



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

*February/March 2013 Issue 1*



*City Lights, Southern Nights*

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## VIEW FROM THE CHAIR



We've all heard the old adage, "Bad news travels fast", and it seems like all you hear these days is bad news. Luckily for us, it is not all bad news for the events industry. Our April 25 program will be a report on the State of the Industry from Jason McGraw, IAEE Board Chair.

We have all faced challenges with the economic downturn in the past few years, but the good news is that face to face interaction continues to be the preferred interaction method of business professionals, including today's tech savvy executives. In a recent Harvard study, 95% of young executives, although they preferred digital means for daily routine communication, feel that face to face meetings are essential to long term business relationships. Our industry is indispensable when it comes to bringing professionals together within their independent market segments. As a community, our individual roles are vast, but it is our collective endeavors that keep this vital part of our economy thriving.

A community is only as strong as its members, so please keep ours strong, and join us at the Georgia World Congress Center on April 25. We look forward to seeing you there or at one of our many educational meetings or CEM class in 2013.

Carolyn Hilderbrand  
AVTS



**YOUR SUPPORT IS OUR STRENGTH!**

## 2013 IAEE SE CHAPTER BOARD OF DIRECTORS:

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**Mark Zimmerman**, Georgia World Congress  
Center



## **2012 President's Award Recipient**



The IAEE SE Chapter has established an award to recognize outstanding service to the Chapter.

This award is intended to honor those members of our chapter that have gone beyond being a member, and have volunteered their time, wisdom, and considerable experience to make our chapter one the most successful chapters in IAEE.

The 2012 President's Award, was presented on behalf of Daniel McKinnon, the 2012 Board Chair, to Mark Sussman, CMP, as a person who is the epitome of an IAEE member, SE Chapter ambassador and volunteer.

Mark was presented the award during our February Chapter meeting at Pittypat's Porch in Atlanta. Mark is a 30 veteran of the hospitality industry and is the Director of Tradeshow Sales with the Atlanta Convention and Visitors Bureau.

Mark has served on numerous committees at the local and national level of IAEE. In addition, he has served in all officer positions and was elected Board Chair in 2011. Because of his invaluable service to the chapter, Mark is currently serving as special advisor to the IAEE SE board.

The IAEE chapter is honored to have an individual like Mark Sussman in our ranks.

## **PUBLISHER**

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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:

**April/May Newsletter**

**Deadline: April 1, 2013**

## **SE CHAPTER CALENDAR 2013**

### **APRIL**

1<sup>st</sup> - Deadline for April/May newsletter submissions

25<sup>th</sup> Board of Directors Meeting

25<sup>th</sup> Chapter Luncheon & Educational Program - GWCC

### **MAY**

31<sup>st</sup> Deadline for June newsletter submissions

### **JUNE**

15<sup>th</sup> - Jenny Melton Annual 5k Run and Walk - Gainesville College, Gainesville, GA

27<sup>th</sup> - Board of Directors Meeting

27<sup>th</sup> - Chapter Luncheon and Educational Program - Sheraton Atlanta

### **JULY**

20<sup>th</sup> - Early Bird Hotel registration ends for 2013 SE Classic at the Westin Hilton Head Resort

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

### **AUGUST**

12<sup>th</sup> - Jenny Melton Memorial Golf Tournament

22<sup>nd</sup> - CEM Course, Hilton Head, SC

22-24 - 2013 SE Classic, Hilton Head, SC

24-26 - IAEE Krakoff Leadership Institute

### **SEPTEMBER**

15<sup>th</sup> - Deadline for October newsletter submissions

### **OCTOBER**

24<sup>th</sup> - Board of Directors Meeting

24<sup>th</sup> - Chapter Luncheon & Educational Meeting, Cobb Energy Performing Arts Centre

### **NOVEMBER**

15<sup>th</sup> - Deadline for December newsletter submissions

### **DECEMBER**

5<sup>th</sup> - Holiday Charity Luncheon - Pittypat's Porch, Atlanta

10<sup>th</sup> - 12<sup>th</sup> - EXPO! EXPO!, Houston, TX

10<sup>th</sup> - Annual GRITZ Reception, EXPO! EXPO!, Houston, TX

## April 25, 2013, Chapter Luncheon - GA World Congress Center



**STATE OF THE INDUSTRY -**  
Jason C. McGraw, CTS, CAE  
IAAE Board Chair

Join us on Thursday, April 25<sup>th</sup> at the Georgia World Congress Center for our 2013 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?

We are excited to have the 2013 Board Chair for IAAE, Jason C. McGraw, CTS, CAE, as our speaker for the afternoon. With 24 years of experience in both for-profit and not-for-profit exposition and conference management, Jason has worked on some of the largest expositions held in the U.S.

Visit [www.iaeese.org](http://www.iaeese.org) to learn more about Jason and to register today!

### Venue Sponsor



### AV Sponsor



### LOCATION

Georgia World Congress Center  
285 A. Young Int'l Blvd.  
Atlanta, GA 30313

### 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 APRIL 22, 2013

Member: \$35, \$25 for each additional attendee

Guest: \$50

Students: \$10

*\* A \$10 late fee applies to registrations received after 4/22/13*

## February 28, 2013 Chapter Luncheon Recap - PittyPat's Porch, Atlanta

The Chapter was honored to return to its roots at the historic restaurant PittyPat's Porch. With a fantastic southern meal of fried chicken, mashed potatoes, mixed vegetables and bourbon bread pudding..... and let's not forget the sweet tea, attendees were treated to southern hospitality at its finest. Even through renovations, PittyPat's rolled out the red carpet and made the Chapter feel right at home. We are looking forward to December, and how all the renovations turn out, during our Holiday luncheon.

A special thank you to Barbara Myers for presenting an informative presentation on growing attendance at events.



## WHAT'S GOING ON IN... GEORGIA



### Atlanta Dogwood Festival - April 19-22, 2013 FREE TO THE PUBLIC!

Originating from a showcase of blooming trees and accomplished artists, this festival is more than 70 years in the making. The Atlanta Dogwood Festival has evolved into one of the largest events in the Southeast. Displaying works from artists across North America, you'll find the country's best painters, sculptors, photographers, jewelry makers, glass blowers and other artists. A few more must-see attractions include live performance art exhibitions, interactive music workshops, and a food festival.



### The Georgia Renaissance Festival - April 13 - June 22, 2013

Join hundreds of colorfully-clad characters for a medieval European Country Faire. Stroll through the multi-acre kingdom while feasting on hearty food and drink, shop for hand-crafted treasures, and become mesmerized by artisans at work. Ten stages of music and comedy keep you enticed well into the night, while performing animals and games ensure fun for the entire family!



### Savannah Music Festival - March 20 - April 6, 2013

The Savannah Music Festival is dedicated to presenting a world-class celebration of the musical arts by creating timeless and adventurous productions that stimulate arts education, foster economic growth, and unite artists and audiences in Savannah. It is the largest musical arts event in Georgia and one of the most distinctive cross-genre music festivals in the world.



### The Pinkest Party on Earth - Macon Cherry Blossom Festival - March 15 -24, 2013

Welcome to Macon Georgia's International Cherry Blossom Festival! We invite you to enjoy gracious southern hospitality as we celebrate in grand style the magnificent beauty of our 300,000 flowering Yoshino cherry trees in the "Cherry Blossom Capital of the World."

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

- There are more than 65 streets in Atlanta with the word Peachtree.
- You can ride your bike from Atlanta to Alabama on the [Silver Comet Trail](#). It begins in Smyrna and runs all the way across the Alabama border.
- Atlanta is the only city in North America destroyed by a fire as an act of war. Following the city's surrender to General Sherman in 1864, only 400 structures remained standing. Today, the city's symbol is the Phoenix, a legendary bird of Egyptian mythology that rose from its own ashes with renewed strength and beauty.
- View Atlanta from the tallest hotel in the Western Hemisphere atop the cylindrical Westin Peachtree Plaza in Downtown Atlanta.
- The name for Six Flags Over Georgia was inspired by six different flags that have flown over the state during its history, including Spain, France, Great Britain, the United States of America, the Confederate States of America and the state of Georgia.



- The Eastern Continental Divide, a continental divide in the U.S. that separates the Gulf of Mexico drainage from the watersheds that flow directly into the Atlantic Ocean, runs right through downtown Atlanta and then east and through Decatur. Rainwater that falls on the south and east side of the divide runs eventually into the Atlantic Ocean while rainwater on the north and west side of the divide runs into the Gulf of Mexico.
- Pemberton Place, home to the New World of Coca-Cola, is named after Dr. John Stith Pemberton, an Atlanta pharmacist. On May 8, 1886, Pemberton produced the syrup for Coca-Cola®, and carried a jug of the new product down the street to Jacobs' Pharmacy, where it was sampled, pronounced "excellent" and placed on sale for five cents a glass as a soda fountain drink.
- Runners from around the world descend on Atlanta each Fourth of July for the Peachtree Road Race. Approximately 60,000 runners participate each year, making it one of the largest 10K foot races in the world.





## MEMBER SPOTLIGHT



### WENDY MCGAR

Exhibits Manager  
Hinman Dental Society

**How many years have you been with this company?** 2

#### Responsibilities?

To service, manage and sell the exhibit floor for the annual Thomas P. Hinman Dental Meeting at the Georgia World Congress Center. In addition, I manage all the good work of the Hinman Dental Society Trustees.

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

I truly enjoy working with the exhibitors. Helping them have the best exhibiting experience at Hinman and a successful show results in a loyalty beyond just the industry but toward this show specifically. That is how I measure my personal ROI.

**How many years have you been in the hospitality industry?**  
14 years

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

By accident. I was working in advertising and someone I knew said, "I think you might like this job opportunity with the Atlanta Jewelry Show". So I applied got the job and here I am 14 years later. I drank the Kool-Aid.

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

Jump in head first. It's a great experience, lots to learn and a great group of people to work with. No matter what company or association you work for, the crossover of people is amazing and reassuring at the same time. We travel in a pack and its fun.

#### When did you join IAEE?

I've been a member with previous associations that I've worked for but Hinman's been a member for years.

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

It's great! I plan to spend the next 2 years getting my CEM and now the board opportunity has given me a chance to learn more and meet more people.

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

My biggest accomplishment, aside from being a Mom to two beautiful boys, is finding a job that I love in an industry that I love.

#### Who do you most admire?

I admire many people from well accomplished, successful women like Sara Blakely to my Husband whom I've had the privilege of being with for over 20 years, to my parents who've given me nothing but support, to my kids who remind me every day that something as small as a little giggle will make a bad day into a great day.

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

I love to spend my spare time getting lost in a great book.

#### Do you have an experience you would like to share?

I'm looking forward to being on the board and having new learning experiences.

## 2013 SE CLASSIC & CEM COURSE



The 22<sup>nd</sup> 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/>

## SPONSORS CORNER

### COBB GALLERIA WIN'S CONVENTIONSOUTH'S READERS' CHOICE AWARD

The Cobb Galleria Centre has once again been honored with a "Readers' Choice" award from ConventionSouth Magazine.

"ConventionSouth readers have nominated and voted to decide the best meeting sites in the South, and it is no surprise to us that Cobb Galleria Centre has been selected to receive our annual Readers' Choice Award," said ConventionSouth Publisher J. Talty O'Connor. "The value in receiving this prestigious recognition is that it comes from the United States' top meeting professionals who book events held in the South. These planners demand the highest level of customer service and quality facilities, and they have contributed in determining that Cobb Galleria Centre indeed displays the commitment to professionalism, creativity and service that they require."



Cobb Galleria Centre is among 100 convention and visitor bureaus (CVBs), meeting facilities and hotels located across the South to receive this year's Readers' Choice Award. Throughout the year, meeting professionals nominated the meeting sites they believe provide exemplary service for group events. The nominated properties were then compiled onto an online ballot where meeting professionals were asked to vote for the best of the best. More than 1,500 voters participated this year in the selection process. This is the fourth year that Cobb Galleria Centre has received this award. Distributed nationally, ConventionSouth is read by a national audience of more than 18,000 meeting professionals.

## THANK YOU 2012-13 CHAPTER SPONSORS

### PLATINUM

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F R E E M A N

### GOLD



### BRONZE



EXPOPLUS



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high performance housing



## CHAPTER UPDATES

### 12<sup>th</sup> Annual Jenny Melton Father's Day Run

THE  
JENNY MELTON  
FOUNDATION



The IAEE SE Board of Directors and the family of Jenny Melton would like you to join us for the 12<sup>th</sup> 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>



## IAEE SE EXPO TIMES

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