



Knoxville Convention Center

www.knoxvilleconventioncenter.com

SMG's Monthly E-Magazine for March/April 2003

Bookings

New Future Bookings:

PAC '05 Particle Accelerator Conference has selected Knoxville Convention Center as the site for: March 2005 – 500 Attendees, 5,300 Hotel Rooms Developed with the Spallation Neutron Source Project from the Oak Ridge National laboratories in located in Knoxville.

Current Events Happenings:

American Bowling Congress 100th Anniversary National Bowling Competition is underway in Knoxville for a total of six months to include:
Move-in: January 2 through February 7
Event Dates: February 7 through June 21
Move-out: June 22 through July 1

This bowling competition is featured in the Center's Exhibition Hall for a 140 days total. Over 12,500 teams made up of 62,500 bowlers will come from all over the United States to compete. The ABC tournament will take place starting at 7am to 12pm daily, on 48 lanes, which have been expertly constructed for the competition.

SMG Corporate Initiatives

No Boundaries – Achieving Enduring

Greatness: SMG President, Wes Westley, developed a slogan and focus for the meeting to encourage SMG management to take SMG and our facilities from 'Good to Great'. The theme supported a business philosophy that values a disciplined management approach combined with an entrepreneurial spirit. The meetings Keynote Speaker Dean David McClain also referenced the book 'Good to Great' as the focus of his presentation. SMG Annual Meeting also focused on Sales & Service: The recent meeting of SMG general managers and sales & marketing directors focused on crucial components of our success. SMG's new "mystery shopper" program is designed to ensure the best possible service.

Operations

Food & Bev. Dept. had a productive Holiday season. The 18 holiday parties, both large and small & served 10,768 meals....baked 103 turkeys, 60 hams, 400 lbs of Salmon, 100 pans of dressing, served 9,200 pieces of sushi, 40 pans of homemade bread pudding and served over 60 cases of wine. Groups already rebooked for next year.

Operations Dept. has done an energy assessment of the Center's new physical systems. With assistance of manufacturers and KUB; the OPs Dept. will explore cost saving measure with new boilers & air handlers.

Finance Dept. is assisting the City in creating an economic impact business model to better identify dollars attributed toward future convention business.

TRAINING

SMG Knoxville staff has received computer training for the new Event Management Business System from software creators, Ungerboeck. Knoxville is one of four test sites selected by SMG, which will implement this efficient & comprehensive facility management tool.

Community Involvement

The **Sales Dept.** lead the staff in its holiday efforts to provide Christmas gifts to 35 children who lost their homes during the November tornadoes which hit nearby Monroe County, TN. They worked with the MC Human Services Dept., to identify, purchase, wrap and deliver gifts, which hopefully brightened their Christmas.

The Center literally "decked the halls" this holiday season. Working with the Fantasy of Trees show held recently, the facility was decorated, top to bottom, with festive holiday trees, scenes, bows and snowflakes. The Center roof featured 3 lit trees part of the "Christmas in the City" program organized by the City of Knoxville. Over 75 organizations featured 337 trees, which illuminated the Knoxville skyline during December.