



IAVM Region 5 Newsletter

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Keep up with the
Latest News



Region 5 Director's Column

Last month I briefly described the proposed plan for alternate versions of Venue Connect. The feedback has been minimal; I'm not sure whether to attribute that to lack of interest in the possible change or in my letter! If you have any comments to make, this is the time. Please send them to iavmr5@gmail.com.

Due to reduced registration and sponsorship of Venue Connect, the staff of IAVM have proposed several options to reduce the overall number of conferences IAVM produces. Coincidentally, in the past Region 5 too has experienced reduced attendance for our Regional conferences. We weren't able to secure as great an income from sponsorship as before. We knew we were competing with conferences produced by IAVM as well as outside entities. To maximize attendance (and income) we combined our conferences with other regions. After a great deal of discussion, Region 5 collaborated in the Sport Entertainment & Venues Tomorrow Conference held yearly in Columbia, SC. This year once again we will meet in conjunction with the SEVT conference developed by the University of South Carolina's Sport and Entertainment Management Department and Venues Today.

The Region 5 annual meeting will take place in Columbia, SC March 16-18, 2016 at the Marriott hotel on Columbia's revitalized Main Street district. SEVT organizers agreed to move the conference to March from its traditional November time frame to have it more closely aligned with the usual Region 5 meeting dates. Region 5 Board members have been participating in planning and organizing the content and schedule during the past eight months and will continue to work with the University and Venues Today to insure that the needs of Region 5 are met.

With the participation of Region 5, SEVT combines industry professionals, the professionals of tomorrow and the media that represents them. The energetic exchange of ideas and questions results in a "conference like no other." You will come away excited, energized, and optimistic about the future of our industry.... and you'll have a good time. Mark your calendars now so you can help create the most exciting Region 5 meeting ever. Check this space in the newsletter monthly for more information about registration, schedule, program, lodging, and more.

Meanwhile, several chapter meetings are being planned. Inexpensive and nearby, chapter meetings are a great way to bring a number of staff into a network of colleagues. Virginia Beach is once again hosting their very successful chapter meeting this month, and the Georgia World Congress Center is hosting one in Atlanta on October 2. Members in other states are buzzing with plans for more. Watch for emails alerting you to one near you.

Upcoming IAVM Conferences taking place in Region 5:
ICCC, Atlanta, GA, October 1-3, 2015
SEVT, Columbia, SC (in conjunction with Region 5), March 16-18, 2016
AMC, Tampa, September 2016

Best wishes,

Nina D. Simmons

Region 5 IAVM Job Postings

Durham, NC - Director of Corporate Partnerships

This Director level position is responsible for prospecting, making sales calls and fulfilling sponsorship packages for DPAC and its facilities and events. Primary responsibility is for sponsorship revenue generation and meeting sponsorship sales budgets.

Inventory for sale will include naming rights, on-site signage and displays, print-radio-TV & digital marketing assets, contest promotions, and ticket and hospitality programs. This position will also be tasked with managing and renewing the existing client base while maintaining high levels of client service.

A qualified Director, in addition to demonstrating a track record of

success, must possess strong negotiating skills, have a passion for the growth of existing key accounts and love new business development. An understanding of the competitive sponsorship landscape and the desire to creatively gain market share is essential.

To apply:

This position offers a competitive salary and benefit package. For consideration, resumes must include salary requirements and may be sent to:

Bob Klaus / General Manager

Email: bklaus@dpacnc.com

About DPAC:

Since its opening in 2008, DPAC has become the center for live entertainment in North Carolina. Recognized for its contemporary design, DPAC features 2,700 seats, intimate sightlines and state-of-the-art sound and video. Listed five times in the top 10 in Pollstar magazine's annual worldwide theater attendance rankings, DPAC is currently the #2 ranked theater in the U.S.

With a mission of presenting one-of-a-kind live entertainment events, DPAC truly has "something for everyone", hosting over 200 performances a year including spectacular touring Broadway productions, high-profile concert and comedy events, family shows and the heralded American Dance Festival. Owned by the City of Durham and operated under the direction of Nederlander and Professional Facilities Management (PFM), DPAC has been listed for five consecutive years as the #1 performing arts organization in the region by the Triangle Business Journal.

Orlando, FL - Orlando Venues Marketing Coordinator

Recruit #15-00271 ■ Closing Date: September 13, 2015

EXCELLENT CITY BENEFITS

STARTING SALARY: \$34,255 to 42,831, depending on qualifications

■ Grade: S16

NATURE OF WORK:

Performs professional marketing and graphic design work for Orlando Venues and the events held within its facilities (Amway Center & Orlando Citrus Bowl, among others). Responsible for the advanced technical work and preparation of digital and print collateral; management of email database and related distribution of e-cards; coordination and implementation of promotions for concerts and events; development and implementation of group sales efforts including communications, contracting, and ticketing; oversight of marketing department interns including project assignments and evaluation; coordination of media covering concerts and events at multiple venues. Work is performed under the supervision of the Venues Marketing Manager and is reviewed through discussion and evaluation of results obtained.

MINIMUM REQUIREMENTS:

Bachelor degree in marketing or communications and two years in development and administration of marketing, advertising, and promotion programs, preferably for an arena, convention center, or similar public assembly facility; or an equivalent combination of education, training, and experience. Florida driver license required. Valid driver license from any state must be presented at time of interview. Valid Florida driver license must be presented within 30 days of hire.

APPLY ONLINE AT <https://www.governmentjobs.com/careers/orlando>.
Use recruit #15-00271.

City of Orlando seeks a diverse workforce and encourages all to apply.

IAVM News



Monday, September 14, 2015 |
Scope Arena & Chrysler Hall

SESSION #1: Current Industry Trends
10:00AM - 11:30AM | Scope Arena
John Rhamstine, Moderator

Listen to the experts talk about what new trends are happening with food and beverage, marketing and event booking.

* Scott Lorow : Ovations GM | Harbor Park

* Chase Hathaway: Assistant GM | Ted Constant Center

* Dee Larion: Sr. Director of Marketing, Booking Assistant | Live

Nation

- * Mike Fryling: General Manager | Ted Constant Center
- * Ken MacDonald: President | IMG
- * Rob Henson : Assistant Director | SevenVenues
- * Doug Higgons: Managing Partner | Pinnacle Venue Services

SESSION #2: Operations Best Practices

10:00AM - 11:30AM | Scope Arena

Courtney Dyer, Moderator

Find out what's happening in the "back of the house" from managers who work it every day.

- * Leann White: Operations Manager | SevenVenues
- * Bobb Dymarcik: Owner/Operator | Event Staffing
- * David Semon : General Manager | Sandler Center
- * Mike Meyers: Director | Richmond Convention Center
- * Larry Mitchell: Operations Manager | Virginia Beach Convention Center

LUNCH

11:30AM - 12:30PM | Showcase Restaurant

ACTIVE SHOOTER LECTURE & EXERCISE

12:30PM - 4:30PM | Chrysler Hall

Intro by Jim Redick, Norfolk Director of Emergency Preparedness and Response

Active Shooter. The threat is real - is your venue ready? Norfolk Police Division of Homeland Security will be providing hands-on awareness training and discussing what steps to take when such incidents occur, highlighting the agencies likely to respond, their primary missions, the venue's role and how the efforts must be coordinated.

- * Captain Dave Huffman: CO | Norfolk Police Department's Homeland Security Division

CLOSING RECEPTION

4:30PM - 6:30PM | Showcase Restaurant, Scope

Closing Reception Sponsored By:

Ovations

Enter code IAVM to access registration.

[Click Here to Register](#)

For more information about IAVM membership please visit:

www.iavm.org.



Some Topics to be discussed:

- **Calling the Play in the Red Zone:** Continuing operation around a major construction site
- **Enhancing the Game day Experience:** Communicating effectively with guests
- **Game day Prep:** Preparing and maintaining your facility for every event type
- **What's New this Season:** Updates concerning IAVM, Venue Connect, AVSS, Guest X, VMS, SES, and more



Register to attend the chapter meeting and also receive admission into the Friday Keynote session featuring Steve Koonin of the Atlanta Hawks during the International Convention Center Conference.

Registration is \$35 (includes lunch)

Alabama

Submit your articles for next month!

Florida

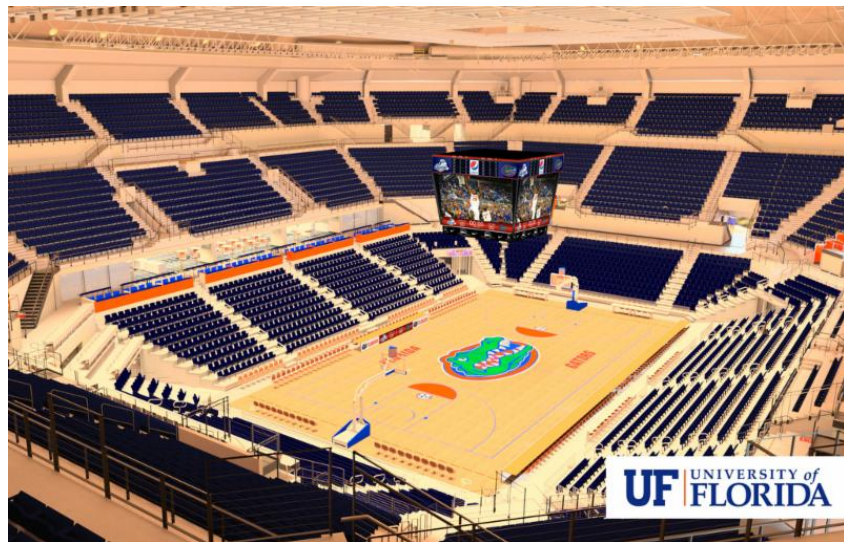
Gainesville - The Stephen C. O'Connell Center renovation project is

officially a go as the University of Florida has inked construction authorization paperwork with contractor Brasfield & Gorrie, one of the nation's largest privately held construction firms. The renovation of this iconic building is a unique partnership between UF and the University Athletic Association to help fund and manage the \$64.5-million project.



The design process began in July 2014, and this major milestone is the culmination of the hard work of many constituencies on campus. With the planning stages of the project complete, the building process is set to begin, as Tuesday marks pre-bid meetings with subcontractors and small businesses interested in working on the project along with Brasfield & Gorrie, Davis Architects and TLC Engineering.

Visual manifestations of work such as construction fences will begin to appear as early as October, though the O'Connell Center will remain fully operational until the massive overhaul begins in Spring 2016.



The strategic design and the amenity improvements involved in this project will provide students, fans, alumni and patrons with a dramatically new experience. The scope of the renovation includes a seating bowl update, the addition of premium seating areas, installation of a state-of-the-art center-hung scoreboard, upgrades to team spaces and an enhanced concourse to improve the fan experience.

Lakeland - Polk County Tourism and Sports Marketing (PCTSM), in partnership with the City of Lakeland, announced today that the Miss Florida Pageant will be held in Lakeland, at the Lakeland Center, in 2016 and for the foreseeable future as county and city officials are finalizing a

long term deal with the organization. The pageant, a Florida tradition that will hold its 86th installment at the Lakeland Center's Youkey Theatre June 27-July 2, 2016, was previously held in St. Petersburg for the past 11 years. PCTSM, county officials and officials from the Lakeland Center worked to recruit the event to Polk County and are finalizing plans to keep the pageant in Polk County long term.

In addition to the Miss Florida Pageant, several other competitions and meetings take place during the five-day event, including the Miss Florida Outstanding Teen Pageant, the Prince and Princess mentoring program and the preliminary rounds of the Miss Florida Pageant.

Orlando - Orlando Venues, the City of Orlando department that manages the Amway Center and the Orlando Citrus Bowl, has hired Cameron Debose as Event Manager. Debose most recently worked as an Event Coordinator at the American Airlines Center in Dallas. He is a graduate of the University of North Texas with a bachelor's degree in Sports Management. In his new role, Debose will manage all aspects of concerts, sporting events and family shows at the arena and stadium. "I am extremely excited to join the City of Orlando," said Debose. "I look forward to continuing their great tradition of success and being a vital team member at two of the greatest venues in the country."

Palm Beach - Palm Beach County Convention Center Nine-Story Parking Garage To Open In 2017.



Palm Beach County Convention Center is continuing to improve their facility by adding addition parking with a nine-story parking garage to open in 2017. It will allow smoother parking arrangements for guests, the ability to book more concurrent space and facility expansion in the future.



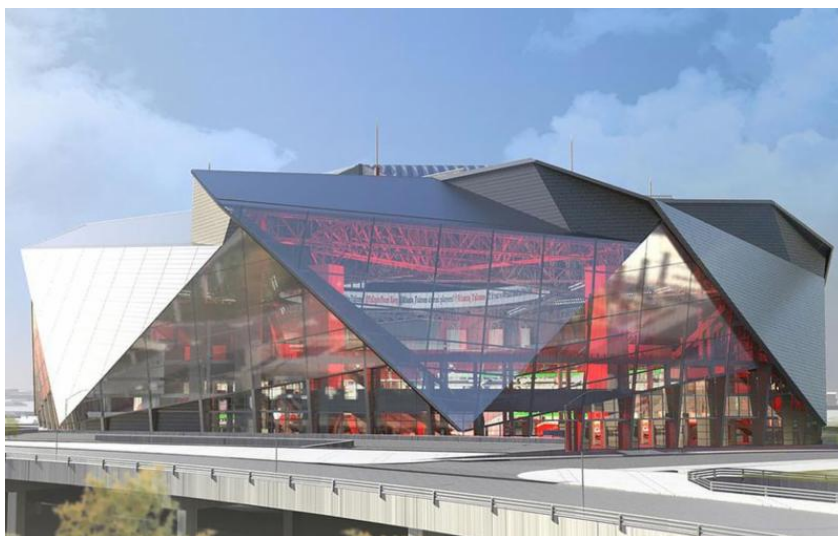
Steel sheet piles, a vertical interlocking system that creates a continuous wall, are in place and more than a quarter of excavating is finished

Georgia

Atlanta - Mercedes-Benz has 'stamped' its name on the city of Atlanta by acquiring the naming-rights to the new Atlanta Falcons stadium, which will now be known as the Mercedes-Benz Stadium.

The USD\$1.5bn stadium, designed by HOK, is slated to open in 2017 and will be 'home' not only to the NFL's Atlanta Falcons but also to Atlanta United FC; a new MLS club owned by Falcons Owner, Arthur Blank.

The 2020 men's Final Four is to be played in the new stadium and the city is also competing for future Super Bowls and College Football Playoffs.



This marks Mercedes-Benz's second NFL stadium - and second in the NFC South - for which it already holds naming rights; the New Orleans Saints having agreed a 10-year naming-rights deal with the car manufacturer back in 2011, which saw their home ground re-named the Mercedes-Benz Superdome.

In China, the company has held the naming-rights to Mercedes-Benz Arena in Shanghai since 2009.

At today's announcement, it was confirmed that the Mercedes-Benz logo on the new Atlanta Falcon's stadium will actually be visible from the satellite station.

This deal marks Mercedes-Benz's largest naming-rights acquisition to date. The car manufacturer is also moving its headquarters from New Jersey to a new campus facility in Atlanta metro's Sandy Springs, which will open by 2017, further stamping its mark on the city of Atlanta.

Louisiana

New Orleans - In August, the Mercedes-Benz Superdome commemorated its 40th anniversary. In celebration, the Superdome projected some of its most iconic events in lighted animations on the exterior of the Superdome for 40 nights, starting on the building's anniversary date, August 3. The Superdome also asked fans to email their favorite memories of the stadium to 40strong@smgneworleans.com and has been featuring fan submitted content on its social media sites. Also in August, the Superdome recognized the 10th anniversary of Hurricane Katrina. Since the storm devastated the Gulf South region in 2005, the stadium has seen approximately \$336 million in major repairs and improvements, including the replacement of 22,000 seats, remodeling of 137 suites, upgraded Club Lounges, a new audio system, and a new scoreboard, among other enhancements. Since reopening in 2006, the Superdome has hosted more than 400 performances with nearly 11,000,000 patrons passing through its doors.



New Orleans - The New Orleans Ernest N. Morial Convention Center (in-partnership with the SoFAB Institute, the LSU AgCenter, the Louisiana Department of Agriculture and Forestry, Centerplate, Chef's Roll and Gambit Newspaper) held the first annual "Chefs Taste Challenge." Ten chefs from across the US were challenged to create the best dish that utilized farm-fresh items from a pantry of both seasonal local ingredients and products donated by state agricultural departments. The dishes were judged by a panel of industry-renowned judges. Attendees enjoyed tasting portions of each chef's creation and cast their votes for the "Fan Favorite."

Chef Hari Pulapaka of Cress Restaurant, Deland, Florida was named the winner of the Gold award. His winning creation was "NOLA - New Old Latin Asian" which featured Hatch Green Chile Panna Cotta, Smoked Redfish Brandade, Redfish Ceviche, Eggplant Massaman.

Chef Richard Jones of Green Door Gourmet, Nashville, Tennessee took home Silver honors for his dish, Shrimp and Grits Shrimp & Grits. His dish consisted of Ramp Butter-poached Louisiana Shrimp on Garbanzo Grits with Pickled Okra, Smoky Green Lentil Sauce Americain, Country Ham Crisp & Tabasco Butter.

Chef Matthew Farmer of Apolline Restaurant, New Orleans, Louisiana won the "Fan Favorite," as decided on by the attendees, for his dish, which featured Roasted Sweet Potato Bisque, Confit Duck Leg, Fennel, Sorghum Roasted Sunflower Seeds.

Mississippi

Biloxi-- Hundreds of friends, family members and colleagues paid tribute Thursday to outgoing Mississippi Coast Coliseum Executive Director Bill Holmes during a reception at the Coast Convention Center.



Holmes announced in April he would be retiring after 38 years with the Coliseum, 30 of which he served as director. Holmes' longtime assistant director, Matt McDonnell, will take over as the Coliseum's new leader Sept. 1.

A graduate of Mississippi Gulf Coast Community College and the University of Southern Mississippi, Holmes, a native of New Jersey, came to the Coast while he was serving in the U.S. Air Force. Biloxi Director of Public Affairs Vincent Creel praised Holmes for his years of service.

"Bill Holmes was a trailblazer here," Creel said. "He started working here before this building even opened. He started here in 1977."

Holmes has overseen innumerable concerts and events at the Coliseum during his tenure. Creel also acknowledged Holmes' efforts in creating the Mississippi Coast Crawfish Festival, which has become the largest festival in South Mississippi.

"What he did, when they didn't have business here -- he generated business," Creel said. "He did this through the fair and creating the Crawfish Festival and numerous other events. He came up with these ideas to not only generate excitement but to bring visitors to our community. It's always been a well-run facility that is respected across the country."

State Rep. Richard Bennett, R-Long Beach, presented Holmes with one of several resolutions during the ceremony. Bennett joked that Holmes' retirement was long overdue.

"I was asked if I had a resolution for Bill Holmes because he was about to retire," Bennett said. "I said 'I do, but it's eight years old.' I'm sad that we needed to go back and change the dates on it."

When Holmes officially calls it quits Tuesday, he said he plans to spend more time with his family, which includes 11 grandchildren and three

great-grandchildren. He thanked the community for its years of support.

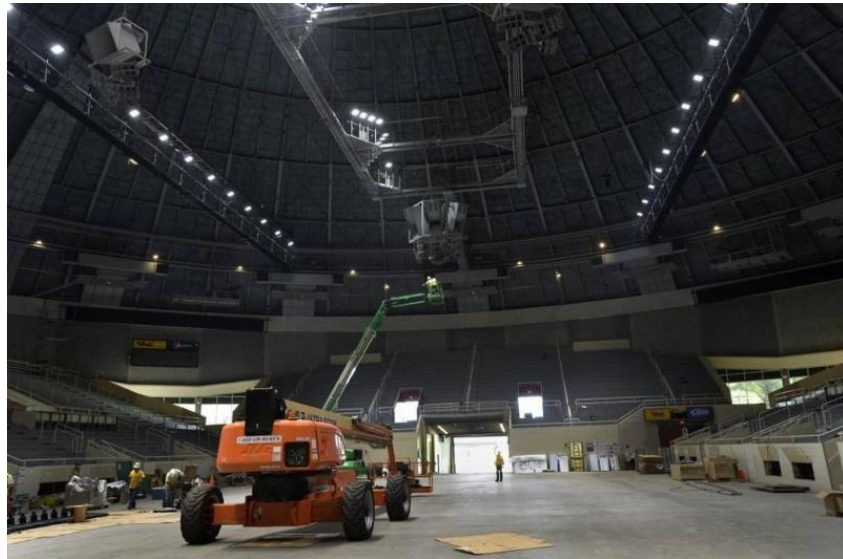
"I want to thank those of you who are here who have been with me through the thick and the thin," he said. "I have come to the realization that happiness and success in life can only be achieved with a strong will, positive attitude, passion and compassion in everything you set out to accomplish."

North Carolina

Charlotte - It's easy to lose things in a building the size of an airport terminal, so there have been surprises during the \$16 million renovation of Charlotte's Bojangles' Coliseum, built in 1955.

The best examples are two ticket windows that appeared like hidden tombs after crews recently removed sections of old sheet rock.

Coliseum operations manager George Hite says the ticket booths had been covered up and forgotten about two decades ago.



"You definitely feel like you're touching a lot of history when you're trying to recreate a place this old," said Hite, who has been part of the staff for decades. "Been many a drill bit broken. I bet we got slabs of floor concrete eight to 10 inches thick and some of the walls are four to six inches thick. They built things tough back then."

Even garbage found stashed in the building has been inspiring, he says. Some decades' old cups were discovered behind the walls with logos for the Charlotte Coliseum (the site's original name) and the adjacent Ovens Auditorium. Hite says they're now discussing whether the food service vendor might take those logos and incorporate them into something new.

When first opened, the building was the largest unsupported steel dome

coliseum in the nation. The facility has been known by many names: Charlotte Coliseum, Independence Arena, Cricket Arena and since 2008 as Bojangles' Coliseum.

The ongoing renovation marks the first time the coliseum has received a makeover in its 60 years. It was at one point among the most prominent entertainment venues in the South, attracting acts ranging from Elvis to James Brown to crusades by evangelist Billy Graham.

Renovation began June 22 and is about half complete, officials said during a media tour Wednesday. Work will continue into October, when the coliseum is slated to host a college graduation ceremony. The site is also home to the Charlotte Checkers hockey team, which will kick off its season there Nov. 7.

Among the most noticeable changes for fans will be a complete replacement of the original 9,200 gold colored wooden chairs. They are being replaced by slightly larger red-and-gray plastic chairs. The additional few inches width on the new seats means about 600 fewer will be installed at the site, officials said.



Charlotte Regional Visitors Authority, which manages the city-owned property, saved 800 of the old seats as souvenirs and plans to redistribute them to several hundred fans Sept. 9-10. Recipients were picked from an online registration earlier this summer, and will pay a small fee to buy pairs.

The renovation also will include replacing the sound system, expanding locker rooms and replacing the scoreboard that dominated the ceiling.

Hite said one of the upgrades he's most excited about is the creation of grand entrance for the Charlotte Checkers. A wall section has been removed, opening up an exit from the team's locker room onto the coliseum floor.

The really cool part, he says, is that the team's trek out onto the ice will take the players directly through diners in the revamped Coliseum Club.

Durham - DPAC has just announced key event statistics for the venue's recently completed season. Total attendance hit a new high mark of 448,998 guests, topping DPAC's last record of 421,000 set in the 2011 / 2012 season. The season also set new records with total events (224 events), total sellouts (112 sellout performances) and number of season seat members (15,167) for its signature series, SunTrust Broadway at DPAC. The 2014 / 2015 season represents DPAC's seventh season of operations under the direction of Nederlander and PFM.

DPAC Places among Top Two Theaters in newest National Attendance Rankings

Unquestioned as the center for live entertainment in North Carolina, the combination of high profile Broadway, concert and comedy events has also gained DPAC attention on the national live entertainment scene with two of the nation's top entertainment trade magazines ranking DPAC among the most highly attended venues in the country. In their just published July 20th, mid-year edition, Pollstar Magazine lists DPAC as #2 in attendance among reporting theatre venues in America as did Venues Today in their July issue. Since opening, DPAC had been consistently listed among the top five U.S. theatres, but in these newest rankings covering the first six months of 2015, DPAC was topped only by the iconic Fox Theatre in Atlanta.

South Carolina

Spartanburg - The Spartanburg Memorial Auditorium has hired it's 4th USC Sports Management graduate over the past 25 years. All of them are still on staff and providing a great team effort. The newest member of the staff is Jeff Simons. Jeff will be heading up our Operations Department.

Tennessee

Submit your articles for next month!

Virginia

Submit your articles for next month!

Allied Member News



Mark Sonder

Productions - For many years in a row, Mark Sonder, MM, CSEP and the Chief Entertainment Officer at the award winning 30 year old international Mark Sonder Productions Entertainment Agency will be in New York City both managing and acting as the Master of Ceremonies at the Main Stage at The Feast of San Gennaro.

Although this is an annual celebration of faith, the Feast of San Gennaro is known the world over for its festive atmosphere, an 11-day event featuring religious processions and colorful parades, free musical entertainment every day, a wide variety of ethnic food delicacies, charming restaurants and cafes.

In an age where it is difficult to retain clients, "The Feast" has been a client for Mark Sonder Productions for many years. Sonder's entertainment agency has become the gatekeeper for many event planners, facilities, concerts, casinos all around the US and abroad.

"The executive producer of the Feast continues to honor me by asking me back year after year," said Sonder in an interview in downtown New York City. "I am just delighted," finishes Sonder. Sonder knows what it takes as he has literally written the book for the industry, entitled, "Event Entertainment and Production," used by over 100 institutions of higher education.

To book your event entertainment and/or production ask Mark what he can do for you.

Mark Sonder Productions - Mark Sonder, MM, CSEP and Chief Entertainment Officer at Mark Sonder Productions Entertainment Agency is proud to announce that his award winning 30 year old international company has booked Jo Dee Messina, Lee Greenwood and acquired both The Outlaws and Blackhawk for one of its clients.

Jo Dee is a country music artist. She has charted nine number one singles on the Billboard country music charts. She has been honored by the Country Music Association, the Academy of Country Music and has been nominated for two Grammy Awards. She was the first female

country artist to score three multiple-week Number One songs from the same album. To date, she has two Platinum and three Gold-certified albums by the RIAA.

Lee is a country music artist that has released more than twenty major-label albums and has charted more than 35 singles on the country music charts. He is best known for his single and signature song "God Bless the USA", which was very popular back when it was originally released in 1984, and became popular again after the September 11, 2001 attacks (becoming his highest charting pop hit, reaching No. 16 on the Hot 100). He also has charted seven No. 1 hits in his career.

The Outlaws are a Southern rock/country rock band best known for their 1975 hits "There Goes Another Love Song" and "Green Grass and High Tides."

Blackhawk, with their musical ties to The Outlaws, are best known for their hits, "Goodbye Says It All" and "There You Have It."

About Mark Sonder Productions Entertainment Agency:

Created in 1985 to fill a growing need for music, entertainment, speakers, headline entertainers and supportive production in corporate and association meetings, conventions and special events plus facilities, casinos and concerts, the company in its 30 years, has worked in the US, Canada, Mexico, Bermuda, South America, Europe and Southeast Asia.

Contact: +1-540-636-1640 or msonder@marksonderproductions.com.

Newsletter Guidelines

Please submit information by the 15th of each month for inclusion in the following month's newsletter. If your submission is received after the 15th it will be published in the next newsletter.

Entries are published as received with little editing and cutting. Please send entries as you would like them in the newsletter. Please send in a word doc. format with pictures attached separately as a jpeg.

As you think about things to share, please keep in mind that we are looking for news items. Some newsworthy items of note include (but are not limited to):

- Expansions, renovations, new buildings
- New contracts
- Incidents or event surprises that occur at your building you

think others should know about (heads up')

- How you handle/handled hot button topics
- Looking for suggestions on how others handle a concern
- RFP's
- Newly hired or promoted staff
- Certifications or awards for facilities and staff
- Notice of PAFMS grads, etc.
- Job Postings, searches for jobs
- Photos (not all can be used). Please identify all people in photo.

Because most of our members are employed in event buildings, event schedules and articles which list upcoming or past events will not be included in the newsletters. On the other hand, events which have led to some unexpected situations requiring fast thought and master handling could be considered newsworthy.

Submit to: nhcmarketing@harborcenter.org