



## Brad's Blog

This is my first installment of "Brad's Blog", where I will periodically be giving updates on LACC projects and programs, in addition to covering topics I feel are important to share with the LACC team.

And I use the term "team" deliberately as I really do feel we have assembled a great group of professionals that work well together, care about each other, and are high achievers that have the same goal in mind. And that is to be the best convention center possible, providing a "world class facility with world class service", capable of competing for the best conventions, conferences and corporate events. And we are well on our way to attaining that goal.

Our team has only been operating for four months, but we have accomplished an awful lot in that short time. And we should all be proud of what we have accomplished. I am proud of all of you and sincerely appreciate all of your hard work thus far. But there is much more to do, and we should continue to strive to improve and make our good operation a truly great one. Remember, "Good Fortune Favors the Well Prepared".

You have also heard us speak about plans to expand and improve the LACC, with "Plan A" tied to an NFL team committing to come to Los Angeles, which would trigger improvements to the convention center before Farmer's Field would be built. But the City isn't putting all of its eggs in the Plan A basket. If AEG isn't able to get an NFL franchise to commit to LA by Oct. 17<sup>th</sup> of this year, the City is committed to a "Plan B", and that is to expand the South Hall with contiguous exhibit space, add a large ballroom and additional meeting rooms, in addition to upgrading the West Hall and adjacent meeting space. And the LACC City Department is working with developers to add the hotel room inventory needed to accommodate larger groups and for Los Angeles to become a first tier convention, tradeshow and special event City. I truly believe it is an exciting time to be in Los Angeles and to be a part of the Los Angeles Convention Center. The best is yet to come and amazing things lie ahead. And you all will be a part of it.

Check out the LACC during Earth Hour. We went dark for an hour.

Photo by P. Rigali



## Events Update

**ASCD 2014** – On March 12-18, 2014, the LACC welcomed 10,000 members of ASCD (formerly the Association of School Curriculum and Development). Attendees included school administrators, teachers, school district members and education professionals from all over the US and around the world. This citywide convention generated nearly 20,000 total hotel room nights, representing over \$26M in economic impact to the City of Los Angeles.

**SOUTHERN CALIFORNIA VOLLEYBALL ASSOCIATION** – What does nearly (80) volleyball courts look like in action? All you had to do was come to the Los Angeles Convention Center over the last two weekends in March to see some of the top middle school and high school ladies volleyball players serve, set and spike their way through competition. Some fun facts for the SCVA tournament:

- It took nearly 10,000 gallons of water to fill all the barrels anchoring the nets
- LA hosted over 1,000 volleyball teams over the two weekends
- We parked over 10,000 cars each weekend in our garages
- Our concession stands were at \$20.00 per cap – one of the highest we've seen since taking over management

### UPCOMING NOTABLE EVENTS – APRIL/MAY 2014

- National Cable & Telecommunication Association Annual Convention – April 27-May 1, 2014 (Attendance: 10,000)
- CA Congress of Parents, Teachers & Students Annual Convention – May 7-9, 2014 (Attendance: 5,000)
- Society for Science & the Public Intel International Science & Engineering Fair / ISEF 2014 – May 9-16, 2014 (Attendance: 6,000)

## Sales Update

Team AEG hit the ground running in the first quarter. Busy with the events already booked and booking new events. Highlights of Q1 – LACC bookings: Art Show, LA Times Travel, Grammy Events, Boat Show, Gift Show, Golf Show, Soccer Nation, Abilities Expo, El Sembrador and Hombro Nuevo. Citywide Events included: Travel Exchange, YPO, ASCD and Southern California Volleyball and Zumba.

Filming activity in the first quarter was busy as well – 9 filming's including TV shows Grey's Anatomy and About A Boy as well as the feature film Gone Girl.

Q2 will be loaded with some large citywide events – National Cable Television Association, Society for Science in the Public, California PTA, HI TEC and E3. Lots of direct bookings round out the quarter – Herbalife, DUB, Lucrazon, World of Dance, Intl Gem and Jewelry, the BIG Photo Show. We'll be busy and the sales department is working to keep us busy into the future!

## Earth Day at LACC



Join your teammates to beautify the LACC campus with flowers, plants, and trees. We will follow the gardening with an outdoor potluck BBQ. Please check with your Department Manager for a list of what you could bring. Gardening will be Tuesday, April 22<sup>nd</sup> at 9a.m. The BBQ will be at noon.

## What's coming



Groundwork coffee, an LA Based Company will be the exclusive coffee of the LACC. Groundwork will be in both South and West Hall effective April 12<sup>th</sup>



## This Quarter's Highlights

### Team Member of the Month

January – Donnell Sanders- Painter  
 February – Sharon Gill-Dean- Reception  
 March – Rocio Valdon- Human Resources

### PAT RIGALI- Leader of the Quarter

Congratulations  
Donnell



Congratulations  
Sharon



Congratulations  
Rocio



Congratulations  
Pat



**Alejandro**



Received  
Citizenship

## Open Positions

PT Plumber  
 PT Security Officer  
 PT Carpenter

## Welcome New LACC Team Members

Alan Gonzalez	Mechanic
Alan Knapp	Event Attendant
Anastasio Patterson	Security Guard
Candelario Soto	Event Attendant
Christian Regla	Event Attendant
Dario Salazar	Painter
Doug Delostrinos	Security Guard
Dulce Carrillo	Event Attendant
Estella Flores	Manager, Facilities
Frank Keefer	Manager, Event
Gerardo Gomez	Security Guard
Jason Davis	Event Attendant
Jessica Gallegos	Event Attendant
Jonathan Robles	Security Guard
Jose Valles	Event Attendant
Juan Soto	Manager, Accounting
Maria Rodriguez	Security Guard
Nicole Verduzco	Security Guard
Reginald Chit	Electrician
Ricky Kelly	Security Guard
Rosemary Hernandez	Security Guard
Troy Crawford	Electrician
Zakeya Washington	Security Guard

## Upcoming Team Member Events:

- April 22-Earth Day- 9am outside of Hall B
- April 22 LACC Team BBQ- 11:30am outside of Hall B
- April 26 March of Dimes Walk- Exposition Park- Sign up and walk with the LACC/AEG team
- May 21 Naturalization Day- Hot Dog lunch will be sold- Sign up with Shari or HR
- May 29<sup>th</sup> LACC Dodgers Night –Buy your tickets in HR today before May 5th

## Committee Updates

**Green:** We will be sharing weekly green tips for work and home use. Earth Day April 22. **Tip-Remember to shut off the lights and turn off the water when not in use.**

**Fun:** Lots of FUN-raiser activities to come including BBQ, Dodgers Night, art activities, pot-luck, etc. **Tip-4 keys to service excellence are: Safety, Courtesy, Show, and Efficiency.** Remember to HAVE FUN!

**Safety:** Be mindful of your environment. Keep doors shut, do not prop open doors. **Remember "If you see something, say something."**