November 2006

In This Issue:

- Letter from the VP
- Article from the VP
- Upcoming Events Calendar
- ISMC
- Featured Member Article
- News and Notes
A Note From Hugh Austin

Hugh Austin
District V Vice President

What a difference a year makes, at least I hope it’s a lot different and hopefully better for the District V members that were dealing with the aftermath of ‘Mother Nature’ this time last year and the year before!

Our Chair of the District Chapter Meetings Committee, Ms. Carole Moore CFE, organized the first IAAM District V Chapter Meeting September 11th. The over 40 in attendance at the Georgia International Convention Center heard Mr. Tim Riddle revisit his Mid-Managers presentation of ‘How to get what you want from your Boss!’ Great job Carole and Tim!

As we look toward 2007, please make your plans for our District Meeting, April 21st through the 24th in Birmingham, Alabama. Suzette Hunter of the Birmingham Jefferson used County Civic Complex and her host committee are planning a great conference for us. Suzette and the BJCC hosted the District over 10 years ago and we had a great time at that wonderful venue. With the Alabama Sports Hall of Fame on site and a world class Sheraton Hotel this conference will be one you won’t want to miss. I was wondering if ‘Three on a String’ are still performing around Birmingham? They were our featured entertainment the last night of the conference and we all left with our sides splitting with their hilarious ‘Plaque Night’ routine. I’ve noticed since that conference we haven’t used ‘Plaques’ that much as we recognize our achievements, think there is a correlation here?

Mr. John Rhamstine of Norfolk has been working overtime with Mr. Bob Rose in Tampa to get future dates nailed down and we will report to you all soon about the 2008 and 2009 bids.

On that note, after some discussion and consideration, the site committee and your Executive Committee have decided to bring the Mid-Managers Conference in mid June to the North Shore of Lake Ponchartrain in Louisiana. A year ago we weren’t sure whether Ms. Kerry Painter of the North Shore Harbor Center in Slidell Louisiana was really going to be able to host the Mid-Managers at her beautiful new facility. Well Kerry and her staff are busy making plans to host us and I’m sure they will have a great agenda down there on the North Shore! Special thanks to John Rhamstine for offering to move up to 2006 if needed. John has offered Norfolk for 2007 for Mid-Managers.

As your District V VP I am in the process of preparing our District V Report for the IAAM Mid-Winter Board of Directors meeting in Texas so if there are any immediate concerns please send them to me or call me at 770-907-3087. I will make sure they are heard at the meeting. I hope everyone is taking time to see what our IAAM Foundation is doing for us such as the strong educational programs like the Academy of Venue Safety and Security. Our Foundation, and I stress the word ‘OUR’ has worked overtime in delivering goods and services for us that are becoming the standard of the hospitality industry.

Since 1982, our Foundation has provided more than $2.6 million towards education, professional development, research and student scholarships to facility management professionals. They do this with our support and our support is needed. I hope each of you can find a way to contribute, be it small or large. Let’s make sure District V is well represented in the contribution roles.

Thanks for your support and see you later,

Hugh S. Austin
District V Vice President

hastin@gicc.com
The Convention Center of the Future

(College Park/Atlanta, GA) - Now is an exciting time at the Georgia International Convention Center (GICC). Not only is the GICC Georgia's newest and second largest convention center, but it is also quickly on its way to becoming the most unique convention center facility in the country.

Beginning in late 4th Quarter 2008, the GICC will become one of the first facilities where event and convention goers will be able to fly into an airport, disembark their plane and arrive at the front door of the facility, all without ever getting in a taxi, bus or shuttle.

The project making this possible is the Automated People Mover (APM), a new light rail train currently under construction to transport travelers from Hartsfield-Jackson Atlanta International Airport to the airport's new Consolidated Rental Car Agency Complex (CONRAC). The 1.4 million square foot CONRAC will be the centralized car rental headquarters for Hartsfield-Jackson. The great news for GICC patrons is that the second station of the APM will be at the front door of the GICC, making it even easier to access the impressive facility.

To further enhance the amenities of the GICC, plans are underway to build two full-service convention hotels on the GICC campus. A developer has been selected to complete the hotels, which are also planned to open in conjunction with APM in late 4th Quarter 2008.

"When we designed the new GICC, our goal was to create a world-class facility that emphasizes both form and function. We believe that all of the exciting new developments on and around our facility are directly in line with that goal. We invite people to come experience one of the premier facilities in the country," says Hugh Austin, GICC Executive Director.

Everything about the facility is both beautiful and state of the art. Whether dining on a 4-star meal prepared by the GICC's world class culinary team or broadcasting your event on our 4-channel television network, the GICC offers only the best to its clients. Other highlight features include facility-wide WiFi internet access, event webcasting capabilities, fiber optic high-speed networking, video teleconferencing and custom event blogs and podcasts.

About the GICC

Located adjacent to Hartsfield-Jackson Atlanta International Airport and just 10 minutes from downtown Atlanta, the GICC offers 400,000 square feet of flexible meeting space to accommodate every need. The 150,000-square-foot Exhibit Hall is divisible into four separate halls and can fit over 800 10'x10' booths. Best of all, the GICC boasts Georgia's largest ballroom—40,000 square feet with room enough to seat over 3,000 guests.
Upcoming Events Calendar

November 12 - 15
IAAM International
Crowd Management
Conference (ICMC)
Philadelphia, PA

November 13 - 18
International Association of
Amusement Parks & Attractions
Annual Convention & Trade Show
Atlanta, GA

November 28 - 30
International Association for
Exposition Management (IAEM)
Annual Meeting
San Diego, CA

November 29 - 30
TEAM Coalition Board Meeting
Alexandria, VA

December 4 - 7
International Association of Fairs &
Expositions Annual Meeting
Las Vegas, NV

December 5 - 9
Annual Congress of Cities
Conference
Reno, NV

January 5 - 7
Association for Convention
Operations Management (ACOM)
Annual Meeting
Toronto, ONT

January 7 - 10
Professional Convention
Management Association (PCMA)
Annual Meeting
Toronto, ONT

January 11 - 13
IAAM’s International Stadium
Management Conference (ISMC)
Dallas, TX

January 16 - 18
International Society for the
Performing Arts (ISPA) Meeting
New York, NY

January 19 - 23
APAP: Associations of Performing
Arts Presenters
New York, NY

January 21 - 25
APPA: Association of Higher
Education Facilities/ Institutes for
Facilities Management
Orlando, FL

January 24 - 27
International CEO Forum
Barcelona, Spain

January 25 - 28
TOUR LINK Conference
Annual Meeting
Mesa, AZ

January 30 - February 2
International Ticketing Association
(INTIX) Annual Conference
Houston, TX

February 6 - 8
Pollstar’s Concert Industry
Consortium
Los Angeles, CA

February 10 - 13
IAAM’s Performing Arts Facility
Administrators Seminar (PAMC)
Nashville, TN

A Look Ahead for District V:

April 21 - 24
IAAM District V Meeting
Birmingham Jefferson Civic Complex
Birmingham, AL

Please e-mail your events to the editor, Jen McArdle, at: mcardlej@mailbox.sc.edu
From Frisco, TX, just north of Dallas, the 5th Annual International Stadium Management Conference will provide you with a solid educational and networking experience that has established ISMC as the leading educational conference for stadium managers. Be a part of this exciting and valuable conference!

Keynote speaker Tom Hicks is Chairman and CEO of Hicks Holdings LLC, a Dallas-based private investment firm that owns the Texas Rangers Baseball Club, the Dallas Stars Hockey Club, and a 50% interest in the American Airlines Center. The line-up also includes presentations from Victoria Halsey, PhD. and author of the Hamster Revolution; Jack Hill, Director of Stadium Construction for the new Dallas Cowboys stadium; and Rick McLaughlin, the Executive Vice President of Business Operations for the Texas Rangers. Other sessions will cover emergency response planning, pat-downs and bag checks, graphics and turf management—plus much more!

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<th>Currently Scheduled Conference Highlights</th>
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<tr>
<td><strong>Thursday, January 11, 2007</strong></td>
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<tr>
<td>- Golf Tournament (Tribute Golf Club)</td>
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<td>- VISAT Lab Sessions</td>
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<tr>
<td>- Welcome Reception (Dr. Pepper Park)</td>
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<tr>
<td><strong>Friday, January 12, 2007</strong></td>
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<tr>
<td>- Keynote Speaker Tom Hicks</td>
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<tr>
<td>- “The Hamster Revolution”</td>
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<td>- Emergency Response Plans</td>
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<td>- Stadium Round Tables</td>
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<td>- Turf Panel</td>
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<tr>
<td>- Tour/Reception at Pizza Hut Park</td>
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<tr>
<td><strong>Saturday, January 13, 2007</strong></td>
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<tr>
<td>- Security Practices</td>
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<td>- Customer Service for Stadiums</td>
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<td>- Allied Meeting</td>
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<td>- Increasing Per Capita Sales</td>
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<td>- Trends</td>
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<tr>
<td>- Grand Openings</td>
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<td>- Tour/Reception at Ameriquest Field</td>
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Thanks to the following Sponsors:
- Daktronics, Inc., Miller Brewing Company;
The Partnerability Factor
By Linne Dilorio

I attended a major industry trade show recently, and it got me thinking about how important partnerships really are in the meetings business. As I stood in the booth, surrounded by sales professionals from my CVB, along with a hotelier from a property across the street from my own, it became abundantly clear how easy it is to join forces to book business not only for my facility, but for the region as a whole. Applying this concept to everyday business back home should be just as easy, right? Take a look at the following examples of how fostering relationships early on, even with your competition, can pay off for both suppliers and meeting planners.

It was a week before Tim McGraw and Faith Hill were to grace the stage at the arena across the street. We'd been hearing about the show for months, and preparing for any potential traffic jams or impact on parking for the patrons in our building. The arena has the raised seating and the capacity for that type of show, but at the last minute, our arena neighbor called on us for help. Why? It turns out they needed one of our exhibit halls to set up an artist-and-crew compound and recreation area, "Camp McGraw." What a great idea! Even though it wasn't our show, who wouldn't want to be a part of that? We checked our calendar, found space, and made room for the McGraws. This was not a tough decision. You never know when you might need your neighboring arena to help you out of a jam. By maintaining a great working relationship over the years, we were able to answer "yes" and make it happen quickly. The event was greatly enhanced as a result.

In another example, a local university's arena had a naming-rights issue that prevented the arena from booking a certain concert on campus. The activities department really wanted to bring the show into town to entertain its students, but needed to do it in an off-campus venue. We had the availability, and based on our positive track record hosting multiple graduations, educational conferences, and banquets for the school, we were first on their list of venues to help extend their "campus" to make it work. By proving ourselves as a good neighbor, we landed the event before any other venue knew there was an issue in the first place.

Feeding off our convention and visitors bureau, located just down the hall from our own administrative offices, means more than just using the CVB's coffee machine. We share leads and carpool to industry trade shows together. We take advantage of networking opportunities and everyday acts of togetherness that truly keep our region's event industry thriving. By working with and embracing your CVB, you can broaden your presence in the marketplace, discover which trade shows produce the best leads, and uncover what travel professionals really think of not only your region, but your property specifically. Maintaining this partnership should not feel like work; it's more like family.

Are you seeing the partnership connection yet? What about that hotel across the street? You compete for banquet and meeting business on a weekly basis, but you also share in the wealth when a convention comes to town. Who's there when a group's banquet outgrows the hotel's ballroom, or when they need a few more breakout rooms? If you don't have that relationship established, the hotel won't think to call you first, and the group might book elsewhere. Your CVB should provide the gateway to your local hotel market. By sharing booth space at industry shows and participating in joint bids and proposals, you should be constantly in tune with changes in hotel personnel, accommodations, and services. Never underestimate the power of relationships with your local hotels. The lead sharing alone could help you meet your sales goals. Bridge the gap. Make the connection!

In the end, we all promote and sell our region to meeting planners, their attendees, and families. That's what hospitality is all about. The more approachable we are with our neighbors and industry partners, the better the service we can provide to our shared and referred clients. It's something that planners should factor into their site selection process. The "partnerability" quotient of a destination can make the difference between a good event and a great one.
Florida

Gainesville- Rock 'n' Roll Hall of Fame group Tom Petty and the Heartbreakers returned home to a sold out crowd at the University of Florida Stephen C. O'Connell Center on September 21, 2006 as part of their 30th Anniversary Highway Companion Tour. "Tickets went on sale July 22nd and sold out in 30 minutes," according to Lionel Dubay, Director of the Center. "We sold 8,000 tickets and could have easily sold out a second show," said Dubay. This appearance marked the sixth at the O'Connell Center, the last of which was in 1993.

Tom Petty was born in Gainesville on October 20, 1950. In 1970 after a number of years playing local clubs in Gainesville Petty, his guitarist Mike Campbell and Benmont Tench on keyboards, then known as Mudcrutch, left for Los Angeles in search of a record label. The band found Shelter Records in 1974 and released their single "Depot Street." Mudcrutch broke up shortly afterwards, which led to the 1975 formation of Tom Petty and the Heartbreakers.

Tom Petty and the Heartbreakers have a long history of classic rock 'n' roll albums, having sold over 50 million albums. Over his 30-year career Petty has been nominated for 16 Grammy awards. Dubay said, "Petty and the Heartbreakers were welcomed on stage with an enthusiastic, standing ovation that seemed to last for several minutes and the fans never sat down from that point on." At a press conference prior to the show University of Florida's First Lady Chris Machen gave Tom a Distinguished Achievement Award and Gainesville Mayor Pegeen Hanrahan presented the band with a key to the city, followed by her officially proclaiming September 21, 2006 as Tom Petty and the Heartbreakers Day. Hanrahan said, "Tom Petty and the Heartbreakers are to Gainesville what the Beatles are to Liverpool."

The show was promoted by Jon Stoll of Fantasma Productions in Palm Beach, Florida. Stoll said, "This will be the biggest show in Gainesville’s history with Petty and the Heartbreakers, The Strokes, Stevie Nicks’ special guest star appearance, the live radio broadcast, and video taping for a Tom Petty documentary, which probably will be released in early 2007."

Garage rock band The Strokes opened the concert and Petty's long time friend Stevie Nicks made a surprise appearance to sing a few duets with him.

News and Notes

To share your news items, please send any photos, articles, or facility updates to Jen Mc Ardle at mcardlej@mailbox.sc.edu
Georgia

Atlanta- The American Craft Council - the national, nonprofit public educational organization based in New York - and the Cobb Galleria Centre are pleased to announce the move of the Atlanta Fine Craft Show from the Georgia World Congress Center to Cobb Galleria Centre, March 9-11, 2007. The Atlanta Fine Craft Show is the largest craft show in the Southeast and has been held at a downtown Atlanta location since the American Craft Council began hosting annual shows here in 1988.

"The Atlanta Fine Craft Show is one of the premier public shows in the Atlanta area, and we are extremely pleased that they chose Cobb Galleria Centre to host their event," said Michele Swann, General Manager and CEO of the Centre. "The Centre continues to attract a variety of quality shows and exhibits. When you look at the demographics of the surrounding communities, it is easy to see why our facility is a natural fit for this show."

"We selected Cobb Galleria Centre for its state-of-the-art facilities, convenient location and ample public parking," said Carmine Branagan, executive director of the American Craft Council. "And just as important, the Centre provides opportunities for partnerships. In fact, members of The Atlanta Opera (a resident company of the Cobb Energy Performing Arts Centre) will perform at our show. We look forward to highlighting details in the near future."

The Atlanta Fine Craft Show is an annual juried show of high quality, handmade objects including jewelry, clothing, furniture and home accessories. The show attracts more than 10,000 visitors a year. Retail sales are estimated at $1.5 million.

The American Craft Council (http://www.craftcouncil.org) is a national, nonprofit public educational organization founded in 1943 by Aileen Osborn Webb. The mission of the Council is to promote understanding and appreciation of contemporary American craft. Programs include the bimonthly magazine American Craft, annual juried shows presenting artists and their work, a 2006 leadership conference on craft, the Aileen Osborn Webb Awards honoring excellence, a library, workshops and seminars.

Cobb Galleria Centre (cobbgalleria.com) is Atlanta's premier convention facility with 320,000 sq. ft. of event space, four exhibition halls, 20 meeting rooms, four executive boardrooms and a ballroom.

Atlanta- The Atlanta Falcons Oct. 22 game against the Pittsburgh Steelers set a home, single-game attendance record at the Georgia Dome with a crowd of 71,151, topping the previous record of 71,079 last October against the New England Patriots. The Dome
had its share of Steelers fans hoping for a victory over the Falcons, but with a 38-38 tie score at the end of the fourth the game moved into overtime. Atlanta and the defending Super Bowl champions swapped the lead six times during regular play before Morten Andersen kicked a 32-yard field goal to give the Falcons a 41-38 victory.

**Atlanta** - Atlanta’s most classic college bowl game will sport its brand new name and logo on Dec. 30 at the Georgia Dome. The Chick-fil-A Bowl will match up ACC vs. SEC for the 15th consecutive year. This prestigious event has made its home in the Georgia Dome since 1992, has sold out 10 consecutive games and holds the highest average attendance of all non-BCS games in the last 10 years. The Chick-fil-A Bowl recently filmed a promotional commercial inside the Dome that will be used in the Atlanta area to market the bowl game and will be hosted on their website (www.chick-fil-abowl.com).

**Atlanta** - The Georgia Dome proudly hosted the Bands of America Super Regional, which packed two solid days of stellar marching band routines, performed by 60 of the best high school bands from across the nation and the Atlanta Original Battle of the Bands, which provides a forum for local bands to compete for bragging rights the last weekend of October.

**Centennial Olympic Park News** - Centennial Olympic Park invites Atlantans to skate into the 2006 holiday season! Atlanta’s only outdoor ice skating rink opens to the public on Nov. 18. The rink can skate more than 100 people at a time on the three-inch thick sheet of real ice, and also features covered observation seating, theatrical lighting on the ice and holiday music. Tickets cost $6 for 90 minutes of skate time, and skate rental is an additional $2. The rink will be open through Jan. 7, 2007, but will be closed on Dec. 25 for Christmas Day. Separate from the main rink, Centennial Olympic Park also features a kiddie rink made of synthetic ice, allowing parents and their little ones to skate on a softer surface.

In additional Centennial Olympic Park news, Monopoly recently underwent a modern makeover. The Here & Now Edition features current landmarks from 22 cities nationwide, and Americans voted on which landmarks would be included. Atlanta’s own Centennial Olympic Park made it onto the board. "We know everyone would love to own a property like Centennial Olympic Park, and we are very excited that now people will be able to simulate that wish through this timeless board game," said Mark Banta, the Park’s General Manager.

For the first time ever, Monopoly fans were able to decide what belonged on the new game board. Over 156,000 votes were cast for Atlanta landmarks (44 percent for Centennial Olympic Park). The Park replaced St. Charles on the original game board. It’s Rent is $100,000 and it’s buying price is $1,400,000. Centennial Olympic Park, which was created as a gathering spot for the 1996 Olympic Games, and Boston’s Fenway Park, home of the Red Sox, are the only sports-related properties on the new board.
News and Notes

Gainesville- The Georgia Mountains Center received the Golden Nail Award for its $1.2 million renovations at the annual Main Street Gainesville Dinner. The renovations included new carpet and paint throughout, a total makeover of the meeting rooms and restrooms, new theater seats, reupholstered arena seats and new equipment. Carol Moore, Executive Director, said, "The renovations upgraded the Center so it has a more upper scale feel, allowing us to be more competitive in the market place." The Georgia Mountains Center is also working with Noble Investment Group to secure a hotel for the property in conjunction with an expansion of the Center.

Georgia World Congress Center News- Expo magazine, which focuses exclusively on tradeshow, convention and corporate event management, published a list of Ten Easy Places to do business earlier this year. The article was broken down by 10 factors that go into producing a show and a city was selected for each factor. Listed among the factors were labor, convention center staff, affordability, attendance and infrastructure. Atlanta and the Georgia World Congress Center were chosen for Convention Center Services. The article explained that the center has a reputation for service and that you can't find friendlier people anywhere. The article went on to quote Barb Stroup, VNU Group Operations Director, "The GWCC will bend over backward for you."

Lastly, GWCC has introduced a newly enhanced online ordering system. The e-commerce section of the GWCC website was recently redesigned to make it easier than ever for exhibitors to order services online. As was the case in the past, all Engineering and Telecommunications needs can be ordered online and now Food & Beverage can be ordered as well. The entire system is incredibly user-friendly, and photos accompany each service so the user knows exactly what they are ordering.

The Georgia World Congress Center is the first convention center in the U.S. to provide this specific e-commerce technology provided by Event Management Communication (www.exhibitorkit.com).
The board of directors of the Shaw Center for the Arts is pleased to announce the appointment of a new President for the arts center. David Briggs will begin work around November 1st. He is currently director of the Broyhill Civic Center at Caldwell Community College in Lenoir, North Carolina, where he has served for thirteen years. “We are pleased with the result of our national search for a new executive director. David will be a perfect fit at the Shaw Center”, said Charles Lamar, chair of the center board. The first executive director André Mika left last year. The Shaw Center is a multi-purpose venue with two principal resident partners - LSU Museum of Art and the Manship Theatre.

The $55 million Shaw Center for the Arts was built through a collaboration among the State of Louisiana, Louisiana State University, the City/Parish, the Baton Rouge Area Foundation and a number of private donors. According to Lamar, “One of David's principal activities will be encouraging further the collaborative efforts at the Shaw Center by the partners, local and regional arts groups and the community.”

Mr. Briggs is eager to begin. “It is a great fortune for me to come to such a beautiful facility. I plan to help the Shaw Center live up to its mission as a catalyst for the arts in the Baton Rouge area,” said Briggs. In addition to the LSU Museum of Art and the Manship Theatre, the Shaw Center holds the LSU School of Art gallery and classrooms, the Arts Council's Community School for the Arts, and the Baton Rouge Symphony's administrative offices, as well as retail space and restaurants.

The Shaw Center was opened to the public in March 2005, as a key element in the downtown redevelopment. Since then, enjoyed visual arts exhibits at the Museum and Gallery and theatrical, dance and music performances at the Theatre.

**New Orleans**- Construction on the Kiefer UNO Lakefront Arena is continuing at a steady pace. New replacement panels are going up on the upper fascia of the Arena. The color is Champagne Metallic and the panels are being installed horizontally, instead of vertically, for better wind resistance and a more dynamic look. While one crew is installing additional beams to support the new horizontal panels, another is working ahead securing the supports for the replacement soffit panels.

The installation of the front fascia and soffit, ripped off during Katrina, should be completed by the end of October, thus protecting
the main arena from the elements. The state will then approve remediation to continue in the main arena as well as Levels 3 and 4.

After 20 years of chlorinated air running through the air handling units serving the pool office and locker room areas, they are finally being replaced. The new units are of a different design and will now dehumidify in addition to being able to cool the areas.

In addition, the ramps are about to take on a new look that will complement the new metal soffit and fascia panels. The work includes repairing and restoring the four exterior concrete ramps, and if the budget allows the exterior pool wall and pipe bridge. The ramps, due to construction faults, have developed cracks and spalls over the twenty plus years since they were built. Verges Rome Architects have been busy surveying the ramps and preparing Design Development Drawings for the project. After the drawings are completed, the project will be put out for public bid to select a contractor. The work will begin with cleaning the concrete surfaces via pressure wash and repairing the expansion joints and cracks.

Mississippi

Vicksburg- The team at the Vicksburg Convention Center and Auditorium is determined to “arm” Vicksburg and Warren County’s police officers, firefighters and deputies. Only this time, it’s in a non-conventional way. The Vicksburg Convention Center and Auditorium will launch a program called “Teddy Makes it Bear’able” during the Fifth Annual Festival of Trees, November 17-18, 2007.

“We’re collecting the Teddy bears to give to local first responders. They will use them when they respond to incidents involving children,” said Erin Powell, VCCA Marketing and Events Coordinator. The idea came from similar projects nationwide where it has been proven that the bears help console children that are victims of car wrecks, fires and other traumatic events. “We decided the project would be perfect for Vicksburg, especially with the history of Teddy Roosevelt and the Bear Hunt in 1902,” said Powell.

Presently, officers try to keep a stuffed toy in their patrol cars to give to a child needing comfort - but have been doing so at their own expense. On some occasions, businesses have made donations. There has not been an organized effort in Vicksburg/Warren County to keep the first responders equipped with bears. There are a total of 120 emergency response vehicles in Warren County - not

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including the volunteer fire stations and their vehicles. Powell says their goal is to collect 6,000 bears over the course of a year.

The “Teddy Makes it Bear’able” program is part of Compass Facility Management’s nationwide “Make a Difference” program in the community. Compass manages public assembly facilities in several states throughout the country. Each Compass location has been charged with the task of implementing some program that would make a positive impact to the community.

**Saturday Afternoon**

**Saturday Evening**
(10/14): The 2006 Induction Ceremony where the 2005 (cancelled by Katrina) and 2006 artists were inducted. Featured performances were by the Original Rolling Stones and Dawn Breakers and Miss Mississippi 2006- Kristian Dambrino. Inductees were Pinetop Perkins, International Sweethearts of Rhythm, Prentiss Barnes, Warren Smith, O.B. McClinton, Blind Boys of Mississippi, Hank Jones, MS John Hurt, Carl Jackson, Junior Parker, Williams Brothers, Steve Forbert, Jim Weatherly, Milton Babbit and Marty Gamblin.

**Sunday**

The Convention Center and local radio station River 101, hosted the first “River 101’s Fun Country Night”, October 21, 2006. The event is a family friendly event featuring live entertainment by The Real Silverado Band and country line dancing.

The Convention Center will be transformed into a winter wonderland for the Fifth Annual Festival of Trees, November 17-18, 2006. The event features a Preview Gala with live entertainment, Taste of Vicksburg and silent auction of trees and donated items. Saturday there will be a "Breakfast with Santa".

The VCAA received the "Best of the Best" award for the third consecutive year from Convention-South magazine.
North Carolina

Winston-Salem- The City of Winston-Salem has selected Sports & Properties, Inc. (SPI) to perform a naming rights study for the City’s Entertainment and Sports Complex.

The Winston-Salem Entertainment and Sports Complex consists of the 15,000-seat Lawrence Joel Veterans Memorial Coliseum (home of the Wake Forest University Men’s and Women’s Basketball Teams), the 4500-seat Coliseum Annex, the 6200-seat Ernie Shore Field (home of the Winston-Salem Warthogs), and the Dixie Classic Fairgrounds. Also included in the study will be Bowman Gray Stadium, a 17,000-seat venue that is home to Winston-Salem State University football and the NASCAR Weekly Racing Series.

“We have been talking about doing this type of analysis for quite some time, so we are pleased to be moving ahead with this facilities review,” said Bucky Dame, Director of the Entertainment and Sports Complex. “The timing is good since we just rebranded many of our major destination facilities under the ‘Sports and Entertainment Center’ banner. The study will show us whether there is the potential for additional revenues by considering naming rights for our facilities individually or as a whole.”

“It’s an honor for us to be working with the City, the Winston-Salem Public Facilities Commission—chaired by Bob Northington, and Bucky Dame and his team,” said Hill Carrow, CEO of Sports & Properties. “Winston-Salem and the ESC have an outstanding reputation both for a great entertainment and strong management. We look forward to analyzing the possibility of new revenue streams for the complex.

The Entertainment and Sports Complex is a multi-venue destination located at the intersection of University Parkway and Deacon Boulevard in Winston-Salem, NC. The Complex features two arenas (including a 5800-seat Coliseum theater), 2 exhibit halls, and a minor league stadium. The ESC attracts over 1,050,000 people per year.

Sports & Properties, Inc. is a sports and entertainment marketing and development firm located in Raleigh, NC. The company represents major corporate clients such as RBC Centura Bank and Capitol Broadcasting Company and consults with cities and community organizations on sports and entertainment economic development projects. SPI is also a specialist and innovator in naming rights sponsorships with projects currently underway for Wake Forest University, the City of Durham, and the Carolina Crossroads Music & Entertainment District in Roanoke Rapids.

South Carolina

Columbia- WWE kicked off its season premier of Monday Night Raw on October 9th, live from the Colonial Center in Columbia, SC. The three hour event marked the one year anniversary of RAW on the USA television network.

The Monday Night Raw
Family Reunion premier brought something to Columbia that the WWE has never seen before - all three champions in one ring. Raw's WWE Champion John Cena, ECW World Champion Big Show and SmackDown's World Heavyweight Champion King Booker all came face to face in Columbia.

Not only did the new faces of the WWE turnout, some of its legends also made an appearance. Rick Flair, Rowdy Roddy Piper, Ted DiBiase, Irwin R. Schyster and Arn Anderson came ringside for the event. The live event also featured South Carolina natives Shelton Benjamin, Lillian Garcia and ECW Champion Big Show. In addition to these WWE super stars, one of Columbia's own favorites was in attendance. The University of South Carolina's own Steve Spurrier was ringside to cheer on all the action.

Columbia - The Global Spectrum marketing team at the Colonial Center recently took a creative approach to drumming up interest for the upcoming WWE Monday Night Raw event that will take place at the building October 9th. The Colonial Center, along with two local radio stations, Rock 93.5 and Fox 102.3, allowed lucky participants to enter a “Fear Factor” style contest to try and win ring-side tickets to the upcoming event. The ten contestants, chosen by radio call-in promotions, faced off in a head-to-head battle to see who could successfully eat a variety of “non-traditional” foods, including live earthworms, a tuna milkshake comprised of tuna, sardines, and milk, and for the grand finale, a can of wet dog food. Surprisingly, five contestants were able to stomach all that was placed in front of them and were entered into the random drawing for tickets. Two people walked away with a set of ringside seats; two people won WWE DVD packs, and a fifth person won a bag of WWE merchandise. Everyone walked away with a stomachache.

Tennessee

Gatlinburg - Gatlinburg Convention Center has been expanded to approximately 300,000 square feet of meeting, banquet and exhibit space, with restoration of Mills Auditorium and the addition of the Tennessee Ballroom as the centerpieces of the project. The grand opening of the $14 million W.L. Mills Conference Center was held March 23, 2006, and business has been brisk.

“The response from our meeting planners who have been here for site visits has been tremendous,” said Kara Dense, Director of Sales for the Gatlinburg Convention Center. “Word of mouth has spread regarding the beauty and appeal of the building and the different meeting spaces we offer, and people in the industry are excited about coming in for a first-hand look.”

The design concept of the $14 million W.L. Mills Conference Center by SRA Architects' Mike Smelcer is best defined as “Arts & Crafts Style.” Elements from
the original building, such as the pitch of the roof, the four-foot overhangs, the use of materials including stone and 44,000 lineal feet of milled woodwork and the application of indirect lighting via skylights were incorporated in the design of the building.

Throughout the restoration project, SRA Architects maintained architectural elements of the original building designed by Hubert Bebb, a nationally known and well respected architect and one of the first architects in Gatlinburg.

“The aesthetics blend with the heritage of East Tennessee,” said Debbie Orsburn, Building Manager since the Gatlinburg Convention Center opened in September of 1989. “We feature exhibits of local craft artisans past and present.”

Corporate Interiors designers Sandy Martin and Susan Ballard selected rich carpet tones and wall treatments in green, cream and burgundy that incorporate a mountain feel and coincide with that of the existing Gatlinburg Convention Center. Craft-styled and larger domed chandeliers complement overhead spaces, reflecting an inviting warmth. Skylights in the Mills Gallery give light from the mountain sky, while a dual interior water feature with hand-placed fabricated mountain stone flows at the transitional space between the Convention Center and Conference Center.

Major acoustical enhancements made to the Auditorium during the construction process now allow it to rival even the new Tennessee Ballroom in sound quality. Precision sand-etched mountain stone fireplace lintels in the new Lobby area reflect front and side elevation line drawings of the original 1956 auditorium and civic building that housed City Hall and the Police and Fire Departments.

The W.L. Mills Conference Center affords an array of new opportunities and keeps the Gatlinburg Convention Center at the forefront of convention cities in the southeast.

**Nashville**- Hundreds of people gathered at the Gaylord Entertainment Center in Nashville, Tenn., on Monday, October 16, to rally in support of a new downtown convention center. The event, sponsored by the Music City Center Coalition, a volunteer organization campaigning for a new center, featured entertainment from country music artist Phil Vassar and cheerleaders from the Tennessee Titans and Nashville Kats football teams.
Virginia

Richmond- Andrea Morse brings more than five years of event planning experience to the Greater Richmond Convention Center, Managed by Global Spectrum. She began her management career as the Manager for New York Health & Racquet Club in New York City. There she oversaw corporate and club member accounts. Morse most recently worked as an Event Coordinator for the New York Stock Exchange. She was in charge of planning and organizing all aspects of special events. Several high profile accounts Morse oversaw were the Christmas Tree Lighting honoring families affected by Sept. 11 and the Annual CEO of the Year Awards.

Morse will be responsible for overseeing and managing all aspects of events in the facility. She will also provide information and direction to the Operations department and support staff.

Another Greater Richmond Convention Center employee is also making news. Michael Meyers, General Manager of the Greater Richmond Convention Center, recently joined the Junior Achievement of Central Virginia's "Empowered Through Ethics" program and taught his first class at Henrico High School. Senior-level executives volunteer their time to have an hour long dialogue with a class of high school students to teach students the proper way to conduct business.

One of the premises of the program is to educate students that in order to succeed in business they must make ethical decisions even when it means losing a business deal. Participants in the program are encouraged to use real life examples they have faced in day-to-day decision making. Although the program is only a year old, it is expected to reach 2,600 students this year.

Additional GRCC News- While the Richmond Region continues to undergo a period of revitalization, the Greater Richmond Convention Center, is also experiencing a similar face-lift. Several meeting rooms as well as the Junior Ballroom of the Greater Richmond Convention Center have experienced a transformation. The VIP room now features beautiful custom designed drapes which creates a very elegant atmosphere for all guests. The JR. Ballroom in the Center has also been renovated with custom designed fabric panels and elegant dimmable wall sconces. The new lighting feature will have a dramatic effect on the events planned for the room.

The GRCC has also been changing up its programming. In the summer of 2006, the Greater Richmond Convention Center, managed by Global Spectrum, instituted a new art program that focuses on uplifting artists and craft persons in the Richmond Region. The Convention Center now offers artists the ability to showcase their work in glass enclosed display cases conveniently located throughout the facility. With over 311,000 individuals visiting the Convention Center in a year this is an excellent program for Regional artists to promote their creative and unique artwork. Many of the local Art Programs are assisting the Center with promoting the program to potential artists.

To share your news items, please send any photos, articles, or facility updates to Jen McArdle at mcardlej@mailbox.sc.edu
Roanoke- The Roanoke Civic Center (RCC) in Virginia is gearing up for the opening of a new Roanoke Special Events Center (RSEC) in March, 2007. This 46,000 square foot facility will serve as a multi-function venue, complementing the existing 14,000 square foot Exhibit Hall, 10,500 seat Coliseum, and 2,148 seat Performing Arts Theatre. Construction is on schedule and the staff has been very busy booking events for the RSEC for the past six months.

The RCC hopes to attract larger consumer and trade shows, and conventions to the Roanoke Special Events Center. Corporate, educational, civic, and social events are part of the targeted marketing efforts of the sales team, and advertising has been strategically placed to attract those businesses and more.

Since losing its UHL hockey team, the Roanoke Vipers, and NBDL basketball team, the Roanoke Dazzle, last year, the Sales & Marketing team has faced the challenge of filling sixty-one empty dates head-on. By focusing on the many amenities offered at the facility, and its prime location in southwest Virginia, filling some of the dates has not been a hard sell. The loss of so many dates has also challenged the RCC’s team to consider booking more diverse events for all of their facilities.

Most recently, the RCC’s calendar of events has included “Ruckus in the Cage,” a wildly popular boxing-meets-mixed-martial-arts-type of fight; a Doo-Wop concert featuring 60’s legends Gene Chandler a/k/a The Duke of Earl, the Platters, and Shangri-La; the Star City Moto-X dirt bike competition; and the Veterans Day Swing Dance & Dinner with the Tommy Dorsey Orchestra, all co-promoted by the Roanoke Civic Center.

The revenue generated by these new events isn't all related directly to ticket sales. With the cooperation of the highly successful Encore Catering, the RCC’s in-house catering service, special meals and theme dinners have been designed to precede many of the events hosted at the venue. For example, prior to each of the Broadway in Roanoke performances, guests can enjoy the Broadway Buffet at the Encore Grille, located on the mezzanine of the Theatre. Classical music lovers can enjoy Supper with the Symphony, and Gaither’s fans can dine on a Down Home Dinner. In addition to having a great meal in a relaxed atmosphere, followed by top-notch entertainment, early arrivals also enjoy Premier Parking in a somewhat limited lot. It's all part of creating a positive experience for guests while also capitalizing on an opportunity to increase revenues. The moral of this story is to take that lemon (losing 61 dates) and make lemonade (create new ways to increase revenue).
Vienna- Wolf Trap Foundation for the Performing Arts’ President and CEO, Terrence D. Jones, travels to Greece to lead a team of Wolf Trap’s arts education professionals who will participate in a summer workshop on “Education and Art Partnership: Archeological Heritage” in Sparta (Greece), on July 21-23, 2006. The workshop has been organized by the Association of Friends of the Museum of Sparta and supported by the Direction of Primary Education of Laconia, the Municipality of Sparta, the Greek Ministries of Education – Central Public Library of Sparta, the Ministry of Culture, and the Department of Computer Science and Technology - University of Peloponnesus.

The workshop is a continuation of six previous Arts and Education Exchanges between the Municipality of Sparta, the Municipality of Athens, and the Wolf Trap Foundation for Performing Arts based in Vienna, Virginia.

Through previous collaborations, arts education projects were implemented in the kindergartens of Sparta and Athens to expose Greek teachers and students to innovative pedagogical activities and learning processes.

At the 2006 workshop, Terrence D. Jones will address Preserving Our Heritage: Cultural Continuity through the Performing Arts and Miriam Flaherty, Senior Director of Wolf Trap Education, will present the philosophy and methodology of Wolf Trap’s Institute for Early Learning Through the Arts. In addition, Wolf Trap staff member Phylis Benner and New York City based Master Teaching Artist Steve Elm will work with children in selected archeological sites in cooperation with the Director of Classical and Roman Antiquities of the Ministry of Culture. The approach will “bring the antiquities to life” and connect museums, site specific arts/historic locations, and Greek Mythology.

The Wolf Trap Foundation’s work with the Greek Government is being supported, in part, by the United States Department of State and the U.S. Embassy in Athens.

Dear District V Members,

Thank you for all of your input and participation in this newsletter. It makes my job a whole lot easier and more fun! Feel free to e-mail me at any time with your submissions, comments, or questions.

The next newsletter should be ready in February so I’ll be sure to send out my reminders. Until then, have a wonderful holiday season and a happy new year!

Sincerely,

Jen McArdle
mcardlej@webmail.sc.edu