



The Expo Times

Where the Southeast comes together

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

## Winter in the Asheville Mountains

### December Chapter Holiday Charity Networking Luncheon - 12/4/14

**A Joint event with PCMA SE Chapter**

**benefiting  
The Atlanta Day Shelter for  
Women and Children**

#### Photo Recap of Events:

- October 23, 2014 Luncheon
- 2014 GRITZ Reception
- 2014 EXPO EXPO

#### Upcoming Events

- February 26, 2015 Chapter Educational Luncheon
- 24th Annual IAEE SE Classic, Tampa, Florida

Winter scenery at the French Broad River MPO, outside Asheville NC.

Trover photo by Glen D. Burgess.



Southeastern Chapter

## View From The Chair



IAEE celebrated a highly successful Expo! Expo! IAEE's Annual Meeting & Exhibition, in Los Angeles in early December. After a full day of education on Tuesday, over 100 Southeastern Chapter Members and guests from other Chapters enjoyed the southern hospitality of the annual GRITZ reception. Thank you to the GRITZ sponsors: Atlanta Convention Center at AmericasMart, Georgia World Congress Center/Savannah International Trade & Convention Center, PRG and SMG Facilities (Knoxville Convention Center, Arthur Outlaw Mobile Convention Center; TD Convention Center). Without their support, we would not have been able to have had the great spread of hour de vors and drinks. Special

congratulations go to Southeastern Chapter Merit Award Winner Carolyn Hilderbrand honored during Expo! Expo! this year.

According to CEIR, the third quarter of 2014 marked the seventeenth consecutive quarter of year-over-year growth. Nonetheless, the growth of the exhibition industry index lagged a bit behind GDP growth for the second straight quarter, in contrast to the previous two quarters (2014Q1 and 2013Q4) where exhibitions grew a bit faster than GDP. This is good news for our industry and I hope we all see great growth with our exhibitions and events in the new year.

I hope that you have all decided to join a committee and share your expertise with our team of volunteers. Whether you can give a little or a lot of our time, please do not miss the chance to raise your hand and join.

It has been my honor to work with the Board this year and to serve as the IAEESE Chapter Chair. We had a successful year and have enjoyed many opportunities to network and join together in education. I'm looking forward to the new year as Bob Hancock takes the helm as the new Chapter Chair.

Kind regards,

Kristen Barranger, CEM  
IAEE SE Chair



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## 2014 IAEE SE Chapter Board of Directors

### **EXECUTIVE COMMITTEE:**

Chair: Kristin Barranger, CEM, ASME -  
International Gas Turbine Institute  
Vice Chair: Bob Hancock, onPeak  
Secretary: Sue McCart, HFI, LLC & NECA  
Treasurer: Craig Ferreira, Sheraton Atlanta  
Past Chair: Carolyn Hilderbrand, AVTS

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Kevin Bird, Shepard  
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Dirk Ebener, Global CIF, LLC  
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Wendy McGar, Hinman Dental  
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Ryan Nettleton, The Expo Group  
Gwen Venable, US Poultry & Egg Association

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Leigh Ann Simpson, Society of Biblical Literature  
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Mark Sussman, Atlanta Convention & Visitors Bureau  
Kristina Unger, CEM, CMP, Georgia Girl Management & Events, LLC  
Jim Wulfekuhle, International Woodworking Fair  
Mark Zimmerman, GA World Congress Center

## 2015 Board of Directors

**Chair:** Bob Hancock, onPeak

**Vice Chair:** Sue McCart, HFI, LLC & NECA

**Secretary:** Craig Ferreira, Sheraton Atlanta

**Treasurer:** Dan Darby, CEM, U.S. Antique Shows/Emerald Expositions

**Past Chair:** Kristin Barranger, CEM, ASME - International Gas Turbine Institute

### DIRECTORS:

#### **2013 - 2015**

Mark Lind, Atlanta Convention Center at AmericasMart  
Wendy McGar, Hinman Dental  
Brian Pagel, Emerald Expositions  
Jim Wulfekuhle, International Woodworking Fair  
Mark Zimmerman, GA World Congress Ctr.

#### **2014 - 2016**

Dirk Ebener, Global CIF, LLC  
Deb Ferbrache, Freeman  
Brianna Morris, ExpoDevCo  
Scott Porter, Cobb Galleria Centre  
Leigh Ann Simpson, Society of Biblical Literature  
Scott Stallings, Assn. of Asian American Hotel Owners  
Mark Sussman, Atlanta Convention & Visitors Bureau  
Kristina Unger, CEM, CMP, Georgia Girl Management & Events, LLC

#### **2015 - 2017**

Kevin Bird, Shepard  
Denise Cole, Georgia International Convention Center  
Krystal Joiner, CCR Events  
Gwen Venable, US Poultry & Egg Association

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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 2015 newsletter:

February 2015 Newsletter  
Deadline: January 20, 2015

## SE Chapter Calendar 2015

### FEBRUARY 2015

26: Board Meeting & Chapter Educational Luncheon  
Location: Atlanta Convention Center @ AmericasMart

### APRIL 2015

23: Board Meeting & Chapter Educational Luncheon  
Location: TBD

### JUNE 2015

13: Jenny Melton Memorial Father's Day 5K & Run  
25: Board Meeting & Chapter Educational Luncheon  
25: CEM Course on Event Operations  
Location: Sheraton Atlanta Downtown

### AUGUST 2015

20-22: 24th Annual Southeastern Classic  
Tampa, Florida  
31: Jenny Melton Memorial Golf Tournament  
Legends Course, Chateau Elan

### OCTOBER 2015

22: Board Meeting & Chapter Educational Luncheon  
Location: TBD

### DECEMBER 2015

1-3: Expo! Expo!  
1 : GRITZ Reception  
Location: Baltimore, MD  
10: Board Planning Meeting & Chapter Holiday Luncheon with PCMA SE  
Location: Georgia Aquarium



# February 26, 2015 Chapter Educational Meeting



Topic: Best Practices for a Successful Site Inspection

Speaker: Panel Discussion/Roundtables

How do you cut through all the marketing hype and choose the right venue for your event? This session will help you develop the questions, techniques, and best practices you need to ensure you get the most from your next site inspection. Selecting the right venue for your event is one of the most difficult parts of planning a trade show, convention, meeting or special event.

As part of an initiative to encourage the participation of young professionals in the IAEE SE chapter, the Atlanta Convention and Visitors Bureau, and the Georgia World Congress Center have teamed up to provide free lunch for the first "20 under 30" young professional organizers/planners to sign up for the February 25, 2015 educational luncheon!

In addition, the first "20 under 30" young professionals on the vendor/supplier side will receive a discounted registration rate of \$25.

Do you have young professionals on your team? Make sure to register them for the upcoming February 26 luncheon! Spots are running out fast, so register today!

## REGISTRATION INFORMATION:

**SPECIAL RATE: 20 Under 30**

**Planner/Organizer: FREE to first 20**

**Supplier/Vendor: \$25 (first 20 under age 30 to register)**

**Member: \$35 until 2/23/15**

**Receive \$10 off each additional registration in a group.**

**Students: \$10**

**Guest: \$50 until 2/23/15**

**Member: \$45 2/24/15 and after**

**Guest: \$60 2/24/15 and after**

### Details:

- Vegetarian meals must be specified in advance.
- No shows will be charged.
- Walk ups are seated based on availability
- Cancellations must be in writing.

**NO REFUNDS AFTER 2/23/2015**

NAME:					
COMPANY:					
BILLING ADDRESS:					
CITY:		STATE:		ZIP:	
PHONE:		FAX:			
EMAIL:					
CASH	CHECK	VISA	MASTERCARD	AMEX	DISCOVER
TOTAL AMOUNT DUE:					
NAME ON CARD:			SEC:		
CARD NUMBER:			EXP DATE:		
SIGNATURE:					
RETURN TO: IAEE SE CHAPTER 1260 WINCHESTER PARKWAY, SE, SUITE 205 SMYRNA, GEORGIA 30080-6546 PHONE: 770-435-5287 FAX: 770-433-2907 EMAIL: <a href="mailto:INFO@IAESEE.ORG">INFO@IAESEE.ORG</a>					

## EVENT LOGISTICS

**Date:** February 26, 2015

**Location:** Atlanta Convention Center  
@ AmericasMart, Building 2, 4th Floor

**Address for Parking:** 230 Spring St. NW Atlanta, GA 30303

**Room:** TBD

## VENUE SPONSOR:



## AV SPONSOR



## 20 Under 30 Sponsors



### Schedule:

11:15 am – 12:00pm – Registration/Networking

12:00pm – 1:30pm – Lunch & Program

1:30pm – Adjournment

You can register online at:

[www.iaeese.org](http://www.iaeese.org)

JOIN US FOR THE...

# 24<sup>th</sup> IAEE Southeastern Classic

August 20 - 22, 2015

A black silhouette of the Tampa skyline, showing various skyscrapers and buildings.

**TAMPA**  
**FLORIDA**

**Online Hotel Registration Opens:**  
**-January 5, 2015**

**Online Registration Opens:**  
**-January 10, 2015**

A large yellow five-pointed star with a black outline.

**SAVE THE  
DATES!**



October 23, 2014 Chapter Educational Meeting Re-Cap







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4



Chapter Holiday Luncheon with PCMA SE









CONGRATULATIONS 2014 IAEE NATIONAL MERIT  
AWARD WINNER - Carolyn Hilderbrand

The IAEE SE Chapter is pleased to announce that Carolyn Hilderbrand, with the AV Technical Support was honored with the Merit Award during the 2014 Expo! Expo!

Carolyn is an industry veteran and has worked tirelessly for IAEE and the Southeastern chapter. She has served as committee and board members as well as Chapter Board Chair. In addition to volunteering her talents on various committees and events, she has remained dedicated to the Chapter after personal and career changes.



2014 GRITZ Reception  
Los Angeles, California



THANK YOU SPONSORS!



TD Convention Center



### Ken Jefferson Inducted into the Atlanta Hospitality Hall of Fame

Atlanta Convention & Visitors Bureau (ACVB) gathered with Atlanta's hospitality leaders at the new College Football Hall of Fame on the GWCCA campus, for the 16th Annual Atlanta Hospitality Hall of Fame. The reception honored individuals who have made outstanding contributions to the growth and well-being of Atlanta's hospitality industry.

This year's inductees included the GWCCA's own Ken Jefferson, Event Services Manager at the Georgia Dome.

Jefferson, a sporting events legend, has a nearly 30 year career in the convention, sports, and entertainment industries. He has held his current post as event services manager at the Georgia Dome for more than 20 years. During his tenure, Jefferson has successfully coordinated and managed two Super Bowls, the 2006 Nokia Sugar Bowl, the 1996 Centennial Olympic Games, USA Track & Field Indoor Championships, two ACC Men's basketball tournaments, multiple Chick-fil-A Kick-Off and Bowl Games, multiple FCC basketball and football tournaments, three NCAA Final Four tournaments, and 20 seasons of Atlanta Falcons football. Jefferson has worked as a consultant for the last 12 Super Bowl games and was also a member of the NCAA's Facility Coordination Group for three years. Prior to his work at the Georgia Dome, Jefferson served as the senior event coordinator at the Georgia World Congress Center. Jefferson is a member of the International Association of Venue Management. He is a Georgia native and holds a Bachelor's degree from Morris Brown College.



### The IAEESE Chapter thanks Kristin Barranger

The IAEE SE Chapter Board of Directors and members would like to take this opportunity to thank our outgoing Chair, Kristin Barranger, CEM., Manager, Expositions & Communications, American Society of Mechanical Engineers

Kristin has done a phenomenal job leading the Chapter this year. Her dedication, leadership and overall great personality continues to make the SE Chapter one of the top chapters in IAEE.

In addition to her service at the local level, Kristin also serves on the IAEE National Board as the Chair of the Chapter Leaders Council.

We are so proud to have her as a member of the Southeastern chapter and it has been our honor to have her lead us through a successful 2014.



**IF YOU WOULD LIKE TO SEE UPDATES REGARDING YOUR ASSOCIATION OR VENUE, PLEASE SUBMIT YOUR POST TO [INFO@IAEESE.ORG](mailto:INFO@IAEESE.ORG). THIS IS YOUR OPPORTUNITY TO LET THE SOUTHEAST KNOW WHAT IS GOING ON WITH YOU!.**



## BECOME AN IAEE SE SPONSOR TODAY!

Consider becoming a sponsor of the IAEE Southeastern Chapter and leveraging the value of IAEE's largest and most active chapter.

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 the IAEE Chapter and Southeastern Classic sponsorship

**DEVELOP** business through networking and the advancement of your services and products

**INCREASE** your company's exposure to the leaders in the industry

**LEVERAGE** IAEE's Southeastern Chapter sponsorship to focus squarely on your company's core competencies while improving execution and delivery of your business strengths

### **EACH CHAPTER SPONSORSHIP LEVEL INCLUDES THE FOLLOWING BENEFITS:**

- Distribution of promotional materials at meetings
- Sponsorship Ribbons for each company attendee at chapter events
- Logo and Sponsorship Level Recognition at Chapter Luncheons
- Rotating Banner signage on the website
- Inclusion in all Chapter e-blasts (25) IAEE's Southeastern Chapter and newsletter recognition
- Recognition in the Summer Classic program book
- Signage Recognition at the 2014 Savannah Summer Classic • Chair Drop of Promotional Material

To learn more on how to support not only the Chapter, but the SE Classic, Jenny Melton Golf Tournament, Young Professionals and the GRITZ Reception, please contact the Executive Office at [info@iaeese.org](mailto:info@iaeese.org) or 770-435-5287.

## Thank You 2014-15 Chapter Sponsors

### PLATINUM



F R E E M A N

### GOLD



### SILVER



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