

# GREATER FORT LAUDERDALE ♦ BROWARD COUNTY CONVENTION CENTER

A Center For  
All Seasons

FALL 2006

## Meet Gerald Braud

*In each issue, we introduce you to a valuable member of the Convention Center staff.*

*Please feel free to call on them when their services are needed.*

**Current Position:** Director of Operations  
**Started with Convention Center:**  
June 2006

**Positions Held:** Prior to joining the Convention Center, Gerald held similar positions at Reliant Stadium and the Compaq Center in Houston, Texas, and the Office Depot Center in Sunrise, Fla.

### Responsibilities:

- Directs, supervises, and schedules all aspects of Operations including engineering, landscaping, technical services, public safety, security, and housekeeping.
- Coordinates operations activities with other departments and event contractors to assure facility readiness and smooth operation of events.
- Oversees the maintenance of the physical plant, systems, equipment, and vehicles.
- Ensures compliance with laws, codes, ordinances, policies, risk management practices, safety, and emergency procedures.
- With the GM, negotiates service agreements and contracts.
- Coordinates and oversees special projects such as construction, renovation or expansion.

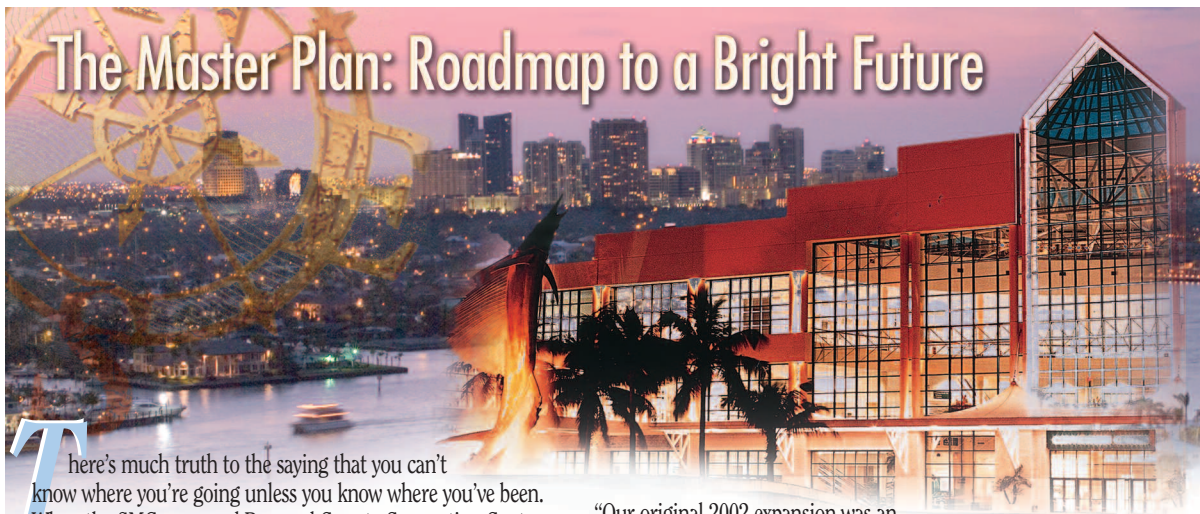
**Family Life:** Gerald is married and has three grown children, Derrick, Jason and Rebecca.

**Reach Gerald by:**

Phone: (954) 765-5958

E-mail: [gbraud@ftlauderdalecc.com](mailto:gbraud@ftlauderdalecc.com)

## The Master Plan: Roadmap to a Bright Future



**T**here's much truth to the saying that you can't know where you're going unless you know where you've been. When the SMG-managed Broward County Convention Center opened its doors in September 1991, Greater Fort Lauderdale was in the process of transforming itself from a spring break location into the sophisticated travel destination it is today. Over the past 15 years, stylish hotels, restaurants and shops have created an exciting experience for visitors from around the world. During that decade-and-a-half, the beach was revitalized and the downtown skyline developed into a silhouette reflecting the county's economic vitality. Wherever you look, there is proof that Broward County is a place where people and businesses want to be.

### The Way We Were

The Center has hosted more than 4.5 million guests and approximately 5,000 meetings since its opening in 1991. According to the Greater Fort Lauderdale Convention & Visitors Bureau, conventions account for 3 million of the 10 million visitors who come to the destination each year, providing a \$1 billion annual boost to the local economy.

Looking back, it's amusing to recall the time leading up to 1991 when naysayers expressed concern over whether a convention center could succeed in a beach resort.

Since opening, this Convention Center has illustrated that a well-managed and great looking facility coupled with an evolving destination and over-the-top service are a great formula for success.

The Convention Center's first expansion was completed in 2002, adding 230,000 square feet of additional exhibit, ballroom and meeting space and an array of enhancements in telecommunications, meetings services, security, signage and convenience.

"Our original 2002 expansion was an exciting next step, but it was limited due to site constraints that allowed only a fairly small footprint for expansion," said Mark Gatley, general manager of the Convention Center. "Four years after its completion, we are at a point where we need to look at how this facility will serve a growing destination 5, 15 and 25 years down the road. This has prompted the county's desire to look into master planning for the future at the Convention Center site."

### The Master Plan

The master plan for the Convention Center site begins with surveying the area surrounding the facility in an attempt to determine how it should be configured to best serve the community and publics involved. At the same time, the plan must ensure the site meets the needs and the growing demands of existing and new business clients at the Convention Center.

A host of meetings are now being held with Convention Center staff, professional consulting teams, County, City, and Port Everglades representatives to discuss potential issues such as mitigating traffic around the facility, access to the facility, parking and security, to name just a few.

*"The county's goal is to make a seat at the table for everyone who will be affected by the expansion and create a plan that will benefit all. This isn't a plan to simply build a bigger convention center. It's a plan to assure this Broward County facility's long-term success." Mark Gatley*

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# Greetings from the General Manager

Here in South Florida, the end of the calendar year signals the start of the busiest time for our Convention Center. As winter sets in around the nation, our warm and sunny climate draws guests from around the world to our beautiful destination during what we refer to as "the season."

This year's "season" marks a special milestone at the SMG-managed Convention Center: our 15 year anniversary. Since hosting our first guests in September 1991, more than 4.5 million visitors have experienced firsthand our staff's commitment to exceeding expectations for friendliness, over-the-top service and an outstanding meeting experience. We are extremely proud of building a customer-focused culture dedicated to achieving excellence in everything we do.



Today we are at an exciting juncture, poised to build on 15 years of success by developing a master plan for the future. It's a complex process involving numerous teams of stakeholders responsible for addressing an array of issues, from design and specifications to traffic, security and the feasibility of a new Convention Center hotel. We hope you enjoy the overview we've provided in our cover story. We'll keep you updated on our progress in future issues.

This issue of "A Center For All Seasons" also shines the spotlight on several exceptional team members who continue to make the Broward County Convention Center the destination of choice for meeting planners and guests.

And don't miss our Executive Chef's "Lobster Trifecta" on the back cover. We thought you might have fun with these recipes during the holiday season.

On behalf of our entire Convention Center team, I send you best wishes for a happy and joyous holiday season and a healthy, prosperous New Year.

  
Mark Gatley, General Manager

# The Master Plan: Roadmap to a Bright Future

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The master planning process also includes a feasibility analysis for a Convention Center hotel. Nine years after county officials shelved plans to build a hotel at the Convention Center, interest is once again growing as the need has grown even more apparent. Consultants are evaluating the land surrounding the Convention Center site in order to find the optimal location for a Convention Center headquarters hotel that would work in concert with a long-term Convention Center expansion plan.

"A Convention Center headquarters hotel would contribute to the support of expanding exhibit space, meeting space and food and beverage capabilities so that larger meetings can take place here," said Gatley. "Long-term success includes attracting bigger events that bring even more economic activity to the community."

The master planning process presents options from which the municipality can determine its preferences and requirements going forward. "Once the municipality selects the option it prefers, it will create the roadmap necessary to move forward," said Gatley.

## Accommodating Growth

The Convention Center now offers more than 600,000 square feet of flexible function space to clients seeking a mid-sized convention center facility with top-of-the-line food and beverage, audio/visual, production services, and all the other amenities that contribute to a successful conference. The facility's mission is to continue exceeding the expectations of its returning groups and offering the capabilities required to attract new and larger events to the destination.

One of the great characteristics of successful meetings is that they continue to grow. This past year, the Association for Research in Vision and Ophthalmology (ARVO) held its annual meeting at the Convention Center for the 12th year in a row and used every square inch of meeting space in the building. ARVO projects to get even bigger in the future and the Convention Center hopes to continue winning the group's business by working on a master planning effort that will allow the facility to grow on pace with the ever changing needs of this association and others.

Another example of continued growth is the Association of the United States Army (AUSA). Like ARVO, its Winter Symposium now uses every inch of meeting space the facility has to offer, and they too are expecting significant growth in the future.

The master planning process can be compared to putting all the pieces of a giant puzzle in place. All the numerous entities involved must reach consensus on the many details of an expanded Convention Center site and headquarters hotel. In the meantime, the Convention Center must continue running the existing facility space at maximum efficiency and through strong joint marketing efforts with the Greater Fort Lauderdale Convention & Visitors Bureau, by reaching out to an ever-expanding roster of meeting planners and customers.

The Broward County Convention Center has been a great success story since its inception in 1991. Greater Fort Lauderdale has evolved into a destination of choice for meeting planners from around the country who value a well-run and beautiful facility with exemplary service and sunny South Florida's terrific waterfront location. There has never been a better opportunity to plan for the continued growth and success of this facility.

***"We want the facility to provide room to grow for our current customers at the same time as we attract a whole new list of meetings. Our goal is to grow smart and flexible. That's why this master plan is so important to our Convention Center's future success."***

*Nicki Grossman, president of the Greater Fort Lauderdale Convention & Visitors Bureau*

***We just completed a very successful event in Fort Lauderdale.***

***The staff at the Convention Center did an excellent job.***

***My congratulations and sincere thanks to you and your entire team for providing us with such good service."***

**Another Satisfied Customer**

Michael Payne  
Executive VP/Managing Director, SmithBucklin  
Executive Director, International Association of Airport Duty Free Stores



# Meeting Spotlight

## May 8-12

The Convention Center welcomed for the first time the **2006 Governor's Hurricane Conference**. More than 2,600 people from 15 countries attended the forum for emergency management professionals and emergency responders. Keynote speakers included Dr. William Gray, from the University of Colorado, who has been predicting hurricane activity since 1984, and Max Mayfield, outgoing director of the National Hurricane Center. All aspects of disaster preparedness and recovery/mitigation were covered in seminars and exhibits.

## June 7-10

**The International Traders Expo**, at the Convention Center for the first time, provided an educational forum for more than 1,200 attendees on the stock market and covered topics such as futures, managing trades, choosing target markets and setting up hedge funds. The investment trade show featured such major exhibitors as Charles Schwab, Fidelity and TD Ameritrade.

## June 14-17

The Convention Center hosted the **24th Annual Convention and Media & Career Expo** of the National Association of Hispanic Journalists for the first time. More than 1,800 journalists, students, media professionals and academics attended the forum dedicated not only to the employment and career development of Hispanics in the media, but to how Hispanics are currently covered by the media. During the conference, students were able to produce radio and television broadcasts and a newspaper.

## June 25-27

The **Healthcare Convention & Exhibitors Association**, developed to improve the effectiveness of conventions, exhibits and meetings for the healthcare industry, came for the first time to the convention center. More than 550 people attended the 2006 Annual Meeting, which provided a forum where members could exchange information and ideas about the industry and the associations that serve it.

## August 20-26

The Convention Center welcomed over 2,000 government and industry professionals during the **LandWarNet Conference** for the third consecutive year. Sponsored by the Armed Forces Communications & Electronics Association, the conference offered information on the latest communication technology, along with symposia and interactive meetings to learn how information is collected and disseminated.

## October 10-13

The **SNAME Maritime Technology Conference & Expo and Ship Production Symposium** drew more than 500 people to the Convention Center. Attendees included admiralty lawyers, marine scientists and engineers, naval engineers, ship and boat builders, ship owners and operators. Meeting topics included ship design and technology, environmental effects, and energy transportation.

## October 26-30

In its 16th year at the Convention Center, the **47th Fort Lauderdale International Boat Show** Presented by Ginn Sur encompassed over three million square feet of space around the City of Fort Lauderdale, both on land and in water. The Boat Show, which is the largest of its kind, featured more than \$1.6 billion worth of boats, yachts, super yachts, electronics, engines and accessories from major marine manufacturers and builders worldwide. This year's show drew its largest attendance in more than five years.

## Staffing News

### New Hires

- Sherry Bellerose**, Concierge
- Sarah Christiansen**, Catering Operations Coordinator
- Andrea Eroin**, Catering Event Manager
- Lorie Gross**, Banquet Manager
- Ronal M. Neigel**, Banquet Chef
- Ramonita Pacheco**, Receptionist
- Andrea Weissman**, Operations Coordinator

### Promotions

- Twee Vuong** – From Director of Event Services to Director of Sales/Event Services
- Michael Treiling** – From Event Coordinator to Sr. Event Coordinator

# Employees of the Month

We are pleased to honor the following outstanding Employees of the Month. Congratulations to all the winners!



### June

In June, **Shawn Right** (Event Set-Up Department) was honored for continuously going above and beyond his job description. He understands the importance of the each event and does whatever is necessary for the good of the building.



### July

**Berma Brown** (Food Services Department) continues to set a shining example for her co-workers to follow. For her hard work and dedication, Berma was honored as the July Employee of the Month.



### August

**Damita Phillips** (Food & Beverage Department) is always happy to help, guide and direct her co-workers. For her strong commitment to helping co-workers and guests that patronize the Kiosk and Cyber Café, Damita was honored as Employee of the Month.



### September

In September, **Ken May** (Electrical Department) was honored as Employee of the Month. Hardworking, knowledgeable and dependable are three qualities that describe Ken. His outgoing and caring personality make him an ideal role model for the department.



### October

In October, **Craig Brandford** (Event Set-Up Department) was honored for his ability to seamlessly manage others and handle tasks as they arise. His great attention to detail and ability to work well with others makes him a wonderful asset to the Convention Center.



By Executive Chef  
Jamie MacDonald

## A Lobster “Trifecta”!

Whenever I speak to people about serving lobster, they always seem preoccupied with its cost. They're surprised to learn that lobster can go a long way if you know how to use all the parts of the popular crustacean, including the shell, claws, knuckles and tail. In this edition of Chef's Corner I'll show you how to make three separate meals with three lobsters and serve three to six people.

- First day's dinner: Lobster Tail with Champagne Cream Sauce, Roasted Root Vegetables
- Next day's lunch: Lobster Claw and Knuckle with Lemon Mayonnaise and Shredded Lettuce on Soft Hoagie Roll with Potato Chips and Blue Cheese Coleslaw
- Next day's dinner: Lobster Bisque with Crusty French Bread and Side Salad



### Step 1: Court Bouillon

**Ingredients:**  
 3 pieces of celery, rough chopped  
 1 yellow onion, rough chopped  
 10 cloves of garlic  
 4 bay leaves  
 2 sprigs of thyme  
 1/2 bottle white wine  
 3 gallons water

Simmer all ingredients together. Add three 3-pound lobsters and boil for 20 minutes. Remove the lobsters, cool and strain the liquid. Reserve the liquid for the bisque.

### Step 2: Lobster Meat

- Clean the lobsters by removing and reserving the shell and all the bits and pieces from the meat.
- Transfer the lobster tails to an oven pan to be heated later.
- Rough cut the knuckle and claw. They will be mixed with the lemon mayonnaise for the following day's hoagie sandwiches.

### Step 3: Champagne Cream Sauce

**Ingredients:**  
 2 tablespoons shallots, chopped  
 2 bay leaves  
 1 teaspoon thyme, chopped  
 1/2 bottle Champagne  
 1 teaspoon Champagne vinegar  
 1 pint heavy whipping cream  
 Salt

Cook the shallots, bay leaves, thyme, champagne and champagne vinegar until reduced by half. Add the cream, reduce until thickened and season with salt to taste.

### Step 4: Roasted Root Vegetables

**Ingredients:**  
 2 pounds new potatoes  
 2 jumbo carrots  
 2 red onions  
 10 garlic cloves  
 2 teaspoons chopped thyme  
 2 tablespoons chopped parsley  
 1/4 cup olive oil  
 Salt and black pepper

Mix all ingredients together and lay out in pan and bake at 400 degrees for 45 minutes. Warm the lobster tails in the oven. Remove from oven and drizzle with Champagne cream sauce. Serve with vegetables.

### Step 5: Lemon Mayonnaise

**Ingredients:**  
 1/2 cup mayonnaise  
 2 lemons zested  
 1 lemon juiced  
 1 teaspoon thyme, chopped  
 1/2 red onion, diced  
 Salt and black pepper

Mix all ingredients. Add claw and knuckle meat. Serve on soft hoagie roll with shredded lettuce.

### Lobster Bisque

**Ingredients:**  
 3 3-pound lobster shells and scrap, meat removed  
 1 onion, rough chopped  
 3 celery, rough chopped  
 1/4 bulb of fennel, rough chopped  
 4 sprig of thyme  
 2 tablespoons butter  
 1 cup brandy  
 2 cans (8oz) tomato paste  
 2 gallons court bouillon, strained  
 1-1/2 cups roux  
 1-1/2 quarts cream  
 Salt and white pepper  
 Olive oil

In a large pan, sauté lobster shell and scrap in olive oil with onion, celery, fennel and thyme until shells are bright red. Remove from heat and add brandy. Return to heat and flambé. Add tomato paste and Court Bouillon. Bring to a simmer and reduce by half. Add roux and simmer until thickened. Strain through fine mesh. Add cream and season. Simmer to bring together flavors and cook out the roux. Serve with French bread.



Whether you're planning a convention, tradeshow, food and beverage function or other special event, the Greater Fort Lauderdale/Broward County Convention Center has the technology, services and professional experience to meet all your event needs. For more information about our facility and services, or to schedule a personal visit, please contact Assistant General Manager Terry Kuca at (954) 765-5900 or e-mail [tkuca@ftlauderdalecc.com](mailto:tkuca@ftlauderdalecc.com). Please also visit us on the Web at [www.ftlauderdalecc.com](http://www.ftlauderdalecc.com).



An SMG  
Managed Facility

Greater Fort Lauderdale/Broward County Convention Center  
 1950 Eisenhower Boulevard  
 Fort Lauderdale, FL 33316  
 (954) 765-5900 Fax (954) 763-9551  
[www.ftlauderdalecc.com](http://www.ftlauderdalecc.com)  
[www.smgworld.com](http://www.smgworld.com)