



# ShowTIMES

News from the Metropolitan Pier and Exposition Authority  
Managing Chicago's McCormick Place and Navy Pier Volume 19 • No. 3 • Summer 2006

## National Restaurant Association Signs Multi-Year Agreement to Stay at McCormick Place® through 2011

The Metropolitan Pier and Exposition Authority (MPEA) recently joined Mayor Richard M. Daley, the National Restaurant Association (NRA), the Chicago Convention and Tourism Bureau (CCTB) and other convention and hospitality leaders to announce that the NRA's annual Restaurant, Hotel-Motel Show will remain at McCormick Place through 2011. After thorough evaluations of other possible host cities, the NRA signed a new five-year agreement with the MPEA and CCTB.

"Chicago is a world-class destination which provides outstanding business facilities and services coupled with the great culinary, cultural and entertainment attractions that our exhibitors and attendees expect. That unsurpassed combination forms the platform we need to provide the best possible annual marketplace for restaurant and hospitality industry professionals and suppliers," said Steven C. Anderson, President and Chief Executive Officer of the National Restaurant Association.

The nation's restaurant industry is a cornerstone of the U.S. economy—a dynamic \$511 billion industry that

entered its 15th consecutive year of solid growth in 2006.

Mayor Daley hailed the announcement. "NRA's commitment to Chicago is welcome news for the 130,000 Chicagoans who work for hotels, restaurants, attractions and other businesses that serve our visitors."

The NRA Restaurant, Hotel-Motel Show—already the Western Hemisphere's largest foodservice and hospitality event—has been in Chicago

for 56 consecutive years.

"After comparing our world-class city to other cities like Las Vegas and Orlando, we are proud that the NRA has decided to keep its landmark show at McCormick Place through 2011," said Leticia Peralta Davis, Chief Executive Officer of the MPEA. "We are committed to providing NRA exhibitors and attendees with a first-rate experience every time they visit our state-of-the-art facility. We are excited

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MPEA and CCTB officials, along with Mayor Richard M. Daley, recently joined NRA officials as they announced their decision to keep the annual Restaurant, Hotel-Motel Show at McCormick Place through 2011. (Pictured left to right:) Tim Roby, President of CCTB; Ted Tetzlaff, Chairman of MPEA; Mayor Richard M. Daley; Leticia Peralta Davis, Chief Executive Officer of MPEA; Steven C. Anderson, President & CEO of NRA; Mary Pat Heftman, Senior Vice-President of Conventions of NRA.



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## Navy Pier® Hosts Tall Ships® Chicago 2006; WINDY Ships Honored

Navy Pier was proud to play a major role in one of the summer's most highly anticipated nautical events: *Tall Ships® Chicago 2006*. Majestic wind-powered vessels sailed into Chicago, August 3 - 9, providing a dramatic reminder of Chicago's glory days of commerce and trade conducted along the lakefront in the 1800's. This year's festival included 17 ships that docked at Navy Pier, along the Chicago River (from Lake Shore Drive to Michigan Ave.) and DuSable Harbor.

Navy Pier played host to four festival ships: *Barque Picton Castle*, *Niña*, *Unicorn* and *Pride of Baltimore II*. The U.S. Coast Guard's *Mobile Bay* was also docked at the Pier.

In conjunction with the event, the Chicago City Council named Navy Pier's own WINDY and WINDY II as the first official Tall Ship Ambassadors for the city. The ships will help promote Chicago as a tourist destination and they'll represent the city in tall ship events throughout the Great Lakes.

*Tall Ships® Chicago 2006* was presented by The City of Chicago, Mayor's Office of Special Events, Navy Pier and the Chicago Park District and sponsored in part by CBS 2 Chicago, *Chicago Sun-Times*, American Airlines, AT&T Yellow Pages published by RH Donnelly, the Canadian Consulate, Chicago



Transit Authority, Essex Hotel, GM Flexible Earnings Credit Card, Mirassou Wines, Sheraton Chicago, Swissotel, Telemundo Chicago, W Lakeshore Hotel, Wendella Boats and the WNBA. ■

## World's Most Prestigious Biotechnology Convention Returning to McCormick Place® in 2010

On the heels of a record-setting convention this year at McCormick Place, the MPEA is pleased to join Governor Rod R. Blagojevich and Mayor Richard M. Daley in announcing that the Biotechnology Industry Organization is returning to Chicago for its 18th annual convention in 2010. Known as "BIO 2010", this convention will attract the world's leading scientists, investors and business executives in the life sciences.

The organization's 2006 conference last April, was the most successful in the organization's 14 year history, setting records with nearly 20,000 attendees.

"Our state has been recognized

as a national leader in this emerging science," said Governor Blagojevich. "Bringing BIO 2010 to Chicago is going to make an even greater impact as biotech continues expanding in companies, laboratories and universities across Illinois."

BIO 2006 gave Illinois officials a chance to emphasize the state's research facilities, innovative companies, diversified workforce and aggressive government support.

"These conferences are going to have a lasting legacy and put more people to work across Illinois for years to come," said Illinois Department of Commerce and Economic Opportunity Director Jack Lavin.

The CCTB estimates that BIO 2006 generated nearly \$28 million dollars for the local economy.

"McCormick Place is excited to, once again, have an opportunity to provide the finest in customer service to BIO 2010," said Leticia Peralta Davis, CEO of the MPEA. "BIO 2006 allowed us to not only showcase our world-class facility, but to prove that the Chicago area is a leader in this exciting field."

The world's most prestigious international life sciences conference returns to McCormick Place May 2 - 5, 2010. ■

## ◀ Audiences Applaud *Cirque Shanghai*

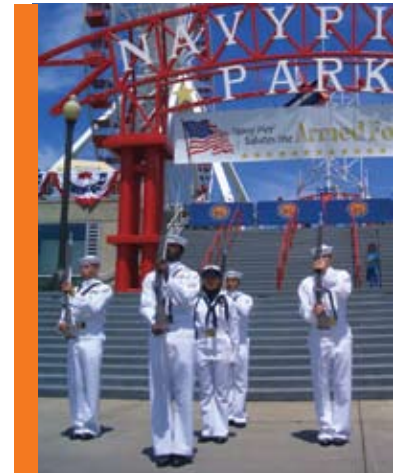
Navy Pier is proud to announce that its first extended-run theatrical experience, *Cirque Shanghai*, has been very well-received by audiences of all ages. Nearly 100,000 patrons have visited the Pepsi Skyline Stage so far this summer, to be astounded and confounded by the amazing aerial artists, acrobats, contortionists, hoop dancers, plate spinners and other performers.

This full-scale production, featuring the adventures and encounters of daring explorer Marco Polo as he makes his way through China, has received very favorable reviews by area newspapers, television and radio stations.

It's not too late to catch *Cirque Shanghai* at the Pepsi Skyline Stage. The show runs through September 3. For information on performance times and ticket prices, visit the website at [www.navypier.com](http://www.navypier.com).

## Armed Forces Day at Navy Pier® ▶

Once again, Navy Pier and representatives of the U.S. Army, Navy, Air Force, Marine Corp, Coast Guard and USO honored the men and women of the Armed Forces on their special day, Saturday, May 20, 2006. After an opening ceremony and greeting by Leticia Peralta Davis, CEO of the MPEA, and Illinois Lt. Governor Pat Quinn, visitors to the Pier were treated to an afternoon of parades, music, military demonstrations, recruitment and much more—culminating in a fireworks display later that evening.



## ◀ Mother's Day Y-ME Race

More than 35 MPEA employees, family members and friends joined the estimated 30,000 walkers, runners and volunteers at the 15th Annual Y-ME Race on Mother's Day, May 14th, 2006. The MPEA team earned a "Bronze Level Team Award" for raising more than \$6,500. That money will help fund the Y-ME National Breast Cancer Organization's mission of ensuring, through information, empowerment and peer support, that no one faces breast cancer alone. Registration for next year's Mother's Day event opens online in January of 2007—just visit [www.y-me.org](http://www.y-me.org) for more information.



## Hailing Some Taxi Appreciation ▶

The MPEA recently joined with the CCTB in recognizing a taxi cab operator who consistently goes above and beyond the call of duty to make our city's convention visitors feel special.

Celine Ba, of the Chicago Carriage Cab Company, was the inaugural winner of the "We're Glad You're Here Award." Celine received a plaque and other prizes in a special ceremony held at McCormick Place on June 6th. MPEA traffic aide Anthony Griffin nominated Celine after he saw how often she helped passengers here at McCormick Place and how she served as an unofficial goodwill ambassador for our city.



# NEWS BRIEFS

## Marilynn Gardner Named Acting General Manager of Navy Pier®



Marilynn Gardner was recently named Acting General Manager of Navy Pier. Marilynn has been with the MPEA for the past twelve years, where she has held key marketing and communications positions including Director of Public Relations, Executive Director of Marketing and Communications for the MPEA and Senior Director of Marketing and Communications for Navy Pier. Most recently she has been Chief of Marketing and Communications for the entire MPEA and is a member of the CEO's Executive Team.

Marilynn has been an invaluable asset to the MPEA's operations on many levels throughout the years and continues to work closely with all Navy Pier and MPEA departments.

## New Riggers Contract Results in Cost Savings for Exhibitors at Plastics Show

McCormick Place® exhibitors realized an estimated \$300,000 in savings at the recently concluded NPE: The International Plastics Showcase due to the new labor contract between Riggers Union Local 136 and service contractors who work at McCormick Place.

The Plastics show, held June 19-23, was the first show to benefit from the new contract, which contains significant work rule changes and reductions in crew size that make set-up and tear-down cheaper and more convenient for McCormick Place customers.

Dedicated union representatives and service contractors enacted the new contract one-month early, so that the Plastics show, the third-largest show in Chicago in 2006, could take advantage of the new contract terms.

## McCormick Place® Receives CardioReady® Certification

McCormick Place can be ready in a heartbeat to protect the safety of guests, attendees and employees, now that it has been awarded the first CardioReady® (CR) industry certification by the CR Certification Corporation.

McCormick Place is the first convention facility in the country to implement the use of automated external defibrillators (AEDs) to treat Sudden Cardiac Arrest (SCA)—a leading cause of death.

The world's premier convention center currently has 62 AEDs available for public access throughout its facilities. More than 250 security/fire safety officers, managers, trades people, and tenants have been certified in CPR and trained to use these units.



*The MPEA recently named Anthony Lopez, Assistant General Manager of McCormick Place. In his new role, Lopez is responsible for assisting in the overall management of McCormick Place, including all aspects of convention services, guest services, sales, operations and construction projects, including the McCormick Place West Expansion. Lopez came to the Authority after serving as Executive Director for the Minneapolis Convention Center.*

**Now that you've had a little time to acclimate, are there any unique talents required to manage a convention center the size of McCormick Place?**

I think anyone who holds a leadership position in a large convention center has to help people identify their roles and how they can use their strengths to make it a better place.

**What positive feedback have you heard from exhibitors or noticed during shows since the new Riggers contract was put in place?**

The two most common themes I've heard about the contract, is that its impact is both significant and measurable. I have also heard very positive comments about the changes from representatives of other facilities and cities.

**What else should we know about you?**

I strongly believe that work should be challenging, but fun. The best way to provide quality service is to get the right people and let them know their efforts are appreciated. I would also like everyone to know how appreciative I am for the warm welcome and assistance I have received during my first few months with MPEA and McCormick Place.

## NEWS BRIEFS ...cont'd

### Exhibitors Say Chicago is Top Trade Show Destination

A new national survey just confirmed what we already knew: Chicago is the top destination for major trade shows. The Trade Show Exhibitors Association (TSEA) polled exhibitors from around the country and Chicago received the highest percentage of mentions when ranking the top three cities for trade shows.

This news came as the Lakeside Center at McCormick Place was welcoming the TS2 show and its organizer, National Trade Productions (NTP) in July. TS2 is the trade show for trade show professionals and it brought several thousand corporate event experts from around the world to Chicago. In recognition of the show and the survey, Illinois Governor Rod Blagojevich proclaimed the week of July 23-29, 2006, as "Trade Show Week" throughout the state.

### Riggers Union Fundraiser for MDA

Riggers Union Local 136 is once again supporting the Muscular Dystrophy Association's fundraising efforts this year. Best known for its longstanding Labor Day weekend telethon, the Muscular



Dystrophy Association (MDA), which is funded solely by private contributions, is a voluntary health agency that supports research into neuro-muscular diseases.

If you are interested in making a tax-deductible contribution to this fundraising effort between now and Labor Day, please make your checks payable to the **Muscular Dystrophy Association**. Checks should be mailed to:

MDA  
Machinery Movers and Riggers Local 136  
1820 Beach Street  
Broadview, IL 60155

### WHAT THEY'RE SAYING...

*"No other city tradeshow venue can, at this time, better satisfy the needs of the growing restaurant industry like McCormick Place."*

—Steven C. Anderson, President and Chief Executive Officer of the National Restaurant Association (NRA).

## McCORMICK PLACE® EVENTS

- ▼ **Orgill Fall Dealer Market**  
AUGUST 17-19
- ▼ **The Milky Way Hair Competition\***  
AUGUST 20
- ▼ **IMTS 2006 (International Manufacturing Technology Show)**  
SEPTEMBER 6-13
- ▼ **Multi-Housing World (VNU Expositions)**  
SEPTEMBER 19-21
- ▼ **National Council of Teachers in Mathematics**  
SEPTEMBER 19-22
- ▼ **The Motivation Show**  
SEPTEMBER 26-28
- ▼ **The In-Store Marketing Expo**  
SEPTEMBER 27-28
- ▼ **ISH North America**  
SEPTEMBER 28-30
- ▼ **ISSA/Interclean USA '06**  
OCTOBER 4-7

## NAVY PIER®: FESTIVAL HALL & OTHER EVENTS

- ▼ **Westwood College\***  
AUGUST 13
- ▼ **Questex Media / ICCM**  
AUGUST 14-16
- ▼ **Chicago Fire Dept. High Rise Life Safety Conference**  
AUGUST 16-19
- ▼ **Sonic Corp/National Convention World Travel Meeting**  
SEPTEMBER 11-13
- ▼ **PSI NAACP Diversity Job Fair\***  
SEPTEMBER 13
- ▼ **Health Industry Distributors Assn.**  
SEPTEMBER 19-21
- ▼ **Women in Business 2006**  
SEPTEMBER 26-27
- ▼ **NBC 5 Health and Fitness Fair\***  
SEPTEMBER 30-  
OCTOBER 1
- ▼ **LRP / HR Technology**  
OCTOBER 4-5
- ▼ **Illinois Library Association**  
OCTOBER 5-6

\* Denotes Public Events

about this positive outcome and look forward to hosting this internationally-recognized show for many years to come.”

Key aspects of this agreement include:

■ **McCormick Place commitment to improve service.** McCormick Place is conducting a review of all operations to identify areas for continued service improvements. In addition, this commitment to service improvement will include surveys of exhibitors to assess performance of McCormick Place

workforce, to set targets, and to measure progress.

■ **Chicago hotel community commitment.** Chicago hotels have agreed to increase the number of room blocks for conventions.

■ **Continued CCTB marketing support.** CCTB will continue to help the NRA grow its audience with its industry-leading marketing and attendance building initiatives.

Originally spearheaded by Governor Blagojevich and Mayor Daley, the recent labor agreement between service contractors who work

ings and convention history. Chicago’s entire hospitality community has come together and delivered the NRA a city-wide package that exceeds its current needs and future growth,” said Tim Roby, President of the CCTB. “Chicago’s growing hotel community has agreed to work hand-in-hand with NRA on delivering more hotel rooms to NRA’s attendees and exhibitors, and the CCTB will continue to work with the NRA on growing its attendance and exhibitors through our industry-leading marketing and attendance building programs.”

at McCormick Place and the Riggers union—which included new flexibility in work rules—was also factored into the NRA decision-making process.

“This is a very important day in Chicago’s meet-

The 2006 National Restaurant Association Restaurant, Hotel-Motel Show attracted more than 73,500 attendees and exhibitors from all 50 states and 110 countries, and generated more than \$106 million in direct expenditures for Chicago. The new five-year agreement allows the show to grow and become an even better value to both attendees and exhibitors. The 2007 Show is set for May 19 through May 22 at McCormick Place. ■

# ShowTIMES

is a publication of the MPEA Communications Department

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