

April 2012 Issue 2

IAEE SE EXPO TIMES



Where The Southeast Comes Together

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



DESTINATION

DESTINATION



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“The Center for Exhibition Industry Research (CEIR), in its analysis of the latest data collected for the CEIR Index, reports that overall exhibition industry activity increased by 3.8% from the level one year-ago during the fourth quarter of 2011, and rose by 2.7% for the year 2011 as a whole. After a brief pause in the second quarter of 2011, the growth of the exhibition industry picked up its pace. The industry’s performance continued to surpass real GDP, which only grew by 1.6% during the fourth quarter of 2011, compared to the final quarter of 2010. The forecast for 2011 was for 2.3 percent industry growth; however, actual growth was 2.7% which is 15% better than forecast. The exhibition industry outperformed GDP for three of the four quarters during 2011 and by 1% (2.7% versus GDP 1.7%) for the year. Since most exhibitions are typically trailing economic indicators, only time will tell if the industry can continue to outperform the overall economy.”

The above information from CEIR is good news; however, our industry continues to face a public credibility problem. For too long, the benefits of face-to-face marketing events have been undervalued. We are excited to bring about a change through a comprehensive public relations campaign that will help unify the voices of this industry and ultimately, educate and drive awareness for face-to-face marketing events as a whole. We know that the exhibitions and events industry is a critical driver for business both locally and globally, but we need our member’s help to effectively communicate this important message. It is easy to provide your first hand information on the importance of trade shows and events, go to http://www.iaee.com/resources/pr_campaign and submit your Story.

We have some great upcoming events this spring and summer. Don’t miss Steven Hacker, IAEE President, on April 26. Steven will provide a State of the Industry Report and address our association’s key topics and mission. Our June 28 meeting will focus on technology – ‘Pixals & Bits v. Face to Face’ will be a two hour afternoon workshop culminating in a networking happy hour.

I also want to ask you to keep in mind our chapter’s very important charity – Wounded Warrior Program. We are committed to honor and empower wounded warriors and to foster the most successful, well-adjusted generation of wounded service members in our nation’s history. We want to raise awareness and enlist our chapter’s aid for the needs of injured service members. Please go to <http://www.woundedwarriorproject.org/> for information and speak with my fellow board members about the importance of this initiative.

Daniel McKinnon, CEM
1105 Media, Inc.

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CHAPTER CHARITIES:

THE JENNY MELTON FOUNDATION & WOUNDED WARRIOR PROJECT



The family of Jenny Melton would like you to join us for the 11th Annual Jenny Melton/Father's Day 5K cross country run at Gainesville State College, located in Oakwood, GA, June 16, 2012. The course is on the running trails of Gainesville College. The start/finish is near the amphitheater. Packet pickup and race day registration will begin at 6:30AM.

All pre-registered runners guaranteed a t-shirt and to race day registrants as supplies last.

Please join us for this annual event as a tribute to Jenny Melton. Proceeds from the race benefit a scholarship fund named in her honor. Jenny was a West Hall High School student athlete who tragically lost her life in an automobile accident on March 19, 2002.

Awards will be presented to Overall M/F, Masters M/F, Grand Masters M/F, and top three M/F in age groups beginning 10 and under through 75 and over. All participants in the 1 Mile will receive a special ribbon. Finish line management and results provided by Classic Race Services with complete results online at www.classicraceservices.com, www.runningintheusa.com, www.active.com, and www.coolrunning.com.



Join us in supporting our chapter charity for 2012. We will be highlighting this organization at each of our events and will encourage everyone to support our troops. Our goal is to provide these warriors with as many WWP backpacks as possible throughout the year. WWP backpacks are filled with essential care and comfort items such as clothing, toiletries, playing cards, and more - all designed to make a hospital stay more comfortable. Wounded service members receive backpacks as they arrive at military trauma units across the United States.

If you are interested in learning more about this program and how you can help through the IAEE SE chapter, please contact Dirk Ebener at dirk.ebener@nuernbergmesse-north-america.com or [Click here](#) to donate today.

PUBLISHER

IAEE Southeastern Chapter Office

Editor:

Tami O. Brodie

Publication Committee

Bob Hancock, onPeak

Leigh Ann Simpson

Kristina Unger, CEM, CMP, LIGHTFAIR Int'l

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

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:

June Newsletter – May 15, 2012

October Newsletter – September 15, 2012

December Newsletter – November 15, 2012



SE CHAPTER CALENDAR

APRIL

26th Board of Directors Meeting

26th Chapter Luncheon & Educational Program, featuring Steven Hacker

MAY

15th Deadline for June newsletter submissions

JUNE

16th - Jenny Melton Annual 5k Run and Walk - Gainesville College, Gainesville, GA

28th - Board of Directors Meeting

28th - Chapter Educational Workshop and Happy Hour Networking Event - Sheraton Atlanta

JULY

12th - Early Bird Hotel registration ends for 2012

SE Classic at the Beau Rivage, Biloxi, MS

20th - Early Bird registration ends for 2012 SE Classic in Biloxi

AUGUST

2-4 - 2012 SE Classic, Beau Rivage, Biloxi, MS

27th - Jenny Melton Memorial Golf Tournament

SEPTEMBER

15th - Deadline for October newsletter submissions

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

DECEMBER

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

6th - Annual GRITZ Reception, EXPO! EXPO!, Orlando, FL

CHAPTER LUNCHEON - APRIL 26, 2012

“IAEE STATE OF THE UNION 2012”



Join us on Thursday, April 26th at the Atlanta Convention Center at AmericasMart for our 2012 Industry Update. What keeps you up at night? What demands in your everyday work makes you take pause? What technologies out there today will be your everyday platform for

successes tomorrow?

Mr. Steven Hacker, CAE, IAAE President will be our guest speaker and will be updating us on trends, industry visionaries and industry challenges that we encounter each day. This is a must attend event since we will be saying our goodbyes to Steven as he readies himself for new opportunities in his career as he departs IAAE in September of this year.

Bring your teams, your questions and your best wishes to share with Steven and the IAAE Southeastern Chapter.

IAEE YOUNG PROFESSIONALS

The needs of young professionals are much different than are those of experienced veterans. In many associations the bias favors those who have achieved a level of career path development often at the expense of young professionals.

Connect with IAAE Young Professionals

Visit the following sites to connect with IAAE Young Professionals:

- IAAE YP Discussion Group. Network with your peers through IAAE's web-based Young Professionals Community. Follow these steps to join:
 1. Visit www.iaee.com and login using your IAAE User ID and Password).
 2. Click IAAE's Member Groups.
 3. Click "My subscriptions" (left column)
 4. Under "Category," select "Public Discussion Groups" (top of screen)
 5. Then select "Young Professionals Discussion Group"
 6. Click "Add"
 7. You're in!
- LinkedIn. "Link up" with other young professionals from the exhibitions and events industry. Log in to your LinkedIn account and search "IAEE young professionals).
- Facebook. Search "IAEE Young Professionals."
- YP Blog. Visit the Young Professionals blog at www.iaee.com/ypc. We encourage you to read and contribute to the blog.

Event Sponsor:



AV Sponsor:



LOCATION
Atlanta Convention Center at AmericasMart
240 Peachtree Street
Atlanta, GA 30303
Building 2 West Wing, 4th Floor

PARKING
Deck Directions: 221 Spring Street
Atlanta, GA 30303

SCHEDULE
11:15AM - 1:45PM
11:15AM - Registration & Networking
12:00PM - Seated for Lunch
12:40PM - Program
1:45PM - Adjournment

REGISTRATION & FEES
[Click here](#) to register online
[Click here](#) to download a registration form

NO REFUNDS AFTER APRIL 23, 2012
Member: \$35*
Guest: \$40*
Students: \$10

*A \$10 late fee applies to registrations received after 4/23/12

What We Are Doing For You!

- Recommending educational, networking and other programs and initiatives to IAAE with Young Professionals (YP) in mind.
- Building a YP presence at IAAE's Expo! Expo! and throughout our industry via face to face settings, social media and chapter publications.
- Supporting and promoting IAAE's Future Leader's Institute and First Timer's Orientation at Expo! Expo!
- Exploring ways for YPs to further support our industry's advocacy and research efforts.
- Compiling volunteer or job opportunities offered to YPs by event organizers and organizations.

Excited about 2012: Young Professionals – Making a Difference!
We have a dedicated group looking at ways we can give back to the communities we touch.



WHAT'S GOING ON IN.....



CHARLOTTE, NC

New developments are movin' on in and up throughout Charlotte's with diversions like sumptuous steakhouses, paint-the-town red nightspots, and

Recent additions to the city skyline include the Duke "Power Tower," Levine Center for the Arts, NC Music Factory's Fillmore and Road Runner Mobile Amphitheatre, NASCAR Hall of Fame and Crown Ballroom, the eco-friendly Ritz-Carlton Charlotte, NC Dance Theatre's Center for Dance and One Bank of America Center, as well as renovations to the Elizabeth neighborhood. These developments join other new spots like the Aloft hotel and the ever-growing list of restaurants and venues at The EpiCentre, downtown's hottest mixed-use area.

Center City as of late even though this bustling hub already brims enriching museums and theaters.

RALEIGH, NC

Greater Raleigh CVB Wins Gold Award

The Greater Raleigh Convention and Visitors Bureau (GRCVB), the official destination marketing organization for Raleigh and Wake County, has been recognized with a Gold Award from the North American Travel Journalists Association (NATJA) for the Official Visitors Guide to Raleigh, Cary and Wake County. This is the first time the GRCVB has won an award from NATJA and only one Gold Winner is selected in each of the 59 award categories.

WILMINGTON, NC

Since its inception in 1948, the Festival has blossomed into an extended weekend celebration that attracts more than 300,000 people. The Festival is a non-profit civic organization and this year is sponsored in substantial part by its five (5) major sponsors: Progress Energy, Wells Fargo Bank, the Hilton Wilmington Riverside, Coastal Beverage, and Neuwirth Motors.

For more than 50 years, the folks of Southeastern North Carolina have been throwing the best party in the South and you're invited! There's something for everyone among our community's rich array of artwork, gardens, history and culture. Come join us!



Charleston, SC

Spoletto Festival USA - May 25-June 10, 2012

Now approaching its 36th season, Spoleto Festival USA is internationally recognized as America's premier performing arts festival. For 17 days and nights each spring, the festival fills Charleston's historic theaters and outdoor spaces with performances by renowned artists as well as emerging performers in opera, theater, dance and chamber, symphonic, choral and jazz music. Leading the 2012 Festival lineup are the American premieres of two contemporary operas - Philip Glass's mesmerizing and powerful Kepler and Feng Yi Ting, Chinese composer Guo Wenjing's tale of political intrigue in the Han Dynasty. For more information, please call (843) 579-3100 or visit spoletousa.org.

area, as numerous cafes with outdoor seating like the Gourmet Shop in the eclectic Five Points district provide ample opportunities for a quick bite.

Whether for business or simply a quick weekend getaway, begin planning your event or visit at columbiacvb.com, or call the Columbia Metropolitan Convention & Visitors Bureau directly at 803-545-0020.

Myrtle Beach, SC

Located at the northern tip of the South Carolina coastline, the Myrtle Beach area comprises 60 miles of the most beautiful pristine beaches along the Atlantic Ocean. What began as a southern retreat for family vacationers and avid golfers, is now becoming known as the surprise meeting destination for planners who seek fresh and new opportunities.

COLUMBIA, SC

The New Southern Hot Spot

When scouting your next convention location Columbia, South Carolina is worth a look. This charming capital city has nearly 12,000 hotel rooms in a wide range of price points. The Columbia Metropolitan Convention Center is the only downtown convention Center in South Carolina. With three major interstates crossing through Columbia, and the Columbia Metropolitan Airport approximately eight miles from the city center, getting to Columbia is quick and easy.

Myrtle Beach International Airport Extension

To accommodate growing numbers of visitors arriving by air, Myrtle Beach International Airport has begun an expansion project with the recent addition of a general aviation terminal, which opened in 2010, and the continued construction of a new passenger terminal. The massive projects, which will extend the passenger terminal from seven to 12 gates, are expected to increase the airport's capacity and efficiency for vacationers, business travelers and locals alike. M.B. Kahn Construction is serving as the program manager for the \$130 million passenger terminal expansion which will be completed in early 2013. For more information visit

www.flymyrtlebeach.com/expansion.cfm.

Columbia offers plenty of activities for attendees to spend warm days outdoors. Attendees will enjoy the compact nature of Columbia's downtown

DID Y'ALL KNOW? - INTERESTING FACTS ABOUT NORTH & SOUTH CAROLINA

- Krispy Kreme Doughnuts was founded in Winston-Salem, NC.
- The state dance of South Carolina is the Shag!
- Babe Ruth hit his first home run in Fayetteville, NC on March 7, 1914.
- Vanna White was born in South Carolina
- North Carolina leads the nation in furniture, tobacco, brick, and textile production.
- There is 187 miles of coastline along South Carolina
- The University of North Carolina Chapel Hill is the oldest State University in the United States.
- Charleston boasts the first public college, museum and playhouse in the United States
- The Biltmore Estate in Asheville is America's largest home, and includes a 255-room chateau, an award-winning winery and extensive gardens.

- George Gershwin composed his well known opera Porgy and Bess while living on Folly Beach, South Carolina. Porgy and Bess are buried in the James Island Presbyterian Church graveyard
- Makers of the new "The Hunger Games" film shot their adaptation of Suzanne Collins' dystopian novel on locations and soundstages across the western half of North Carolina
- In Lake Murray lives the Loch Ness Monster's cousin the Loch Murray Monster
- South Carolina has some towns with funny/unusual names like Coward, Due West, Ninetimes, Ninety Six, Southern Shops, South of the Border, and Welcome.

MEMBER SPOTLIGHTS



MEGHAN MACLEOD

Account Executive
EPIC

How many years have you been with this company? I have been with EPIC for almost 1 year. Before coming on board with EPIC, I worked for an association here in Charlotte.

Responsibilities? My role at EPIC changes and evolves every day, which I love. Day to day, I manage relationships with prospective clients, develop proposals, network with industry peers, manage our participation and involvement in industry trade shows and publications. I also travel quite a bit to assist our Project Managers onsite. This year I will be managing a project of my own - which I am very excited about!

What do you like best about your job? I'm not one for staying in one place, so I've really come to enjoy the traveling. Our clients pick the best cities and it's a great opportunity to see the sites and enjoy the culture of each place.

How many years have you been in the hospitality industry? I began my journey in the hospitality industry when I was 15 years old when I started my first job as a hostess. I "moved up in the ranks" over the years and left the service industry a few months after I graduated college. I minored in Hotel, Restaurant & Tourism Management at the University of South Carolina - Go Gamecocks!

How did you get into the industry? I was introduced to the "association world" when I took a position as Membership Coordinator with an association. We had two meetings a year, one convention/expo and one leadership conference. Working with the association was just a sneak peek into the trade show industry as a whole. I am constantly amazed by the innovations and direction I see the industry going. It's an exciting industry and I learn something new every day.

What advice would you give to others looking to get into the industry? Network, network, network. Being that this industry is all about hospitality and making people feel welcome, networking isn't hard to do. When I attended my first industry event, I couldn't help but feel intimidated, but everyone is so nice and willing to help in any way they can. It's very refreshing.

When did you join IAEE? I joined in April of 2010

How has being a member of IAEE affected your career? It has provided me the tools to stay up to date with this ever-changing industry and most importantly, stay connected.

What accomplishment are you most proud of? Professionally, my proudest moment was signing our most recent client last year. Being able to see everything come together after working with a client is so gratifying. Personally, I just bought a home and the experience has been a dream come true!

Who do you most admire? My mom. She's my rock.

What do you like to do for fun? I'm a creative person and take any opportunity to entertain. Pinterest is my latest obsession. I started designing and making jewelry for myself 5 years ago and it quickly turned into a side business called Olivia Plum Jewelry. Check out my blog at www.oliviaplumjewelry.blogspot.com. A little self-promotion never hurt anyone.

Do you have a story or experience that you would like to share with the chapter? Just a quick tidbit (advice maybe) you never know who you will meet and how they will affect your life, personally or professionally. I didn't really grasp the importance of what that meant when I was younger, but the truth is, it's a small world and in this industry it gets even smaller.



ANNA LILLEMOEN, CEM, CGMP

Sales Manager
Myrtle Beach Convention Center

How many years have you been with this company? 20 years glorious years as I stated to my City Manager

Responsibilities? Providing solutions for successful face-to-face meetings in the tradeshow and conference profession

What do you like best about your job? Forming partnerships with providers that will produce memorable events for my clients and their attendees.

How many years have you been in the hospitality industry? 33 years

How did you get into the industry? I needed a job in my hometown after college. I live in a resort destination where there were many front desk clerk positions available.

What advice would you give to others looking to get into the industry? Cross train in all components that contribute to a successful event.

When did you join IAEE? 1993

How has being a member of IAEE affected your career? It has provided a wider audience of professionals that engage in the tradeshow and conference profession

What accomplishment are you most proud of? There have been many highlights in my professional life but at the moment getting my CEM designation really has given me a sense of accomplishment.

Who do you most admire? I admire many things in many people but collectively, I admire our men and women of the American Military.

What do you like to do for fun? Canoe in the "Redneck Yacht" a 40 year old canoe complete with the America and South Carolina flags and a trolling motor. You can't paddle all the time!

Do you have a story or experience that you would like to share with the chapter? Many years ago during a conference, I had the privilege to join a select group of people to tour the USS John Paul Jones, the ship of the Commander of the Pacific Fleet. Participation was by selection, so being from South Carolina, I wrote to the then Chairman of the Armed Services Committee, Sen. Strom Thurmond, a South Carolina native. In my request for support in my attempt to join the touring group, I neglected to state that the tour of the USS John Paul Jones was already organized. A call from Sen. Thurmond's office to me took me by surprise when the Senators Aid wanted to know how many people I wanted to take on a tour and what dates did I want my group to go. After clarifying that I wanted to join a group, the Aid said that my request really carried weight with the Senator and that he was instructed to organize any tour that I wanted! I was really surprised that my request had that much clout! Needless to say, with Sen. Thurmond's support, I was able to join the touring group and saw firsthand the young soldiers handle multi-million dollar equipment with expertise. The following year I had the honor of escorting Sen. Thurmond on a tour of the Myrtle Beach Convention Center during its grand opening.



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F R E E M A N Wins EXHIBITOR 2012 Buyers Choice Award

DALLAS - (March 8, 2012) - Freeman, the premier provider of integrated services for face-to-face marketing events, is proud to announce for the third consecutive year it has won the prestigious Buyers Choice Award for Best New Product at EXHIBITOR2012, held March 4-8 at the Mandalay Bay Convention Center in Las Vegas.

Freeman's innovative offering, Floorprint by Freeman, received recognition this year for its ability to reduce installation time and related labor costs for exhibitors and show management. By delivering a full-size layout diagram for exhibits printed on low-cost banner material, Floorprint eliminates the guesswork associated with booth setup. The booth-sized diagram shows precise placement of each wall panel, electrical connection, rigging component and light fixture within each exhibit allowing the setup crew to place components without questions or installation errors.

THANK YOU 2011-12 CHAPTER SPONSORS

PLATINUM



GOLD



BRONZE



2012 SE CLASSIC, BILOXI, MS REGISTRATION IS OPEN!

Make plans now to attend the 21st Annual Southeastern Classic, August 2-4. This year we are excited to be returning to the beautiful Mississippi Gulf Coast and the magnificent Beau Rivage!

The Southeastern Classic is the premier event for our industry in the Southeast and is the best place to discover new methods, share best practices and learn the latest trends in our industry. There is no better place than the Southeastern Classic to gain the education you need and to network with industry experts who can help you succeed. Register today at www.iaeeese.org



THE BEAU RIVAGE, HOST VENUE FOR THE 2012 SE CLASSIC

The redesigned 32-story Beau Rivage features 1,740 newly remodeled rooms, including 95 luxury suites with all the amenities guests would expect from a AAA Four Diamond resort. In addition to all this, Beau Rivage effortlessly merges unparalleled refinement with the most technologically advanced business procedures available to ensure exceptional affairs. With 50,000 square feet of state-of-the-art flexible meeting space, the resort can accommodate groups of up to 1,800. Our savvy planners, an on-site banquet kitchen and full catering staff will make the event of your dreams a reality.



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

