



International Association
of Exhibitions and Events™
Southeastern Chapter

Where The Southeast Comes Together
Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, Tennessee

IAEE SE EXPO TIMES

April/May 2013 Issue II

...UNTIL JUSTICE ROLLS DOWN LIKE WATERS
AND RIGHTEOUSNESS LIKE A MIGHTY STREAM

MARTIN LUTHER KING JR



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View From The Chair



Summer is almost here and for many of us a busy spring show season is coming to an end. I'm sure many of you, like me wonder...where has the time gone? We all have so many things pulling us in different directions that sometimes the "To Do" list seems never ending. So, I've asked my industry peers what they do to keep on task and upbeat.

Ask for help. It really does take a village to put on an event. The amount of planning and coordination involved can really become overwhelming, unless you have event partners you can depend on. Your industry peers truly are an invaluable resource. IAEE's MemberLink is an excellent way to network online with other industry professionals who've tackled the problems you're currently facing.

Don't miss the experience. These days we are so plugged in that it is easy to get swept away in a tide of emails, texts and posts. Face-to-face meetings and events are still the most popular and effective way to do business for a reason. It can be easy to hide behind technology, but it's much more rewarding and memorable for all involved to have the personal interaction.

Be the bridge. You don't have to be an authority on everything. Connect your professional partners with others who'll benefit from their strengths. A simple offer of I don't know (fill in the blank) but know someone who can will surprise you with the sense of accomplishment it can give.

A community is only as strong as its members, so please keep ours strong. Join us at the Sheraton Atlanta for our next chapter luncheon on June 27. We look forward to seeing you there or at one of our many educational meetings or CEM class in 2013.

Carolyn Hilderbrand, AVTS



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Jenny Melton Upcoming Events

12th Annual Jenny Melton Father's Day Run



The IAEE SE Board of Directors and the family of Jenny Melton would like you to join us for the 12th Annual Jenny Melton/Father's Day 5K cross country run at Gainesville State College, located in Oakwood, GA.

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.

Date: Saturday, June 15, 2013 @ 7:30 AM

Additional Date Information

1 Mile at 7:30AM, 5K begins at 8:00AM

Address

Gainesville State College
3820 Mundy Mill Road Oakwood, GA

Fees

\$17.00 by 6/7/2013, \$20.00 afterwards to race day.

Registration Closing Date

Wednesday, June 12, 2013 @ 11:59 PM PST

<http://www.classicraceservices.com>



11th Annual Jenny Melton Golf Tournament - REGISTER NOW!



Monday, August 12, 2013

IAEE Southeastern Chapter is proud to present The 11th Annual Jenny Melton Memorial Golf Tournament benefiting the Jenny Melton Foundation at the Legends at Chateau Élan.

Visit www.iaeese.org to register online and sign up for sponsorships!

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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:

June/July Newsletter

Deadline: June 1, 2013

SE Chapter Calendar 2013

JUNE

1st Deadline for June newsletter submissions

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

JULY

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

24-26 - IAEE Krakoff Leadership Institute

SEPTEMBER

15th - Deadline for October newsletter submissions

19th - Habitat for Humanity Build

OCTOBER

24th - Board of Directors Meeting

24th - Chapter Luncheon & Educational

Meeting, Cobb Energy Performing Arts Centre

NOVEMBER

15th - Deadline for December newsletter submissions

DECEMBER

5th - Board of Directors Planning Meeting - Pittypat's Porch, Atlanta

5th - Holiday Charity Luncheon - Pittypat's Porch, Atlanta

10th - 12th - EXPO! EXPO!, Houston, TX

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

June 27, 2013 Chapter Luncheon

"Revenue Growth Through Partner Collaboration"



The IAEE Southeast Chapter has assembled a panel of some of the brightest "thought leaders" in our industry. Each panelist represents a key strategic partner in the revenue supply chain. It takes a collaborative effort to pull off any event and each partner is committed to the overall success of the event. In addition each partner has a responsibility to deliver revenue for their

respective companies.

Since the recent economic collapse that has affected all aspects of the event industry we all have been tasked to generate more revenue which is unfortunately easier said than done. The great news it has forced us all out of the comfort zone and made us "Rethink" the revenue opportunities and possibilities available.

Now "Revenue Partnership Collaboration" is essential to the new norm in the event industry. The reality is there really was a new norm in the industry as it our job to continue to re-invent and re-generate revenue.

Key take away's from attending this program.

1. At least 5 new revenue opportunities that you had never thought of before
2. A better understanding on how to utilize your partners for revenue growth as planners
3. A more sound collaborative supplier approach and understanding on how to maximize your revenue opportunities by working with planners and their tools
4. Learn that a discussion will lead to more revenue and a stronger partnership
5. \$\$\$'s left on the ground are not ones in your pocket

This panel discussion will be moderated by Jim Wulfekuhle, Director of Sales & Marketing, International Woodworking Fair, and will feature Erin Dunstan, Director of Strategic Accounts for Experient; Mark Zimmerman, General Manager, GWCC; Ellie Westman Chin, Vice President Business Development & Corporate Events for the ACVB and Daniel Senden, Director of Sales & Marketing for the Sheraton Atlanta.

Venue Sponsor



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LOCATION

Sheraton Atlanta
165 Courtland St., NW
Atlanta, GA 30303

PARKING

SCHEDULE

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

REGISTRATION & FEES

[Click here](#) to register online

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

NO REFUNDS AFTER JUNE 24, 2013
Member: \$35, \$25 for each additional attendee
Guest: \$50
Students: \$10

* A \$10 late fee applies to registrations received after 6/23/13.

2013 SE Classic & CEM Course

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 the Strategic Planning 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.

Double your education....

Come for the CEM, stay for the Classic!

2013 IAEE Krakoff Institute

Good Leaders are Made, not Born



Once a year, IAEE offers the Krakoff Leadership Institute which brings together individuals in the exhibitions and events industry who are interested in becoming effective strategists, contributors, facilitators and the innovators. This highly interactive curriculum integrates theory and practice to ensure institute participants leave capable of both thinking better and doing better. This year,

the Institute will be held 24-26 August in Hilton Head, SC in conjunction with the IAEE SE Classic, and through active participation, participants will gain a greater understanding of how to:

- Align personal and professional values as well as manage opposing values
- Leverage personal strengths and weaknesses to promote and motivate excellence with differing work styles
- Form effective teams by recognizing barriers and integrating intervention techniques to achieve synergistic results
- Communicate effectively in a diverse and global industry to maximize value and decrease misunderstandings
- Address and manage conflict in the workplace with skill to minimize disruptions to work and to create a harmonious work environment
- Apply processes and tools to develop a strategic plan to navigate needs, trends, issues and develop solutions that deliver the greatest impact and value
- Evolve personal leadership skills through intentional self-evaluation

To find out more and to apply, visit: <http://www.iaee.com/events--education/krakoff-leadership-institute/>

What's Going On In.....Alabama



The Alabama Jubilee Hot Air Balloon Classic, Decatur, AL - May 25-26, 2013

The Alabama Jubilee Hot Air Balloon Classic is an event that has drawn thousands of spectators every year for over 30 years. However, even with that long history, we get many new people every year. Many arrive during the middle of the day and often their first question is: "Where are the balloons?"

The Alabama Jubilee is one of the few balloon events remaining that allows the public to walk on the field during balloon launches and operations. The public is even encouraged to ask pilots questions and to get close to the balloons. Some spectators even get pulled into crewing spontaneously!



Gadsden Riverfest, Gadsden, AL - May 31 - June 1, 2013

In 1986, what is now a major entertainment event in the southeast was started in a shopping mall parking lot drawing an estimated crowd of 750. With the upcoming 27th annual Riverfest scheduled for May 31st & June 1st, crowds at the two day event have grown to 25 to 35 thousand per night and have featured some of the biggest stars in the music industry including Kenny Rogers

and STYX.



The Regions Tradition @ Shoal Creek, Birmingham AL - June 5-9, 2013

Come and see golf legends as they take on one of the country's finest golf courses, Shoal Creek. Tournament proceeds will benefit Children's Hospital of Alabama. For more information visit www.regionstradition.com



Alabama Deep Sea Fishing Rodeo, Dauphin Island, AL - July 19-21, 2013

More than 3,000 anglers from at least 24 states will fish in the Gulf of Mexico for three days for more than \$400,000 in cash and prizes across 30 categories. Sponsored by the Mobile Jaycees, the 2011 event was listed in Guinness World Records as the largest fishing tournament.

Did Y'all Know? - Interesting Facts About Montgomery, AL

- Montgomery was the first capital of the Confederacy.
- The world's first Electric Trolley System was introduced in Montgomery in 1886.
- Montgomery is the capital and the birthplace of the Confederate States of America.
- In 1902 Dr. Luther Leonidas Hill performed the first open heart surgery in the Western Hemisphere by suturing a stab wound in a young boy's heart. The surgery occurred in Montgomery.
- Singer and entertainer Nathaniel Adams (Nat King) Cole was known as the man with the velvet voice. He was born in Montgomery in 1919 and died in 1965.
- *The Civil Rights Memorial in Montgomery (as shown on the newsletter cover) was designed by Maya Y. Lin. Along with the Civil Rights Memorial Maya Y. Lin designed the Vietnam War Memorial in Washington, D.C.*



- The City Seal of Montgomery is a six-pointed star containing the words "Cradle of the Confederacy," Birth Place of the Civil Rights Movement" and "City of Montgomery".
- Montgomery was a primary site for the Civil Rights Movement. Dr. Martin L. King was the pastor of the Dexter Ave. Baptist church here from 1954 until 1960.
- Montgomery is the current home of the Hyundai Motor Co. first assembly plant to be located in the United States.
- Montgomery is home to the baseball team called the Montgomery Biscuits.



Congratulations to the 2013 Jenny Melton Scholarship Recipients



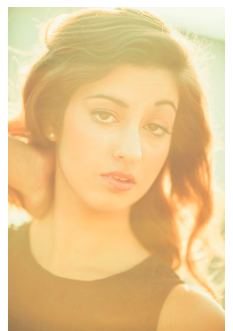
The Jenny Melton Foundation was established in memory of Butch Melton's (with Freeman) daughter, Jenny Melton, a West Hall High School senior who loved school and loved running on the track and cross country teams. She was in Beta Club and Spanish Club. She was the 2002 Homecoming queen and was anxiously 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. Jenny's death dealt a stunning blow to the community of Hall County and brought a community to a stand still for almost 3 days.

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. The Foundation has joined the Partners in Education Program attempting to encourage local business to get involved in additional education funding for the students in Hall County. 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 (22) \$2,500 dollar scholarships since Jenny's accident.

We are pleased to announce the IAEE SE Chapter recipients for 2013.....**Hannah Farhadi, Cole Kisner, Shane McGuire and Ashleigh Taylor Walker**



HANNAH FARHADI

Hannah is graduating with Honors from McIntosh High School in Peachtree City, before that she attended the Atlanta International School.

Hannah is fluent in Spanish and is a member of the BETA Club and National Honor and Spanish Honor Societies. She was also a member of the Academic Team (where they compete against other high schools in the state). In addition to outstanding academics, Hannah also played Lacrosse.

Hannah will attend the University of Georgia in Athens this fall.



SHANE MCGUIRE

Shane is a graduating senior from Harrison High School in Kennesaw and the oldest of four children. He is a music aficionado and can even pinpoint the exact moment when he became interested in good music. He was on an airplane heading to Germany with his family, when he plugged in the headphones and heard "American Woman" by the Guess Who. His interest in bands and musicians, like

the airplane, took off. He started playing the trombone in sixth grade and exhibited a natural talent. Since then he has played trombone in Harrison's nationally - recognized concert bands, jazz bands, and has marched baritone all four years of high school.

Shane is graduating with honors from Harrison in May and is one of only six students in his class who earned a 33 on his ACT with a Critical Reading perfect score. He will be entering Valdosta State University's Honor College in the fall where he will major in Criminal Justice and continue developing his musical talent with their marching band and jazz and wind ensembles. Shane's goal after college is to enlist in the Marine Corps as one of their few good men. Thank you to the IAEE board and the Jenny Melton Foundation board for contributing to his future plans.



COLE KISNER

As Cole's high school education comes to a close, he can look back with pride at his experiences and achievements over the past four years. A dedicated sports enthusiast, Cole managed to balance school, work and athletics throughout his four years. All of his hard work paid off with a 15-0 record and the Georgia 6A state championships win. Cole is active in his church youth group and Young Life where he has participated in many volunteer events. A very likable person, Cole has developed very strong friendships from all over Atlanta with great kids who have the same high values and future aspirations.

The next chapter of Cole's life will be attending Georgia Southern University in the fall. He plans to study Sports Marketing and tryout as a walk on for the Georgia Southern Football team. Cole's idea of a perfect career will be doing something that is active, related to sports and working with kids.



ASHLEIGH TAYLOR WALKER

Ashleigh will graduate from Stockbridge High School May 31, 2013 after four years of a rigorous class load of predominately Honors and Advanced Placement classes.

Ashleigh was selected in 2012 to participate in the Georgia Governor's Honors Program, attending GHP at Valdosta State University the summer of 2012.

In addition to belonging to EMPACT Club, her school's green club, Ashleigh is the president of the Art and Manga Clubs, as well as the president of the National Honors Art Society.

Ashleigh is community minded, volunteering at several annual Georgia Tourism community events and fund raisers for Susan G. Kolman Walk for Cure and St. Jude Children's Research Hospital, just to list a few.

Ashleigh's ambition is a career in photography and journalism and plans to attend the University of West Georgia to study Mass Communications.

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