

BOOKINGS

- **Is the KCC turning into a Gymnasium?** With two great contracts signed for Gymnastics competitions we might be, at least for a few weekends. The 2 groups include; a new booking with the USA Junior Olympic Men's Gymnastics Competition for May of 2010. This will be the national trials for all male gymnasts considering the 2012 Olympics. This event will attract 1050 competitors and be televised on ESPN when it occurs. The other is an annual customer: Flipfest Invitational, continuing there repeat January event in 2011 through 2014. This event has doubled in size since its first year in 2003 and brings in excellent revenue in rentals & concessions. We thank both groups for selecting Knoxville.
- **The Quilters are coming, ONE MORE TIME!** The American Quilters Society (AQS) held their first event of a three year contract with the KCC in July of 2009. They attracted record attendance in Knoxville with over 12,000 people enjoying quilts, exhibits, and educational seminars. In addition, it was announced that the quilters signed for one more year in 2012, adding to their 2009 - 2011 contract. This 120,000 square foot show is one of several produced by AQS and headquartered in Kentucky. They chose Knoxville because of a great customer service, facilities, volunteer base, hotel availability and desire to please the group.
- **The Auto Industry shines on KCC:** A real revenue driver in June was an event hosted by the Ford Motor Company Marketing Division, which re-introduced one of their strong sellers: the Ford Taurus. The media event was designed to educate auto industry writers and give a "hands-on" experience by actually driving a Taurus vehicle from Knoxville to Asheville, North Carolina. This event was 9 days long and included an 15,000 s.f. exhibit the likes of full scale auto show in a major metro. Both Ford and their subcontractors conveyed their pleasure in working in our staff.
- **Could You Translate?** The Teacher of English to Speakers of Other Languages have selected Knoxville and the KCC for their 2012 Southeast Conference. One of our very own teachers from Central High School was key to attracting this group to Knoxville. This educational conference is made up of 1,100 attendees and 1,400 hotel rooms. They plan to hold all functions at the Center which translates to great revenue for our beautiful center.

OPERATION

Finance Department

- KCC beat the operating budget for the fiscal year 2009; even through effects of a down turned economy were revealed with many cancellations for the year. An excellent sales effort and enhancing revenue streams of in-house groups was attributed to this comeback in dollars to the KCC.



E-ZINE

Training

- Mary Bogert, General Manager, is participating in the "Secret Shopper" seminar (via conference calls), with SMG's corporate office and many SMG convention centers across the country. The program was developed to identify needs to improve customer service and general operation of the property. The program sends an unknown "shopper" to facilities to experience access, communication, customer service, food, cleanliness, etc., or other aspects of the operation and create reports on their experiences. The facility will then review those recommendations and act on any changes necessary. A great way to improve on existing services.

Operations Department

- In an effort to update the appearance of the **Knoxville Convention and Exhibition Center**, the facility adjacent the KCC rented to budget minded customers and managed by SMG, thousands of dollars were spent to upgrade this older facility.
 - Pressure washed outside entrances
 - Painted outside steel truss structure which runs approx. over 300 feet
 - Painted outside doors and window frames
 - Removed inside signs and repaired and painted walls
 - Replaced all smoking cans with newer versions
 - Removed decorative overgrown trees and large planters
 - Trimmed the outside trees
 - Hung a new banner was designed for the main level
 - Replaced old signs with new directional / room signs for a more contemporary look

Food and Beverage

- The KCC Food & Beverage Department collaborated with the Abundant Life Kitchen(ALK), an arm of the Knoxville Area Rescue Ministries (KARM), to hold a 16 week culinary training program. This free program of the Ministry is offered to interested adults who want to receive training and gain food service skills in order to get back into the job market. The eight students who participated received instruction in the KCC kitchen from Chef Chris Moore and Sous Chef John Morris. The training, which offered overall "how-to's of functioning in a professional kitchen focused on food preparation, safety, the ServSafe certification program, and interview skills that will better prepare their future employment endeavors. Upon completion of the program, a graduation ceremony was held on July 10, hosted by the KCC. The students received a certificate of completion of the program from the Abundant Life Kitchen, a paperweight from the KCC. A surprise appearance, via a video link from the Iron Chef set in New York City, was made by Food Network; Executive Chef Rob Bleifer, who also gifted to each graduate a set of Knives. Bleifer, who had previously come to Knoxville to work with these students, provided education and an overview of his job with the Food Network. The students and KCC had provided assistance to Bleifer as he served as celebrity chef for a large fundraising dinner of KARM held locally for the ALK program.

CORPORATE INITIATIVES

Convention Centers

- **SMG/CVB Roundtable** – SMG hosted the first of a planned regular series of roundtable discussions with our CVB partners in Washington at a recent DMAI event. Continuing our efforts to build stronger partnerships with the leadership of our respective CVBs, the roundtable focused on the current issues in the industry such as lobbying efforts with the Obama Administration on the importance of the travel and meetings industry. Additionally, we discussed areas where SMG might expand its offerings including database research, the SITEPAS program and electronic scheduling.
- **Challenging economy has SMG focused on sales (SMG Plays Host and Sponsor to key industry events).** The following shows are two of almost a dozen events targeted by the SMG sales team. The goal is always to reinforce our brand and network of facilities, and generate leads wherever possible. In addition, we continue to seek new database mining opportunities, telemarketing blitzes and cooperative efforts with our local CVB partners.
 - **National Association of Consumer Shows (NACS)** Annual convention was held at the SMG managed Memphis Cook Convention Center in June. National sales team leader, Gregg Caren, and Rhode Island Convention Center Senior Sales Director John McGinn worked with a dozen of our participating venues to seek new opportunities in the consumer show sector. Knoxville was among the venues showcased.
 - In July, the Salt Palace Convention Center hosted the **Meeting Professionals International World Education Congress (MPI WEC)**, with meeting planners from all sectors and all corners of the world descending on Salt Lake City. We were a proud major sponsor, working with Scott Beck, President & CEO of the Salt Lake Convention & Visitors Bureau.

COMMUNITY INVOLVEMENT

Very Involved with our Community

- With over 2754 hours for the 2009 year recorded, this number is up by 254 hours over the previous year, also noteworthy as we are down eight full-time positions this year versus last. The following non-profit organizations benefited from staff of the KCC donating their time:
Second Harvest Food Bank Mary Bogert Board of Directors



E-ZINE

Community Involvement continued.....

East Tennessee Children's Hospital	Mary Bogert-Donor Committee
Knoxville Tourism Alliance	Mary Bogert-Board of Directors
Chamber of Commerce Minority Owned Businesses,	Mary Bogert-Loaned Executive
City Of Knoxville Wayfinding Committee	Mary Bogert-Loaned Executive
DECA Competition Judge Hospitality	Mary Bogert-Loaned Executive
UT Hospitality Program	Mary Bogert-Loaned Executive
Executive Women's Association	Mary Bogert-Member
East Tennessee Meeting Professionals	Susan Eaton Board of Directors
March of Dimes	Susan Eaton Board of Directors through December
Executive Women's Association	Susan Eaton-Member
Joy Of Music	Susan Eaton-Volunteer Teacher
Dogwood Arts Festival	Karen Massey Board of Directors
Senior Citizens Home Assistance Service	Karen Massey B of D. and Chair Golf Tournament
City Of Knoxville Wayfinding Committee	Karen Massey-Loaned Executive
Building Owners &Managers Assoc.(BOMA)	Jason Bourgoyne Treasurer Knoxville Chapter
Farragut Youth Baseball	Tom Conaway-Treasurer

- Other groups with Director and Staff volunteerism include: AGAPE Rehab Center, American Heart Association, Bikers against Child Abuse (BACA), Boys and Girls Clubs, Cedar Bluff Middle School, Child Abuse Awareness, Child Help, Child Help Church Program, Dogwood Arts Festival, East TN Professional Association, East TN Children's Hospital, Friends of Great Smoky Mountains, Gibb's Youth Football Program, Girl Scouts of Tanasi Council, Girl Scouts, Humanity Project, Knoxville Chamber of Commerce Support, Knoxville Area Rescue Ministries, Knoxville Urban League, March of Dimes, Missing Children's Network, Neighborhood Watch, Race for the Cure, Second Harvest Food Bank, Sertoma Center, Seymour Youth Choirs, Carson Newman Training, United Way of Knoxville, Volunteer Ministries, Human Animal Bonding in Tennessee (HABIT), East Tennessee Children's Hospital, Second Harvest Warehouse, Prom of the Stars, and Wildwood Gardens Homeowners.