

# Conventional Wisdom

The Official Newsletter of the Greater Columbus Convention Center

Winter 2009

400 North High Street  
Columbus, Ohio 43215  
p: 614-827-2500  
f: 614-827-2659  
www.columbusconventions.com



GREATER COLUMBUS  
CONVENTION CENTER

## Greater Columbus Convention Center

introduces redesigned Web site with additional features and tools

Just before Thanksgiving, the Greater Columbus Convention Center unveiled its newly redesigned Web site at [www.columbusconventions.com](http://www.columbusconventions.com).

“The new site is a significant enhancement and will be a welcomed change for our clients,” said SMG Regional General Manager Craig Liston. “The site is vibrant and the new ideas

and tireless efforts have resulted in a new sales tool for us that should be well received.”

The site development involved key Convention Center staff members contributing content that was then visually enhanced and packaged with a myriad of navigational tools by a local design firm, eyethink. The site now offers

a wide variety of new features and refers to our facility as “A Perfect Destination: From the inside Out.”

First, there are attractive new photo galleries featuring the facility, Battelle Hall renovation, nearby attractions and events. You’ll also find contact information for our hospitality partners and downtown hotels. The Calendar of Events will soon contain more information provided by clients, such as a link to their Web sites and other



pertinent facts they wish to provide.

In addition to the aesthetic improvements, another goal of the project was to provide more tools for the event planners and exhibitors who rely on us for accurate information to utilize in planning their trade shows and meetings. As a result, there are special sections for both groups as well as general facts that attendees will welcome.

The site now offers interactive floor plans, resources and tools, updates about our environmentally friendly initiatives, an event-planning guide, rules & regulations, security & fire codes, online ordering forms for utilities, a list of contacts and facts about our facility amenities, including

*Continued on Page 2*



### Inside this Issue:

- From the Regional General Manager
- Community Return
- Calendar of Events
- In the Spotlight



*Continued from page 1*

the Food Court & Shops.

Maps are provided for the downtown vicinity so guests will have a better idea of how the Convention Center is situated in the midst of entertainment districts.

There are interactive floor plans that show multiple levels of the facility, with zoom-in capabilities for added detail. Pop-up boxes provide room specifications, including dimensions, square footage, overhead clearance, capacities for theatre/classroom/banquet configurations, carpet colors and wall colors. In the exhibit hall sections, readers will have access to dimensions for when the corridor walls are open and closed, and statistics about overhead clearances, floor load capacities, freight door dimensions and a wealth of facts regarding electric power and Internet service capabilities within the exhibit halls.

Exhibitors have access to information about parking and drop-off areas and other facts generated especially for them.

We're pleased to have received positive feedback from clients so far, with superlatives including "awesome" in their responses.

If our clients and guests visit the new site and find the information they need when they need it, then we've met our goal.

## Community Return

### Convention Center promotes charity efforts during holiday season

The Greater Columbus Convention Center staff is involved with ongoing community service endeavors, such as assisting the teachers and staff of Cedarwood Elementary School with tutoring, judging the science fair and other activities.

A class of college students studying event planning at Ohio University traveled from Athens to

Columbus to participate in a panel discussion with representatives from a variety of departments and a facility tour led by Event Services Manager Amy Huggins. Three students from previous visiting classes have already begun their careers within convention centers.



*Amy Huggins greets students from Ohio University.*

The holidays provided an extra spark to our community involvement, beginning with Halloween. The award-winning entries created by the Convention Center and exclusive caterer ARAMARK in the first Arena District Great Pumpkin Carving Contest organized by Experience Columbus were displayed at the organization's visitor center.



*The Convention Center and ARAMARK received awards in the pumpkin-carving contest.*



We are proud of all of our staff members who are veterans of the armed forces. Just after Veterans Day, we were pleased to welcome the safe return home of Roger Ondrey of Security from active duty in Iraq and Afghanistan. Roger was also promoted to lieutenant commander by the U.S. Navy.

Thanksgiving morning brought staff and community volunteers together in the ARAMARK kitchen to package thousands of individual meals prepared for the annual Volunteers of America Thanksgiving Care-A-Van. The meals were packed for delivery in record time.



*Staff and volunteers prepare Thanksgiving meals for charity in the ARAMARK kitchen.*

During the Annual Holiday Luncheon, the staff gets together for a great meal and a great cause at the same time. Desserts entered in the employee holiday bake-off competition could be sampled for \$1 each, with all of the proceeds being donated to the United Way. Our information technologists are creating a dessert dynasty, with Shaun Fontanella passing the title to Nick Miller as winner of the culinary competition.



*Nick Miller wins the dessert competition.*

We are looking forward to continuing our tradition of "giving back" to the community throughout 2009.



## From the Regional General Manager

Craig Liston  
Regional General Manager

### Convention Center receives awards from hospitality industry and public

The Greater Columbus Convention Center is proud to once again be the recipient of honors presented by our hospitality industry peers and the general public.

We are gratified to once again receive the Prime Site Award from *Facilities & Destinations*. According to the publication, the awards “recognize excellence in service, management, personnel, as well as the facility itself. Awards of Excellence are decided by the opinions of those involved in site selection and meeting management – meeting and event planners.” We have received this award every year since 1998.

The members of the general public have again expressed confidence in us by voting the Convention Center as a winner of the 2008 Consumers’ Choice Awards for Business Excellence.



Irish Dancers

As the Consumers’ Choice Institute mentions on its Web site, this seal of excellence is significant to a business because “it not only constitutes the crowning achievements of their efforts, but more importantly it also represents the most valuable reward of all, the knowledge that they have earned the trust and loyalty of consumers.”

Lastly, we congratulate our partners at ARAMARK, the exclusive

caterer for the Convention Center, whose sales team received ARAMARK’s Convention Center Customer Service Excellence Award for 2008.

“We are very proud of their accomplishment,” said ARAMARK General Manager Cindy Knight.

ARAMARK provides award-winning food and other professional services to venues throughout the world and was ranked first in its industry on *Fortune’s* List of America’s Most Admired Companies in 2008.

Our staff, clients, vendors, merchants and hospitality partners all play a role in our success, and we look forward to continuing to reach shared goals in 2009!



Ohio Star Ball

## Chef’s Column

### Crème Brûlée French Toast



Executive Chef  
Lesa Holford



Chef Lesa assists daughter Elsa with a project in the ARAMARK kitchen on Thanksgiving morning.

*Two sticks butter*

*Two cups brown sugar*

*1/2 cup brown rice syrup  
(can be found at Whole Foods or your  
local health food store)*

*One loaf challah bread*

*8 eggs*

*3 cups half and half*

*Splash of Grand Marnier  
or orange liquor*

*2t vanilla*

*Pinch of salt*

*Berries for garnish*

In a sauté pan, melt the butter with the brown sugar and rice syrup. Whisk until ingredients come together and cook for about five minutes. Pour mix into the bottom of a 12”x 12” baking dish. Slice the challah bread into one-inch slices. Shingle on top of the brown sugar mix. Whisk together the eggs, half and half, vanilla, liquor and salt. Pour mix evenly over the top of the challah bread and let set in refrigerator overnight. In the morning, bake at 350° for approximately 45 minutes, covered in film wrap and foil. Uncover and bake until golden brown on top. Serve with fresh berries. No need for syrup!



*Bobbie and Lanny Jacobowitz of The UPS Store*

## Meet the Merchant

### The UPS Store offers shipping and business center amenities for guests

The arrival of The UPS Store and Business Center in June marked a new level of

service for our guests.

Lanny and Bobbie Jacobowitz operate The UPS Store franchise in the Food Court & Shops on Level 1, and also own another store at 605 N. High St. in the Short North. They take pride in providing the finest customer service and an increased variety of amenities at the Convention Center location.

“The amount of people walking up High Street with convention name badges and coming in our other store saying, ‘Why didn’t I know you were here?’ attracted us to the Convention

Center. We see fabulous potential here,” said Lanny. “It’s all about convenience. It’s the reason we exist.”

Not only can customers find the expected packaging and shipping solutions at The UPS Store, they’ll also discover a full-service business center. Public show clients especially have welcomed the willingness of Lanny and Bobbie to operate a service desk within an exhibit hall from which attendees can arrange to ship their purchases home.

“We made 29,000 copies for one group on the spot,” said Lanny. “If there is a show like Game Manufacturers that is selling items, we can ship orders right out of the exhibit hall.”

“We can receive and ship for them, print documents and deliver them right to their booth,” added Bobbie.

In March, Lanny and Bobbie will celebrate their 30th wedding anniversary. They are the parents of two daughters, Jessica and Sara. Bobbie enjoys gardening, quilting and scrapbooking activities, while Lanny is a golfer and scotch aficionado.

“We’re not a 1-800 number. We’re live people here to do anything possible to make sure the customer is serviced properly,” Lanny promised.

## In the Spotlight

### Ken Nyamenya

“Ken from Kenya” is our featured associate in this issue.

A security officer on second shift, Ken has been part of the Convention Center staff for more than four years. He was originally hired as a part-time employee and then was assigned to first shift before settling into the routine of making rounds on second shift.

After accepting a friend’s recommendation to apply for employment at the Convention Center, Ken was hired and received on-the-job training for his position.

“A friend already worked here, and my first impression of Marc (Dick-



*Ken Nyamenya*

son) was that he’d be a nice guy to work for,” Ken explained. “Everyone is great to work with and I enjoy all the shows I get to see and all the different people coming to the facility.”

Ken’s first visit to the United States came when he accompanied his father, a herpetologist, as his dad pursued his vocation in the zoo community, including projects with the Columbus Zoo and Aquarium.

“When I was growing up, he’d bring snakes home and injured frogs,” Ken remembers.

His enjoyable experience in visiting America convinced him to move here on his own in 2002 to investigate the opportunities he believed a new country could provide.

He enjoys relaxing by reading and exploring the Internet. Though he’s now a Columbus resident, Ken always enjoys a visit to his homeland. He’ll be back at work on January 15 after spending a month in Kenya exchanging stories with his family about life on two continents.

**FCCFA Board Executive Director:**  
William C. Jennison

**FCCFA Board:**  
Chairman: John S. Christie  
Vice Chairman: Sally W. Bloomfield, Esq.  
Secretary: David P. Lauer  
Treasurer: John P. Raphael

**Board Members:**  
Mary Jo Cusack  
John S. Ensign  
Stephen S. Rasmussen  
Barbara R. Nicholson  
Rhett C. Ricart  
Clark P. Pritchett  
Diego A. Moreno



GREATER COLUMBUS  
CONVENTION CENTER

The Greater Columbus Convention Center is owned and developed by the Franklin County Convention Facilities Authority (FCCFA).

# Center Stage 2009

## January 2009

- 8-10 Longaberger Buzz 2009
- 10-11 Athletic Championships
- 12-13 2009 OPRA Plan-It Green Trade Show
- 15-17 2009 OMEA Professional Development Conference
- 16-17 Assemblies of God “Encounter” Youth Convention
- 16-18 Columbus Build, Remodel & Landscape Expo
- 17 Yu-Gi-Oh! Dragon Duel Regional
- 19 24th Annual Dr. Martin Luther King Jr. Birthday Breakfast Celebration
- 20-23 City Year Columbus Annual Advance Training Academy
- 21 Ohio Cast Metal Association
- 22-23 The Front Office Academy
- 25-28 ONLA CENTS 2009 & OSU Nursery Short Course
- 29-30 18th Annual Ohio Tax Conference
- 30-2/1 The Buckeye Cheer and Dance Championships
- 30-2/1 Ohayocon
- 30-2/1 Dare 2 Share Ministries “Invincible”
- 31 Samson-Martz Wedding

## February 2009

- 2-4 2009 eTech Ohio Educational Technology Conference
- 5 TechColumbus Innovation Awards
- 6-8 US Volleyball Association
- 7 Crimson Crisis Sneak Preview
- 7-10 National Reading Recovery & K-6 Literary Conference
- 12-15 Super EMG Plus
- 13-15 Edge Productions/ACT Workshops
- 14 Americheer Winter Open Nationals
- 14-16 ASKS Early Bird Extravaganza
- 19-22 OVMA’s Midwest Veterinary Conference
- 20 OSU Comprehensive Cancer Center 11th Annual Scientific Meeting
- 21 2009 Ohio Teen Conference
- 22-23 North America Pizza & Ice Cream Show
- 24 Columbus Chamber Annual Meeting
- 25 Ohio Pesticide Commercial Applicator Recertification
- 27-3/1 COA Midwest National Championship
- 27-3/2 National Youth Ministry Conference 2009

## March 2009

- 3 Council of World Affairs
- 6-8 Arnold Sports Festival
- 10 Experience Columbus 2009 Annual Meeting
- 12 Capital University Law School
- 13-27 USDA Forest Service ESRU
- 13 Chemical Dependency Professional Board
- 14 Ohio 4-H Volunteer Conference & Recognition Luncheon
- 15 ITT Technical Institute
- 19-21 Mary Kay Career Conference
- 19-22 2009 Columbus International Auto Show
- 20-21 Sharodan Company
- 21 15th Annual Hip Hop Expo 2009
- 22 Elite Cheerleading & Dance National Championship
- 26-28 Ohio State College of Veterinary Medicine SAVMA Symposium
- 27-29 Mizuno Mideast Qualifier
- 26-28 Garan, Lucow, Miller
- 28-29 Champion Cheer and Dance Champion Cup Nationals
- 31-4/2 Ohio Safety Congress & Expo