



February/March 2015

Issue I

ET

IAEE SE



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 - View from the Chair

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

The Expo Times

Where the Southeast comes together

24th Annual SE Classic - Tampa, FL

August 20-22, 2015

View From The Chair

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It's hard to believe 2015 is here already. Time is moving by very fast. I know that when I look back at 2015, I will see continued growth in our chapter and remember our great events.

The Board of Directors for the Chapter has been hard at work scheduling and planning quality educational events for you this year. I encourage you to mark your calendars early and join us at our informative educational luncheons.

The Board of Directors have adopted this

year as a year of "best practices" for all of our events. Each event will be centered on best practices for the topic of that meeting. At the end of the year, it is our goal to submit these best practices to IAEE.



After having a successful 2014 Classic in Savannah, we are excited to be headed to Tampa this year. We hope you will join us for the 24th Annual IAEESE Southeastern Classic, August 20-22, 2015. Our 2015 Classic Chair, Sue McCart is putting together another great program. If you have a door prize for donation, please contact info@iaeese.org and let us know. We are also looking for sponsors for the event.

I understand not everyone can or wants to give the commitment to a committee, so engage me! Tell me what would make you get more involved with our chapter. What ideas do you have for member engagement? What can we do or what have we missed out on doing? Email me your thoughts at bob.hancock@onpeak.com. We have opportunities available for all of our committees, so [sign up](#) today.

Lastly, I am delighted to welcome Denise Cole and Krystal Joiner who have joined our Board of Directors. You are welcome to contact me or any of the IAEESE Chapter Board members any time we can be of assistance. I look forward to the opportunity to serve as your Chair in 2015 and wish you wonderful events and much success this year.

Kind regards,

Bob Hancock, onPeak
IAEE SE Chair

2015 IAEE SE Chapter Board of Directors

EXECUTIVE COMMITTEE:

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Jim Wulfekuhle, International Woodworking Fair

Mark Zimmerman, GA World Congress Center

JENNY MELTON FOUNDATION

THE JENNY MELTON FOUNDATION



The Jenny Melton Foundation was established in memory of IAEE SE member, Butch Melton's daughter. Jenny Melton, a West Hall High School senior, loved school and 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 it 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 order for the Jenny Melton Foundation to continue granting college scholarships, it must raise money. The Foundation and the SE Chapter hold 2 annual events to help support the JMF, [The Jenny Melton Memorial 5K](#), June 13, 2015 and [The Jenny Melton Memorial Golf Tournament](#), August 31, 2015. To date, the Foundation has bestowed more than 90 scholarships, so please mark your calendars to join us at each of these events and continue the legacy of Jenny. If you are unable to attend these events, but still wish to donate, please contact [The North GA Community Foundation](#).

PUBLISHER

IAEE Southeastern Chapter Office

Editor:

Tami O. Brodie

Publication Committee:

Kristin Barranger, CEM, ASME Gas Turbine Inst.

Bob Hancock, *onPeak*

Wendy McGar, *Hindman Dental Society*

Shyanne Robinson, *onPeak*

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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

W | www.iaeese.org

Twitter: <https://twitter.com/IAESEE>

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 at info@iaeese.org. Below is the deadline for the upcoming 2015 newsletter:

April 2015 Newsletter
Deadline: March 20, 2015

SE Chapter Calendar 2015

APRIL 2015

23: Board Meeting & Chapter Educational Luncheon
Location: Georgia World Congress Center

JUNE 2015

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

AUGUST 2015

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

OCTOBER 2015

22: Board Meeting & Chapter Educational Luncheon
Location: Cobb Galleria Centre

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

April 23, 2015 Chapter Educational Meeting



Topic: State of the Industry

Speaker: Daniel McKinnon, CEM, Vice President,
Client Services - Global, FreemanXP & IAEE Executive Board
Member

Join us on Thursday, April 23rd at the Georgia World Congress Center for our 2015 Industry Update. What keeps you up at night? What demands in your everyday work makes you take pause? What technologies out today will be your everyday platform for successes tomorrow?

Our very own, Daniel McKinnon, CEM, IAEE Executive Board Member is our guest speaker and will be updating us on trends, industry visionaries and industry challenges that we encounter each day.

Bring your teams and your questions to share with Daniel and the IAEE Southeastern Chapter.

Do you have young professionals on your team? Make sure to register them for the upcoming April 17 luncheon! Spots are running out fast, so register today!

REGISTRATION INFORMATION:

SPECIAL RATE: 20 Under 30

Planner/Organizer: FREE to first 20 **** (11 spots available)**

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

Member: \$35 until 4/20/15

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

Students: \$10

Guest: \$50 until 4/20/15

Member: \$45 4/21/15 and after

Guest: \$60 4/21/15 and after

CEIR Donation: ☐ \$5 ☐ Other amount \$ _____

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.

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: INFO@IAEESSE.ORG

EVENT LOGISTICS

Date: April 23, 2015

Location: Georgia World Congress Center

Address for Parking: 285 Andrew Young International Blvd., 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

JOIN US FOR THE...

24th IAEE Southeastern Classic

August 20 - 22, 2015

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

TAMPA

FLORIDA

**Online Hotel Registration is now open -
Book Today! Deadline is July 29, 2015**

<https://aws.passkey.com/event/12417514/owner/1999/home>

**Online Registration is now OPEN!
Deadline August 13, 2015**

<http://iaeese.org/events-chapter-information-17/175-24th-annual-southeastern-classic-tampa-florida>

A large yellow five-pointed star graphic.

SAVE THE
DATES!

2015 CHAPTER CHARITY - AMERICAN CANCER SOCIETY WINN-DIXIE HOPE LODGE

Everyone has been affected by cancer, whether its a family member, a friend, colleague, your favorite celebrity, or even yourself, we have all been touched by this disease. In 2014, it was estimated that there would be 1,665,540 new cancer cases diagnosed and 585,720 cancer deaths in the US. Cancer remains the second most common cause of death in the US, accounting for nearly 1 of every 4 deaths. It is because of this that the IAEE SE Chapter has selected the American Cancer Society's Winn Dixie Hope Lodge as our chapter charity for 2015.

Please join us throughout the year in our various outreach efforts. During every luncheon, we will hold a 50/50 Donation Drive. Our goal is to purchase a brick for Hope Lodges' fundraising campaign. During the March 5, 2015 Chapter Educational Luncheon we raised \$105! A special thank you to the winner, **Chris Pendley with Messe Frankfurt USA**, who generously donated his portion back to the Lodge. Our next event is May 16th when we will hold a cleaning day. Mark your calendars and stay tuned for more information!



Winn Dixie Hope Lodge

Recognizing the increased need for affordable housing for cancer patients, the American Cancer Society opened a Hope Lodge in Atlanta. Emory University generously donated the land, and the American Cancer Society raised the additional funds from organizations, companies, and individuals. In 1998 the Winn-Dixie Hope Lodge opened in Atlanta, GA.



Since opening its doors in 1998, the Atlanta Hope Lodge has provided over 90,000 nights of free lodging to more than 5,000 patients and caregivers. The 52-room facility offers free lodging as well as free transportation to treatment facilities for Hope Lodge guests. Some of the amenities of the Atlanta Hope Lodge include: a common kitchen, dining room, a business center, gardens, and laundry facilities. It is with donated funds from individuals, corporations and medical facilities that the Atlanta Hope Lodge is able to provide a place where medical treatment can be the first focus for the patient and family, and they can be free from worrying about the costs of lodging.

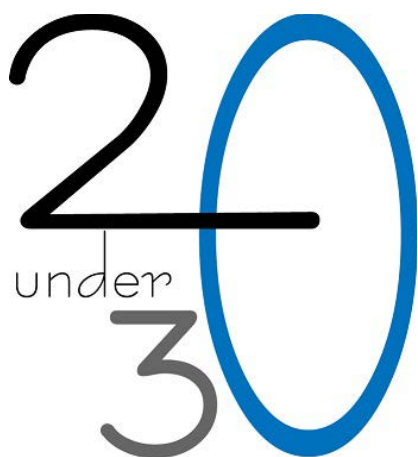
About Our Facility

The Atlanta Hope Lodge offers:

- 52 guest suites with private baths
- 8 Common kitchen areas with deep sinks, stove tops, and 6 double ovens
- A living room with grand piano, a game/activity area, billiard table and a large screen television room
- Computer work stations and a library
- Private sitting areas and a courtyard garden
- Two sets of high efficiency washers and dryers on each floor
- Transportation to and from treatment centers and hospitals
- Cancer support programs and services

While the facility offers many of the comforts of home, the true magic of the Hope Lodge is the inviting atmosphere. Other guests, facing similar circumstances, rally around each other, offering strength and support. The volunteers and staff, many of whom are cancer survivors, strive to create an environment where guests can relax and concentrate on getting well.

March 5, 2015 Chapter Educational Luncheon Recap: A 20 Under 30 Perspective



The Southeastern Chapter of IAEE inaugurated its “20 Under 30” program in 2014 as an encouragement for young professionals to get more involved in the hospitality industry. Each session has provided us tools and information that we otherwise would not have access to. Specially, this month’s session “Best Practices for Conducting a Site Visit” taught us the valuable component of collaboration.

The session was moderated by **Sue McCart**, *HFI, LLC* and panelists included a planner, **Ron Olejko**, *American College of Rheumatology*, a venue representative, **Bob Schuler**, *Atlanta Convention Center at AmericasMart*, a CVB representative, **Mark Sussman**, *Atlanta Convention and Visitors Bureau*; and a decorator, **Frank McCrary**, *Global Experience Specialists*. While ultimately everyone has the same basic goal during a site visit: see the space and determine pros and cons, it was interesting to learn what specifics each party comes to the table with and what you should be asking on a site visit. Often times we each get hung up on our own agendas: selling the venue, reducing costs, creating a memorable experience, but

forget about the basics of time and efficiency.

Bob Schuler, VP of Atlanta Convention Center & Housing and Mark Sussman, Director of Tradeshow Sales, both represent Atlanta and its venues. Clients often have expectations of the convention center space, but venue experts share things the planners don’t necessarily need. It is important for the planner to outline what they want to see prior to the site visit, and if the venue generally takes two hours to tour, but planners have less time, it is important to bring along key players on the event team. This way, while one planner is focused on meeting space, others have the ability to breakout and explore other areas of the venue or technical needs.

As with any event, cost is always a major area of concern. Planners may attend other events and want to mimic things they feel are successful, but they sometimes lose sight of what those big production items cost. This is an opportunity to allow the venue experts to show you something new, even if initially you may not think it’s best for your event. By continuing to collaborate and share ideas with the venue, planners have the ability to enhance prior experiences with new outlets, while maintaining their budgets.

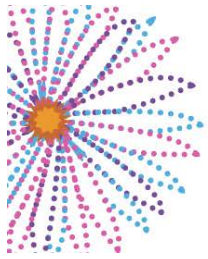
Frank McCrary, Sales Manager, mentioned that one of his concerns when doing a site visit is whether or not the freight elevator will be able to handle the load in which his team needs to bring. Ron Olejko, Sr. Director, Meeting Services, suggests that hotels and venues provide layouts to all suites/meeting space and detailed floor-plans of their property or venue to cut down on any confusion or questions on the site. By giving this type of information ahead of time, it allows the meeting planner to be better prepared and know of any limitations they might encounter. Preparedness on the venue or hotel side is key; research the event type before the planner arrives so you are able to think outside of the standard site.

Thank you to the panelists, the moderator and IAEE for providing us all with more insight on what makes a productive site visit!

Maggie Ryan & Shyanne Robinson
onPeak

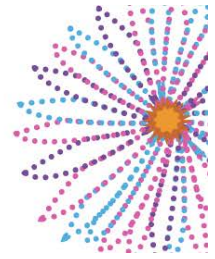






EVENTERACT

MAY 12 - 13, 2015
ATLANTA CONVENTION CENTER AT AMERICASMART



About the Show:

A revolutionary event evolving from the DNA of the Meetings Exploration Conference (MEC), Eventeract is an exciting new experience that will challenge the way the event and hospitality industry relate. Powered by the Southeast's most influential associations, Eventeract will feature 90,000 square feet of education, innovation and networking covering a variety of disciplines including, but not limited to: Corporate and Association events, Food & Beverage, Meeting Design, Décor & Event Design, Meeting Planning Strategies, Tactics & Design, Technology, Audio Visual, Incentives, Revenue Management, Sales, Revenue Management and DMC Services. General Session, Education and Exhibits are located all in one space designed to provide the attendees a 360 degree comprehensive

What is new this year?

- Enhanced education sessions, followed by dedicated exhibit floor hours featuring one-on-one appointments
- Streamlined exhibit pricing and enhanced appointment software
- Hands-on, interactive workshops for continuing education, including master classes with industry leading

Registration for attendees and exhibitors now open!

Visit eventeract.org for more information

Marketing Partners:



IAEE SE STUDENT CHAPTER - GA STATE UNIVERSITY

On Tuesday, February 3, 2015, our Chapter hosted a one hour educational-industry panel discussion, "Going From a Good Education to a Great Job" on-campus. Eleven students (not including Chapter Officers and Hospitality Department staff. In addition to having the largest attendance at a Chapter meeting in the 4+ years I've been the Chapter's Faculty Adviser) attended to hear the panel: Kevin Gaffney, Director with Emerald Expositions (and the Chapter's Industry Adviser); La Keisha Hughes, Hospitality-Business Counselor with GSU's Career Management Center; and David Helberg, GM with The Tabernacle (a well-known Atlanta entertainment venue). We discussed issues and opportunities that are relevant to students who are near graduation.

Several students and the panel stayed after the scheduled 1PM end time to further discuss these and other matters.

This was such a successful event that the Chapter will do this again during the Fall semester. If you are interested in speaking to our students, please feel free to contact me at arizonajack67@yahoo.com. I look forward to hearing from you!

[Jack Morris](#), Chapter Faculty Advisor



congratulations

2014 IAEE SE Chairman's Award Presented at March Chapter Luncheon

During the March 5, 2015 Chapter luncheon held at the Atlanta Convention Center at AmericasMart, Bob Hancock, Chair, presented the 2014 Chairman's Award, on behalf of Kristin Barranger, CEM (2014 Chair) to Jim Wulfekuhle, International Woodworking Fair.

Jim is currently serving his second term as a board member. During this time, he has served as Chair of the Education and Sponsorship committees as well. Over the past several years, Jim has been the driving force in our sponsorship levels reaching an all time high. It is because of his dedication, hard work and perseverance that we were proud to honor him. Congratulations Jim, **job well done!**



IF YOU WOULD LIKE TO SEE UPDATES REGARDING YOUR ASSOCIATION OR VENUE, PLEASE SUBMIT YOUR POST TO INFO@IAEESSE.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 2015 Tampa 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 or 770-435-5287.

Thank You 2014-15 Chapter Sponsors

PLATINUM



F R E E M A N

GOLD



SILVER



BRONZE



EXPOPLUS

