



The Expo Times

Where the Southeast comes together

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

*Experience Fall!*

## October Chapter Educational Luncheon - 10/23/14

### **Learn From My Successes & MisTakEs: A Panel Discussion**

#### Recap of Summer Events:

- June 26, 2014 Luncheon
- 2014 SE Classic
- 12th Annual Jenny Melton Golf Tournament

#### Upcoming Events

- December 4, 2014 Holiday Luncheon with PCMA
- EXPO! EXPO! - Los Angeles, CA



## View From The Chair



I just love this time of year. Not only because of the beautiful outside colors that appear but because it is the time of year for reflection. The new year is coming fast and it is time to think about accomplishing those resolutions. I believe one was to join an IAEESE committee, right?

Be sure to mark your calendars to attend IAEE's Expo Expo this year in LA this December 9-11. Our chapter will have our annual GRITZ reception during the event. If you would like to sponsor the GRITZ Reception, please be sure to contact [info@iaeese.org](mailto:info@iaeese.org)

today. We are known for Puttin' on the GRITZ! We also want to have the most attendees to the Show from the Southeast Chapter – so register today. Also, this December is our annual Holiday Networking luncheon. We will be celebrating at the Omni. Look for more information to come soon.

I hope to see you all at our next chapter meeting, October 23 at the Cobb Energy Performing Arts Centre where a panel of colleagues will be sharing their experiences – Learn from my Mistakes & Successes. You do not want to miss that! Maybe you have experience you can share that will help someone not to do OR to do the same thing for one of their events.

Thank you for being a part of the Community and for all that you do to make your events successful and IAEESE strong. Finish 2014 strong!

Best Regards,  
Kristin Barranger, CEM  
2014 Chair



## CONTENTS

pg. 2	View from the Chair
pg. 3	2015 Board of Directors Slate
pg. 3	Calendar of Events
pg. 4	10/23/14 Chapter Luncheon Registration
pg. 5	6/26/14 Luncheon Photo Recap
pg. 6-7	2014 SE Classic Recap
pg. 8-9	Jenny Melton Golf Tournament Recap
pg. 10	Southeastern News
pg. 11-12	2014 Expo! Expo!
pg. 13	Chapter Sponsors

## 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

### **DIRECTORS:**

Kevin Bird, Shepard  
Dan Darby, CEM, U.S. Antiques Show/Emerald Expositions  
Dirk Ebener, Global CIF, LLC  
Deb Ferbrache, Freeman  
Mark Lind, Atlanta Convention Center at AmericasMart  
Wendy McGar, Hinman Dental  
Brianna Morris, Exposition Development Company, Inc.  
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Gwen Venable, US Poultry & Egg Association

Brian Pagel, Emerald Expositions  
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  
Jim Wulfekuhle, International Woodworking Fair  
Mark Zimmerman, GA World Congress Center

## 2015 Board of Directors Slate

**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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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 2014 newsletter:

December 2014 Newsletter

Deadline: November 20, 2014

## SE Chapter Calendar 2014



### **OCTOBER 2014**

**23:** Board Meeting & [Chapter Educational Luncheon](#)

Location: Cobb Galleria Centre

### **DECEMBER 2014**

**4:** Board Planning Meeting & [Chapter Holiday Luncheon](#) with PCMA

Location: Omni Hotel – Downtown Atlanta

**9:** SE Chapter GRITZ Reception

**9–11:** EXPO! EXPO!

Location: Los Angeles, CA

## SAVE THE DATES FOR 2015

### **FEBRUARY 2015**

**26:** Board Meeting & [Chapter Educational Luncheon](#)

### **APRIL 2015**

**23:** Board Meeting & [Chapter Educational Luncheon](#)

### **JUNE 2015**

**25:** Board Meeting & [Chapter Educational Luncheon](#)

### **OCTOBER 2015**

**22:** Board Meeting & [Chapter Educational Luncheon](#)

### **DECEMBER 2015**

**10:** [Chapter Holiday Luncheon](#)

# October 23, 2014 Chapter Educational Meeting



Topic: Learn From My Successes & MisTakEs

Speaker: Panel Discussion

This is going to be a fun "tell all" session about ideas that worked and didn't work for trade shows you have worked on. Was it timing? Lack of funding? Too soon for the market? Not enough planning? Not well received? Was it a home run? Why?



Moderator

Kristin Barranger

Manager of Expositions & Communications

ASME International Gas Turbine Institute

Supplier/Vendor



Bob Schuler  
Vice President  
Atl Conv. Ctr @ AmericasMart



Mark Zimmerman  
General Manager  
GA World Congress Center

Planners



Bill Ingwersen  
Exposition Manager  
Professional Photographers of  
America



Brian Pagel  
Vice President  
KBIS, Emerald Expositions

## REGISTRATION INFORMATION:

**SPECIAL RATE: 20 Under 30**

**Planner/Organizer: SOLD OUT!**

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

**Member:** \$35 until 10/20/14

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

**Students:** \$10

**Guest:** \$50 until 10/20/14

**Member:** \$45 10/21/14 and after

**Guest:** \$60 10/21/14 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 10/20/14**

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>					

**Date:** October 23, 2014

**Location:** Cobb Energy Performing Arts Centre

**Address:** 2800 Cobb Galleria Parkway, Atlanta, GA 30339

**Room:** TBD

**Parking:** Free

## 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)



## June 26, 2014 Chapter Educational Meeting Re-Cap



Special thank you to the hospitality students from Gwinnett Technical College and the University of West Georgia for attending this meeting.





## 2014 SE CLASSIC – RE-Cap



This year's Classic was held in Savannah at the Westin Savannah Harbor Resort & Spa and at the Savannah International Trade and Convention Center. As always, the Classic 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. This was the 23rd anniversary of the IAEE Southeastern Chapter Classic. Savannah rolled out the red carpet this July 31–August 2, 2014.

Our first educational event began Friday morning with the keynote session: "Clutternomics" Kathleen Ronald, with Speaktacular, told us to get the clutter out of our lives so we can be more productive. Our educational sessions, roundtables, and panels were a tremendous wealth of knowledge and information for all of the attendees.

Our opening reception was held at the Savannah International Trade and Convention Center. The SITCC had a beautiful array of foods and libations. Following our Friday sessions, the Westin Savannah Resort and Spa treated us to a wonderful low country boil dinner.

Big hats off to our wonderful sponsors who contributed to make our event so successful. Many thanks to the event sponsors, The Westin Savannah Resort and Spa, Savannah International Trade and Convention Center and Visit Savannah. Our Savannah experience will never be forgotten.

In addition, thanks to our contributing sponsors, and those that provided door prizes that our attendees at the Classic always enjoy.

I would like to thank all of the speakers, panelists, and moderators for all of our sessions.

### 2014 SE CLASSIC SPONSORS



*Jim Lynn Educational Fund*







2014  
SE Classic  
Savannah, GA





# 12th Annual Jenny Melton Memorial Golf Tournament Re-Cap

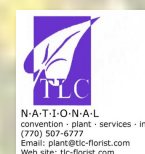
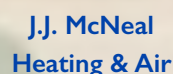
On a beautiful summer day in August, over 130 eager golfers lined up in their carts, outside of the Legends clubhouse at Chateau Élan, for what would be the 12<sup>th</sup> Annual Jenny Melton Memorial Golf Tournament. After a brief welcome from Butch Melton, the golfers headed off for a day of fun, 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 it's 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 and a special thank you to the golf committee, Barbara Stroup, Patrick McGuire, Rick Rhodes and Warren Walker.

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

## **THANK YOU 2014 SPONSORS**





# 12th Annual Jenny Melton Memorial Golf







### The College Football Hall of Fame is now open in Atlanta, GA

The College Football Hall of Fame, which is connected to the GWCC, is now open. The grand opening took place August 23rd right before the beginning of college football season. Thousands of fans have already explored the awesome museum. For more information visit the College Football Hall of Fame website [HERE](#).

### New Restaurant and Lodging Trade Exposition to serve North Carolina

September 5, 2014

– Exposition Development Company, Inc. (ExpoDevCo) announced today the launch of the North Carolina Restaurant & Lodging Expo, an annual trade show serving the Restaurant, Foodservice, Lodging and Hospitality industry in North Carolina. The inaugural show will be held September 21–22, 2015 at the Raleigh Convention Center in Raleigh, North Carolina. The show will be developed with the key support of the North Carolina Restaurant & Lodging Association. “We are very excited to offer a foodservice and lodging tradeshow for the North Carolina hospitality industry. This has been a top request and desire of the membership for the past several years and by partnering with ExpoDevCo we can utilize their already existing foodservice show network and expand on that to bring our statewide industry together for an all-inclusive annual event.” stated Lynn Minges, President & CEO of the North Carolina Restaurant & Lodging Association.



“North Carolina is a major market for the restaurant and hospitality industry, and we are looking forward to working with the NCRLA and others to build an event for the industry.” commented ExpoDevCo’s President & CEO, David Audrain. Audrain has a history in the Foodservice market, having spent nearly a decade as an executive at one of the largest restaurant industry trade associations during which time he managed one of the top foodservice industry trade shows in North America.



### The GWCC Expects to Become the World's Largest Leed Certified Convention Center

GWCC’s Sustainability Committee is seeking Leadership in Energy and Environmental Design (LEED) certification as a measurement tool for the sustainable operations and maintenance of the building. Since 2010, an emphasis was placed on waste diversion and recycling, energy and water efficiency, green cleaning, and sustainable purchasing policies. Look for more news soon as GWCC expects to officially become the world’s largest LEED certified convention center and one of the largest buildings in the world to be LEED certified.



### More News From Throughout the Southeastern Chapter

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





**BE ORIGINAL. BE DARING. BE AHEAD OF THE CURVE.**

**IAEE Expo! Expo!**

**Annual Meeting & Exhibition 2014**

Connect Here. Succeed Anywhere.

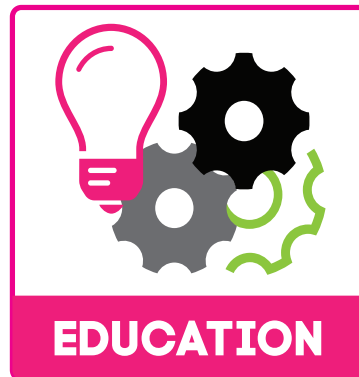
**9-11 DECEMBER**

**LOS ANGELES, CA**

**TOP 5 REASONS TO ATTEND**

- 1** The only event where the organizers from association, corporate, public and independent exhibitions and events are, and where they come to learn.
- 2** Discover new strategies for enhancing your exhibitions.
- 3** Earn your CEM and continuing education units toward your designation.
- 4** Find new technologies and solutions from the Expo! Expo! trade show.
- 5** Be a part of facilitated conversations.

**TOP 2 BENEFITS OF ATTENDING**



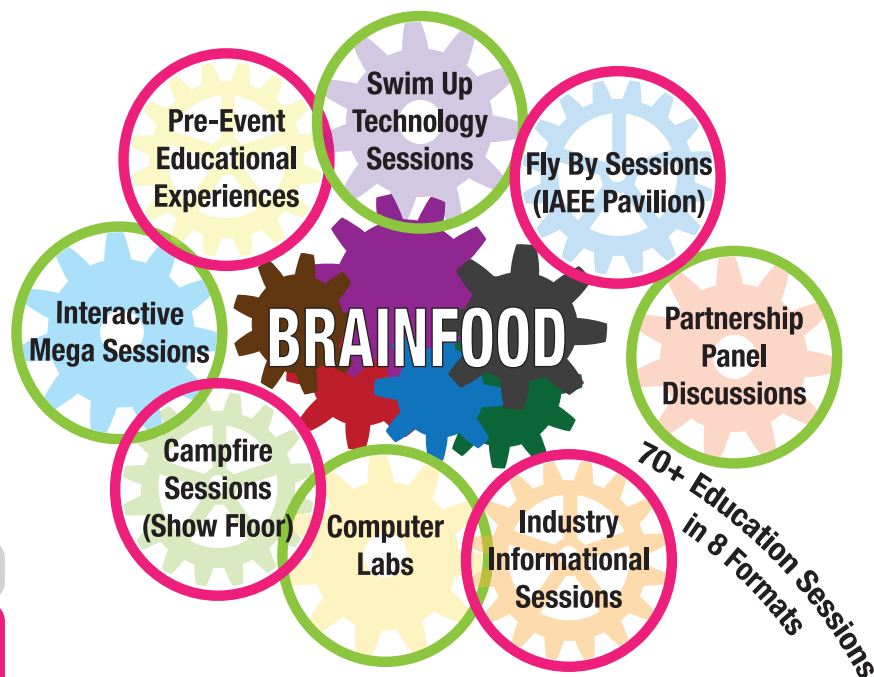
**POTENTIAL CEUs = 25+ HOURS**

**5 TARGETED LEARNING LEVELS**

1. Student and Beginner
2. Event, Exhibition, Trade Show Staff
3. Event, Exhibition, Trade Show Management
4. Event, Exhibition, Trade Show Executives
5. Exhibitor, Sales and Sponsorship Management

**CUSTOMIZED CONTENT**

Students and Beginner	Event, Exhibition, Trade Show Staff	Event, Exhibition, Trade Show Management	Event, Exhibition, Trade Show Executives	Exhibitor, Sales and Sponsorship Management	First Timer New Members	CEMs or CEM Candidates	Chapter Leaders	Consumer Show Organizers	Young Professionals
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**TOPICS TO BE COVERED AT EXPO! EXPO!**



**inspiration and empowerment**

**international business**



**innovation and creativity**

**industry information**



**technology trends**

**partnership discussions**





# IAEE Expo! Expo!

Annual Meeting & Exhibition 2014

Connect Here. Succeed Anywhere.

BE ORIGINAL. BE DARING. BE AHEAD OF THE CURVE.

9-11 DECEMBER

LOS ANGELES, CA



## SOCIAL INTERACTIONS:

1. First Time New Members
2. Young Professionals
3. Women Leaders
4. Consumer Show Organizers
5. International Show Organizers
6. Chapter Members
7. Krakoff Leadership Institute Alum

**RENEWED  
REFRESHED  
EMPOWERED  
GLOBAL CONNECTED  
INFORMED INSPIRED  
& RELAXED**

## EXPO! EXPO! THE TRADE SHOW

### Shop. Compare. Meet. Solve.

Expo! Expo! provides business solutions in one marketplace so you can confidently plan your strategy for your exhibition.

The Expo! Expo! entrepreneurial spirit brings its atmosphere to life, engaging and energizing you.

# EXPO! EXPO!  
EXHIBITORS

275

SHOW FLOOR  
SQUARE FOOTAGE

40,000 nsf

# SHOW FLOOR  
HOURS

6 over 2 days

## ATTENDEE STATS

# Attendees = 2000 average

Repeat Attendees = 71%

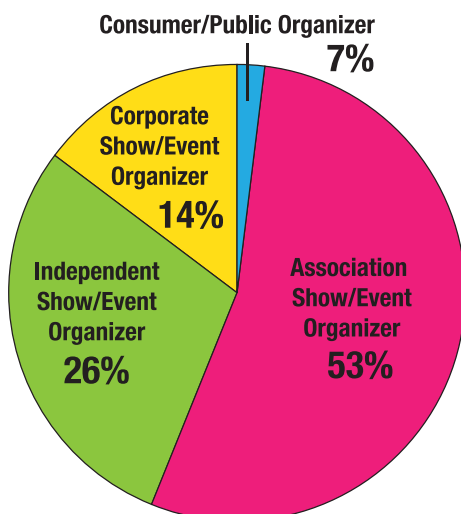
Decision Makers = 92%

Manager Level or Higher = 83%

"IAEE and EXPO!EXPO! continue to be a cornerstone of PRG's marketing strategy as well as a key source of education for our team. While it may occur at the end of the calendar year, in many ways it is the foundation that launches us into the New Year."

— Jim Kelly, Vice President, Industry Relations, PRG

## BREAKDOWN OF EXPO! EXPO! ATTENDEES



## TYPES OF EVENTS PRODUCED BY EXPO! EXPO! ATTENDEES

Business-to-Business Exhibitions = 62%

Board Meetings = 19%

Consumer-to-Business Exhibitions = 16%

Committee Meetings = 14%

Hosted Buyer Events = 5%

Proprietary/Corporate Exhibitions = 5%

Sales or Incentive Meetings = 5%

Hybrid Exhibitions (physical and online component) = 3%

Standalone Virtual Exhibitions = 1%



## 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

### **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

**THE WESTIN**  
SAVANNAH HARBOR  
GOLF RESORT & SPA

**VISIT  
SAVANNAH**  
EST. 1733

**CCR**  
EVENTS



**F R E E M A N**

### GOLD

 **Atlanta**  
Convention  
Center  
at AmericasMart

 **GEORGIA  
INTERNATIONAL  
CONVENTION  
CENTER**



### SILVER



### BRONZE



**EXPOPLUS**

