



# PANORAMA

WINTER 2004

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## PANORAMA

is a publication for clients and guests of the San Diego Convention Center Corporation. The Corporation manages and markets the San Diego Convention Center, the San Diego Concourse, and the San Diego Civic Theatre.

San Diego Press Club  
Award-winning  
Publication

## Award-winning Convention Center celebrates 15 years of success



The American Society of Hematology attracted over 18,000 attendees from 80 different countries. ASH delegates booked nearly 38,000 room nights and pumped more than \$24 million into the local economy during their December stay.



## Omni Hotel opens in April

More than 500 new guest rooms and suites will be just steps away from the Convention Center when the Omni San Diego Hotel opens April 4.

Located directly across the street from the Center and adjacent to San Diego's vibrant Gaslamp District, the four-star hotel boasts extraordinary views of San Diego Bay, the Pacific Ocean and the downtown skyline.

More than 20,000 square feet of flexible meeting space is equipped with T-1 high-speed Internet access and built-in audio-visual equipment. Other amenities include a McCormick & Schmick's seafood restaurant and a pedestrian sky bridge linking the hotel to Petco Park, the new San Diego Padres ballpark.

Coupled with the recently completed 1,625-room Manchester Grand Hyatt expansion, the Omni brings the Convention Center's total hotel room supply to 8,700 rooms. By 2006, when a 1,100-room Hilton headquarter hotel is slated to open, over 10,000 hotel rooms will be available for out-of-town guests.



The San Diego Convention Center entered its 15th year on the heels of its most successful first quarter ever and is now on track for the best fiscal year in its history.

In the first quarter of FY04 (July through September 2003), San Diego's award-winning convention center generated \$363.8 million in economic impact, surpassing the previous year by a whopping 68%.

The second quarter was equally impressive with the Center hosting 56 events including eight medical shows. The American Society of Hematology attracted over 18,000 attendees from 80 different coun-

tries. ASH delegates booked nearly 38,000 room nights and pumped more than \$24 million into the local economy during their December stay.



Since opening in November 1989, the Center has created more than \$10 billion in economic impact for the San Diego region and is expected to generate over \$1 billion in FY04.

"We're very proud to say that despite the ups

and downs of the national economy during the past 15 years, our facility's successful performance has never wavered," said Carol Wallace, SDCCC president and CEO.

## Frahm leads Corporation's 2004 Board of Directors

Chris Frahm is the 2004 chair of the San Diego Convention Center Corporation Board of Directors and will lead the Center during its 15th anniversary year. She was appointed to the board in 2001 and most recently served as its secretary-treasurer.

An attorney with the law firm of Hatch and Parent, Frahm serves as special counsel and provides lobbying services for municipalities,

water utilities, profit and not-for-profit corporations and public agencies.


She is past chairwoman of the San Diego County Water Authority and currently serves

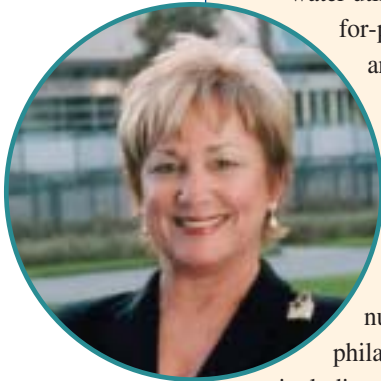
on the boards of numerous civic and philanthropic institutions

including the San Diego

Regional Chamber of Commerce. Frahm received her B.A. from California State University, Long Beach, summa cum laude, and her J.D. from the University of Southern California.

C. April Boling, a Certified Public Accountant and owner of a private accounting practice, has been elected vice chair. Wilmer C. Cooks, owner and president of Hallmark Management, is the new secretary-treasurer.

As chair, Frahm leads a nine-member board which sets policy for the Corporation. San Diego's Mayor and City Council appoint the board's seven voting members while two ex-officio members represent the Hotel-Motel Association and the San Diego Convention & Visitors Bureau. 



*"This is a milestone year for the San Diego Convention Center as it celebrates its 15th anniversary and it is an honor and a privilege to be chairing the board of this award-winning, world-class facility," Frahm said.*

## Center captures a "triple crown" of awards

The San Diego Convention Center has proudly added "Best Staff" to its ever expanding list of meeting industry honors and accolades.

*Tradeshow Week*, one of the industry's foremost publications, recognized San Diego for having the "Best Staff" out of 375 facilities nationwide. The magazine made special note of the Center's friendliness and "famed white-gloved attendants who welcome every visitor with a smile and an open door...the

*"I'm very proud of our staff. Exemplary service has been a cornerstone of this Center since we opened in 1989 and it continues to define us. When all else is equal among facilities, professional service delivered with a smile takes the day."*

front-line symbol of this center's amicability."

*Tradeshow Week* polled industry experts and other reliable sources to compile its first ever "Best Of" list.


Meeting planners consider outstanding staffing and service to be a key element in staging a successful event.

The *Tradeshow Week* honor capped an extraordinary



year for the San Diego Convention Center. During 2003, the facility also captured *Meeting News* magazine's prestigious Planner's Choice Award for Excellence in Convention Services and Facilities for its excellent customer service and quality facilities and *Expo* magazine's 2003 Supplier of the Year Award, Convention Centers for outstanding service, staff and facility.

"I'm very proud of our staff. Exemplary service has been a

cornerstone of this Center since we opened in 1989 and it continues to define us," said Carol Wallace, San Diego Convention Center Corporation president and CEO. "When all else is equal among facilities, professional service delivered with a smile takes the day." 



# Centerplate celebrates ten years of outstanding cuisine and service

**W**hen it comes to winning combinations, it's hard to beat Centerplate and the San Diego Convention Center Corporation. For more than a decade, the Center's exclusive caterer has been pleasing clients with its outstanding cuisine and impeccable service.

"We are thrilled to be part of the San Diego Convention Center Corporation experience and look forward to continuing our very successful partnership" said John Vingas, General Manager, Centerplate and Vice President of Catering.

Centerplate currently employs 510 full and part-time staff to service the Convention Center, the San Diego Concourse and the Civic Theatre. Dan Pariseau was recently promoted to Director of Operations for all three facilities, serving as the liaison between catering sales, event management, operations and Corporation clients. Nancy Murgillo, formerly of Milestone Hospitality, has joined Centerplate as Director of Catering.

As Centerplate nears its 11th anniversary at the Center, the catering team is busier than ever. "We are no longer handling one event at a time," Vingas said. "Now we're planning two or three events



out."

Indeed with two 40,000-square-foot ballrooms in addition to the 90,000-square-foot Sails Pavilion and a state-of-the-art kitchen, the Center can easily service a sit-down dinner for 12,000 guests. During Super Bowl XXXVII last January, the Convention Center catered Oracle Applications' huge gala on Tuesday night and expertly serviced the NFL Properties party three nights later.

As the Center's official caterer, Centerplate has had numerous opportunities to showcase its superior service and culinary talents including the 1996 Republican

National Convention. The technology boom of the late 1990s brought such high profile clients as Microsoft and now that the building has been expanded, major medical conventions are rebooking well into the future.

One of Centerplate's keys to success has been the introduction of new client-pleasing products, including two permanent Starbucks locations. Menus are updated regularly and several new offerings will be introduced this year

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PHOTO BY MICHAEL LOFTUS

# San Diego – **THE** city for the 21st Century

**A**lready a natural beauty, San Diego is quickly becoming one of the nation's most vibrant cities and the Convention Center is at the heart of all the action. A major downtown building boom aptly called "Paradise in Progress" is bringing expanded restaurant, retail and entertainment districts, thousands of new hotel rooms, more than 20,000 residential units and 33 acres of new parks to this already dynamic 24-hour metropolis. Here is a sneak preview:

## **New Padres Ballpark**

Conveniently located across the street from the Convention Center, Petco Park combines the best sightlines in baseball with breathtaking downtown views. Slated to open April 8, the 42,000-seat ballpark includes The Park at the Park, an elevated grassy 2.7-acre park, offering a bird's eye view into the playing field. The ballpark district, now under construction, will feature upscale hotels, trendy dining establishments and numerous retail outlets.

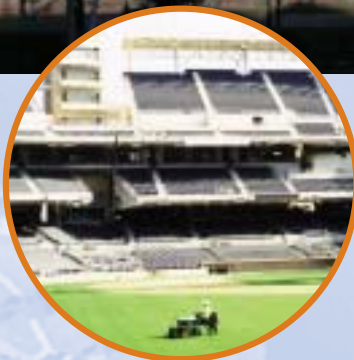
*San Diego is quickly becoming one of the nation's most vibrant cities and the Convention Center is at the heart of all the action.*

## **East Village**

Home to Petco Park and neighbor to the city's vibrant Gaslamp District, East Village will also boast the city's stunning new 379,000-square-foot Main Library. The library will have a landmark location on the Park-to-Bay link, a beautifully landscaped pedestrian promenade connecting Balboa Park, America's largest urban cultural park, to San Diego Bay. The promenade will enhance pedestrian access from the Convention Center to Balboa Park with its abundant museums, gardens, theatres, restaurants and the World Famous San Diego Zoo.



PHOTO BY DONNA HARTINGS



PHOTOS COURTESY OF SDCV/B



PHOTO BY DONNA HARTINGS



PHOTO BY SARA SENDZIK

## Seaport Village

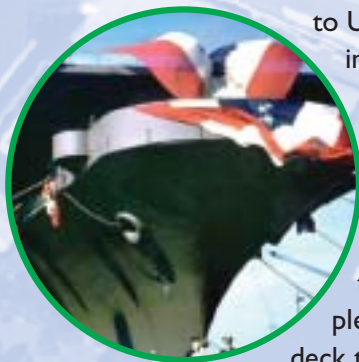
San Diego's colorful Spanish-style waterfront dining, shopping and outdoor entertainment venue will be expanded, creating a visually stunning bayside promenade between South Embarcadero Park and North Embarcadero with panoramic views of San Diego Bay and Coronado. In addition to a beautiful new public park, two historic downtown buildings – the former police headquarters and the Harbor Seafood Mart – will be incorporated into the design.

## Revitalized North Embarcadero

North Embarcadero, homeport for San Diego's cruise ships and harbor tour boats, will be transformed into a spectacular maritime experience. A 25-foot-wide, tree-lined pedestrian promenade linking North Embarcadero to Seaport Village and South Embarcadero Park (where the Convention Center is located) will feature an eclectic mix of restaurants, shops, hotels, parks, scenic viewing areas and an expanded San Diego Maritime Museum with additional historic vessels joining the Star of India tall ship.

## The San Diego Aircraft Carrier Museum

The San Diego Aircraft Carrier Museum, when it opens this spring, will be a tribute to U.S. Naval history, featuring the decommissioned Midway as a multi-dimensional, interactive educational and entertainment complex. The only museum of its kind on the West Coast, the complex will include a below-deck theatre, flight



simulators, ship tours, permanent exhibits of historical memorabilia and an educational research center. The complex will be available for private parties and educational and community events.



PHOTO COURTESY OF SDCVB - STEVE SIMPSON

## Downtown Theatre District

The San Diego Civic Theatre and the historic Balboa Theatre will be the cornerstones of a culturally dynamic downtown theatre district. The 2,967-seat Civic, the region's largest and most diverse performing arts venue, will continue hosting touring Broadway shows, opera, concerts and other major events. The 1,400-seat Balboa, conveniently located at Horton Plaza, will host cultural, community, convention and corporate events. ▀



# Civic Theatre ushers in a spectacular year

From family entertainment to smash Broadway hits to dazzling new opera productions, the Civic Theatre, San Diego's largest and most prestigious performing arts venue has something for everyone in 2004.

Now in its 39th season, the San Diego Opera is presenting five outstanding productions including premiere performances of the exotic *The Pearl Fishers* in February and the mesmerizing *Katya Kabanova* in April. The season closes in May with Verdi's beloved classic *La Traviata*.

Audiences familiar with the California Ballet's ever-popular holiday production of *The Nutcracker* will be pleased to see the classic *Swan Lake* slated for two

performances in February.

Nederlander's Broadway/San Diego continues its unprecedented season of hits with Andrew Lloyd Webber's enchanting family musical *Starlight Express* and the irresistible *Riverdance* in March. Together, they set the stage for a sizzling summer of first-rate shows including the explosive *Movin' Out* in June, the musical-comedy phenomenon *Hairspray* in July and the Jazz Age toe-tapper *Thoroughly Modern Millie* in August.


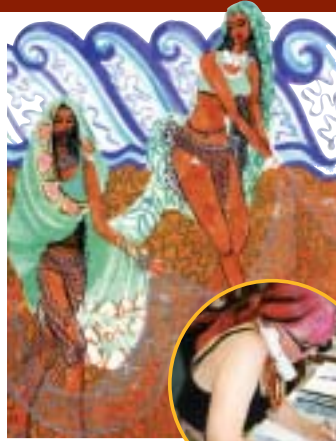
The season concludes in early September with a triumphant two-week return engagement of the biggest Tony Award-winner in Broadway history, *The Producers*, the Mel Brooks musical. 



PHOTO BY SUSAN E. FARRELL SKETCH BY ZANDRA RHODES



Counterclockwise from right:

- San Diego Opera: Zandra Rhodes executes sketches for *The Pearl Fishers*, including sketches for dancing maidens on the beach; set decorators paint scenery for *Katya Kabanova*; performance photos from *Turandot* and *La Traviata*.
- California Ballet Company's *Swan Lake*.
- Broadway San Diego's *Thoroughly Modern Millie* and *Hairspray*.

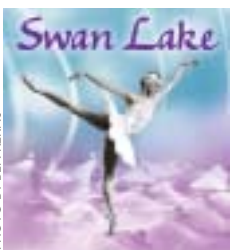


PHOTO BY BEN KERNS



PHOTO BY JOAN MARCUS



PHOTO BY PAUL KOLINICK

## San Diego Theatres welcomes new event and patron services manager


Performing arts veteran Cindy Bowers recently joined San Diego Theatres as event and patron services manager for the SDCCC subsidiary. In addition to planning, directing and coordinating events at the 2,967-seat Civic Theatre and eventually the historic 1,400-seat Balboa Theatre following its restoration, Bowers is working with prospective clients and serving as a liaison to ongoing clientele. She also supervises the Civic's Front of House staff including greeters, ushers, and other guest services.

Bowers brings a wealth of experience to her new position. For the past eight years, she was the company manager for such well-known touring productions as *Seussical the Musical*, *Caba-*

*ret*, *Ragtime*, *Showboat* and *Singin' in the Rain* – shows that brought her to the Civic Theatre on numerous occasions. During her career, Bowers has also been a percussionist with various

musical productions and national tours, provided private music instruction and worked as a junior high school teaching assistant.

A talented musician, she received her B.F.A. in Music from St. Ambrose University in Davenport, Iowa.

Bowers said she is thrilled to be putting down permanent roots in one of her favorite cities. "I have never felt so welcome and it's wonderful to be working with people who have true passion for the theatre," she said. 



### Coming Events at the Civic Theatre

#### February

14, 17, 20, 22

San Diego Opera – *The Pearl Fishers* (12,500)

28-29 California Ballet – *Swan Lake* (6,000)

#### March

2-7 Broadway/San Diego – *Starlight Express* (20,000)

9-14 Broadway/San Diego – *Riverdance* (20,000)

27, 30, 4/2, 4, 7

San Diego Opera – *Don Carlo* (12,500)

#### April

17, 20, 23, 25

San Diego Opera – *Katya Kabanova* (12,500)

### Coming Events at the Concourse

#### February

6-7 Greater San Diego Math Council (3,000)

10 BA Annual Exposition (400)

21 Women's Resource Fair (500)

28 Red Cross Seminar (950)

#### March

6 Varsity Spirit Cheerleading Competition (2,000)

12-13 San Diego Science Educators Assn. (1,500)

19-22 Career Conference 2004 (2,500)

27-28 Int'l Reptile Breeders Show (4,000)

#### April

3-4 San Diego Grand Nationals 2004 (2,000)

13 INS/New Citizens (2,000)

15-16 Winter Guard World Championships (6,000)

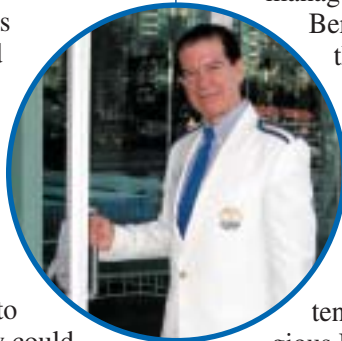
24 Southern California Show Choirs (3,000)

# SDCC Guest Services Division restructuring focuses on guest safety and security

**B**alancing guest safety with exceptional service can be a daunting job, but not for the award-winning San Diego Convention Center. The bayside facility is on track for its best year ever with a record-setting 900,000 visitors expected by the end of FY04 and the Center's Guest Services/Asset Protection Division is up to the task.

"When you have a facility where up to 40,000 people a day could be coming through its doors, you need to think outside the box," said Division Manager Charles Gutensohn. "The responsibilities of this division are guest safety and security, but that needs to fit in with the focus of this Center which is to be open and friendly."

Following a recent restructuring, the Guest Services and Asset Protection staffs have each assumed clearly defined roles. Caroline Cassino, Assistant Manager, Guest Services now oversees the staff that greets and assists visitors at the Convention Center's front doors and interior



areas. Assistant Manager, Asset Protection Daryl Mayekawa supervises staff that patrols the building and grounds.

Gutensohn brings impressive credentials to his job as division manager. A former Green Beret, he worked for the CIA and the DEA before transitioning to the private sector as vice president of an international security company.

Cassino's 15-year tenure at the prestigious Rancho Bernardo

Inn was excellent preparation for the Center's high profile clients and events. A Certified Meeting Planner, Cassino enjoys interacting with employees and guests on a daily basis.

Mayekawa, a former law enforcement officer, has been with the Center's Guest Services Division since 1996. His tenure includes numerous large and heavily attended conventions and consumer shows plus NFL Super



Bowls in 1998 and 2003.

Visitors accustomed to the Center's white-glove treatment will be pleased to know that Guest Services representatives are continuing to wear their signature nautical attire of blue blazers and yacht caps. Asset Protection staff are easy to identify in dark green uniforms commonly associated with law enforcement. "I prefer that guests don't have to ask 'Do you work here?' I want our staff to be clearly defined," Gutensohn said. ▀

*From left: Daryl Mayekawa, Assistant Manager, Asset Protection; Caroline Cassino, Assistant Manager, Guest Services; Charles Gutensohn, Division Manager, Guest Services*

PHOTOS BY DONNA HARTINGS

## Corporation appoints new Director of Event Services

**S**andi Niemeyer has been promoted to Director Event Services for the San Diego Convention Center. Niemeyer most recently served as manager of the San Diego Concourse, a mid-size multi-purpose convention facility managed and operated by the SDCCC.

In her new position, Niemeyer is managing a staff of 17 while overseeing the day-to-day operations of the Event Services Division to insure the highest level of client service and suc-

cessful planning of events. She is also responsible for the specialty contractors including Meeting Services, Inc., the UPS Store and Mrs. Fields.

Niemeyer brings a broad background in conventions, meetings and performing arts to her newest role. She began her career at the Concourse nearly three decades ago, rising through the ranks of event management. In addition to overseeing meetings and shows at the Concourse, Niemeyer managed events at the

San Diego Civic Theatre. "We were one of the very first convention center and performing arts complexes," Niemeyer said, "and having the exposure to both venues was a tremendous experience."

Niemeyer is looking forward to the challenges this new position brings. "Having been in this business for so long, I can't think of a better place to be than the Convention Center," she said. ▀



# Canyon Path is now a work of art

**A** new public artwork, “The Benefit of Mr. Kite,” is paving the way from city to bay following its recent unveiling at the San Diego Convention Center.

*A public art project of the Port of San Diego, “The Benefit of Mr. Kite” was designed to visually enhance the Canyon Path, an outdoor pedestrian walkway which runs between the Center and the San Diego Marriott Hotel and Marina.*

A public art project of the Port of San Diego, “The Benefit of Mr. Kite” was designed to visually enhance the Canyon Path, an outdoor pedestrian walkway which runs between the Center and the San Diego Marriott Hotel and Marina. The artwork includes two giant topiary figures, each 35 feet high, at the city and bayside entrances to the walkway. The city-side topiary scans the bay through huge binoculars while the bayside mermaid topiary calls through a megaphone as she flies a prism kite. The prisms capture the sun’s rays casting rainbow patterns on the walkway.

An interior wall of the pathway has been painted in orange, light yellow and sea green hues

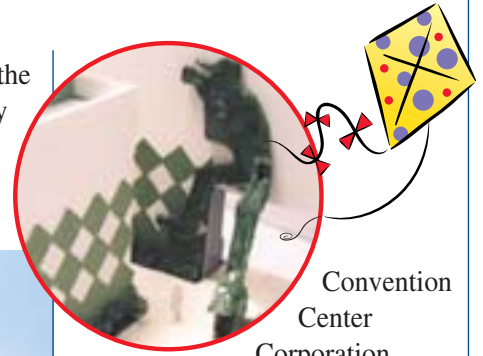
to create separate chambers of intense reflected

color. Night lighting enhances the effect. The entire area from city to bayside has been beautifully landscaped with tropical plants and shrubs.



PHOTO BY DONNA HARTINGS

“The Benefit of Mr. Kite” is one of five public artworks permanently installed at the Center thanks to the collaborative efforts of several entities including the Port of San Diego, the City of San Diego Commission for Arts and Culture, the San Diego



Convention Center Corporation

and the Mexican government. The other works include *Coming Together*, *Journey to Aztlan*, the *Luminous Arc* and the *Flame of Friendship*. ■■■



Produced in a partnership of the San Diego Convention Center Corporation

Donna Hartings, Editor

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visit our web site at: [www.sdccc.org](http://www.sdccc.org)

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The San Diego Convention Center Corporation was created in 1984 by the City of San Diego to manage, operate and market the San Diego Convention Center, the Concourse and Civic Theatre. Since the Center opened in 1989, it has developed an international reputation for its technologically sophisticated facilities, five star caliber service and world-class architecture. The Center has generated over \$10 billion in economic benefits, making it one of San Diego’s strongest economic engines, contributed over \$227 million in tax dollars, thereby reducing the burden on local taxpayers and created more than 8,000 region-wide jobs.

GRAPHICS: DESIGN PERSPECTIVE, INC.

## Coming Events at the Center

### February

- 3-5 Firehouse World Expo & Conference (4,000)
- 12-14 Golf Course Superintendents Association of America (15,000)
- 20-22 San Diego Interior Design & Landscape Expo (30,000)
- 22-24 National Roofing Contractors Association (6,000)

### March

- 1-3 RE/MAX Annual International Convention (4,000)
- 6-10 Wireless Systems Design Conference (5,000)
- 10-12 Glassbuild America: The Glass, Window & Door Expo (5,000)
- 23-25 Association of Peri-Operative Registered Nurses (15,000)

### April

- 2-3 Rite Aid Health & Beauty Exposition (8,000)
- 2-3 California School Food Service Association (1,300)
- 12-15 American Educational Research Association (15,000)
- 19-22 RIMS (Risk and Insurance Management Society) (10,000)

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