IAEE SE EXPO TIMES



Where The Southeast Comes Together

Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, Tennessee





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VIEW FROM THE CHAIR



I was talking to an industry friend and old colleague last week about how much we love the old Scorpions' song "Winds of Change." Sad and inspiring, it really addresses the emotions one confronts when significant change is inevitable. We all have changes in our career and private lives; some is positive and constructive. Occasionally, change can be difficult and disappointing. I am in the middle of some very momentous changes – from government events to the energy market; from Atlanta to Houston. I have great friends and family that provide helpful counsel and encouragement. I believe these changes would be much harder to face without this support.

Many people are afraid of change and others constantly seek it out. I question people that say "change is good." I have come

to realize that statement is usually made after change has taken place, usually without planning, and there isn't anything we can do about it so we might as well make the best of it. One can argue that the path to successful change is managing that risk. Some minor changes are fairly innocuous and, if they do not work, we can change them back. That is not always the case with change, once a decision is made or a change occurs, it is difficult or impossible to go back. Often that is the case with personnel changes, and we all know these are the most demanding.

It has been a good year. I am honored to have served as this chapter's Chair. Our industry is in the process of recovering. New technologies and ideas are improving our customer's experience and growing our business opportunities. IAEE's PR campaign is increasing the awareness of the tremendous value of face to face events. Even in the face of my noteworthy personal and professional changes, I am content with our collective status.

I look forward to actively supporting the Executive Office and the incoming Chair, Carolyn Hildebrand, in continuing our successful educational programs, networking events and charitable contributions. Carolyn is going to do a great job!

Change is not always good but if you make plans, manage the risk, prepare contingencies, and keep an open mind, it can be. Our Chapter will continue to serve your needs in better understanding the complexities and advantages of this great exhibitions and events industry with which we are engaged. I am sincerely grateful to all those that serve on the board of directors and project committees. These people have volunteered their time and resources to making our experiences more valuable and compelling.

Thank you to our members, sponsors and volunteers. Let's look forward to positive change and an improving business environment in 2013.

Happy New Year, Daniel McKinnon, CEM Access Intelligence

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2013 SLATE OF OFFICERS & DIRECTORS

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PUBLISHER

IAEE Southeastern Chapter Office

Editor:

Tami O. Brodie

Publication Committee:

Bob Hancock, onPeak
Leigh Ann Simpson, Society of Biblical Literature
Kristina Unger, CEM, CMP, Georgia Girl
Management & Events, LLC

IAEE Southeastern Chapter 1260 Winchester Parkway, SE, Suite 205 Smyrna, GA 30080-6546 P | 770.435.5287 F | 770.433.2907

E | info@iaeese.org
W | www.iaeese.org

Twitter: https://twitter.com/#!/IAEESE

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If you would like to contribute an article to an upcoming edition of The EXPO TIMES newsletter, please contact the committee. Below is the deadline for the upcoming 2013 newsletter:

February Newsletter Deadline: January 15, 2013



SE CHAPTER CALENDAR 2013

FEBRUARY

20th Early registration begins for 2013 SE Classic

28th Board of Directors Meeting

28th Chapter Luncheon and Educational Program

MARCH

15th Deadline for April newsletter submissions

30th Deadline for Jenny Melton Scholarship Application

APRIL

25th Board of Directors Meeting 25th Chapter Luncheon & Educational Program

MAY

15th Deadline for June newsletter submissions

JUNE

15th – Jenny Melton Annual 5k Run and Walk – Gainesville College, Gainesville, GA

27th - Board of Directors Meeting

27th - Chapter Luncheon and Educational Program -Sheraton Atlanta

THE

20th – Early Bird Hotel registration ends for 2013 SE Classic at the Westin Hilton Head Resort

20th - Early Bird registration ends for 2013 SE Classic in Hilton Head, SC

AUGUST

12th - Jenny Melton Memorial Golf Tournament

22nd - CEM Course, Hilton Head, SC 22-24 - 2013 SE Classic, Hilton Head, SC

SEPTEMBER

15th - Deadline for October newsletter submissions

OCTOBER

24th - Board of Directors Meeting 24th - Chapter Luncheon & Educational Meeting, Cobb Galleria Centre

NOVEMBER

15th - Deadline for December newsletter submissions

DECEMBER

5th- Holiday Charity Luncheon 10th - 12th - EXPO! EXPO!, Houston,TX

10th - Annual GRITZ Reception, EXPO! EXPO!, Houston, TX

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The 22nd Annual Southeastern Classic will be taking place at the newly renovated Westin Hilton Head Island Resort & Spa August 22-24, 2013. The Classic is the perfect balance between education and networking! New this year, we are pleased to announce the co-location of a CEM Course being offered August 22.

We all need a competitive edge. This year's



Classic promises to give you that competitive edge with educational programs and an ideal mix of social and professional networking opportunities.

So plan to join us for the 22nd Annual IAEE SE Chapter Summer Classic on Hilton Head Island, South Carolina! More information to come soon. Save the Dates! - REGISTRATION OPENS IN FEBRUARY.

2012 GRITZ RECEPTION RECAP - EXPO! EXPO!, Orlando Hilton

Against the lush backdrop of the Orlando Hilton's Bistro Terrace, more than 200 IAEE Southeast Chapter members and their guests gathered for the group's annual GRITZ Reception, held this year on opening night of the IAEE's Expo Expo, Tuesday, Dec. 4.

With temperatures in low 60s, the terrace's large fire pit and the tranquil music of a steel drum provided the perfect setting for the informal, evening gathering. The group well represented the entire membership with attendees coming from all 7 of the chapter's states.

Sponsored by the Atlanta Convention Center at AmericasMart, PRISM Technologies and SMG facilities, Savannah International Trade, Hampton Roads, Knoxville, James L. Knight, and TD Convention Centers, the reception offered an assortment of delicious hot and cold appetizers including smoked duck breast tart, lemongrass shrimp cakes, sun dried tomato goat cheese mini pizzas and mojo chicken skewers, as well as an open bar.

"What a fantastic opportunity to kick off EXPO EXPO!," said Bob Schuler, vice president of the Atlanta Convention Center at AmericasMart. "The SE Chapter GRITZ reception on the patio presented countless face-to-face meetings with trade show organizers and suppliers. Many new relationships were established."



Zagat Launches Orlando City Guide



Zagat, a trusted source for consumer information, released the inaugural Orlando City Guide covering 360 restaurants, 75 nightspots, 152 shops and 57 sites and attractions. The printed guidebook's results are based on the opinions of local consumers in specific areas, which include top restaurants by cuisine, winning nightspots and favorite shops. The 2013 Orlando City Guide (\$12.95) is available at local bookstores and for free when using Google Search, Maps and Google+.



Paul Astleford takes over as Visit Jacksonville CEO

Former Experience Columbus President and CEO Paul Astleford has been named Visit Jacksonville president and CEO, a position he begins January 2013. Astleford served as Experience Columbus president and CEO for the past 13 years and in late August announced his retirement. He said he then received a call from the search committee for Visit Jacksonville.

Visit Jacksonville serves as the official destination marketing organization of Jacksonville. Its goal is to create visitor demand that results in measurable economic growth for business partners and overall area quality of life, according to its website.



Miami welcomes 7 new Cruise Ships!

Officially trademarked the 'Cruise Capital of the World,' <u>PortMiami</u> welcomed seven new cruise ships to its home as Miami continues to be the departure destination of choice for cruises to multiple locations around the world.

Previously home to 14 major cruise lines, PortMiami will extend that list with the addition of Carnival Cruise Lines' <u>Carnival Breeze</u>, Celebrity Cruises' <u>Celebrity Reflection</u>, Oceania <u>Cruises' Oceania Riviera</u>, Costa <u>Cruises' Costa Mediterranea</u> and Regent Seven Seas <u>Cruises' Navigator</u> and <u>Mariner</u>. Additionally, for the very first time, Disney <u>Cruise Lines launched</u> a ship from PortMiami when the <u>Disney Wonder</u> sailed on December 23 offering

both four and five night cruises to the Caribbean. Looking towards 2013, PortMiami will also welcome the luxury Italian line MSC Cruises. Additionally, in 2014, Norwegian Cruise Line will launch the Norwegian Getaway, currently under construction in Germany.



Tampa Convention Center Adds "Brews & Bites" in 2013

Monthly Event Features Food Trucks, Craft Beers and More at Sail Pavilion

Located on Tampa's busy RiverWalk, adjacent to the Tampa Convention Center, Sail Pavilion will be hosting the Brews & Bites Food Truck Rally on Friday, January 11, 2013, from 6 to 10 p.m. A rolling celebration of food and fun, Brews & Bites will feature a fleet of area food trucks, and live entertainment from local musicians at the venue's unique 360-degree waterfront bar. Brews & Bites is scheduled to take place on the second Friday of each month throughout 2013.



BLACK TOURISM YIELDS STRONG ECONOMIC IMPACT FOR GREATER FORT LAUDERDALE

New Initiatives Attract African-American Leaders and Associations

Greater Fort Lauderdale has become the destination of choice for the country's largest and most influential Black professional organizations. Thanks to an innovative new tourism initiative launched by the Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB), these groups are making a major economic and social impact on the community.

The National Urban League is expected to bring its annual conference to the Broward County Convention Center for the first time in 2015. The National Association of Black Accountants, which first visited in 2006, has booked its annual conference again for 2016 and more than 5,000 rooms are already contracted. In addition, the 100 Black Men of America and the National Urban League Senior Team are hosting meetings in the area again this year.

DID Y'ALL KNOW? - INTERESTING FACTS ABOUT FLORIDA

- DeFuniak Springs is home to one of the two naturally round lakes in the world
- Key West has the highest average temperature in the United States.
- Neil Smith and his brother of Montverde developed the first Snapper riding lawn mower.
- Miami Beach pharmacist Benjamin Green invented the first suntan cream in 1944. He accomplished this development by cooking cocoa butter in a granite coffee pot on his wife's
- Gatorade was named for the University of Florida Gators where the drink was first developed.
- Niceville is home to the famous Boggy Bayou Mullet Festival celebrated the third weekend in October.
- Florida is **not** the southernmost state in the United States. Hawaii is farther south.

- Orlando attracts more visitors than any other amusement park destination in the United States.
- Plant City, the Winter Strawberry Capital of the World, holds the Guinness record for the world's largest strawberry shortcake. The 827 square-foot, 6,000 pound cake was made on Feb. 19, 1999 in McCall Park.
- The Saint John's River is one of the few rivers that flows north instead of south.
- The phrase "cool as a cucumber" originates in Florida. On a hot Florida day, the pulp of a cucumber can be up to 10 degrees cooler than the surrounding air.
- The John G. Riley House in Tallahassee is the only known house still in existence that was owned by a former slave.
- St. Petersburg Clearwater claims to have 361 days of sunshine annually.



DEBBIE ANTONIO

Sr. Sales Manager
Orange County Convention Center

How many years have you been with this company? 10

Responsibilities?

Corporate and association citywide sales for the Mid Atlantic and Southeast Markets.

What do you like best about your job?

I really enjoy the diversity. I learn something new every day by working with so many different associations and corporations. Not to mention, I love selling the number one convention center in the country and the great city of Orlando.

How many years have you been in the hospitality industry?

Ouch...2013 will mark 35 years.

How did you get into the industry?

I had this crazy desire to work in a hotel (front desk specifically) in high school and never left the industry.

What advice would you give to others looking to get into the industry?

Make careful career choices, (a paycheck isn't everything) never forget where you came from and don't burn bridges.

When did you join IAEE?

4 years ago.

How has being a member of IAEE affected your career?

It's helped me be successful in making new contacts and develop the Southeast market. IAEE has also been instrumental in keeping me informed on industry changes/developments. The organization keeps me connected and one step ahead.

What accomplishment are you most proud of?

I have to say my children, I have a daughter graduating this year and she has been accepted to FSU, I couldn't be prouder. Working in this industry and raising a family is hard work...I feel blessed to have a wonderful family and great kids.

Who do you most admire?

So many people have touched my life personally and professionally. I respect people who work hard, stay humble and give back.

What do you like to do for fun?

I love to run. I love being outside so it's a perfect way to stay healthy, reduce stress and enjoy the outdoors.





Sr. National Account Executive Visit Orlando!

How many years have you been with this company? 3

Responsibilities? To sell the city of Orlando to associations, corporations and SMERF customers with meetings & conventions starting at 1500 rooms on peak nights or 60,000 gross sq. ft. of exhibit space and larger. To help provide assistance to our customers in securing a hotel and/or housing package, meeting space at a hotel and/or convention center and any off-site venues or additional needs the group may have. To be a complete resource to customers when selecting Orlando for future meetings & conventions.

What do you like best about your job? I like the interaction with people - customers and our members and helping people meet their needs and wants when planning an event in the city of Orlando. I like new challenges and challenging others. Every day is a new day and experience!

How many years have you been in the hospitality industry? 16

How did you get into the industry? By chance! I had just moved down to Orlando from college in Cleveland, TN and was working at Disney temporarily before I took my first hotel position as an admin, then lead coordinator, then promoted to Southeast Sales Manager at the former Sheraton Safari Hotel in Lake Buena Vista, FL right outside Disney. I got the bug/itch to continue to grow in hospitality sales. I was presented with an opportunity to work at the time at Orlando/Orange County Convention & Visitors Bureau as Sales Manager handling West Coast market, which gave me great exposure & experience within the city of Orlando. But I had a dream to get to the biggest hotel in Orlando, which at the time was the Orlando Marriott World Center. Then the Gaylord Palms was built and I was presented with a great opportunity to work at this hotel as Director of West Coast Sales, then changed territories and became Director of Mid-Atlantic Sales. Now I'm back working the citywide market in the Mid-Atlantic, Georgia & Tennessee and glad to be back at Visit Orlando. I've been very blessed to have great leaders and companies to work for. I'm very proud to be selling the entire city of Orlando as it's a #1 meetings & convention destination with the most visitors in 2010 and 2011! Orlando has so much to offer!

What advice would you give to others looking to get into the industry? It's a great industry to grow and develop in and it lets you try and experience new things every day. Make sure you enjoy people and providing customer service and always stay true to who you are! Never rest on your laurels.

When did you join IAEE? November 2009

How has being a member of IAEE affected your career? It's given me opportunities to grow my hospitality network and learn new and creative ideas/ways to do business and put shows together.

What accomplishment are you most proud of? Putting my priorities in the correct order and living by them, which has helped me be successful in my career. My faith in God first! My family second - husband Brad Schoeneberg and 5 year old twin daughters Victoria & Brianna. And the great opportunity & success I've had working for Sheraton, Gaylord Hotels and Visit Orlando.

What do you like to do for fun? Travel, spend time at the beach, shop, watch movies, play the piano, try new restaurants/cuisines, bake.

THANK YOU 2012 GRITZ RECEPTION SPONSORS





SMG FACILITIES











THANK YOU 2011-12 CHAPTER SPONSORS

PLATINUM









GOLD









FREEMAN





















CHAPTER UPDATES

Jenny Melton Scholarship Application for 2013



The Jenny Melton Foundation was established in memory of long time IAEE member, Butch Melton's daughter. Jenny Melton, a West Hall High School senior who loved school and loved running on the track and cross country teams. She was in Beta Club and Spanish Club. She was the 2002

Homecoming Queen and was anxiously awaiting to see if she had been accepted to Duke University.

Tragically, Jenny was killed in a single car accident on her way to school March 19, 2002, dealing a stunning blow to the community of Hall County. Jenny's legacy lives on through the Jenny Melton Foundation. The foundation keeps Jenny's memory working to help others do what she so wanted....to attend college!

In keeping with that legacy, The Jenny Melton Scholarship Fund was established in 2002 in Jenny's memory. Three \$2,500 scholarships are available to full-time graduating high school seniors at West Hall High School and Flowery Branch High School and a fourth scholarship is available for children of members of IAEE Southeastern Chapter who are graduating high school seniors. The Foundation has given over (60) \$2,500 dollar scholarships since Jenny's accident.

Since 2011, the foundation has generously awarded the IAEE SE Chapter 5 scholarships to deserving children of chapter members. Now is the time for you to get your applications in. Please visit www.iaeese.org to download an application. The deadline is March 29, 2013.

Georgia World Congress Center Selects Tech Rentals as Audio Visual Provider

Tech Rentals, LLC (TR) has recently been selected by Georgia World Congress Center (GWCC) as the preferred and recommended in-house audio visual provider.

With the addition of Georgia World Congress Center, TR now touts the top convention centers in the Southeast (Georgia World Congress Center, Georgia International Convention Center, Cobb Galleria Centre/Cobb Energy Performing Arts Centre, and the Atlanta Convention Center at AmericasMart), among their in-house Hotel and Facility Division's in-house clientele. where they now have approximately six (6) million square feet of meeting and exhibit space under contract.

"We are so happy to welcome Tech Rentals to the GWCC as our in-house audio visual provider," said Patrick Skaggs, Assistant General Manager of the GWCC. "With their reputation for outstanding customer service and audio visual expertise, we know this will be a great partnership."

Tech Rentals (TR) is a national full-service audio visual rental and production company headquartered in Atlanta, with offices in Nashville, Memphis, Birmingham, Washington, D.C., Orlando and Las Vegas. Since 1985, TR has been a leading provider of audio visual services to meeting and event planners, associations, conventions, tradeshows, production companies, hotels and convention centers.

For more information about Tech Rentals, LLC, please visit www.techrentals.com or call 1-800-967-2419 for TR Customer Service.



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1260 Winchester Parkway, SE Suite 205 Smyrna, GA 30080-6546



