

February 2012 Issue 1

IAEE SE EXPO TIMES

Where The Southeast Comes Together

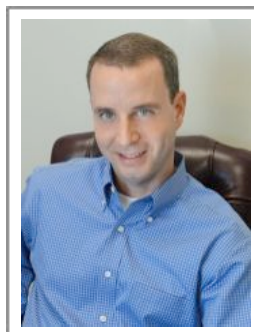
Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, Tennessee



International Association
of Exhibitions and Events™
Southeastern Chapter



VIEW FROM THE CHAIR



The New Year gives us pause to measure our performance in 2011, but more importantly, it affords us great optimism and a renewed sense of purpose for the future of our regional exhibition and events community. Although we remain in recovery mode, I believe we are ready to identify tremendous opportunities and accomplish consistent development through the next several years. I will continue to expound the importance of growing our business together; through mutual appreciation and respect. We must all contribute to common goals and hold each other accountable for the future success of our companies, this industry and the outlook of the region's hospitality community.

Regarding the importance of partnering with various event stakeholders, I have personally learned a lot over the past month. I recently left Messe Frankfurt to begin a new chapter of my career with 1105 Media. My current responsibilities have presented a new set of challenges and opportunities; however, this latest situation continues to demonstrate the great value of face to face marketing. I believe that our industry is more important than ever to our regional and national economy, as well as our individual success and way of life.

Our chapter has recognized a Year of Giving and a Year of Building; this year's theme will be a Year of Learning. The Southeastern Chapter Board of Directors will continue to focus on providing compelling education content through our regularly scheduled series of luncheon sessions. The importance of working together and the need to continue our role of delivering valuable, interesting and professionally appropriate educational content is clearly demonstrated by our first meeting on February 23. Join us for "Relationships: How Stakeholders Work Together" to hear a well qualified panel of your colleagues discuss the emphasis our industry puts on cooperation and collaboration. Relationships are the backbone of our industry. We will reinforce that concept and discuss how it relates to each individual component of the planning and execution of trade shows, conferences and special events.

In addition, I want to point out the importance of IAEE's public relations campaign to increase awareness about the long term benefits of exhibitions and events. The goal is to tell the industry's story while strengthening our reputation as the preeminent medium for conducting business. No other media brings buyers and sellers together as effectively. I encourage you to help our association with this initiative by contributing your exhibitor's or attendees success stories. Please go to the following website to provide your valuable input: http://www.iaee.com/resources/pr_campaign

Finally, I want to thank you all for your active participation and support of IAEE. The national and chapter boards sincerely look forward to working with each member in to help us all succeed together.

Daniel McKinnon, CEM
1105 Media, Inc.

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2012 IAEE SE CHAPTER BOARD OF DIRECTORS:

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RETIREMENT BON VOYAGE



Jeffrey T. Mellin, hospitality industry veteran, and IAAE SE Board member, has announced his retirement from the Georgia World Congress Center effective March 1, 2012. For close to fifty (50) years, Jeff can attribute much of his success to remaining focused on his personal goal of “always exceeding the customers’ expectations.”

It all started in 1964 at New York City’s Commodore Hotel (now Grand Hyatt New York), then onto the Robert Treat Hotel in Newark, NJ, as Director of Sales. Jeff tells a funny story about how he was able to convince the Sweet Adelines convention to leave New York’s Americana Hotel for Newark. One day Americana’s General Manager called Jeff and said “if you can steal this business out of one of the

most successful hotels in New York, then you need to work for us.” Jeff moved to the Americana and became the youngest Director of Sales in the Big Apple!

His career took him on to Atlanta, New Orleans, Panama City Beach, Chattanooga and back to Atlanta. Ten of those years were with Hyatt Hotels where he earned the prestigious “Director of Sales of the Year” award. It seemed others felt the same way about his accomplishments, honoring him with “Director of Sales of the Year” for Marriott Franchise Division while at Marriott’s Bay Point Resort in Florida. He recalls one of his toughest challenges happened on a typical Tuesday. It was 9/11, all planes were grounded, and the Radisson Atlanta Airport Hotel was full of stranded airline crew and passengers. As General Manager, Jeff knew his most important task was to comfort guests, providing the highest level of customer service possible because everyone was afraid, anxious ... and no one knew what might happen next. An equally difficult challenge was the March 2008 F2 tornado that ripped through downtown Atlanta causing over \$100 million in damage to the Georgia World Congress Center while Hinman Dental and the Atlanta Home Show were in-house.

Jeff plans to enjoy more time with his beautiful wife, Bonnie, his two girls, Gracie (Pomeranian) and Zoe (Maltese), their two sons and four grandchildren.

Congratulations Jeff! We know you will pursue retirement with the same vigor and passion that you have shared with all of us.

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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:

April Newsletter - March 15, 2012

June Newsletter - May 15, 2012

October Newsletter - September 15, 2012

December Newsletter - November 15, 2012



SE CHAPTER CALENDAR

FEBRUARY

20th Early registration begins for 2012 SE Classic

23rd Board of Directors Meeting

23rd Chapter Luncheon and Educational Program, “Relationships: How Stakeholders Work Together.” - GA World Congress Center

MARCH

15th Deadline for April newsletter submissions

30th Deadline for Jenny Melton Scholarship Application

APRIL

26th Board of Directors Meeting

26th Chapter Luncheon & Educational Program, featuring Steven Hacker

MAY

15th Deadline for June newsletter submissions

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

CHAPTER LUNCHEON - FEBRUARY 23, 2012

“Relationships: How Stakeholders Work Together”



Please join us Thursday, February 23, for our chapter luncheon where our panel format will be discussing Relationships: How Stakeholders Work Together. Moderated by our friend and colleague Kristin

Barranger, Expositions and Communications Manager at ASME International Gas Turbine Institute. She'll be joined by our esteemed panel of industry leaders from the worlds of CVB's, hotels, convention centers and general service contractors.

The panel will discuss the emphasis our industry puts on relationships. Relationships are often thought of as the backbone of our industry and we want to evaluate how and if that concept still relates to what we do and how we do it and how we make decisions as destinations, facilities, show managers and vendors.

During this event, we will introduce our chapter charity for 2012, the Wounded Warriors Project. We are excited to be able to help this organization and we hope that you support our effort.

Event Sponsor:



AV Sponsor:



LOCATION

Georgia World Congress Center
285 International Blvd. NW
Atlanta, GA 30313
(404) 223-4000

Building A - Room 403

[Directions](#)

PARKING

Complimentary parking in the **RED** lot.
Parking passes will be issued prior to the event.

SCHEDULE

11:15AM - 1:45PM
11:15AM - Registration & Networking
12:00PM - Seated for Lunch
12:40PM - Program
1:45PM - Adjournment

REGISTRATION & FEES

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

Early Member: \$35 until Feb. 19

Member: \$45 from Feb. 20 - 23

Early Guest: \$40 until Feb. 19

Guest: \$50 from Feb. 20 - 23

NO REFUNDS AFTER FEBRUARY 20, 2012

2012 CHAPTER CHARITY - WOUNDED WARRIOR PROJECT

The Board of Directors has selected the Wounded Warrior Project as the 2012 Charity Project.

Wounded Warrior Project™ (WWP) exists to honor and empower Wounded Warriors who incurred service-connected injuries on or after September 11, 2001. On that date, America watched in horror as approximately 3,000 people died including hundreds of firefighters and rescue workers.

The tragic events of September 11th are often the reason warriors say they felt a sense of duty to volunteer for the military. These individuals chose to defend our country, and that is why we honor them.

September 11th also served as a catalyst for conflicts Operation Iraqi Freedom (OIF) and Operation Enduring Freedom (OEF). Operation Iraqi Freedom refers to military operations in Iraq that began March 19, 2003, and officially ended August 31, 2010. Operation Enduring Freedom refers to combat operations in Afghanistan and other regions in support of the Global War on Terror.

With advancements in battlefield medicine and body armor, an unprecedented percentage of service members are surviving severe wounds or injuries. For every U.S. soldier killed in World Wars I and II,



there were 1.7 soldiers wounded. In Operation Iraqi Freedom and Operation Enduring Freedom, for every U.S. soldier killed, seven are wounded. Combined, there have been almost 42,000 injured in the two conflicts – nearly 32,000 injured in Operation Iraqi Freedom and nearly 10,000 in Operation Enduring Freedom.

With the mission to honor and empower Wounded Warriors, WWP is the hand extended to encourage warriors as they adjust to their new normal and achieve new triumphs.

Offering a variety of programs and services, WWP is equipped to serve warriors with every type of injury – from the physical to the invisible wounds of war.

More information about the Wounded Warrior Project, please visit the web site www.woundedwarriorproject.org.



WHAT'S GOING ON IN.....

On January 24, 2012, Governor Nathan Deal joined Georgia's tourism and hospitality industry for the annual Tourism & Hospitality Day at the state Capitol to highlight the important role tourism plays in Georgia's economy. Representatives from the tourism industry presented Deal with a check representing \$1.185 billion in state tax revenue generated from tourism-related expenditures in 2010.



"Domestic and international visitors spent \$21 billion in Georgia in 2010, an 8.3 percent increase from 2009. This increase in visitor spending contributed \$2.4 billion in state and local tax revenue in our state," said Kevin Langston, deputy commissioner for tourism for the Georgia Department of Economic Development. "Georgia was also the fourth fastest-growing destination in the United States for international travelers, with a 19 percent increase."

ATLANTA

The World's Most Accessible Airport Expands

In spring of 2012, the Maynard H. Jackson, Jr. International terminal will be completed. The new international terminal connects travelers with more than 150 U.S. cities.



The new 1.2 million-square-foot terminal and concourse facility will feature 12 additional gates on the new F concourse and separate levels for arrivals and departures. Also, a new Customs and Border Protection facility, additional parking with more than 3,500 parking spaces and the elimination of the baggage recheck process for Atlanta-bound International travelers.

Southwest Airlines launches service in Atlanta

Dallas-based Southwest Airlines will launch service in Atlanta on February 12, 2012 offering daily nonstop flights between Atlanta and 11 cities: Baltimore, Chicago Midway, Denver, Houston Hobby, Las Vegas, Los Angeles, Louisville, Norfolk/Virginia Beach, Phoenix, Seattle/Tacoma and Austin.

COBB COUNTY



Cobb Travel & Tourism, formerly known as the Cobb County Convention & Visitors Bureau, represents "Atlanta's sweet spot," and the home of many popular destinations, major corporations and safe communities.

The third largest county in Georgia, Cobb is a preferred destination for vacation travelers and planners of conventions, tradeshow and special events. The Cobb CVB, represents "Atlanta's sweet spot," and the home of many popular destinations, major corporations and safe communities.

The Cobb Galleria Centre is proud to announce a series of renovations and upgrades that will help to maintain the venue's status as a leader in the industry.

Included in the renovation is the 25,000-square-foot John A. Williams Ballroom, common areas and restrooms. The majority of the renovations will be completed by the middle of January 2012, with the remainder to be finished by June 2012. Features of the redux are: new carpeting, wall coverings, lighting fixtures, painting, moveable partition maintenance and electrical and data upgrades.

In addition, The Cobb Galleria Centre recently has been honored with a "Reader's Choice" award from *ConventionSouth* Magazine as a site that displays exemplary creativity and professionalism to groups, as nominated by event planners and meeting professionals.

JEKYLL ISLAND

Jekyll Island Revitalization

The new Jekyll Island Convention Center is undoubtedly one of the most anticipated infrastructure projects currently being developed in the Southeast. The booking pace of new conventions at the Center continues to increase as meeting planners from all over the country begin to see what we've known all along - Jekyll Island is a truly remarkable place.

The new Convention Center is anticipated to achieve Leadership in Energy & Environmental Design (LEED) certification at a Silver level, making the facility the only modern "green" LEED certified beachfront Convention Center in the region.

In 2011, the Jekyll Island Authority selected, SMG, the world leader in venue management, marketing and development to manage the facility.

As spring 2012 is fast approaching, Jekyll Island fans far and wide are looking forward to having this remarkable piece of the revitalization come to life.



MACON

After 30 years, it's still the pinkest party on earth!

Macon's International Cherry Blossom Festival will take place March 16-25, 2012.

Macon invites you to enjoy gracious southern hospitality as they celebrate in grand style the magnificent beauty of their 300,000 flowering Yoshino cherry trees in the "Cherry Blossom Capital of the World."



SAVANNAH

Savannah Music Festival is back

Savannah Music Festival announces its 2012 season, a city-wide musical arts event show casing renowned performers in jazz, classical, Americana and world music against the backdrop of one of America's most enchanting historic districts from March 22 to April 7.



Coming in April

North Carolina & South Carolina will be highlighted in our April Issue.

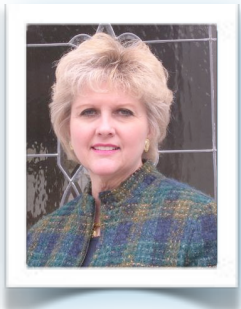
Members in those state, please submit your member spotlights, updates and photos by March 15, 2012.

DID Y'ALL KNOW? - INTERESTING FACTS ABOUT GEORGIA

- Historic Saint Mary's Georgia is the second oldest city in the nation.
- In Gainesville, the Chicken Capital of the World, it is illegal to eat chicken with a fork.
- With a GDP of \$393.4 billion in 2009, if the state of Georgia were a country, it would have the 23rd largest economy in the world.
- Georgia is the nation's number one producer of the three Ps--peanuts, pecans, and peaches.
- Berry College in Rome has the world's largest college campus.
- The Cherokee rose is the official state flower, the live oak the official tree, the brown thrasher the official bird; and the large mouth bass is the official state fish.
- Ralph Bunch, United States diplomat, was the first Georgian to win the Nobel Peace Prize.
- 14 Fortune 500 companies are headquartered in Georgia, with combined revenues in 2010 of \$283.77 billion
- Providence Canyon State Park, near Lumpkin, is known as the Little Grand Canyon of Georgia.
- Athens is the location of the first university chartered and supported by state funds.



MEMBER SPOTLIGHTS



SUE MCCART

*President
HFI, LLC*

How many years have you been with this company? I started HFI, LLC in 1997.

Responsibilities? HFI was formed in 1997 to provide customized strategic planning & implementation services in the areas of: Marketing, Communications, Exhibit & Sponsorship Sales, Education / Program Content, Vendor Negotiations and Complete Event Operations for Trade and Professional Associations, Independent Show Organizers, Conference & Event Planners and Small Business Product & Service Providers.

I feel that few industry professionals have had the opportunity to "work both sides of the fence" as they say. I have thirty-five years of industry experience as a trade show producer, and a convention facility manager, and I have equal sales and marketing experience. There are very few trade show, marketing, or logistical event questions out there that I have either asked, or have not been asked of me.

What do you like best about your job? I work with a great team of professionals that really think outside the box. I enjoy creating a customized solution for each client or project that we work on.

How many years have you been in the hospitality industry? I joined this industry as a Holiday Inn Front Desk Clerk in 1976. 35 years

How did you get into the industry? I joined this industry as a Holiday Inn Front Desk Clerk in 1976, while attending Michigan State University for Music Education. I was quickly promoted to Sales & Convention Services Manager. Then I moved to the Greenfield Village Dearborn Inn, Dearborn MI as Convention Services Manager. This is where I met Horst Schulze, who invited me to join Hyatt Hotels in Sales. That ultimately brought me to Atlanta with Hyatt where I stayed until 1983. Then 15 years at the Atlanta Market Center (now AmericasMart) where I had the great opportunity to manage the trade show division. At that time, AMC owned & produced trade shows in Atlanta, New York, San Francisco, Los Angeles, Orlando, and Phoenix.

When did you join IAEE? January 1983. It was called NAEM at that time. I have only missed one annual convention and Expo! Expo!

What accomplishment are you most proud of? The fact that I started my own business 15 years ago and I have had the good fortune to grow that business each year.

Who do you most admire? **Horst Schulze** who was General Manager of the Hyatt Regency Dearborn, then went on to Hyatt's Corporate Offices and became President of Ritz Carlton hotels. He talked and modeled, the strive for excellence in whatever duties one has. His commitment to customer service is unmatched, and I have had the pleasure of working, and learning, from him for several years.

John C. Portman, Jr., is a true visionary and an entrepreneur. He taught me how to run a successful business that benefits me and the customer.

What do you like to do for fun? Play with my daughter (who is now in the college search mode), cook, read, play piano, and enjoy cocktails with friends.



CRAIG FERREIRA

*Director of Sales and Catering
Sheraton Atlanta Hotel*

How many years have you been with this company? 5

Responsibilities? I think of it as a parent, cheerleader, guidance counselor and financial consultant.

What do you like best about your job? The people I work with and my clients

How many years have you been in the hospitality industry? 40

How did you get into the industry? My parents

What advice would you give to others looking to get into the industry? Say yes

When did you join IAEE? 2010

How has being a member of IAEE affected your career? Broadened my knowledge of the industry, introduced me to people who I would have probably not had the same relationship with had I not.

What accomplishment are you most proud of? That I feel good about where I am both personally and professionally.

Who do you most admire? Anyone who has a great deal of patience.

What do you like to do for fun? Yard work-not gardening, get in the dirt work.

Do you have a story or experience that you would like to share with the chapter? No, not really maybe some life experience. Hopefully someone mentored you along the way and set the course for your career and life. Pay it forward, there is no better reward.



THE JENNY MELTON FOUNDATION - SCHOLARSHIP DEADLINE AND 5K RUN/WALK



The Jenny Melton Foundation was established in memory of long time IAEE member, Butch Melton's daughter, Jenny Melton, a West Hall High School senior who loved school and loved 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, dealing a stunning blow to the community of Hall County.

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 keeping with that legacy, The Jenny Melton Scholarship fund was established in 2002 in Jenny's memory. Three \$2,500 scholarships are available to full-time graduating high school seniors at West Hall High School and Flowery Branch High School and a fourth scholarship is available for children of members of IAEE Southeastern Chapter who are graduating high school seniors. The Foundation has given over (60) \$2,500 dollar scholarships since Jenny's accident.

In 2011, the foundation generously gave the IAEE SE Chapter 4 scholarships to deserving children of chapter members. Now is the time



for you to get your applications in. Please visit www.iaeese.org to download an application. The deadline is March 30, 2012.

The biggest fundraising event for the foundation is the Father's Day 5k Run/Walk. We encourage each of you to bring your family out to Gainesville College on Saturday, June 17, 2012. Even if you don't run or walk, volunteers are always appreciated. [Click here](#) to register online.

For more information on The Jenny Melton Foundation, please visit: <http://josiesjerky.com/foundation.aspx>.

SPONSORSHIP OPPORTUNITIES WITH THE IAEE SE CHAPTER

The IAEE SE Chapter thanks you for your contributions over this past year. While there are many distractions in our lives, we are most appreciative of your time, focus and support for this chapter.

To all members, your Chapter's mission continues to provide you with professional development, business generation, the value of collaboration and networking opportunities.

In the future weeks the Sponsorship Committee will be asking you to continue your support, both financially and in-kind, of the SE Chapter and its initiatives for 2012, some of which include the Southeastern Classic and the Jenny Melton Golf Tournament.

Thank you in advance for your support.

THANK YOU 2011-12 CHAPTER SPONSORS

PLATINUM



F R E E M A N



GOLD



BRONZE



KUEHNE+NAGEL



2012 SE CLASSIC, BILOXI MS

The IAEE SE Chapter is excited to announce that the 21st Annual Southeastern Classic will take place, August 2-4, 2012 at the Beau Rivage Hotel in Biloxi, Mississippi. We have several dynamic sessions and speakers lined up for our educational offerings. We will also have our traditional opening reception, and a bon fire beach bash for our celebration dinner, sponsored by the Mississippi Gulf Coast CVB and Convention Center. Back by popular demand, a golf outing at the beautiful Fallen Oak course, *"One of the best new courses in America,"* states Golf Digest. Early registration will open on February 20, 2012, so be sure to sign up. We are looking forward to another wonderful event!



PLAY YOUR WAY ON THE MISSISSIPPI GULF COAST!

The Mississippi Gulf Coast is a great meetings destination and during your free time, there is much to enjoy. Let's start with the beach and our 62 miles of scenic coastline offering opportunities for fun in the sun. Our beach vendors will have jet skis, aqua cycles, and even some Catamarans for sailing. Spice up your evening with headliner entertainment at any one of 11 casinos or enjoy a mouthwatering meal at a variety of restaurants all along the coast. Visit www.gulfcoast.org to plan your play date today!



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