



Letter from the Director



Greetings Region 5 Members!

Welcome to November where Mother Nature can't decide the season! I hope you all have wonderful Thanksgiving plans with family and friends. It is a time to look back on the year and be thankful for the many blessings we enjoy. I am particularly grateful for the ongoing support of our Region 5 members. We were able to fund scholarships to VMS, VenueConnect, and the 2019 Super Regional Conference. Thank you to everyone who contributed to the cause. Please keep an eye on the website and newsletter for 2020 scholarship opportunities.

Additionally, Erik Waldman and I have been chosen to work the IAVM Task Force to develop a Region Officer Training and Toolkit – an initiative spearheaded by Tammy Koolbeck, IAVM Board Chair. IAVM is seeking to make all the regions work as smoothly as Region 5 (at least that's what Erik and I think haha). On a serious note, when you see a former IAVM Region 5 Board member, please take the opportunity to thank them for all they have done to make Region 5 so successful. They have worked very hard to create a foundation of financial security so that we are able to offer scholarships, chapter meetings, and other opportunities for our members to grow within the industry.

If you haven't done so already, please make sure to save April 26-29, 2020 for the Super Regional Meeting in Kansas City. Have an idea you think would be of interest on the

program? Please let me (b.quick@dittolanding.org) know. I will gladly pass it along. Would you like to be a part of the planning? Shoot me an email about that too. We've got some useful sessions in store but are looking for more.

Best Regards,

Brandi Quick, CVE
November 5, 2019

Career Opportunities

**SENIOR VICE PRESIDENT OF EXTERNAL AFFAIRS - Artis-Naples
Naples, FL**

[Click here for full job description and application.](#)

**MAINTENANCE TECHNICIAN - Greater Richmond Convention Center
Richmond, VA**

[Click here for full job description and application.](#)

**SECURITY GUARD - Greater Richmond Convention Center
Richmond, VA**

[Click here for full job description and application.](#)

News & Venue Updates

ALABAMA

HUNTSVILLE - Andrew Kelly Joins Von Braun Center as Group Sales Manager



The Von Braun Center (VBC) announced Andrew Kelly as the new Group Sales Manager. He began his post on October 9, 2019.

As the Group Sales Manager, Kelly is an essential part of the sales team who is responsible for soliciting, securing and maintaining business for the VBC.

Kelly has over ten years' experience in the hospitality industry, beginning his career interning with the Florence Lauderdale Tourism and Visitor's Center, then working at Muscle Shoals Sound Studios as a Curator and Tour Experience Specialist.

He is coming to the VBC after being the Sports Marketing Director at Decatur Morgan County Tourism. As the Sports Marketing Director in Decatur, Ala, Kelly's goal was to establish regional tourism activities; and serve local committees that enhanced tourism and fostered economic development through sporting events.

"I am thrilled to be a cog in an already well-oiled machine," remarked Kelly. "I'm excited to tackle new markets for the VBC and for the City of Huntsville."

Andrew received a BS in Health, Physical Education and Recreation with a concentration in Recreation Management and focus on Community Development from the University of North Alabama.

FLORIDA

GAINESVILLE - The University of Florida Celebrates Venue Managers Lynda Reinhart and Zakiya Smith-Dore on Their IAVM Certifications!

Lynda Reinhart (pictured below, left), Senior Director of the Stephen C. O'Connell Center, becomes a Certified Venue Executive after 25 years in the industry (12 years serving as director). Her dedication to the industry extends beyond her commitment to the university. She currently serves IAVM as an Industry Affairs committee member and has previously served two terms on the Board of Directors as Sector Director for Universities and Arenas. Lynda is the current President of the Florida Facility Managers Association.

Zakiya Smith-Dore (pictured below, right), Event Operations Manager of University of Florida Performing Arts, becomes a Certified Venue Professional after two years in her present role. Zakiya currently serves IAVM as a mentor, the Region V State of Florida Representative, and is incoming Vice Chair of the Universities Committee. She previously served as Class Representative and Ambassador for the 2018 Venue Management School.

UF is proud of both venue managers' commitment to the industry and their respective facilities.



GEORGIA

ATLANTA - Cobb Galleria Centre Named One of the Best North American Convention Centers



Cobb Galleria Centre has been named one of North America's best convention centers for trade shows and events by Exhibitor Media Group, which produces both EXHIBITOR magazine and Find It – Marketplace, the buyer's guide to trade show products and services.

"We are honored to be chosen among an elite group of venues - and the only venue in Georgia - as a Top-20 convention center in North America," said Michele Swann, General Manager and CEO of the Cobb Galleria Centre. "This designation is a tribute to our best-in-class professional staff and the leadership of the Cobb-Marietta Coliseum & Exhibit Hall Authority."

Applicants were evaluated using a variety of criteria in five primary categories: Facility & Functionality, Location & Accommodations, Service & Execution, Expansions & Upgrades, and Honors & Awards. The

evaluation also included a survey of event planners, show organizers, and exhibit managers who have recently hosted (or exhibited at) trade shows and events within each facility, as well as a review of entrants' event spaces, primary selling points, nearby attractions, and innovations, conducted by a panel of corporate exhibit managers.

The highest-scoring venues were named among EXHIBITOR Magazine's 2020 Centers of Excellence, and they will be featured in the November issue of EXHIBITOR, as well as via an [online portal](#) where readers can learn more about each of the 20 facilities that qualified for this honor.

"While individual exhibit managers rarely have a say in where their trade shows are held,

they are often the ones most impacted by that decision. This is their opportunity to give credit where credit is due and celebrate the exhibitor-friendly venues that do their part to make trade shows and events as smooth, successful, and painless as possible,” said Travis Stanton, editor of EXHIBITOR magazine, noting that everything from the number of nearby hotel rooms to the cost and quality of Wi-Fi access can have a significant impact on exhibiting companies’ experience at events. “Simply by virtue of being included in this list, these facilities have proven their ability to host trade shows and events of all shapes and sizes while providing world-class service and state-of-the-art accommodations.”

LOUISIANA

NEW ORLEANS - First-Ever Comprehensive Convention Center Transportation Center Opens to Rave Reviews



The New Orleans Ernest N. Morial Convention Center opened its new Transportation Center for buses, shuttles, taxis and ride shares to rave reviews. The Convention Center made a significant investment to improve public safety and convenience of residents, local commuters and event attendees by eliminating shuttles, taxis and ride-shares on the boulevard that fronts the Center. The Transportation Center is the most well-designed and functional transportation center

of any Convention Center in the U.S., as expressed by planners who first used it recently.

“The AAO-HNSF conference attendees found the Transportation Center’s central location convenient, easy to navigate, and admired it’s modern design,” said Tami L. Rollins, CMP, CEM, Director, Global Education, Meetings, and Strategic Partnerships, AAO-HSNF.

“Having managed thousands of transportation systems in several convention centers all over the US, we have seen and experienced different transportation areas. The new “Transportation Center” at the New Orleans Ernest N. Morial Convention Center is a welcomed update to the property,” said Sam A. Spadavecchia, Director of Sales & Marketing, CMAC, LLC – Convention & Event Transportation Management.

“A large construction project is always frightful for us as we approach a program, but our experience last week was smooth and painless. We welcomed having a centralized location for all transportation needs for all attendees,” Spadavecchia continued.

The construction of the Transportation Center is part of a \$557 million five-year modernization plan that will transform the planner and guest experience including reimagined meeting rooms, restrooms and public spaces. Negotiations are underway to develop a 1,200 room headquarters hotel connected to the Center that will be surrounded by a 39-acre mixed-use project with unique retail, dining and entertainment options.



NEW ORLEANS - New Orleans Ernest N. Morial Convention Center Names New Director of Sustainability & Corporate Social Responsibility



The New Orleans Ernest N. Morial Convention Center's award-winning sustainability program has proven to be a model of excellence through its innovations in energy efficiency, composting and recycling, and more. The Convention Center continues to lead the way to a greener future by establishing a Director of Sustainability and Corporate Social Responsibility and naming Linda Baynham to the position.

In this role, Baynham will focus on establishing company-wide sustainability and corporate social responsibility goals through initiatives on new construction projects, existing assets, and sustainability programs. She will also work to expand and build upon the Convention Center's reputation as a leader in community and environmental service. Baynham will continue to pursue the Center's LEED v4.1 "Silver"

Certification in Existing Building Operations and Maintenance (EBOM).

"I look forward to Linda's leadership and placing New Orleans in the national spotlight within our industry and the 'Green Community,'" said Adam J. Straight, Vice President – Operations at the New Orleans Ernest N. Morial Convention Center.

Baynham joins the Convention Center with more than 20 years of experience in the environmental, energy, and utility sectors. As a consultant for major clients like Entergy New Orleans, Franklin Energy, Aptim, and CLEARResult, Baynham was able to help businesses and residential customers reduce their energy use through the design and implementation of several energy efficiency programs like the New Orleans City Council and Entergy New Orleans Energy Smart program, Energy Star's "Change a Light" Program, and more.

Baynham holds an M.B.A. in Finance from Tulane University, an M.S. in Energy Policy from the University of Wisconsin-Madison, and a B.A. in physics from Colorado College. Baynham is a LEED Accredited Professional, and is a Certified Energy Manager and GPRO Green Building Operations Trainer. She also brings experiences from prestigious state and national organizations such as the White House Office on Environmental Policy, the Louisiana State Governor's Office of Coastal Activities, and the Louisiana Chapter of the U.S. Green Building Council.

A Seattle native, Baynham has also served as a professor for Tulane's Freeman School of Business and is a 5-year member of the Krewe des Fleurs, an all-female "sustainable" Mardi Gras marching group.

NEW ORLEANS - New Orleans Ernest N. Morial Convention Center Names New Director of Sustainability & Corporate Social Responsibility



Rosalie Mortillaro has been named Director of Marketing and Communications at the New Orleans Ernest N. Morial Convention Center – the sixth largest convention center in the nation. Mortillaro is a sixteen-year veteran of the Convention Center, having previously served for twelve years as the Communications Manager, and for four years as a Communications Specialist.

In her new role, Mortillaro will helm the Creative Services Unit and oversee the planning, development, design, and production of all marketing strategies for internal and external customers. Mortillaro will play a key role in developing marketing and communications strategies as the Center continues with a \$557 million improvement plan for a mixed-use upriver development, pedestrian park, transportation center, plus interior and exterior building upgrades. A new headquarters hotel is also

planned for the development area.

Mortillaro holds a Bachelor of Arts Degree in Communications from the University of New Orleans, and is a past Vice President of Communications for the International Association of Business Communicators – New Orleans Chapter.

MISSISSIPPI

TUPELO - Courtney Holcomb Recognized as Top 40 Under 40 by the NE Mississippi Daily Journal



Courtney Holcomb serves as the senior event coordinator at the BancorpSouth Arena & Conference Center, a role that entails detailing more than 500 events a year, selling meeting space, liaising between operations staff/catering staff and the client and helping oversee future construction plans.

Holcomb is active with Tupelo Young Professionals, Gumtree TWIGS for LeBonheur Children's Hospital, International Association of Venue Managers (IAVM), IAVM Convention Center Committee, P.E.O. Sisterhood, IAVM Membership Committee and IVAM Region 5 Scholarship Committee.

TUPELO - BancorpSouth Arena & Conference Center to Expand and Renovate



BancorpSouth Arena & Conference Center will be expanding its current meeting space beginning in late October 2019. The expansion is taking place more than 25 years after BancorpSouth Arena first opened its doors.

Opening on October 9, 1993, the facility continues to be a favorite stop among artists. The venue has hosted numerous

entertainment events boasting sellout crowds. In 1994, the facility was nominated for Best New Major Concert Venue in Pollstar Magazine, Best New Facility (7,000 to 12,999 seats) by Performance Magazine, and Best New Facility overall.

The expansion will include 12,000 square feet of new meeting space, a connector between the Arena and the existing Conference Center, renovations to the existing Conference Center, a new VIP hospitality space, and renovations to the bathrooms inside of the Arena.

The Arena & Conference Center officially broke ground on the project on October 24. The expansion budget is \$15.2 million, and the project is expected to be completed in June 2021.

TUPELO - BancorpSouth Arena Naming Rights Extended

BancorpSouth Bank is continuing its partnership with the BancorpSouth Arena and Conference Center as the naming rights sponsor of the facility until 2035.

A ceremony was held to officially announce the expanded agreement and to celebrate the BancorpSouth Arena and Conference Center's upcoming renovation—a \$15.2-million project expected to be completed over the next 18 months.

"We couldn't be more excited to support the Tupelo area by extending our agreement as the naming rights sponsor," said BancorpSouth Chairman and CEO Dan Rollins. "The BancorpSouth Arena and Conference Center is an important cultural and economic engine for our community and a great source of pride for our team at BancorpSouth."

Todd Hunt, executive director of the BancorpSouth Arena and Conference Center, added, "This partnership has been wonderful. We're able to provide a high-profile venue that helps the bank get its name out while the funds that we receive from BancorpSouth help us to bring in events and operate at a level that's really unheard of around the country for a community the size of Tupelo, Mississippi."

As part of the agreement, BancorpSouth will have the naming rights to a new club, an upscale, 200-seat hospitality lounge with a bar, private restrooms and patio. In addition to the club, the renovated facility will include 12,000 square feet of additional meeting space, a new roof and other updates to the conference center, new bathrooms in the main arena and a connection between the two buildings.

NORTH CAROLINA

CHARLOTTE - Donna Julian Promoted to HSE Executive Vice President & Spectrum Center General Manager



Hornets Sports & Entertainment has announced the promotion of Donna Julian to Executive Vice President & Spectrum Center General Manager. In her fifteenth year with the organization, Julian has served as Senior Vice President of Arena & Event Operations since Spectrum Center opened in 2005 and added the position of General Manager in 2008.

One of a small number of female general managers of NBA arenas, she serves as the lead executive for all aspects of the day-to-day operations of the venue, including booking, guest services, management, marketing, public safety and more. Under her

leadership, the arena hosts over 150 sporting events, concerts, and family entertainment shows annually. Showcase acts which have performed at Spectrum Center include the Rolling Stones, U2, Paul McCartney, Beyoncé, Stevie Wonder and Andrea Bocelli. In addition, Julian is proud to have led arena operational logistics as Charlotte served as host for the 2012 Democratic National Convention and the 2019 NBA All-Star Weekend.

In 2019, Governor Roy Cooper appointed Julian to the North Carolina Emergency Response Commission as a representative of public assembly venues. Julian was recently honored as one of VenuesNow's 2019 Inaugural All-Stars. Julian was also nominated for IEBA's (International Entertainment Buyers Association) 2018 Venue Executive of the Year.

Julian is also highly involved in the Charlotte community where she is currently serving as the Vice-Chair of Board of Directors for Big Brothers Big Sisters of Central Carolinas. Additionally, she is a Foundation Board Member for the National Junior College Athletic Association (NJCAA) and a member of the Women Executives of Charlotte. Julian has previously served on the Board of Directors of the Children's Theatre of Charlotte.

Julian's additional honors and recognition include being named one of Venues Today's Women of Influence (2017), Career Masters Women in History Leadership in Action Awards (2017), Charlotte Business Journal's Women in Business (2016), Charlotte Mecklenburg Times' 50 Most Influential Women (2016) and selected as one of BizWomen's Women to Watch (2016).

PUERTO RICO

Please submit your news to iavmr5@gmail.com

SOUTH CAROLINA

COLUMBIA - Columbia Metropolitan Convention Center Celebrates 15 Years of Success



Fifteen years ago, Facebook launched, “Friends” aired its series finale, Michael Phelps won his first Olympic medal and the Columbia Metropolitan Convention Center in Columbia, SC, opened its doors. The CMCC is South Carolina’s only downtown convention center and over the past 15 years, the building has welcomed more than three million

visitors, held more than 6,600 events and has been an integral part of the city’s growth and development. This growth is evidenced by the significant uptick in the number of restaurants and hotels within the surrounding area – going from 43 nearby restaurants in 2004 to 73 today, and from five hotels with 862 total rooms to 13 hotels with 1,891 rooms and announcements for three more on the way.

The convention center itself has grown with the destination in terms of quality, performance and guest amenities. The facility has evolved to meet changing client needs with sustainability efforts, additional meeting rooms and increased technology services through interactive digital sources, LED walls and upgraded Wi-Fi capabilities.

“We are deliberate about providing the best experience for everyone who enters this building, and we have a qualified, dedicated staff,” said Cheryl Swanson, CMCC vice president and general manager. “The exceptional services from sales, food service, events, operations, security and engineering continue to wow our clients from local events to national conferences and presidential candidates.”

TENNESSEE

NASHVILLE - Music City Center Hires Two New Event Coordinators

The Music City Center recently hired Kelly Evans as an Event Coordinator. In addition, John Puckett, formerly an ambassador, has been promoted to Event Coordinator.

Congratulations Kelly and John!



NASHVILLE - Music City Center Sees Sharp Increase Composting for FY 19



The Music City Center composted over 130,000 pounds of material in fiscal year 2019, up from 66,000 pounds the previous year. By utilizing bins that are clearly labeled in three different languages, the MCC team has been able to collect scraps in the compost-designated containers. The bins are emptied into a dumpster that seals leakage or odors from food waste, which is then picked up to be composted offsite. The process of composting produces a valuable product from food scraps and prevents the formation of greenhouse gas emissions due

to the decomposition of organic material in a landfill.

Additionally, over 420,000 pounds of mixed materials were recycled and 14,000 pounds of leftover miscellaneous items were donated to various nonprofit organizations. The amount of rainwater collected and reused totaled 4,000,000 gallons, accounting for 51% of the building's water usage.

In addition to these waste diversion programs, Music City Center donated 40,000 pounds of food. The building's 845 solar panels produced 248,681 kWh of clean energy onsite.

VIRGINIA

RICHMOND - Greater Richmond Convention Center Hires Kate Belleman as New Sales Manager



Kate Belleman has joined the Spectra Venue Management team as Sales Manager. Previously she served as the Sales and Event Manager at the Virginia War Memorial and Marketing/Development Associate at the Virginia Repertory Theatre. Belleman lives in Richmond and is a graduate of UNC-Greensboro.

Allied News

David Daly Joins EventBooking as Senior Account Executive



A leading software provider for the events and venue industry, EventBooking has made a key hire to support the technology company's strategic growth, naming industry veteran David Daly as Senior Account Executive.

The move bolsters the leadership of EventBooking, with Daly bringing 19 years of progressive experience in the performing arts and venue industry. He will work closely alongside the Client Success team and Sales team, furthering internal communication while maintaining a strong relationship with the EventBooking client base. Daly will officially step into this new role on November 4, 2019.

With unmatched customer service and product support, EventBooking provides venue management and booking solutions to over 1,000 convention centers, performing arts centers, theatres, arenas, and stadiums world-wide. Steve Mackenzie, President of EventBooking, attributes their exemplary customer service to the quality of people they hire:

"We are extremely excited to have David join our team. It's vital to our ongoing success that we have people of the highest caliber in key roles. David is a tremendous asset to the team because of the service-first attitude he lives his career by. I know our clients will love interacting with him and his understanding of how our product can assist them in their day-to-day roles—after all, he has lived that!"

Daly comes to EventBooking from his previous role as a management consultant for performing arts centers and other venues, where he provided insight for project

management, operations, and strategic planning. Thanks in part to prior roles such as the Director of Programming for the Sandy Springs Performing Arts Center, David's professional experience encompasses programming, booking, operations, marketing, ticketing, event management, and more.

His reputation as a leader extends to numerous industry associations, including involvement with the IAVM, Association of Performing Arts Presenters, and the Georgia Presenters Network. Daly was among the inaugural class of professionals to be awarded the designation of Certified Venue Professional in 2016, and is a 2014 graduate of the IAVM Venue Management School.

Regarding his recent decision to join EventBooking, he stated, "I am thrilled to join a team of dedicated, passionate professionals who are committed to serving an industry that I care deeply about. With award-winning products and customer service that is second to none, EventBooking makes huge contributions to the lives of venue professionals. I'm very excited to be a part of that impact."

Venue Trivia

Last month we asked who the first Director of IAVM Region 5 was... Believe it or not, it's been harder to find the answer than we thought! Don't worry though, we'll have that answer in next month's newsletter as well as the answer to this month's trivia question.

As for this month's question...

How many different venues are represented in Region 5?

IAVM Region 5 | 635 Fritz Dr., Suite 100, Coppell, TX 75019

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