



# INTERNATIONAL ASSOCIATION OF VENUE MANAGERS REGION 5



## A letter from the Director

Greetings!

First and foremost, registration is finally open for our [Super Regional Meeting](#) April 7-9. What would be better than Daytona Beach about now? Go ahead, click on that link!

Having returned from the winter IAVM Board Meeting, there are a few things to update you with. First, the governance policies your board set up a few short years ago are working well. These policies allow the board to provide broad direction to the CEO and the CEO the flexibility to achieve results.

Interest and growth continues internationally in a way that involves associations seeking our expertise. Our alliances and partnerships continue with VMA (Australia & Southeast Asia), AMEREF (Mexico), and XLIVE the e-sports association. IAVM is currently engaged with 22 different associations.

Our CEO continues to advocate for us and works in areas such as music licensing, WIFI standards, sports wagering in facilities, safety and security, and the ADA. We are continuing to develop the Destinations International City Pairs Economic Calculator.

Staff is working with a new consultant to march down the path of Secure Venues. A new timeline on roll out of this convention center security program should be available soon.

As of January 8, there were 6,067 members of IAVM. There are currently 191 venue memberships representing 45% of all members. Allied group membership is now available for blocks of 5 or 10 employees and we are trying to develop metrics for small venue memberships.

Look for an additional four editions of Facility Manager online in the near future. R.V. Baugus our award-winning writer/editor is doing an outstanding job with our publications. If you live in the digital world during VenueConnect, look for a new app this year.

I'm looking forward to seeing many of you in Daytona Beach. We only have a limited block of rooms at the Hilton, and the block closes in early March. I hope you'll register soon.

Best Wishes to you and yours,

W. Courtney Dyer, CVE

February 9, 2019

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## Region 5 IAVM Job Postings

**Infinite Energy Center (Duluth, GA) - Guest Services Coordinator (full-time):** Infinite Energy Center is looking for a full-time Guest Services Coordinator to assist with the development of a new Guest Services Department. Coordinator will assist with the daily operations of the Guest Services and Event Security Department as well as working events. Coordinator will be heavily involved with employee hiring, training, motivation, and scheduling as well as ensuring highest levels of customer service to our guests. Must have strong verbal and written communication skills as well as a high level of comfort with multiple computer software programs.

For more details, you can see the job posting at <https://www.infiniteenergycenter.com/about-us/employment>.

**Classic Center (Athens, GA) - Theatre Manager:** The Classic Center, located in downtown Athens, Georgia has an immediate opening for a Theatre Manager. The Classic Center Theatre is a 2000+ seat performing arts venue in the heart of Athens adjacent to the University of Georgia campus. As part of a growing convention center complex, the theatre often hosts convention, community and philanthropic activities in the space as well as professional touring shows, concerts, entertainers, and comedians.

The Theatre Manager shall manage the daily operations and functions of the theatre to include but not be limited to ticketing/box office operations, event management, financial management, financial reconciliations/settlements, patron services, and ensuring overall successful event execution. Other areas of collaborative leadership and support include front of house/usher programs, technical production, event planning, and sales/booking duties. Role serves as lead day to day contact with our ticketing software vendor. The position works in partnership with and reports directly to the Assistant Executive Director.

Interested candidates should send their resume and cover letter to the attention of Brittany Baker at [Brittany@ClassicCenter.com](mailto:Brittany@ClassicCenter.com) prior to February 12, 2019 and ensure "Theatre Manager" is in the email subject line.

**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 [www.richmondcenter.com](http://www.richmondcenter.com).

**Music City Center (Nashville, TN):** The Music City Center is currently looking to fill the following positions:

- Housekeeping
- Sales Assistant
- Accounting Clerk
- Parking Customer Service Representative
- Setup Staff

For job descriptions and information on how to apply, please visit [www.nashvillemusiccitycenter.com/about/job-opportunities](http://www.nashvillemusiccitycenter.com/about/job-opportunities).

**Georgia World Congress Center Authority (Atlanta, GA) - Waste Diversion Intern:** The Georgia World Congress Center is currently seeking a Waste Diversion Intern to join our team. This position will assist our waste diversion function including the scheduling of all waste collection services, as well as the separation, storage, and selling of divertible waste commodities. Our ideal intern will be a self-starter who is able to work independently and prioritize tasks. It is important in this role to have a true passion for sustainability.

For more details and to apply, go to <http://www.gwccajobs.com/>.

**Georgia World Congress Center Authority (Atlanta, GA) - Senior Director of Campus Operations:** The Senior Director of Campus Operations reports to the Chief Operating Officer and is responsible for the strategic planning, execution and direction of the Facility Management and Facility Operations departments which include the following functions: housekeeping, event set up, ground maintenance, utility/exhibitor services, and skilled trades' functions. This position plays a vital role in the organization by ensuring all maintenance and service delivery for the campus are executed safely, efficiently and within regulatory guidelines. Our ideal candidate will be a transformational leader who enjoys working in a fast-paced and team-oriented environment to drive results.

For more details and to apply, go to <http://www.gwccajobs.com/>.

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

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## **Alabama**

### **BIRMINGHAM - BJCC Unveils Animated Maps in Preparation for I-59/20 Closures**

The Birmingham-Jefferson Convention Complex today unveiled a series of [animated maps and detailed directions](#) to assist travelers with inbound and outbound routes during the I-59/20

Central Business District Interchange and Bridge Replacement Project. The maps are free and easy to share on social media.

The maps feature step-by-step directions to and from the BJCC, and highlight five unique routes using color-coded animation and voice-guided prompts. BJCC visitors can visit the BJCC website at [bjcc.org](http://bjcc.org) to access a full-length video which includes all five routes, as well as individual videos for each specific route. The website also features a downloadable version of the detailed directions.

"We look forward to the completion of the new I-59/20 bridges, and the safer road conditions that everyone in our community will enjoy," said Tad Snider, executive director and CEO of the BJCC. "The BJCC will remain open for the duration of the construction project, and will continue to host a wide range of exciting events throughout 2019. We hope our visitors will find these animated maps helpful in planning their trips and avoiding travel interruptions."

The BJCC will share the maps through social media and email over the next 14 months, and will update the routes based on construction progress and changes. In addition to the animated maps, visitors can use their preferred navigation app for up-to-date routing information.

"The BJCC is committed to keeping our visitors informed throughout the bridge replacement project. We will strive to provide up-to-date information and innovative tools every step of the way," said Snider.

For additional information about routes, maps and events, visitors can go to the BJCC website at [bjcc.org](http://bjcc.org) or to our social media channels.

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## **Puerto Rico**

### **SAN JUAN - Local Urban Duo Legends Wisin & Yandel Break Coliseo de PR's Records!**



*Pictured left to right: Omar Marrero, Executive Director - District Authority of the PR Convention*

*Center; artists Wisin & Yandel; Eduardo Cajina, General Manager - Coliseo de PR*

December was one for the records!! Literally established a new record for the Coliseo thanks to the eight consecutive shows of local Urban legends Wisin and Yandel!! The artists' "Como Antes Tour" included seven shows held on December had over 99,600 fans dancing and singing to their greatest hit songs! If including the first show on November 30th that would sum a total of eight shows and over 300,000 fans! The acclaimed duo reunited after five long years and established a new record of greatest consecutive shows at the venue. The presentations counted with the participation of over 20 invited artists among them: Ricky Martin, Luis Fonsi, Maluma, Bad Bunny, Daddy Yankee, Resident, J Balvin, Nacho, Arcangel, Lil John, Carlos Vives, Romeo Santos, Jerry Rivera, De la Ghetto and Ozuna, among many other local urban and pop artists such as: Cosculluela, Baby Rasta and Gringo, Alexis and Fido, Yomo, Jowell and Randy, Farruko and Pedro Capó, Tito El Bambino, DJ Luian.

This remarkable milestone was recognized by Billboard Magazine on their recent note: "Wisin & Yandel Earn Career-High Touring Earnings With Puerto Rico Shows" (read full article here: <https://www.billboard.com/articles/columns/chart-beat/8493029/wisin-yandel-earn-career-high-touring-earnings>).

### **SAN JUAN - Record Flags are Unveiled for the First Time at Coliseo de PR!**

Coliseo's General Manager accompanied with Omar Marrero, Executive Director of the District Authority for the Puerto Rico Convention Center, unveiled the first commemorative banners for the exponents of Urban music Wisin y Yandel at the Press Conference held at the Coliseo de PR on their upcoming and new record of eight consecutive sold out shows at the Coliseo de PR.

This is the first time commemorative banners have been awarded and exposed at the venue and they will continue to do so for other future exponents with records held at the Arena. This urban duo broke the record of functions with a total of 25 presentations and an attendance of 312,000 at the Coliseo de PR. Their eight sold out shows are part of their concert series of "Como Antes" Tour which presented at the venue from November 30th towards December 9th of 2018.

The artists returned as a duo after five years working alone, set a new record of tickets sold in a short time; in less than 48 hours they sold more than 75 thousand tickets.

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## **Florida**

**JACKSONVILLE** - Mayor Lenny Curry and Brian E. Wolfburg, President/CEO of VyStar Credit Union, announced that a naming rights agreement has been reached between VyStar and the City of Jacksonville for the Jacksonville Veterans Memorial Arena - a first for the arena. Legislation to enact the agreement has been filed and sent to the Jacksonville City Council. Pending City Council approval, the arena will be known as VyStar Veterans Memorial Arena. "In coordination with veteran leaders, my staff and VyStar, we have an agreement that is good for taxpayers and at the same time creates new program funding for veterans in our City," said Mayor Curry. "This is a win for everyone involved, and I will work with the City Council to earn their approval."

Brian Wolfburg says, "VyStar will be honored to have its name alongside our brave veterans' on the arena. Both of our missions, to serve and recognize our great military, could not be more aligned. Based on VyStar's deep roots in the military community, past and present, we can't imagine a more suitable naming partnership."

In addition, the naming rights agreement provides for several Veteran support initiatives -

including a concessions donation program, which will allow arena patrons to make donations to an approved veteran program when making a purchase at the arena's concessions stands. Other initiatives include a veteran memorial, as well as discounts for veterans and VyStar members on concessions, tickets, and parking. Veterans will also be included in ticket presale opportunities making it possible for them to purchase tickets before public on-sales.

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## Georgia

**ATHENS** - The Classic Center in Downtown Athens is proud to partner with Bread for Life, a non-profit organization that provides leaders in the local hospitality industry, as well as a dedicated crew of volunteers, as instructors to at-risk adults within the Athens community. The students that participate in this program are truly remarkable, as they have the desire to embark on a career that will lift them and their families out of poverty, through a career path in the hospitality industry. This recipe for success combines a classroom curriculum plus hands-on training to prepare the student graduates for a viable, sustainable career. Since its inception in 2008, Bread for Life has supported and trained over one hundred students, with many having received and retained employment in the hospitality industry. Bread for Life has recently relocated its offices and classroom to The Classic Center, and through this partnership, will continue to improve the lives of those in need in the Athens area.



*December 2018 Graduating Class  
Mikayla Allen, Alexis Clarke, Chentell Sheats, Patsy Carroll*

**COLUMBUS** - Spectra Partnerships has recently been awarded the bid as the Columbus Civic Center Naming Rights Consultant. Spectra will be working with the venue this year on a strategic plan for Civic Center assets, as well as seek out and negotiate naming rights prospects.

Columbus Civic Center has just purchased a new basketball floor in hopes of luring more High School basketball. Arena management will be working closely with the Columbus Sports Council to attract basketball events and tournaments.

**ATLANTA** - Georgia World Congress Center Authority Releases 2018 Annual Report



The Georgia World Congress Center Authority (GWCCA) is one of Georgia's greatest assets for economic growth and tourism, and it's easy to see why in the organization's recently-released 2018 annual report (July 2017 - June 2018) entitled *Focal Point*.

The 28-page report, produced in-house by the Authority's Marketing and Communications team, is both a review and a celebration of the GWCCA's many accomplishments as well as a glimpse at the many initiatives across the 220-acre downtown Atlanta campus, including the Andrew Young International Boulevard master plan that will solidify the agency's economic prowess for decades to come.

*Focal Point: Annual Report 2018*, is chock full of data and numbers, including this awesome stat line: last fiscal year, 3.7 million visitors attended 482 events on the GWCCA campus, generating an estimated economic impact of \$1.77 billion.

For digital copies of the 2018 annual report, [click here](#). For hard copies, please send an e-mail to [kkimes@gwcc.com](mailto:kkimes@gwcc.com).

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## Louisiana

### **NEW ORLEANS - New Orleans Ernest N. Morial Convention Center Announces Hire of New Vice President of Operations**

After a nationwide search, the New Orleans Ernest N. Morial Convention Center has named Adam Straight as Vice President of Operations. In this capacity, Straight will be tasked with the oversight of plans and strategies for Convention Center event operations. Departments reporting to Adam will include Production Services, Food and Beverage, Public Safety, Environmental Services and more.



Straight brings more than 19 years of facility operations and management experience to his new role. Before joining with the New Orleans Ernest N. Morial Convention Center, Straight served as the Senior Director of Campus Operations for the Georgia World Congress Center Authority (GWCCA) in Atlanta, Georgia, which includes the Georgia World Congress Center, Mercedes Benz Stadium, and Centennial Olympic Park. Under his leadership there, he and his team on the GWCC Authority oversaw the planning and management of multiple NCAA Final Fours, Super Bowls, and the National College Football Playoff Championship Game.

Straight's career in the events industry includes four years as Director of Facility Operations at the Georgia Dome, which played host to hundreds of sporting events and concerts, bringing approximately 1.9 million guests to the building per year. Straight also served 12 years with the University of Maryland, where he oversaw the daily operations of 14 athletic facilities that saw about 750,000 visitors annually. During this time, Straight also oversaw the planning, construction,

and opening of a \$13.5 million football stadium renovation.

"Adam is a great fit in both experience and personality and I am confident he is a perfect addition to our staff," said Michael Sawaya, President of the New Orleans Ernest N. Morial Convention Center.

"My family and I are very excited to join the New Orleans family and plant roots in such a historic and vibrant city," says Straight. "Through my unique experiences in venue management, my commitment to hospitality excellence and use of Quality Operating Standards, I look forward to help solidifying the New Orleans Ernest N. Morial Convention Center as the #1 destination center in the #1 destination city."

A 9-year veteran of the United States Coast Guard, Straight received numerous accolades and commendations for his service. Adam is also an IAVM Certified Venue Manager and received his Safety Certification from the National Safety Council.

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## **Mississippi**

### **TUPELO - BCSACC's Henning Completes Leadership Mississippi Training**

Cheryl Henning, Director of Sales for the BancorpSouth Arena and Conference Center, was one of 54 Class of 2018 graduates from the Mississippi Economic Council's Leadership Mississippi program. Participants completed five sessions in locations across Mississippi. Leadership Mississippi is the second oldest statewide leadership program in the nation and is conducted by the M.B. Swayze Foundation. Since its inception in 1974, Leadership Mississippi has graduated more than 1,500 alumni active in Mississippi business and politics. Mississippi's top business executives have participated in Leadership Mississippi as a way to expand their networks.

Congratulations to Cheryl!

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## **North Carolina**

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

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## **South Carolina**

### **FLORENCE - Two Florence Center Professionals Honored by Chamber of Commerce**



Two colleagues from the Florence Center were neck and neck for the Greater Florence Chamber of Commerce Ambassador of the Year 2018 award, based on a point system. The award recipient was announced Wednesday at the annual Ambassador Luncheon. The Greater Florence Chamber of Commerce's serves a multi-county region in South Carolina to generate business growth and advocate industry development. Brian Davison, director of sales, bested Patricia Taira, senior sales manager, by only 20 points to win top

honors.

The award is based on points earned for participating in various chamber activities such as attending ribbon cuttings, Business After Hours and the Ambassador Luncheon, hosting an event or volunteering for a chamber event with the most points, a total of 30, earned for bringing a new paying member to the chamber. The top three ambassadors had a combined 2,013 points or 33 percent of the total points for the top 20 ambassadors. Davison earned 1,200 points for the year and Taira a close 1,180. Davison said he joined because it was an opportunity for the Florence Center and SMG to be seen and represented to the community, to be a brand for the center.

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## **Tennessee**

### **NASHVILLE - Music City Center Employee Retires After 26 Years**

Security and Parking Supervisor DJ Pitts has retired after 26 years of service. He takes with him many memories and experiences including being part of the opening of the new building five years ago.



What do you look forward to the most with retirement? "Having weekends off. I made the sacrifice for the business and it's been a good run. I had more good days than bad days."

Tell us a couple of things we may not have known about you? "I am originally from Baltimore, Maryland and served in the Gulf War. I'm also a preacher and part of a street ministry."

What is one of your greatest moments? "Having the opportunity to train future leaders in this facility as well as the old facility."

What will you miss the most? "My work family. It will be hard to say goodbye."

What is your closing comment? "Good comes to those who wait."

**NASHVILLE - Behind the scenes: How the man leading Music City Center's 'culinary brigade' keeps his kitchen cooking**

"When Max Knoepfel opens the refrigerator in his Music City Center kitchen, he sees one thing: dollar bills."



Knoepfel, the executive chef at Nashville's 6-year-old convention center, is responsible for overseeing a 'culinary brigade' that often finds itself feeding scores of people a day. The team works with huge quantities of food, Knoepfel said, but those quantities are carefully measured and monitored to ensure each dish gets the appropriate-sized drop of honey on top.

'You have to be very conscious because everything has to be used,' said Knoepfel, who joined the center's staff in early 2013, a few months before its grand opening. 'You have to ... respect what you bring in.'

Tuesday, the day I visited, the center's kitchen was pretty quiet, with no meals set to be served that day. But, the chef told me, his team had already begun prep for a major upcoming event: this weekend's gubernatorial inaugural dinner for Bill Lee. While not on the scale of the largest crowd Knoepfel ever handled - that would be an inaugural events for President

George W. Bush, with 42,000 mouths to feed - Saturday's festivities will still bring thousands to the center, enough to keep Knoepfel and his staff plenty busy.

But Knoepfel, who calls himself 'a chef who does large events' rather than a 'convention center chef,' is a careful planner with plenty of experience in the culinary world of clubs and convention centers.

'They're all hard,' he said, when asked which type of event is the hardest for his team to handle. 'And they're all fun. ... I plan for the worst and try to deliver the best.'

To read the full article written by Eleanor Kennedy, Senior Reporter for the Nashville Business Journal, [click here](#) or visit [www.bizjournals.com/nashville](http://www.bizjournals.com/nashville).

**NASHVILLE** - Bob Skoney will be retiring as General Manager of the Nashville Municipal Auditorium, effective March 31, 2019. Bob has worked at the Municipal Auditorium for the past 41 years, under seven Mayoral administrations. He joined IAVM in 1978. Bob will now pursue non-work issues like bass fishing, travel, snow skiing and other fun activities with his wife (Lesa) of 30 years.

Stay tuned for the announcement of interim manager replacement soon at this link: <https://www.nashville.gov/Human-Resources/Employment-Opportunities.aspx>

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## **Virginia / Washington / Maryland**

**RICHMOND, VA** - The Greater Richmond Convention Center has installed three new exterior marquees - two on Broad Street, one of Richmond's main traffic arteries, and one on Third Street, facing vehicles entering downtown from Interstate 64.



The screens, which were installed by Richmond's Holiday Signs, feature high-quality LED technology built to last approximately 100,000 hours, which reduces energy costs and requires little or no maintenance. The screens display 256 shades of color and are designed to withstand harsh weather conditions.

Content is programmed online through a cloud-based content management system that allows the user to schedule messages, create graphics, import

graphics and develop playlists.

"The new marquees are designed to enhance the convention center's presence downtown as well as promote upcoming events," said Michael Meyers, Spectra's general manager for the GRCC. "Digital displays capture 400% more views than static displays, so we think the new signs will be an excellent marketing tool for our clients' events."

## Allied Member News

**KNOXVILLE, TN - EventBooking Reaches 1,000 Client Venues**



EventBooking, a venue management software company, just reached 1,000 client venues.

Founded in 1999, EventBooking's first client was Thompson Boling Arena, which is located in

their hometown of Knoxville, Tennessee and serves as the home of UT basketball. In the 20 years following, EventBooking has found its way onto five continents and 23 countries.

Notable international venues include the O2 (UK), Shanghai New International Exhibition Centre (China), JI Expo Convention Center and Theatre (Indonesia), and Canberra Theatre Centre (Australia). In North America specifically, 90% of NBA venues and 83% of NHL venues now use EventBooking software.

Steve Mackenzie, President at EventBooking, commented, "We are so thankful to all of our clients and the venues that trust us to provide them with the best service and software. We're honored to reach such a milestone and have all of them to thank. Our promise is to continue to serve them and many more venues with the utmost care and service. We see ourselves as a service company first, and a software company second. We intend to stay that way, even as we grow."

Read more on the EventBooking Blog: <https://www.eventbooking.com/1000-venues/>

### **NASHVILLE, TN - Moo TV Names Jason Rittenberry Executive Vice President and General Manager**

Moo TV announced today that the company has named Jason Rittenberry as Executive Vice President and General Manager. In this position, Rittenberry will oversee the day to day operations and lead the Nashville based team that supports artists such as Garth Brooks, Brad Paisley, Dierks Bentley and other top tours. He will direct the senior leadership team and be responsible for developing and overseeing implementation of all current business initiatives while assisting with the

future growth of the company.

Moo TV is an award-winning video and live events production company offering live video-production for concerts, touring, special events and corporate events. Moo is the eight-time Pollstar Video Company of the Year, 2018 Nashville Business Journal Business of the Year and the reigning Parnelli Award winner for Video Production Company of the Year.

"Jason is the real deal. A straight shooter with a fantastic history of success, while at the same time being the kind of guy who will fit right in to our culture. He has that elusive combination of a stellar track record and more importantly a guy whose head and heart are in the right place," said Scott Scovill, Founder and CEO of Moo TV. "He brings an extensive background of experience in live events, venue management, and event production and I could not be more pleased to welcome him to our Moo family. I have the utmost confidence in his ability to lead and represent Moo TV."

As one of the industry's forward-thinking executives, Rittenberry is a proven successful senior level entertainment leader with extensive experience in the sports, entertainment and music industries. Most recently he served as Managing Partner of MSG Strategy, a full-service event production and strategic consulting firm. Previously, the President and CEO of Kentucky Venues, overseeing the operations of all state owner entertainment venues. He also had a fifteen-year career in venue management, during which he led Circuit of The Americas and Austin360 Amphitheater in Austin, TX and was President and Chief Executive Officer of IRG Sports + Entertainment, the privately held parent company of multiple sports and entertainment

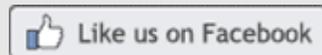
properties.

"I'm excited to become a part of the Moo TV team," said Jason Rittenberry. "Moo is not only the best in the business, but the culture here is why our clients trust us as their partner. Scott has built an incredible company and I am honored to be leading it into the future."

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