

June 2012 Issue 3

# IAEE SE EXPO TIMES



International Association  
of Exhibitions and Events™  
Southeastern Chapter

**Where The Southeast Comes Together**

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







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In order to succeed in developing strong programs for our attendees and exhibitors, we must continue to learn and develop our professional skills. Regardless of your level and experience, IAEE offers compelling opportunities to further your career.

Following on the success of the IAEE Sales Academy, a new program targeting the marketing side of our business will premier this summer. The MarketingAcademy will take place on August 22 – 24, 2012 in Denver, Colorado. The MarketingAcademy was created to empower mid-level marketing professionals to further their education with relevant marketing themes in 2012 and beyond. The MarketingAcademy is a balance of foundational marketing practices infused with cutting-edge marketing education. Attendees will participate in every session through experiential education during the two day program.

IAEE's Annual Meeting& Exhibition will be held 4-6 December 2012 in Orlando and is the industry's must attend event. As the ultimate learning experience, Expo! Expo! will once again provide attendees with valuable exposure to the right products, programs, services, tools, tips, resources, best practices and thought leadership.

Not only is your national association working hard to address the requirements of a continuously developing meetings and events industry, your local chapter is committed to providing exceptional networking, education and business development resources. Don't miss our newly formatted two hour afternoon workshop and happy hour on June 28<sup>th</sup> at the Sheraton Atlanta Hotel. We will present a very interesting contemporary topic: Technology & Hybrid Tools: Pixels & Bits and Face to Face. We all know that technology has already had a tremendous impact on our industry. Our professional community is no exception. The ability to connect our customers online and offline is essential to our business. From *social media, blogs, portal, digital magazines, virtual events, newsletters and apps to data mining, meet-ups and un-conferences*, our industry needs to embrace the new tools to continue to be successful.

Don't forget! Join us for the 11<sup>th</sup> Annual Jenny Melton Father's Day Run. Not only it is a good time; it is a good cause.

I hope to see you all on June 28<sup>th</sup>, as well as at our upcoming Classic in Biloxi on August 2 – 4.

Daniel McKinnon, CEM  
1105 Media, Inc.

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A recent heartbreaking event has caused many of us to reflect on what is important in life – not only professionally, but personally. The passing of Gary Sain, President and CEO of Visit Orlando, was extremely sad and unfortunate. He was a very good man.

Gary was only 61. He always presented such a sense of style, charisma and courtesy. He was the kind of man you liked to be around. Serving on the IAEE Board of Directors with him was sincerely an honor; he was always well spoken, knowledgeable and respectful of other's opinion. Gary recently keynoted our chapter's Summer

Classic and the extraordinary kindness he extended to friends was matched by his genuine accommodation of people he met for the first time. His presentation on the value of hospitality to our economy was tremendously informative and well received by the audience.

Gary's contributions to the industry are significant. His recent work on behalf of IAEE's Click Here First Public Relations campaign will not be forgotten. You only have to read the many articles lamenting his passing to understand it was not just our industry he impacted so profoundly.

Our intention in recognizing Gary's passing is not to create distress or grief, but in hope that you acknowledge and appreciate the value of your family, friends, colleagues and career. Don't let it all pass you by before you stop to smell the roses.

Gary is survived by his wife, Pam, mother, Elizabeth Sain, and two daughters - Vanessa Sain-Dieguez (Luis) and Olivia. An endowed scholarship has been established in his memory at the Rosen College of Hospitality Management for students majoring in Event Management with an emphasis in Destination Management. Gary spent his entire career in the hospitality industry and was passionate about supporting students desiring the same career path. He often spoke at the college and was a member of the Dean's advisory board. If you are interested, please go to: <https://giving.ucffoundation.org/sslpage.aspx?pid=560>

## IAEE Southeastern Chapter Office

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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 a list of deadlines for upcoming 2012 newsletters:

October Newsletter – **Alabama and Tennessee**

Deadline: September 15, 2012

December Newsletter – **Florida**

Deadline: November 15, 2012



## SE CHAPTER CALENDAR

### JUNE

**16th** - Jenny Melton Annual 5k Run and Walk - Gainesville College, Gainesville, GA

**28th** - Board of Directors Meeting

**28th** - Chapter Educational Workshop and Happy Hour Networking Event - Sheraton Atlanta

### JULY

**12th** - Early Bird Hotel registration ends for 2012 SE Classic at the Beau Rivage, Biloxi, MS

**20th** - Early Bird registration ends for 2012 SE Classic in Biloxi

### AUGUST

**2-4** - 2012 SE Classic, Beau Rivage, Biloxi, MS

**27th** - Jenny Melton Memorial Golf Tournament

### SEPTEMBER

**15th** - Deadline for October newsletter submissions

### OCTOBER

**25th** - Board of Directors Meeting

**25th** - Chapter Luncheon & Educational Meeting, Cobb Galleria Centre

### NOVEMBER

**15th** - Deadline for December newsletter submissions

**29th** - Annual Holiday Luncheon, Chapter Charity, Wounded Warriors Program

### DECEMBER

**5th-7th** - EXPO! EXPO!, Orlando, FL

**6th** - Annual GRITZ Reception, EXPO! EXPO!, Orlando, FL



## "Technology & Hybrid Tools : Pixals & Bits and Face to Face"



Join us for a 2-hour, afternoon workshop culminating in a networking/happy hour for our June 28th chapter educational event.

Technology has an effect on every industry. The event industry is no exception. The ability to connect our customers online and offline is essential to our business. From social media, blogs, portal, digital magazines, virtual events, newsletters and apps to data mining, meet-ups and un-conferences, the industry needs to embrace the new tools to continue to be successful.

The June meeting will feature "thought leaders" who are developing, using and envisioning new tools for our industry such as Bryan A. Scott, Wyndam Jade; Shawn Pierce, Experient; Stephen Nold.

If you truly want to get the attention of your customers you need to be where they are looking for information.

[Sign up today](#) for this new program and new afternoon format and join us afterwards for a happy hour networking event.

### Event Sponsor:



### AV Sponsor:



### LOCATION

Sheraton Atlanta Hotel  
Capitol Ballroom  
165 Courtland Street NE  
Atlanta GA 30303  
T: 404.659.6500

### PARKING

\$5 Self Parking

### SCHEDULE

3:00PM - 6:00PM  
Registration - 2:30pm  
Workshop - 3:00pm - 5:00pm  
Networking Happy Hour - 5:30pm - 6:30pm

### REGISTRATION & FEES

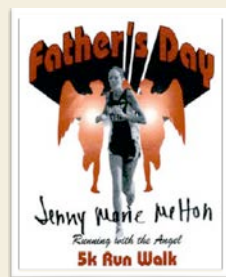
[Click here](#) to register online  
[Click here](#) to download a registration form

### NO REFUNDS AFTER JUNE 25, 2012

Member: \$35\*  
Guest: \$40\*  
Students: \$10

\*A \$10 late fee applies to registrations received after 6/25/12

## CHAPTER CHARITIES: The Jenny Melton Foundation and The Wounded Warrior Project



The family of Jenny Melton would like you to join us for the **11th Annual Jenny Melton/Father's Day 5K** cross country run at Gainesville State College, located in Oakwood, GA, June 16, 2012. The course is on the running trails of Gainesville College. The start/finish is near the amphitheater. Packet pickup and race day registration will begin at 6:30AM.

All pre-registered runners guaranteed a t-shirt and to race day registrants as supplies last.

Please join us for this annual event as a tribute to Jenny Melton. 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.

Awards will be presented to Overall M/F, Masters M/F, Grand Masters M/F, and top three M/F in age groups beginning 10 and under through 75 and over. All participants in the 1 Mile will receive a special ribbon. Finish line management and results provided by Classic Race Services with complete results online at [www.classicraceservices.com](http://www.classicraceservices.com), [www.runningintheusa.com](http://www.runningintheusa.com), [www.active.com](http://www.active.com), and [www.coolrunning.com](http://www.coolrunning.com).

**The 10th Annual Jenny Melton Memorial Golf Tournament** will take place on Monday, August 27, 2012 at The Legends Golf Course, Chateau Elan, Braselton, GA.

### THE JENNY MELTON FOUNDATION



As with previous years, your support and dedication to this event is our way of giving back to the foundation so that they can continue their work in providing scholarships to deserving students. Because of your efforts, the foundation awarded one of many scholarships to Tommy Duda, son of IAEE SE member, Julie Duda.

Please come out and support this event! Your sponsorship, donations and attendance are needed! For more information, please contact the IAEE SE Executive office at 770-435-5287.



The IAEE SE Chapter is excited to be a proud supporter of the Wounded Warrior Project. It is our goal to host a Wounded Warrior during each of our chapter luncheons this year, culminating in our annual Holiday Luncheon. Please join us throughout 2012 as we salute our

warriors! For more information on Wounded Warrior, visit [www.woundedwarriorproject.org](http://www.woundedwarriorproject.org)

**HATTIESBURG, MS**

The affordable, family-friendly weekend getaway, Hattiesburg is most noted for the hallmark hospitality of her people.

Home to the University of Southern Mississippi, Hattiesburg flourishes in cultural opportunities and special events. Further enhancing the artistic and cultural flare of Hattiesburg is the Historic Downtown District, featuring many architectural gems, such as the Historic Saenger Theater and the Hattiesburg Historic Train Depot. Unique shops, galleries and plenty of opportunities for exquisite local dining also abound in Historic Downtown.

Also home to Hattiesburg, the Longleaf Trace, Mississippi's only certified Rails-to-Trails Conservancy Project, is a multi-use recreational trail spanning 42 miles from Hattiesburg, MS to Prentiss, MS. The Longleaf Trace Gateway, where information and bike rentals are available, can be found on the campus of the University of Southern Mississippi.

**OXFORD, MS**

The **3rd Annual Oxford Blues Festival** will take place Friday, July 20-22, 2012 in Oxford, MS outside at the Walton-Young House stage during the day on Friday and Saturday. There will also be music at indoor locations around the Historic Oxford Square on Friday and Saturday night, and music at the FoxFire Ranch on Sunday evening.

Headlining the festival this year will be **Jody Williams, the last living original member of Howlin' Wolf Band; Sam Mosely & The Mosely and Johnson Blues Band; Aaron Moore; and Effie Burt.**

**TUNICA, MS**

Tunica County has nine casinos and is one of America's fastest-growing resort and gaming destinations. These world-class resort complexes, luxury hotels and recreational amenities comprise the center of a gaming, entertainment, and fun-packed destination location that offers a winner's smile to every visitor.

However, Tunica is much more than just casinos. The county offers history, music, world-class outdoor activities like golfing, fishing, hunting and sporting clays and some of the greatest dining in the South. With a variety of entertainment and recreational activities from immersing yourself in the legend and life of the mighty Mississippi at Tunica RiverPark Museum or the Tunica Museum. To seeing the other side of

the Mississippi River where you can take a cruise on the Tunica Queen or hold on to your hat and take a Airboat Ride. It is no surprise that more than 15 million people make Tunica their vacation destination each year. For more information on tourism, contact the [Tunica County Convention & Visitors Bureau](#).

**JACKSON, MS**

Boundless opportunities for success await your Jackson meeting, conference, or convention. With a diversity of Jackson Mississippi meeting facilities, planners like you can easily choose a fantastic destination and theme for your event. Chart a new corporate direction within the cutting-edge space of the new Jackson Convention Complex – the centerpiece of our downtown renaissance. This massive facility showcases state-of-the-art technology, a 382-seat theatre, and over 330,000 square feet of prime meeting and exhibit space.

But Jackson is more than just work. Savor mouthwatering cuisine in some of our [300 restaurants](#). Experience [dynamic culture](#) at our fascinating museums ... devoted to the city's visual arts, history and heritage, and sports. And with a variety of [year-round events](#), there's always something fun and festive going on. At the end of the day, you and your attendees can sleep blissfully in some of [Jackson's 5,500 hotel rooms](#). Experience Jackson, the City with Soul, the ideal place to catch the blues and chase them away!

**MISSISSIPPI GULF COAST**

The Mississippi Gulf Coast cultural and gaming footprint is expanding again. April brought us the opening of [INFINITY Science Center](#) in Bay St Louis. May increased the gaming excitement and dining pleasure with the opening of Jimmy Buffet's [Margaritaville Casino & Restaurant](#). And July is poised to see the opening of the fourth Frank Gehry designed building on the [Ohr Campus](#), the City of Biloxi Center for Ceramics.

**Entertainment scheduled during your visit to the Mississippi Gulf Coast:**

20<sup>th</sup> Birthday Celebration – August 1 – The Biloxi Isle

Brian McNight – August 3 – Hard Rock Biloxi

Paul Revere & the Raiders – August 4 – IP Casino Resort & Spa

**DID Y'ALL KNOW? - INTERESTING FACTS ABOUT MISSISSIPPI**

- 🕒 In 1902 while on a hunting expedition in Sharkey County, President Theodore (Teddy) Roosevelt refused to shoot a captured bear. This act resulted in the creation of the world-famous teddy bear.
- 🕒 Elvis Presley was born in Tupelo, on January 8, 1935
- 🕒 In 1834 Captain Isaac Ross, whose plantation was in Lorman, freed his slaves and arranged for them to be sent to Africa, where they founded the country of Liberia. Recently, representatives of Liberia visited Lorman and placed a stone at the Captain's gravesite in honor of his kindness.
- 🕒 Pine Sol was invented in 1929 by Jackson native Harry A. Cole, Sr.
- 🕒 Belzoni is called the Catfish Capital of the World.
- 🕒 Root beer was invented in Biloxi in 1898 by Edward Adolf Barq, Sr.
- 🕒 The Mississippi River is the largest in the United States and is the nation's chief waterway. Its nickname is Old Man River.
- 🕒 In 1884 the concept of selling shoes in boxes in pairs (right foot and left foot) occurred in Vicksburg at Phil Gilbert's Shoe Parlor on Washington Street.
- 🕒 S.B. Sam Vick of Oakland played for the New York Yankees and the Boston Red Sox. He was the only man ever to pinch hit for the baseball great Babe Ruth.
- 🕒 Friendship Cemetery in Columbus has been called Where Flowers Healed a Nation. It was April 25, 1866, and the Civil War had been over for a year when the ladies of Columbus decided to decorate both Confederate and Union soldiers' graves with beautiful bouquets and garlands of flowers. As a direct result of this kind gesture, Americans celebrate what has come to be called Memorial Day each year, an annual observance of recognition of war dead.



**LINDA STEWART**

*National Sales Manager  
Mississippi Gulf Coast CVB*

**How many years have you been with this company?** I have been with the CVB for 12 years.

**Responsibilities?** To promote the MS Gulf Coast as a meeting and convention destination to organizations that can utilize our 400,000

square foot convention center and area hotels along with our numerous attractions. I help planners obtain hotel and convention center proposals for their future meetings and conduct site visits of the destination so the planner can get a firsthand experience of the Mississippi Gulf Coast.

**What do you like best about your job?** Booking the business! I enjoy helping the planner with their agenda and extracurricular activities to make their convention a success on the Mississippi Gulf Coast. I enjoy helping the pieces of the puzzle come together.

**How many years have you been in the hospitality industry?** 21

**How did you get into the industry?** I started as a hotel reservationist working the 3pm-11pm shift at the Royal d' Iberville Hotel in Biloxi.

**What advice would you give to others looking to get into the industry?** You have to believe in your product. You have to believe in customer service. Be honest with the client. Don't promise things that you know you will not be able to deliver.

**When did you join IAEE?** I joined IAEE in 2007

**How has being a member of IAEE affected your career?** I have had the opportunity to meet some great people and not only build a working relationship with them but a friendship too. IAEE has opened the door to new conventions, meetings and products I didn't know existed.

**What accomplishment are you most proud of?** I am most proud of my hospitality career. I am fortunate I found what I love to do at an early age. I am also very proud to be a mom. I had always wanted to have children and I am blessed to have my two boys.

**Who do you most admire?** My mom. Since I became a mother 6 years ago I never realized how great my mom really is. She raised 9 children being the wife of an Air Force sergeant, moving around the country during my dad's 27 year military career. I am raising 2 children and sometimes ask her, "how did you do it with 9?"

**What do you like to do for fun?** I enjoy visiting with my friends and enjoying a glass of wine. As a mom, I like baking with my boys. Teaching them how to utilize the kitchen and I play monster trucks a lot.

**Do you have a story or experience that you would like to share with the chapter?** When I was the sales secretary at the Royal d' Iberville Hotel I had finished all my work and had straightened my desk for the day. It was 4:45pm and the day ended at 5pm. When the DOS (who happened to be Paula April, Director of Marketing for the convention center now) walked through the sales office and saw me sitting there, she said "do you have anything to do?" And I replied "no, I'm finished with everything". She said "then go clock out". Back then, I needed every 15 minutes on my time card so you can believe, I NEVER sat there with a clean desk after that, I always made it look like I was doing something until 5pm.

**GARY BENSON**

*National Sales Manager  
Mississippi Gulf Coast CVB*

**How many years have you been with this company?** 3 years

**Responsibilities?** Sell conventions and meeting space for gulf coast hotels as well as the Coast Convention Center.

**What do you like best about your job?** I like to travel and see other destinations.

**How many years have you been in the hospitality industry?** 20 years

**How did you get into the industry?** I was employed by a company that was an active Marketing Partner working with the Convention & Visitor's Bureau

**What advice would you give to others looking to get into the industry?** Be proud of your destination, believe in your destination and know what your destination does the best and sell that.

**When did you join IAEE?** 3 years ago.

**How has being a member of IAEE affected your career?** Belonging to the organization has helped in gaining awareness of our area and everything we have to offer making it easier to promote and sell meetings and conventions.

**What accomplishment are you most proud of?** I am proud of being involved in living in an area that has survived Hurricane Katrina and has fought to bring our area back to why people live here and love it here!

**Who do you most admire?** My mother Muriel Benson who is 98 years old and lives in Minnesota. She instilled in me and my siblings to get an education and do the best you can with what you have "cause life ain't easy!"

**What do you like to do for fun?** Golf and sailing.

**Do you have a story or experience that you would like to share with the chapter?** I transferred to Mississippi with a company that was expanding throughout the South, thinking I would only be here for 2 years. I have now been here 20 years and never thought I would call Mississippi home, but I love it here on the coast.





**Exhibiting at Cobb Galleria Centre has gotten even easier with the launch of a new and improved online ordering system for ancillary services.**

The seamless ordering system allows exhibitors to pre-purchase services including electrical, telephone, computer, compressed air, water/drain, and booth catering without manually completing forms or making phone calls. This will help exhibitors avoid service desk lines and save them money.

The system is an easy-to-use, secure shopping cart module. Just access <http://www.cobbgalleria.com/exhibitors/onlineOrdering.aspx> or look for an online ordering link through show management or your service contractor.

For more information, contact us at [services@cobbgalleria.com](mailto:services@cobbgalleria.com) or 770-989-5016.



**THERE ARE BIG CHANGES AFOOT** in the kitchen at the Georgia International Convention Center. The GICC's commitment to restaurant-quality food – and only food of the highest quality – is under the direction of Chef Doug Kieley. So new, exciting and

different is the food now being served to GICC guests that it deserves an entire new look in packaging and presentation – and even its own high-profile name. We're calling it **CulinAero**, and it's an all-new approach to convention center dining.

**CulinAero** is inspired by new menus from Chef Kieley that include only the freshest seasonal ingredients sourced nearest to home. **CulinAero** is restaurant-quality food, prepared passionately using techniques from the finest four-star kitchens the world over. **CulinAero** is a wide and diverse range of ethnic, regional and international culinary tastes and signature dishes. **CONTACT US TODAY** to book your next event! Denise Cole at 770-997-3566 or [dcollection@gicc.com](mailto:dcollection@gicc.com).



**WHY SHEPARD?** There are five principles we believe create success for our customers:

**Fair Pricing:** We plan your costs in advance of each event so we can get the best value for you!

**Innovation in Services:** We pledge to lead the market in innovative products, services and forward thinking to make exhibiting easy for you!

**Responsive People:** Shepard is committed to ensuring communication based on client needs: before, during, and after the show.

**Services Attitude:** "What Really Matters?" Some companies' think bigger is better. We think it is better to be big on the things that matter most to you. What's good for you is best for us.

**Teamwork:** Coming together is a beginning, keeping together is progress, working together is a success. We provide a cohesive team working with you toward a common goal for mutual success. We over deliver service to our client base, putting their needs first, looking for ways to make them successful. The success of our clients will ensure a return of success for Shepard. Simply stated, "Your Success is Our Success!"

Contact us at [sales@shepardes.com](mailto:sales@shepardes.com) or [customerservices@shepardes.com](mailto:customerservices@shepardes.com) or <http://www.shepardes.com/shep-contact.html>

## THANK YOU 2011-12 CHAPTER SPONSORS

### PLATINUM



FREEMAN

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KUEHNE+NAGEL





**Make plans now to attend the 21st Annual Southeastern Classic, August 2-4.** This year we are excited to be returning to the beautiful Mississippi Gulf Coast and the magnificent Beau Rivage. There is no better place than the Southeastern Classic to gain the education you need and to network with industry experts who can help you succeed!

In keeping with this year's chapter theme, "A Year of Learning", our sessions will cover a wide range of topics that appeal to all aspects of our industry. We'll begin on Friday with an update on the **Rejuvenation of the Gulf Coast**. The Gulf Coast has faced many hardships during the past decade and has come back stronger than ever.

Our day continues with an exciting session on sales from Vinnie Polito and the always controversial topic of **Facility Exclusives** that includes an expert panel from all sides of the industry. Wrapping things up for us will be Doreen Biela to give us the latest news from IAEE National and Cathy Breeden to share with us the findings from the recent **IAEE Job Analysis Study**.

Following a long day of sessions, it's time to unwind and this year marks the return of the **Beach Bash!** Come join us on the beautiful white sands of the Mississippi Gulf Coast for a good old fashioned bonfire with the **Bonfire King**.

Just when you thought it couldn't get any better, Saturday we have a **Case Study in Generational Marketing** with Kevin Johnstone with NAMM who'll share his success stories on how they've been bridging the gap and leveraging today's technology to reach out and engage professionals across all age levels.

You can see we have quite an exciting few days planned, so register now and bring a team member with you. It's shaping up to be the **best Classic yet** and we look forward to seeing you.

Visit [www.iaee.org](http://www.iaee.org) to register today!



## IAEE SE EXPO TIMES

1260 Winchester Parkway, SE,  
Suite 205  
Smyrna, GA 30080-6546



### BOOK YOUR HOTEL!

Online reservations for the 2012 Classic at the Beau Rivage are now open.

The discounted rate of **\$119** expires July 12, 2012.

Visit [www.iaee.org](http://www.iaee.org) to make your reservation today!