



# INTERNATIONAL ASSOCIATION OF VENUE MANAGERS REGION 5



## A letter from the director

For those of you unable to make it to Lexington for last month's Super Regional Conference, you missed a fantastic time! Carl Hall of Rupp Arena and his team did a fantastic job rolling out the red (more like Kentucky blue!) carpet for the 200+ attendees. IAVM president Brad Mayne and current chair Doug Booher shared updates from HQ, we had great educational content from a variety of presenters, and the networking opportunities were plentiful. As a matter of fact, we had so much fun that we've decided to have another Super Regional Conference next year that will be hosted by Tim Riddle and his team in Daytona Beach. So mark your calendars now for **April 7-9, 2019**. Look for more information in the coming months as we work towards constructing another valuable opportunity for our members to gain knowledge, make connections, and further their professional careers.

Sincerely,

*Todd Hunt*

May 15th, 2018

### GET INVOLVED - 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 Job Postings**

#### **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.

##### **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.

##### **Maintenance Laborer (Electrician Helper) (Full-time)**

The Maintenance Laborer (Electrician Helper) assists the Center's Electrician with installing and maintaining electrical/power systems and will assist the Maintenance Technicians on various maintenance related tasks.

##### **Security Guard (Full-time)**

The Security Guard provides general protection of facility property and personnel; monitors facility and protects against fire, damage and theft; provides general information and assistance to facility guests; and serves as the lead for all Base Security systems.

For full job description and application information, visit the employment page at <https://www.richmondcenter.com/employment/>.

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

### **Alabama**

**HUNTSVILLE - Von Braun Center Hires New Operations Supervisors**

**Hiram Frye**



Hiram was recruited from the construction industry because he displayed a wealth of knowledge in supervisory techniques. His supervisory experience came from his family commercial granite business of 13 years where he led numerous day laborers as well as skilled craftsman in commercial granite installation. Hiram worked with local union, ATSE, as a carpenter for Broadway Theatre League shows and other events for the past 18 months. His work history track record for being hands-on will blend well with the requirements of this position. He is currently assigned to work in the Propst Arena.

#### **Danny Rodriguez**



Daniel relocated from south Florida to Huntsville in 2006. He completed a 2-year program to train young leaders. In 2008, he began working in the warehouse for a local Huntsville company, Haley's Flooring and Interiors. His warehouse role exposed him to forklift operations, inventory control; carpet cutting machine operations, orders and deliveries. All of these skills correlated to the operation's department. He worked in the warehouse until 2013 when he was promoted to Carpet System's Commercial Project Manager. He was responsible from cradle to grave any assigned commercial project. This role required considerable interaction with a variety of clients with responsibility of estimation of product and services, reading architectural blueprints, scheduling/managing installation crews, material ordering and invoicing. He also worked part-time in concessions for the Von Braun Center from 2006-2009. Daniel completed an Associates in Business Administration from Calhoun Community College in 2011. He is

proficient in the Microsoft Suite office tools. He is currently assigned to work in the Propst Arena.

#### **Zachary Peterson**



After graduating high school in Corpus Christi, TX and playing one year of football at Texas A&M University, Zach decided to enter the US Navy before the start of his sophomore year. Zachary is a twelve-year US Navy Seabee veteran which is the construction arm of the US Navy and US Marine Corps. During his service time, he was deployed on the USS George Washington, based in Okinawa Japan, deployed to Papua New Guinea and two Iraq deployments in support of US Navy Seals operations. He is a graduate of the US Navy Planning & Estimating School and was tasked as the project manager on numerous assignments to include a \$500MM construction project to build US Navy warship piers. Zachary is educated and schooled in teaching subordinates (new Navy recruits); cost estimating and project management; fully schooled in auto mechanics; a certified steel worker and is proficient in all aspects of new and remodel construction. He was recruited for his diverse skill set. He is currently assigned to work in the Propst Arena

#### **Michael Ball**



Michael has 7 years of experience in commercial carpet/floor installation which has provided him with industrial skills that adds to our compliment of skills for trade shows and exhibits. He was employed as a contract commercial carpet installer for Carpet Systems and Haley's Flooring and Interiors. Michael Ball comes highly endorsed to the VBC by the owner, Carter Haley, of Haley's Flooring and Interiors. Carter stated Michael was a third generation Ball family member who has performed work for him over the past 30 years. He gave his personal endorsement of Michael. Michael has been assigned to our largest exhibition space, the South Hall which is 100,000 sq. ft. of free-standing space.

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### **Puerto Rico**

**COLISEO DE PUERTO RICO** - As part of our new branding and positioning efforts, we started implementing new Social Media initiatives looking to create a Coliseo TV channel through our YouTube account. In this first edition, the crew interviewed and photographed the guests and local celebrities, content that was uploaded in Facebook and received a great response from our followers. Also, to close this amazing event, the Marketing Department, with the assistance of SMG Corporate, created a Thank You ad for Phil Collins sold out show, which will be

published in Billboard and Pollstar's next editions.



## Florida



**GAINESVILLE** - The Stephen C. O'Connell Center is proud to announce that Tiffany Griffith, Event Support Coordinator, has received the 2016-2017 University of Florida Superior Accomplishment Award. Throughout our 2016 renovation, Tiffany worked tirelessly to hire and train over 300 new employees and redesign our workforce uniforms. Many of the training sessions for our new workforce took place offsite in groups of only 15-20 as construction prevented staff from being on the premises. Tiffany's work ethic and detail-oriented nature allowed us to have a new workforce that was trained and ready to excel in time for our building to reopen in December, 2016.

**WEST PALM BEACH** - IRG Sports + Entertainment (IRGSE), a leading marketer and promoter of sports and live entertainment experiences, announced it has expanded its leadership team.

Joining the IRGSE team are: Ryan Perezluha, public relations manager for IRG Sports + Entertainment; Justin Kamm, director of corporate partnerships for Palm Beach International Raceway; and Lee Lyons, senior manager, corporate partnerships for IRG Sports + Entertainment.

Located at IRGSE's West Palm Beach, Fla., headquarters, Perezluha, Kamm, and Lyons will report to IRGSE Senior Director of New Business & Industry Relations Dana Landry.

"These talented individuals bring valuable experience and a great amount of enthusiasm to the IRGSE team," Landry said. "Their history of growing and building relationships, and their knowledge of working with corporate partners and media are tremendous assets to IRGSE, its properties and partners."



Perezluha, has over a decade of experience as a publicist and marketing manager for various NASCAR and drag racing teams. A graduate of Rowan University in Glassboro, N.J., with a Bachelor of Arts in Communication Studies, he has specialized in the procurement of sponsorship, public relations and content generation throughout his career.



Kamm, a sports marketing professional, brings a vast amount of experience to IRG Sports + Entertainment. The graduate of Catawba College in Salisbury, N.C., earned a Bachelor of Arts in Music Business. He most recently served as the director of marketing and sales for New Jersey Motorsports Park in Millville, N.J., and prior to that he worked in operations with SMI-owned zMax Dragway in Charlotte, N.C. Through his current role, Kamm will specialize in the procurement and management of partners for PBIR and other IRG Sports + Entertainment properties.



Lyons, who holds a Bachelor of Arts in Communication Studies from the University of Alabama, has worked for a range of marketing companies, including PGA of America, The Gab Group, and MELT. She has specialized in account management and partnership activation for many prestigious companies handling their marketing strategies and providing day-to-day management.

## Georgia

**COLUMBUS** - After 22 years the Columbus Civic Center is installing a Fall Protection system at the venue. An RFP was issued and Evan Corp. won the bid and will begin installation at the end of the month. Also being installed at the Columbus Civic Center is a Distributed Antenna System (DAS) to boost cellular service for patrons. The initial system will support up to 4 carriers and is being installed by Quantum Wireless.

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**NEWNAN** - Carol Moore, Executive Director, of the Newnan Centre is pleased to announce the appointment of Peyton Shelnutt as Sales and Events Manager. Peyton graduated from the University of Georgia with a BA in History and a Minor in Theatre. She worked previously at the Carl Vinson Institute of Government while in Athens, GA. "We are so thrilled to have Peyton join our team. Peyton has a strong work ethic, is a self-starter and has excellent customer service skills," said Carol Moore.

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## Louisiana

**NEW ORLEANS** - Darren G. Mire appointed to New Orleans Ernest N. Morial Exhibition Hall Authority Board



Darren G. Mire, the Director of Valuation for the Orleans Parish Assessor's Office, has been appointed Commissioner to the Board of the Ernest N. Morial New Orleans Exhibition Hall Authority (Authority) by Governor John Bel Edwards. The Authority's 12-member Board of Commissioners governs the New Orleans Ernest N. Morial Convention Center and is a political subdivision of the State of Louisiana.

Mire is succeeding Commissioner Jay H. Banks, who has resigned and will begin his tenure as New Orleans City Councilman after being elected to the position in 2017.

Mire served two terms as the elected Assessor of the First Municipal District of Orleans Parish from 2002 to 2010. He is a member of the Louisiana Board of Regents, and a former member of the Southern University Board of Supervisors. He also serves as president of the Black Organization for Leadership Development, or BOLD.

"We are pleased to have Darren Mire join our board at such an important time in the Authority's history," said Ernest N. Morial New Orleans Exhibition Hall Authority Chairman Melvin Rodrigue. "He brings valuable experience and a record of accomplishment that will serve the

Authority and our convention center very well."

A life-long resident of New Orleans, Mire earned his B.A. in Political Economy and a Masters in Professional Studies in Political Management from Tulane University.

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## Mississippi

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

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## North Carolina

### CHARLOTTE - Charlotte Convention Center Announces \$110 Million Expansion Plans



The Charlotte Regional Visitors Authority (CRVA) recently announced plans for a \$110 million expansion project at the Charlotte Convention Center slated to begin in spring 2019. The allocation from the Convention Tax Fund debt capacity approved by Charlotte City Council will fund enhancements including: increased breakout space on the Stonewall Street side of the venue, expanded accessibility to Center City amenities via a pedestrian bridge and flexible breakout space in the Richardson Ballroom. Construction will start following Charlotte hosting the NBA All-Star Game in February 2019 and is scheduled for completion in December 2020.

"The CRVA is committed to creating a convention experience that is best in class at the Charlotte Convention Center," says CRVA CEO Tom Murray.

A premiere component of the expansion will include 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 is located along Center City's convenient LYNX light rail with access to an area termed "Stonewall Corridor," which is currently undergoing a \$2.7 billion development boom. The architecture will boast a "picture window" design element and have a similar feel to New York City's High Line.

Additional updates to the configuration of 22-year-old Charlotte Convention Center 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 54 individual breakout sessions at one time with capacities ranging from 50-600 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 - 2,600 square feet
- 24,000 square feet of pre-function space
- The ability to configure the Richardson Ballroom into four meeting rooms (7,700 square feet each)

To learn more about the Charlotte Convention Center, visit [www.charlotteconventionctr.com](http://www.charlotteconventionctr.com).

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**DURHAM** - Experienced concert promoter Brad Saks will join the team at DPAC as Director of Programming for Concerts, Comedy and Special Events at DPAC, General Manager Bob Klaus announced today.

"Brad has years of experience promoting shows in virtually every genre of music and entertainment: rock, pop, bluegrass, hip hop, metal, electronic, comedy and family entertainment," Klaus said. "In our recent candidate search, Brad stood out as having the knowledge, skills and relationships to contribute to the continued success of DPAC."

Saks, who will start his new job May 21, will be responsible for booking all the concert, comedy, and special events at

DPAC. He has more than 15 years of experience in the live entertainment business, including working for eight years with AEG Live, where he was responsible for promoting more than 100 events per year in clubs, theaters, arenas and outdoor venues in Minnesota, Wisconsin, Nebraska and Illinois. Most recently, he has been the talent buyer for Knitting Factory Presents and their 3,000 capacity concert venue in Minneapolis.

Saks began his career at the William Morris Agency and completed two more years on the talent agency side of the business at Monterrey Peninsula Artists before moving into concert promotion. His first promoting role was booking shows in and around New York City and the Northeast with Metropolitan Talent Presents. He was later responsible for promoting larger shows with New York-based international promoter Ocesa Presents before working with AEG Live.

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## **South Carolina**

**FLORENCE - Florence Center Celebrates Renovations**



The Florence Center held a meet-and-greet mid-April to celebrate renovations that will allow the center to continue to provide economic power to the Pee Dee region. The renovations, as explained by general manager Paul Beard, were designed to make the center a more competitive location for conventions, weddings, and other high-money events. As Beard explained, those events provide a tremendous economic benefit to Florence because with a convention or a wedding, people who attend are from other places and usually stay in hotels and eat several meals nearby, providing needed tax revenue to the city and county.

Until the renovations, which include a new kitchen, two ballrooms, and a new façade, the center was mostly used for events like concerts, circuses and basketball games. These are not as powerful an economic force because usually the people attending those events are more locally based and do not need to stay in hotels and may not eat meals in the area, which does not provide tax revenue to power the city and county's budgets.

Already, the center is basically booked for the remainder of 2018, including every date in December, and has already scheduled dates as far out as 2024. The center as explained by Mayor Pro Tempore Frank "Buddy" Brand and County Council Chairman Kent Caudle is the economic engine that has powered the growth of hotels, shopping centers, and restaurants in West Florence. Caudle remembered during a brief speech that he used to bird hunt in the area where the Florence Center now stands. The area was used to produce dirt to construct Interstate 95. In the late 1980s and early 1990s, the city and county councils decided by one vote to build a civic center to take advantage of the location near the mid-point of I-95. Then, the city and county got together again and decided to add convention capabilities to the center, according to Brand's speech.

Now, as Beard said at the end of his speech, the future of the center and, of Florence, is now.

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**COLUMBIA** - To maximize the current footprint of the Columbia Metropolitan Convention Center in Columbia SC, upgrades to the Spires Board Room, as well as the addition of new conference room space, have been completed.

Spires Board Room was completely remodeled to meet the technology needs of all clients. Two 80-inch flat screen monitors, a touch screen Smartboard, state-of-the art audio and visual conferencing capabilities and a custom-designed conference table that seats 20 outfit the room.

The center's existing floating glass conference room has nearly quadrupled in size, with the option to divide the room into two smaller breakouts. A second double floating room has been added, giving the facility up to four new small meetings rooms, equipped with built-in AV and beautiful natural light, all within the confines of the existing building. The rooms are named Lincoln and Senate in homage to two of Columbia's downtown streets.

For more information on the Columbia Metropolitan Convention Center, please visit [www.columbiaconventioncenter.com](http://www.columbiaconventioncenter.com).



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## Tennessee

**NASHVILLE** - Fresh Pick Market & Cafe Opens at Music City Center



Following months of planning and construction, Nashville's Music City Center announced the grand opening of Fresh Pick Market & Cafe, a new fast-casual restaurant occupying the 2,500 sq. ft. street-level retail space at the corner of 8th Avenue and Demonbreun.

Open daily, the new market and cafe offers breakfast, lunch and dinner items along with grab-and-go snack and drink options and travel necessities. The cafe offerings include local beers, a full coffee bar featuring barista beverages, and an outdoor terrace with fire pits and additional seating for al fresco dining.

"With the new hotels and development on 8th Avenue, we wanted something that visitors, convention attendees, and locals who work in the area would be able to utilize on a daily basis," said Charles Starks, President/CEO of the Music City Center. "Our team has worked hard to develop a space and craft a menu that lends itself to fast, fresh and high-quality options."

Fresh Pick Market & Cafe will be operated by Music City Center's culinary team, led by Executive Chef Max Knoepfel and Director of Retail Teresa Gosse. The market and cafe is located on the third level of the Music City Center, across from Exhibit Hall D, and is accessible from inside the building as well as from Demonbreun and 8th Avenue.

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## **Virginia / Washington / Maryland**

**RICHMOND, VA** - Greater Richmond Convention Center



Michelle Metzgar has joined the Spectra team at the Greater Richmond Convention Center as Parking/Box Office Manager. Michelle hails from Pennsylvania, where she worked at the Philadelphia Zoo as Guest Relations Manager/Parking as well as the Camelback Resort and Aquatopia Indoor Waterpark, where she was the Retail and Attractions Manager. She is a graduate of Temple University.



Spectra staff from the Greater Richmond Convention Center partnered with Junior Achievement of Central Virginia to help teach area students about personal finance. On March 18, nine Spectra employees worked with JA instructors to mentor 70 students from Patrick Henry High School on budgeting, savings, retirement planning, credit history and more. This is the second year the Spectra staff at the GRCC has volunteered for the Junior Achievement Finance Park.

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## **Allied Member News**

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

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## **Super Regional Conference Recap**

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