



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

*October/November 2013, Issue III*





## CONTENTS

- pg. 2 View from the Chair
- pg. 3 Calendar of Events
- pg. 3 2014 Board Slate
- pg. 3 12/5/13 Chapter Holiday  
Networking Luncheon
- pg. 4 6/27/13 Chapter Luncheon  
Recap
- pg. 5-6 2013 SE Classic Recap
- pg. 7 Jenny Melton Golf Recap
- pg. 7 10/24/13 Chapter Luncheon  
Recap
- pg. 8 2013 Chapter Sponsors
- pg. 8 Become a Chapter Sponsor

## View From The Chair



Winter is almost here and for many of us a busy year is coming to an end. I'm sure many of you, like me wonder... where has the time gone? We designated 2014 A Year of Community and I am grateful to you all for coming together and keeping ours a strong one.

We are very proud as a chapter to have been able to offer 3 Jenny Melton Foundation Scholarships to graduating seniors belonging to IAEE Southeastern Chapter members this year. It is only through your continued support of both the Jenny Melton 5K and the Jenny Melton Golf Tournament we are able to extend this to deserving members of our community.

Thank you all for participating in the Soldier's Angels Birthday Card Campaign held during our June Meeting. Your handwritten notes of heartfelt thanks and appreciation for his service were greatly cherished and appreciated.

Our September Habitat for Humanity Project was another reason to be proud of our community. We truly value you all for donating your indispensable time and energy to help make this so successful again this year.

A community is only as strong as its members, so again thank you for everything you do to keep ours strong. Mark your calendars now for both the December 5<sup>th</sup> Chapter luncheon and the annual Southeastern Chapter's Annual Gritz Reception at Expo!Expo! in Houston on December 10. We look forward to seeing you all again before the end of the year.

Carolyn Hilderbrand  
AVTS



## 2013 IAEE SE Chapter Board of Directors

### EXECUTIVE COMMITTEE:

**Chair:** Carolyn Hilderbrand, AVTS  
**Vice Chair:** Kristin Barranger, CEM,  
 ASME, Int'l Gas & Turbine Institute  
**Secretary:** Bob Hancock, onPeak  
**Treasurer:** Sue McCart, HFI, LLC & NECA  
**Past Chair:** Daniel McKinnon, CEM, Access  
 Intelligence

### DIRECTORS:

**Kevin Bird**, Shepard  
**Dan Darby**, CEM, GLM/U.S. Antiques Show  
**Dirk Ebener**, NurnbergMesse  
**Deb Ferbrache**, Freeman  
**Craig Ferreira**, Sheraton Atlanta  
**Mark Herrington**, GES  
**Wendy McGar**, Hinman Dental  
**Ryan Nettleton**, The Expo Group  
**Charlie Olentine**, US Egg & Poultry  
 Association

**Brian Pagel**, Emerald Exposition  
**Scott Porter**, Cobb Galleria Centre  
**Leigh Ann Simpson**, Society of Biblical  
 Literature  
**Kristina Unger, CEM, CMP**, Georgia Girl  
 Management & Events, LLC  
**Jim Wulfekuhle**, Int'l Woodworking Machinery  
 & Furniture Supply Fair  
**Mark Zimmerman**, Georgia World Congress  
 Center



## 2014 Board Slate

**Chair:** Kristin Barranger, CEM, ASME, Int'l Gas Turbine Institute

**Vice Chair:** Bob Hancock, onPeak

**Secretary:** Sue McCart, HFI, LLC & NECA

**Treasurer:** Craig Ferreira, Sheraton Atlanta

**Past Chair:** Carolyn Hilderbrand, AVTS

### DIRECTORS:

#### **2012-2014**

Kevin Bird, Shepard Exposition  
Dan Darby, CEM, GLM/U.S. Antique Shows  
Ryan Nettleton, The Expo Group  
Gwen Venable, US Egg & Poultry Association

#### **2013-2015**

Mark Lind, Atlanta Convention Center at AmericasMart  
Wendy McGar, Hinman Dental Society  
Brian Pagel, CEM, Emerald Exposition  
Jim Wulfekuhle, Int'l Woodworking Machinery & Furniture Supply Fair  
Mark Zimmerman, GA World Congress Center

#### **2014-2016**

Dirk Ebener, Nurnberg Messe  
Deborah Ferbrache, CEM, Freeman  
Scott Porter, Cobb Galleria Centre  
Leigh Ann Simpson, CEM, Society of Biblical Literature  
Scott Stallings, CEM, Asian American Hotel Owner's Association  
Kristina Unger, CEM, CMP, Georgia Girl Management & Event

## December 5, 2013, Holiday Networking Luncheon



...to show how much we care! Please join us for our annual holiday networking and charity luncheon, Thursday, December 5, 2013, at Pittypat's Porch. This has become an IAEE tradition and this year will be no exception. Keep a look out for blast regarding the charity and what donations will be collected during this event.

**REGISTER TODAY!**

### LOCATION

Pittypat's Porch  
25 Andrew Young International Blvd, NW  
Atlanta, GA 30303

### Directions

### SCHEDULE

11:15AM - 1:30PM

### REGISTRATION & FEES

Member: \$35 until Dec. 2 ----- \$45 from Dec. 3-5

\*Each additional member attendees from same company  
\$25 per person. Must register at the same time to receive discount.

Guest: \$50 until December 2, 2013

Guest: \$60 from December 3-5, 2013

*\*A \$10 late fee applies to registrations received after 12/2/13.*

**NO REFUNDS AFTER December 2, 2013**

### VENUE SPONSOR



### AV SPONSOR



## 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](mailto:info@iaeese.org)  
W | [www.iaeese.org](http://www.iaeese.org)

**Twitter:** <https://twitter.com/#!/IAEESE>

**Facebook:** <http://www.facebook.com/pages/IAEE-Southeastern-Chapter/53355842645>

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:

December/January Newsletter

Deadline: November 15, 2013



## SE Chapter Calendar 2013

### **NOVEMBER**

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

### **DECEMBER**

**5<sup>th</sup>** - Board of Directors Planning Meeting - Pittypat's Porch, Atlanta

**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



## June 27, 2013 Chapter Luncheon Recap



The IAEE Southeast Chapter produced the program "Revenue Growth Through Partner Collaboration" at the June meeting which was hosted by the downtown Atlanta Sheraton.

Each panelist represented a key strategic partner in the revenue supply chain. Over 60 industry professionals attended the meeting.

The panel was asked to Rethink the current revenue model and partnerships with throughout the event revenue chain.

Discussions covered topics such as: Online directories, virtual events, 365 models, websites, events with the events and more shared revenue opportunities.

Some key take aways;

1. Begin the discussion with your vendors/partners early in the process
2. Share your data with your partners to ensure more revenue sales
3. Think outside the box. For example Hotel "Meet-ups"
4. New areas to place signage example in the hotels.

5. Show management turn over the exhibitors list within the hotel block earlier
6. Promote After Hours Networking aligned with revenue
7. VIP sponsorships for lounges
8. Build more b2b website rather than just a tradeshow website
9. Move beyond the show dates and focus on a 365 hybrid revenue model
10. Understand your customers want a more consultative revenue approach.

### VENUE SPONSOR



### AV SPONSOR





## 2013 SE Classic & CEM Course



This year's Classic on Hilton Head Island maintained its reputation as one of the best opportunities for hospitality industry professionals to gather. Throughout the weekend, attendees shared practical experiences, knowledge and ideas on how to keep current and vibrant in the industry today. 2013 marked the 22<sup>nd</sup> anniversary of the IAEE Southeastern Chapter Classic and Hilton Head rolled out the red carpet this past August 22-24, 2013.

The Chapter was pleased to offer an educational CEM in conjunction with the Classic this year. Led by Steven Hacker of the Bravo Management Group, the Strategic Planning module was a great start for the Classic. Following the CEM, the Classic officially kicked-off with a reception hosted by the Omni Hilton Head Island Resort & Spa. Attendees enjoyed a wonderful oyster feast and an abundance of networking.

The educational event began Friday morning at the Westin Hilton Head Island Resort & Spa. The lively keynote address, Future Leader, from Erick Burton of the Burton Leadership Institute had us re-thinking our goals and expectations. Our educational sessions, roundtables and panels were tremendous and provided a wealth of knowledge and information for all the attendees. Each one engaging thoughts about how to make your event or your partner event a success. Even some hints on how to be the office nerd.

Following the Friday sessions, we were treated to a feast by the Hilton Head Island CVB. There were a number of shared ideas while enjoying the company of our peers at the annual beach bash.

We cannot offer quality opportunities without the assistance of our sponsors. Thank you to the Chapter and Event Sponsors as well as the contributing sponsors. The door prizes are always an exciting moment for the attendees. Thank you to the wonderful speakers, chapter members and guests of the event that helped to make the weekend one for the books!

## 2013 SE Classic & CEM Sponsors:

**THE WESTIN**  
HILTON HEAD ISLAND  
RESORT & SPA



**HILTON HEAD ISLAND**  
come away with me

**OMNI HOTELS  
& RESORTS®**

hilton head, sc

  
**CCR**  
EVENTS



**Atlanta  
Convention  
Center**  
at AmericasMart



**Myrtle Beach**  
CONVENTION CENTER  
A FACILITY OF THE CITY OF MYRTLE BEACH

**HFI EVENT SERVICES**



**USPOULTRY**  
U.S. POULTRY & EGG ASSOCIATION



Photo Highlights from the 2013 SE Classic





## Jenny Melton Golf Tournament Recap

### THE JENNY MELTON FOUNDATION



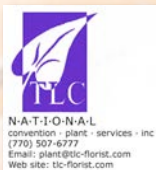
On a beautiful summer day in September, over 100 eager golfers lined up in their carts, outside of the Legends clubhouse at Chateau Élan, for what would be the 11<sup>th</sup> Annual Jenny Melton Memorial Golf Tournament. After a brief welcome from Butch Melton, the golfers headed off for a day of fun, fundraising and fellowship.

At the end of a great day, and with the support of our sponsors, volunteers and golfers, the IAEE SE Chapter raised enough money to donate a \$2,500 scholarship to the Jenny Melton Foundation. This one time scholarship will be awarded to a student, of an IAEE SE member, to attend a Georgia college or university.

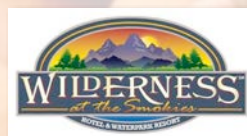
Since its inception, the Foundation has generously given over 80 scholarships to deserving students. The Melton Family and the SE Chapter would like to thank everyone for their continued support through the years.

If you are interested in learning more about the Jenny Melton Foundation or how you can donate your time or funds, please visit: <http://www.iaee.org/jenny-melton-foundation-chapter-information-20> or contact the North Georgia Community Foundation at <http://www.ngcf.org/> or 770-535-7880.

### 2013 Sponsors:



THE JENNY MELTON FOUNDATION





## October 24, 2013, Chapter Luncheon Recap

The October 24<sup>th</sup> IAEE Southeast Chapter Luncheon at Cobb Galleria Centre featured an exciting panel discussion titled Creating The Wow Factor at Your Events. The expert panel, moderated by Scott Porter, Cobb Galleria Centre, National Sales Manager, was composed of a diverse group of industry leaders, representing a broad range of segments within the events industry.

Terry Singleton, President and COO of CCP Inc/Eventscapes, provided valuable insight from the special event planning perspective. Terry engaged the audience with vivid images from corporate events for Coca-Cola and The Home Depot. She emphasized the need to secure and maintain key vendor partnerships as a critical piece to consistently delivering Wow Factor elements to your events. Jim Kelley, Director of Global Accounts for PRG, offered invaluable expertise on generating wow factor from the audio visual side. Subtle and cost-efficient techniques such as adding music to a video presentation was an example Jim gave as a way to capture your audience and leave a lasting impression. Roy Turner, Senior Vice President at GLM, shared an array of dynamic images from the Surf Expo Trade Show. Roy suggested using trends such as Twitter walls and incorporating other elements of social media as effective strategies to connect with a broader audience at trade shows and events. As owner of a transportation logistics and event management company, Mike Whittington reiterated how essential it is to identify your customer's needs as you help them to create their vision. Mike stressed the importance of attention to detail as a key factor in achieving client satisfaction.

The Wow Factor panel discussion generated meaningful dialogue on how suppliers and planners can maximize their dollars by creating memorable events and experiences. Whether it be at a gala awards dinner, a breakout session, or on the trade show floor, keeping the content creative, practical, and relevant seemed to be the prominent theme that emerged from the program.

### VENUE SPONSOR



### AV SPONSOR





# MAKE A SPLASH, SPONSOR TODAY!



- Consider becoming a sponsor of the IAEE Southeaster Chapter and leveraging the value of IAEE 's largest and most active chapter. Typically, a new year ushers in new company goals. But given the realities of 2013, many organizations still have some tough business to answer first.

- Were my company's business goals achieved with the maximum efficiency
- How can I guarantee better results next time?
- What can I do to ensure we achieve our goals in 2012-13

As a Chapter, we are committed to providing valuable educational programming, networking opportunities and entertaining social activities to our members. Helping companies and individuals solve the challenges of today's environment is second only to the Chapter's commitment to making sure you are welcomed and feel that your investment is mutually rewarding.

## REASONS TO BE A CHAPTER SPONSOR!

- Support the industry and the mutual opportunities provided by IAEE Chapter and Southeastern Classic sponsorship
- Develop business through networking and the advancement of your services and products
- Achieve your goals through your company's exposure and leadership to IAEE's extensive membership

Leveraging IAEE's Southeastern Chapter sponsorship allows you to focus squarely on your company's core competencies while improving execution and delivery of your business strengths.

For more information on how to sponsor, contact the Executive Office at 770-435-5387 or [info@iaeese.org](mailto:info@iaeese.org)

## Thank You 2013-14 Chapter Sponsors

### PLATINUM

**THE WESTIN**  
HILTON HEAD ISLAND  
RESORT & SPA



HILTON HEAD ISLAND  
come away with me

OMNI HOTELS  
& RESORTS  
hilton head, sc



F R E E M A N

### GOLD



### BRONZE



EXPOPLUS

