

October 2012 Issue 4

# IAEE SE EXPO TIMES



Where The Southeast Comes Together

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

TENNESSEE:

*We're playing your song*

DESTINATION





## VIEW FROM THE CHAIR



Autumn puts me in a good mood. I love football and it looks like the Braves will be in the post-season. Atlanta is a great town to live in this time of year; I am so grateful for the opportunity I have had to live and work in this amazing city. Fall brings about some personal sentimentality (obviously); however, it is also a time to reflect on your professional performance over the first three quarters of the year.

With our events winding down in 2012, I would consider this year a qualified success. Our business is an old one. For centuries, people have come together to buy and sell products, meet existing and prospective customers, network, learn and develop their professional skills. Despite the challenging

environment over the past few years and regardless of the many changes in technology that some think would limit our business opportunities, I see no evidence that would mitigate my enthusiasm over the future of face-to-face meetings.

I often review the CEIR research to develop a better understanding of our customers. A recent report provided some interesting information on how the exhibit dollar is spent.

- 99% of exhibitors find unique value delivered by B to B exhibitions which is not provided by other marketing channels.
- Exhibitors assign top ranking to the value of face-to-face interaction at exhibitions.
- Exhibitors assign high value to exhibitions in helping them achieve their high priority marketing and sales objectives.
- B to B exhibitions capture the largest share of marketing dollars among companies that exhibit.
- 43% of attendees and 37% of exhibitors anticipate the value of exhibitions will increase in the next two years.

We have credibility and influence in addressing our customer's requirements and assisting them in developing their markets. We should aggressively move forward in our efforts to grow our business with confidence, focus and passion.

IAEE provides many of the tools you will need to successfully produce your programs. Learn from experts and your peers by actively engaging in IAEE's meetings. Don't falter in your support and appreciation of this association. Make your plans to attend Expo! in Orlando on December 4 - 6, 2012. You can visit [www.iaee.com](http://www.iaee.com) for details.

Have a great Autumn! I hope to see you all soon at our next chapter meeting, October 25<sup>th</sup> at the Cobb Energy Center, where we will hear from the new IAEE President, David Dubois!

Daniel McKinnon, CEM  
1105 Media, Inc.

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IAEE

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## 2012 IAEE SE CHAPTER BOARD OF DIRECTORS:

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## IAEE SE SALUTES STEVEN HACKER - "Commander GRITZ"



It was 2005 when I first met Steven when Atlanta had the privilege to host IAEE Expo! Expo! His passion for the hospitality industry (and golf) was infectious. He inspired me to get more involved on a chapter level which inevitably helps grow the entire organization. I am so glad I took his advice!

He is a true professional and good friend. It's not often you can just pick up the phone and call the President & CEO of a major industry organization like IAEE but Steven wants you to and encourages that type of communication with all his members.

He has represented all of us well and I know he will continue to do that in his new chapter of life

Steven, the IAEE Southeastern Chapter thanks you for your leadership and service over the past 20 years with IAEE. Thank you also for always being there for us at our State of the Industry Address chapter meeting and for joining us on occasion at our Annual Summer Classics. It meant so much to all of us to have you with us.

We all wish you the best in your new endeavors.

Mark Sussman, Atlanta CVB  
Immediate Past Chair, IAEE SE Chapter



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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 a list of deadlines for upcoming 2012 newsletters:

December Newsletter - Florida

Deadline: November 15, 2012



## SE CHAPTER CALENDAR

### OCTOBER

25th - Board of Directors Meeting

25th - Chapter Luncheon & Educational Meeting, Cobb Galleria Centre

### NOVEMBER

15th - Deadline for December newsletter submissions

29th - Annual Holiday Luncheon, Chapter Charity, Wounded Warriors Program, Georgia Aquarium

### DECEMBER

5th-7th - EXPO! EXPO!, Orlando, FL

4th - Annual GRITZ Reception, EXPO! EXPO!, Orlando, FL

## IAEE SE WELCOMES DAVID DUBOIS!



The IAEE SE Chapter would like to take this opportunity to welcome David DuBois, CMP, CAE, FASAE, CTA as the new IAEE President.

DuBois currently serves as the president and CEO of the Fort Worth Convention and Visitors Bureau and has extensive events industry experience having served previously in executive leadership roles with Sheraton and Ritz-Carlton Hotels, the Professional Convention Management Association (PCMA) and Meeting Professionals International (MPI). In addition, he has served the industry in many volunteer leadership roles and is recognized as a leading and respected advocate of the events industry.

We are excited that you will be taking the helm and want to let you know that Southeastern Chapter is full of southern hospitality and invites you to join us whenever you would like and that we will continue to support you and IAEE in its efforts to move forward with its mission.



## "Generational Marketing: "



Did you know that CEIR recently launched a new study to capture data on what attendees want? Or that CEIR data shows industry recovery gaining?

Join us at our October luncheon and meet the new IAEE President David DuBois! David has a long history in the event, tourism and hospitality industries, and is currently the president and CEO of the Fort Worth Convention and Visitors Bureau. David will be updating us on the happenings at IAEE, as well as reviewing some of the latest CEIR research just released

## Venue Sponsor:



## LOCATION

Cobb Energy Performing Arts Centre  
Capitol Ballroom  
2800 Cobb Galleria Parkway  
Atlanta GA 30339  
T: 770.916.2800

## AV Sponsor:



## PARKING

\$6 Self Parking

## SCHEDULE

11:15AM - 1:30PM  
Registration & Networking - 11:15 AM - Noon  
Lunch & Program - Noon - 1:30 PM

## REGISTRATION & FEES

[Click here](#) to register online

[Click here](#) to download a registration form

## NO REFUNDS AFTER OCTOBER 22, 2012

Member: \$35\*  
Guest: \$40\*  
Students: \$10

\*A \$10 late fee applies to registrations received after 10/22/12



## 2012 SE CLASSIC, BILOXI, MS - RECAP

Thank you to all for making the 2012 SE Classic in beautiful Biloxi, MS a huge success. A special thanks to the Beau Rivage, MS Gulf Coast CVB and the MS Coast Coliseum. Below is our mini-scrapbook of wonderful speakers and great networking.







The St. Jude Memphis Marathon Weekend is more than just a race. It's an action-packed weekend of fun, food and entertainment! All participants must visit the Expo during scheduled hours to obtain their race number, timing chip, goodie bag, and official long-sleeved t-shirt. The Expo will feature exhibitors with the latest athletic product information, as well as free samples. There will be great buys on running apparel and other name brand merchandise. The Expo is open to the public with free admission, November 28-30, 2012.



#### Nashville ranked #14 in Cvent's Top 50 Meeting Destinations in the United States!

Out of 1,000 cities and 200 metropolitan areas in the U.S., Nashville ranked 14<sup>th</sup> as a top meeting location according to Cvent, an event management software company. With Music City Center opening next year, Nashville is on the right track to increase its competitiveness, said Eric Eden, vice president of Cvent marketing. "To land in top 15, when you are placed against Orlando, Miami, New Orleans, Chicago and San

Diego is pretty good company," said Butch Spyridon, Nashville CVB president. To read more of the article, [click here](http://www.bizjournals.com/nashville/blog/2012/08/nashville-ranked-14th-best-meeting.html?page=all) or visit:

<http://www.bizjournals.com/nashville/blog/2012/08/nashville-ranked-14th-best-meeting.html?page=all>



#### RiverRocks Chattanooga 2012 - Celebrating Chattanooga Outdoors

RiverRocks is a fun-filled, family-friendly, environmentally-conscious event that celebrates the Tennessee Valley's incomparable natural resources, the health benefits of an active, outdoor lifestyle and Chattanooga's commitment to environmental stewardship and land conservation. A chance to Celebrate Chattanooga Outdoors.

Events and activities include rock climbing, trail running, kayaking, rowing, cycling, off-road biking, hiking. The 10-day event will also feature entertainment such as live music, hot air balloons, river cruises and more. RiverRocks celebrates the majesty of the area's mountains, rivers and forests by holding many of the festival's events in some of the Tennessee Valley's unsurpassed parks and conservancies

But RiverRocks also exists to help save the abundant land and watersheds set aside through conservancies and land trusts for future generations. RiverRocks has contributed more than \$80,000 to local conservation organizations in the last two years. It is a Party with a Purpose, so join us!



Join us for one of the most anticipated events in the Southeast October 12 - 14, 2012! Nestled at the Foothills of the Great Smoky Mountains, Maryville, Tennessee hosts three days of amazing world class [concerts](#), [juried arts and crafts](#), and [activities](#), shows, and much more for the whole family. We're setting the stage for you this October! [Click here](#) to find out how to join us at this fantastically fall event or follow this link:

<http://www.foothillsfallfestival.com/>



#### Enjoy Autumn in the Great Smokey Mountains

Autumn in [Great Smoky Mountains National Park](#) is a special time when a glorious leaf season of several weeks is enjoyed by visitors as fall colors travel down the mountainsides from the highest elevations to the foothills. The kaleidoscope of fall colors in the Smoky Mountains is magnificent and varied because of the amazing diversity of trees. The fall color display usually reaches peak at middle and lower elevations between mid-October and early November. For more information about fall colors in Great Smoky Mountains National Park,

you can visit their website at <http://www.nps.gov/grsm/playourvisit/fallcolor.htm>

## DID Y'ALL KNOW? - INTERESTING FACTS ABOUT TENNESSEE

- Grinders Switch, entertainer Minnie Pearl's fictitious hometown, is now an entertainment complex in her real hometown of Centerville.
- Davy Crockett was not born on a mountaintop in Tennessee, as the song says. He was born on the banks of Limestone Creek near Greeneville, where a replica of the Crockett's log cabin stands today.
- Nashville's Grand Ole Opry is the longest continuously running live radio program in the world. It has broadcast every Friday and Saturday night since 1925.
- The Alex Haley boyhood home in Henning is the first state-owned historic site devoted to African Americans in Tennessee.
- The Great Smoky Mountains National Park is the most visited national park in the United States. The park was named for the smoke-like bluish haze that often envelops these fabled mountains.
- The National Civil Rights Museum in Memphis is at the Lorraine Motel where Dr. Martin Luther King, Jr. was slain in 1968. The museum preserves the motel and tells the history of the American Civil Rights Movement.
- The capitol building was designed by noted architect William Strickland, who died during its construction and is buried within its walls.
- Tennesseans are sometimes referred to as Butternuts, a tag which was first applied to Tennessee soldiers during the Civil War because of the tan color of their uniforms.
- Cumberland University, located in Lebanon, lost a football game to Georgia Tech on October 7, 1916 by a score of 222 to 0. The Georgia Tech coach was George Heisman for whom the Heisman Trophy is named.





### MARK KAFADER

Director of Sales, Exposition  
Services  
[Freeman](#)

How many years have you been with this company? 18

#### Responsibilities?

Those of you who are familiar with Freeman know that we service what we sell which is still true today. I still keep a few accounts that I produce along with directing the staff with their sales and production tasks.

#### What do you like best about your job?

The flexibility it allows me - office, show site, presentations, meetings and travel.

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

26

#### How did you get into the industry?

Sheer luck. I was selling print advertising for a business journal and one of the companies I was soliciting had just landed the contract to decorate venue sites for the Pan American Games. While I didn't know what all I was getting into, the pay was significantly higher than what I was currently making so the choice was easy.

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

Be mindful of everyone you work with because you never know where this industry can lead you.

#### When did you join IAEE?

2005

#### How has being a member of IAEE affected your career?

Has introduced me to people I've heard or read about but had never met before.

#### What accomplishment are you most proud of?

Being a father of three and staying married for 26 years.

#### Who do you most admire?

People who have been able to turn their avocation into their vocation.

#### What do you like to do for fun?

Ride my road bicycle.

#### Do you have a story or experience that you would like to share with the chapter? (personal or professional)

Recently I was riding my bicycle early one morning and was struck by a deer. I'm not sure which one of was more surprised. I had really hurt my ribs but it was the same day that my son graduated from the University of Tennessee. So that day I drove from Nashville to Knoxville and back. Ouch.

## SAVE THE DATE!



We are happy to announce that the 22<sup>nd</sup> Annual SE Classic will take place in Hilton Head, South Carolina, August 22-24, 2013 at the newly renovated [Westin Hilton Head Island Resort](#). Mark your calendars to attend and stay tuned for more information!

## 2012 IAEE Merit Award Winner



The **Merit Award** recognizes those whose ideas and/or work have benefited IAEE as an organization in some special way and is generally reserved for those who have stepped forward at the chapter/local level. This year's recipient is IAEE SE Chapter's **Jeff Mellin**, recently retired Associate Director of Sales at the Georgia World Congress Center.

Congratulations Jeff, we are proud of you and appreciate all that you have done for the industry and chapter.

## Community Service Initiative

IAEE SE chapter will be spending a day giving back to our community. On Wednesday, November 7, 2012, we will be doing a Habitat for Humanity build. We are looking for 10-12 volunteers. Please

email Deb Ferbrache at

[Deborah.ferbrache@freemanco.com](mailto:Deborah.ferbrache@freemanco.com) if you are







The Atlanta Convention & Visitors Bureau has launched a new marketing campaign targeted at meeting planners — one of its largest advertising efforts to date. The 18-month campaign will tell a total of seven stories (advertisements) that focus on Atlanta's accessibility, walkability, collaborative community and things to do. The advertisements feature recognizable Atlantans, including Deltalina and James Beard Award-winning Chef Linton Hopkins, who tell their stories under the slogan "I AM ATL." The new campaign will run in print and digital meeting and convention trade outlets and can also be seen in Delta's Sky magazine and Southwest Airlines' Spirit magazine. For more information on the campaign, visit [IAMATL.net](http://IAMATL.net).

**YOUR  
Business Name  
Could be  
HERE!**

**Advertise  
with us  
through  
sponsorship.**

If you are interested in sponsorship opportunities for 2012 -2013, please feel free to contact Michael Votta at [mvotta58@gmail.com](mailto:mvotta58@gmail.com) or the Executive Office at 770-435-5287 or [info@iaeese.org](mailto:info@iaeese.org).



### GWCC Appoints New Directors of Sales & Event Services

The Georgia World Congress Center (GWCC) recently announced the selections of Mark Adams as Director of Sales and Jim Ridgway as Director of Event Services, for the 3.9 million square foot facility. Both gentlemen bring many years of industry know how to these positions.

Adams joins the GWCC after working as the director of sales for the Athens Convention and Visitors Bureau where he led the sales team in booking over 150 conventions, corporate meetings and sporting events each year. Prior to his work in Athens, Adams was general manager of GES Exposition Services where he produced some of the largest trade-shows in the industry including Professional Golfers Association, Surf Expo, National Business Aviation Association and The American Dental Association.

Ridgway began working at the GWCC in 1983 as a member of the convention center's security team. He joined the event services department in 1986 as an event coordinator and three years later was promoted to senior event coordinator. In 1993, he became the assistant director of event services. As a long-term member of the GWCC's staff, Ridgway's expertise has led to additional responsibilities, including serving as the facility project representative during the reconstruction of the building after it was hit by a tornado in 2008. Ridgway serves as liaison between the convention center and the service contractors that operate within the building. This includes facilitating biannual meetings between the two parties which have led to strengthened relationships and improved operations.

## THANK YOU 2011-12 CHAPTER SPONSORS

### PLATINUM



**FREEMAN**

### GOLD



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## CHAPTER CHARITIES: The 10<sup>th</sup> Annual Jenny Melton Memorial Golf Tournament Recap

### THE JENNY MELTON FOUNDATION



Love and generosity reigned supreme with the kick off of the 10<sup>th</sup> Annual Jenny Melton Golf Tournament in support of the Jenny Melton Foundation. This year boosted a remarkable number of sponsors, contributors and caring, cigar smoking, beer drinking, wallet winging, ladies and

gents. The weather was amazing as the group gathered to enjoy the breakfast sponsored by King Green Lawn Care. Out they went with their Buckhead Cigar's waving in the air. Rounding the corner they found holes sponsored by: AES, BPL, Coldwell Banker, Harrington Expo, JJ McNeal Heating & Air, MB Marine Services, Pop Stop, US Poultry, PRG, The Association Group, TLC Florist, Peach State Truck Lines.

As the beer carts approached, Convention Data Service, Nielsen and GLM was on everyone's mind. Approaching the par three's golfers had a chance to win, \$5000 provided by the JM Foundation and a Ford Truck, compliments of Mall of Ga. Ford and Lanier Wealth Management. Our golfers enjoyed ice cold beer provided by Eagle Rock Distribution, and barbecue lunches compliments of Jim N' Nicks. Winding down and entering the club house, MEYN America, LLC and Long Horn Steak greeted guests with an outstanding steak dinner. Not to be outdone, our local hospitality partners provided silent auction and raffle items that caused a flurry of activity and helped in raising more funds for the Foundation.

Wrapping up, we raised more than enough to cover two scholarships thanks to the overwhelming level of generosity.

Thank you for your kindness and we look forward to seeing you next year!

### THANK YOU SPONSORS!



### IAEE SE EXPO TIMES

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