapter to inspire tomorrow's leaders in our association, a place upon which to anchor their careers and a place for memories to be formed and relationships made. I know this was the case for me in 1995 and I can only hope that others have the same opportunity. While many of us have fond memories of Oglebay, let there be no doubt that those same memories will be formed in Wesley Chapel. For some, VMS represents a fiscal hardship, so I encourage venue managers to make funding VMS a priority for those

promising staff members dedicated to venue management. When funding isn't available, I encourage members to apply for one of two scholarships Region 5 offers to VMS. Through the generosity of our allied members' sponsorships, we are able to make two sponsorships available.

If you haven't already done so, please make sure to save April 7-9, 2019 for the Super Regional Meeting in Daytona Beach. Your Region is hosting the meeting this year and planning is well underway. Have an idea you think would be of interest on the program? Please, let Brandi Quick, CVE and myself know. She and I are chairing the program committee and we are looking for content. We've got some useful sessions in store, but are also looking for more. Contact [cdyer@vbgov.com](mailto:cdyer@vbgov.com) or [b.quick@dittolanding.org](mailto:b.quick@dittolanding.org).

Best Regards,

W. Courtney Dyer, CVE

October 1, 2018

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## Region 5 IAVM Job Postings

**Classic Center (Athens, GA) - Ticketing Services Manager:** The Ticketing Services Manager is a full time position and is essential in the daily ticketing operations within The Classic Center. Responsibilities include communication with clients, for both internally and externally promoted events, to determine needs in a professional, detail-oriented manner. Ticketing Services Manager is acting supervisor of part time Ticketing Services Supervisor, as well as, part time Ticketing Representatives. Position interviews, schedules and hires part time staff, as well as monitors performance to provide ongoing professional development. This position will support the department to execute ticketed and non-ticketed events. Administrative duties include advanced reporting, preparation of monthly and/or event related settlement paperwork, processing invoices, managing balances and monitoring system payments.

Ticketing experience preferred. Send cover letter and resume before September 14 to Christina Garmon at [christina@classiccenter.com](mailto:christina@classiccenter.com).

**Pensacola Bay Center (Pensacola, FL) - Senior Marketing and Sales Manager:** SMG, the leader in privately managed public assembly facilities, is seeking an experienced individual to join a dynamic team at the Pensacola Bay Center to promote all concerts and shows coming to our venue. We are looking for a knowledgeable and passionate music lover who is resourceful, motivated, committed, innovative, and approaches everything with a positive attitude. Senior Marketing and Sales Manager will be responsible for marketing concerts and shows at Pensacola Bay Center including working with media partners, creating social media content and promotions, implementing creative ideas to support artist and tour marketing efforts, driving ticket sales and working with the Business Development Manager to continue developing Pensacola Bay Center brand.

For a full job description and application information, visit the employment page at [pensacolabaycenter.com](http://pensacolabaycenter.com) or [smgworld.com](http://smgworld.com).

**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.

For full job description and application information, visit the employment page at

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

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## Alabama

**MOBILE** - SMG-Mobile recently welcomed Tasha Stowers as our newest Event Coordinator for the Mobile Civic and Convention Centers. Tasha has lived in the Mobile area for more than 25 years after moving from Central Oregon to attend the University of South Alabama. Prior to joining our staff, she served as the Sales and Event Manager for the Gulf Coast Exploreum and the Sales and Marketing Manager for WildNative Tours. With more than 20 years of experience in the food and beverage industry, Tasha is a fantastic addition to our team.



The City of Mobile recently unveiled its newest attraction, a floating dock on the Mobile River. The entry to the dock is located between the Mobile Convention Center and GulfQuest maritime museum in Cooper Riverside Park. The dock will provide a landing for tour boats operated by WildNative Tours. In the words of Mobile Mayor Sandy Stimpson, "The new floating dock will connect our citizens and

visitors to the Port of Mobile, Mobile Bay and the Delta." Any vessel less than 70 feet in length can use the dock if they are properly certified by the U.S. Coast Guard to carry passengers.

Lastly, thanks to the generosity of the non-profit Friends of the Saenger organization, SMG and the Saenger Theatre were able to purchase and install two new Midas Pro 2 digital sound consoles, along with the equipment to operate them. Additionally, 12 new microphones were added to the Saenger's inventory. We were also able to upgrade our 12-year-old projector with a state-of-the-art digital HD laser projector. All of these improvements will allow us to operate at a higher level, attract major artists to our venue, and enhance the event experience for our patrons.

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## Puerto Rico

**SAN JUAN - Wisin & Yandel, famous Reggaseton Duet announces eight sold out shows during press conference**

This dynamic duo established a new record at Coliseo de Puerto Rico, by selling out eight shows in 48 hours! They now hold the new record at the COLiseo for the most consecutive shows sold out. They have a total of eight presentations all scheduled in December.



*Left to right: Eduardo Cajina, Coliseo's GM; Wisin; Yandel; Paco Lopez; Promoter Josean Arroyo, Ticketpop*

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## Florida

### DAYTONA BEACH - Ocean Center Promotes Tim Buckley



Tim Buckley, a 15-year employee of the Ocean Center, has been promoted to director of sales and marketing.

Buckley joined the county-owned convention center's staff in 2003 as an event coordinator and was later promoted to sales manager.

"We interviewed several very good candidates and were impressed with Tim's vision for our marketing efforts," said Tim Riddle, deputy director for the Ocean Center. "He has an in-depth understanding of all the facets involved in event booking, planning and execution that are invaluable in leading a sales team."

Riddle added that Buckley also has a "great understanding of the local market and has long-standing relationships with partner organizations including the Daytona Beach Area

Convention and Visitors Bureau and area hotels that are critical to our success in gaining room-night business for the region."

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## Georgia

## **ATLANTA - Georgia Dome's Historic Status Officially Marked**

Although the Georgia Dome became relegated to history when it was imploded on Nov. 20, 2017, its storied role as an economic, architectural and cultural icon was commemorated Sept. 6 as the Georgia Historical Society (GHS) unveiled its latest Business History Initiative (BHI) historical marker at the site of the Dome's former Gate B, overlooking the new Hope Depot Backyard next to the Dome's successor, Mercedes-Benz Stadium.



"GHS is excited to highlight the huge role that the Georgia Dome played in shaping not only the physical landscape of Atlanta, but also the cultural and economic landscape of the city and the state of Georgia," said W. Todd Groce, President and CEO of the Georgia Historical Society. "From its beginnings as an architectural marvel, to its role as a host site during the 1996 Olympic Games and the home of the Atlanta Falcons for 25 seasons, the Georgia Dome's legacy will be ensured for future generations through this new historical marker."

"Each year the GHS selects iconic companies and institutions as honorees of the prestigious Georgia Business History Initiative.

"The Georgia Dome forever changed the multi-purpose venue landscape and brought Atlanta the recognition it deserved; proving that no other city executed back-to-back-to-back nationally prominent sporting events like Atlanta," said Frank Poe, Executive Director of the Georgia World Congress Center Authority (GWCCA). "Likewise, it changed the state of Georgia's cultural, architectural and economic landscape. This marker will serve as a reminder of the Dome's profound impact, and we are honored to pay tribute to her legacy."

## **ATLANTA - Beloved Atlanta Ambassador Force Member Grateful for Chance to Retire**



After battling back from a near-fatal heart attack, beloved Atlanta Ambassador Force Captain Renee Perdue Rucker wrapped up 22 years of exceptional customer service, officially retiring on Sept. 27. A prominent figure throughout the Atlanta hospitality community, she's been a fixture at pre-convention and safety meetings as well as various events at the Georgia World Congress Center Authority's (GWCCA) downtown campus. "Renee has been a part of our GWCCA family for a long time. Her smiling face is always a breath of fresh air at a meeting or event where she's present," said Erik Waldman, GWCCA Senior Director of Special Events and IAVM Region 5 treasurer.

The Atlanta Ambassador Force is a group of 41 men and women who strive to improve the experience of any tourist or resident downtown. They patrol a 200-block area from North Avenue south to Memorial Drive, and from the Georgia World Congress Center (GWCC) east to the Downtown Connector. Rucker has been a member of the Ambassador team since 1996, and is an original member of the unit, which was created in time for Atlanta's Summer Olympics. "We're easy to spot: We're the folks dressed in red and blue who are patrolling the sidewalks - either on bicycles or zipping around on Segways," reads an excerpt from the Ambassador's website. With a passion for providing great customer service, Rucker has been working in the hospitality field for 40 years. She started out as a travel agent for American Express Travel and then became an Atlanta Ambassador, where she moved up the ranks to eventually become a manager. Rucker originally hoped to retire at the age of 59, but she almost didn't get a chance to when she suffered a heart attack on May 31. Looking back, the day was a blur for Rucker. "I don't remember this day at all, I just remember saying I had a headache and a little chest pain," she said. On the morning of her heart attack, Rucker was at work when she suddenly became unresponsive, collapsing on her desk. T.J. Thomas, a co-worker, noticed her condition and immediately began administering cardiopulmonary resuscitation (CPR). When she remained unresponsive, Thomas utilized a nearby automated external defibrillator (AED) on Rucker to regain her pulse. Once emergency medical services (EMS) arrived on the scene, they transported her to Grady Hospital. Rucker was eventually induced into a coma for three days as part of her recovery process.

The aftermath of this experience included five percent heart damage and an impaired throat, which required surgery. After her release from the hospital, she started going to Emory Rehabilitation Hospital and began her journey to recovery. Rucker's rehabilitation consisted of exercises focused on regaining her daily strength as well as memory. She also plans to visit a speech pathologist to continue healing her damaged throat. Rucker's coworkers made a touching video tribute to her - check it out here. Rucker's first day back at the GWCC was Sept. 4 where she received a hearty welcome, but due to the physically demanding nature of her position, she recently submitted her retirement notice. "One name quickly comes to mind when I think of an Atlanta Ambassador: Renee Rucker. Her friendly smile, helpful stance, and endless knowledge about our lovely city is invaluable. Her hospitality will be missed," said GWCCA Sales Manager Tiffany Bowers.

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**Louisiana**

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

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## Mississippi

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## **North Carolina**

### **DURHAM - DPAC Starts Performing Arts Ambassador Program**

DPAC is proud to announce a new program to help students kick start a career in the arts with Performing Arts Ambassadors. Seeking high school students passionate about the arts from across Durham County to become envoys for the performing arts, this program will expose students to the diversity of what is offered at DPAC and get a behind-the-scenes look at the industry. DPAC understands that young people are the future, therefore will play a key role in keeping the arts thriving in our community.

"The youth of today are our future for tomorrow," notes Megan Rindoks, Community Outreach Manager at DPAC. "We want students to know that there are an abundance of possibilities for working in performing arts - what you see on stage has an infinite amount of work behind the grand curtain. Exposing students early to a career in what they're passionate about can help pinpoint a career and lead them on a lifetime of supporting the arts."

As the face of DPAC, participants of this program will volunteer at events and work as social media ambassadors. They will attend events throughout the year and document their experiences online with blog posts and social media updates.

#### Program Requirements:

- Must be a high school student in Durham County as of August 2018
- Must have and maintain a B average or higher.
- Must have access to a computer and at least one social media account (Instagram, Facebook, Twitter, Snapchat, etc.)
- Must be willing and able to write and/or film occasional reviews.
- Must complete 10 volunteer hours throughout the school year.
- Must respond to any program-related emails within a designated time frame (usually 24 hours).
- Must be able to attend occasional meetings (dates TBA) and evening performances at DPAC.

Ambassadors may even participate in master classes and workshops with professional tours, or get the chance to go behind the scenes. Each of these unique experiences will help them learn about the importance of supporting the arts and prepare them for playing a big role in the professional world.

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## South Carolina

**FLORENCE** - Brian Davison former Business Development Manager at the SMG-Managed



Florence Center, has recently been promoted to Director of Sales. Brian led sales development for two semi-pro sports tenants at the venue prior to taking his leadership role with the SMG-Florence Sales Team. Brian brings over 10+ years of venue experience and managerial skills to the position and now directs the sales team through improved services and generating new sales and sponsorship opportunities.

#### **COLUMBIA - Navigating Construction While Maintaining the Client Experience**

Earlier this year, the Columbia Metropolitan Convention Center completed a four-month construction project to add two new meeting spaces on the upper level of the CMCC in Columbia, SC. The rooms, spanning 1,000 sq. ft. each, are suspended over the lower level Exhibit Hall prefunction space, which meant scaffolding needed to occupy this space for two months during the construction process.

As the primary entrance to the building opens right into this prefunction space, the team set out to make sure guests did not have a negative first impression of the building.



The goal was to make the environment feel warm and welcoming and put effort into making the construction walkway cute and hospitable. A red carpet was placed over the plywood walkway and silver draping was added along both sides of the entrance to hide the scaffolding and disguise any construction dust that could potentially drop from above. Then the bare, temporary construction bulbs were replaced with café string lights, embodying the Southern charm Columbia is known for.

"We basically wanted to make the atmosphere so adorable that the evidence of our effort in dressing the space up would outweigh any inconvenience posed by the construction," said Director of Sales Sarah Britt.

Taking the experience one step further, the team made construction gift bags for clients. These bags contained hard hat stress balls, ear plugs, Tervis tumblers with a café coupon for free coffee and a flyer both explaining the construction and

thanking them for their patience.

While no group ever wants to deal with construction during their event, the CMCC team navigated this five month project with their clients in mind, working to ensure them that events would be minimally impacted, that their team would go above and beyond and that the CMCC is an environment to which they'd like to return.

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## **Tennessee**

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

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## **Virginia / Washington / Maryland**

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## **Allied Member News**

**NASHVILLE, TN** - Ron Grimes has joined Ryman Hospitality Properties as the new Director of Safety and Security. In this role, Ron will oversee the Company's safety and security practices.



With over 30 years of law enforcement and corporate security experience with NASA, Motorola, the US Army and Engelhard Corporation, Ron brings with him a wide range of knowledge in security, environmental, health and safety functions. Most recently as Director of Operations & Public Safety at the Von Braun Center, he played a key role in implementing innovative processes for building security, event crowd and risk management and additional safety systems.

Not only is Ron respected by his peers for his integrity and leadership abilities, but also for his unfaltering work ethic, positive attitude and creative thinking. An involved resident of Madison, Alabama, he enjoys giving back to his community by performing security assessment reports for the city and non-profit organizations as well as being a frequent guest speaker to local businesses and community groups.

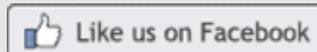
He is moving to Nashville with his wife, Dana, and is looking forward to exploring Nashville's restaurant and live music

scene. He is a long-time Opry fan, and his favorite Opry Moment is seeing Hank Williams Jr. take the Opry stage for the first time as a kid.

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