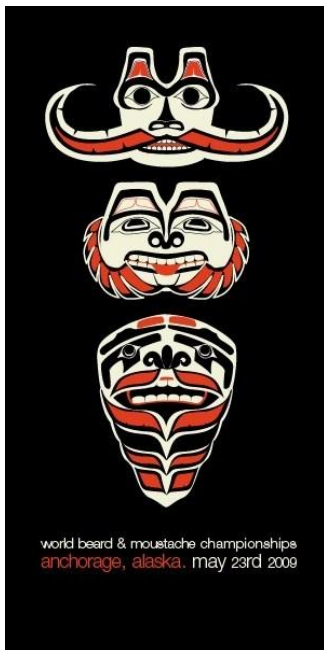


SMG E-ZINE

BOOKINGS

The Anchorage Convention Centers were buzzing with bookings this second quarter. Despite the tough economic times, both the revitalized Egan Center and the new Dena'ina Center, open since last September, saw activity levels hold steady or even improve. Of the many events, here is a sampling of especially noteworthy ones: the Indigenous Peoples' Global Summit on Climate Change, April 20-24, with representatives from all over the world; Alaska's Native Youth Olympics April 23-24; the Food Services of America Trade Show on April 29th; several concerts and performances including Twista, Memphis Bleek & DJ Whoo Kid and Cedric the Entertainer, and last but certainly not least: the World Beard & Moustache Championships, providing astonishing and impressive insights into what can be done with facial hair...



World Beard & Moustache Championships

Participants

© N. Novik



Terry Fenge, Canada and
Aqqaluk Lyngge, Greenland

Hitoshi Abe
(Ainu, Japan)
and A. Keller
(Inupiaq,
Alaska)



© N. Novik



Felipe de
Jesus,
(Mexico) and
Niko
Valkeappää
(Saami,
Finland)

Indigenous Peoples' Global Summit on Climate Change

OPERATIONS

The transition from winter to spring is a welcome event in Alaska. The Ops team did a fabulous job in learning how to manage the temperature systems in the new Dena'ina building and keeping both Centers spic & span despite the sometimes muddy conditions. As the weather changed and daylight increased to the dramatic 20+ hours per day in June, Ops added outside maintenance tasks to indoor work being done in both facilities, working towards completion of the Egan revitalization and putting the final touches on Dena'ina before its first anniversary in September.

A special note on Savor...Alaska's Food & Beverage operations. SMG has implemented numerous improvements to both food quality and service at the Centers. With the opening of Dena'ina, many food quality upgrades were made possible by the expanded refrigeration capacity of the kitchen. Previous refrigeration constraints at the Egan Center precluded our ability to "hand-craft", prep/freeze or buy fresh/bulk for temperature sensitive items. We're now making the majority of our stocks from scratch. Dressings, vinegars and croutons are made in-house. We're baking most of our bread products, such as Hamburger Buns, Hot Dog Buns, Brioche Dough, Chocolate Garnishes, Brittles (for



garnishes), Fondants for Danish and Cakes. We're making our own Crème Brûlée and a "Sampler" dessert option consisting of Mini Lemon Tart, Port and Fennel Pollen Chocolate Truffle and Tuxedo Strawberries. We retained a UAA (University of Alaska, Anchorage) Culinary Arts program intern to head up our bakery. We're cutting our own steaks. We're hand-crafting our popular Chicken Cordon Bleu. Client feedback has been excellent; sample quote: "You folks are far beyond rubber chicken convention centers". In the near future, we'll even be producing our own fresh pasta. While Dena'ina's cold storage capacity and proofing/baking ovens are a substantial factor, the improvements in catering quality and service are also made possible by SMG's success in increasing business volume, allowing for a higher level of quality staff retention. SMG/Savor continues to set the bar higher and further increase the number of repeat and happy clients.

CORPORATE INITIATIVES

SMG Sports & Entertainment Initiatives

During the past quarter, SMG Sports & Entertainment (S&E) has been working with the agency and producer of the new touring show "Star Wars." SMG S&E is constantly looking for other types of content to fill SMG venue booking calendars and this show is something that has the potential to grow into the much needed content we are looking for. With Star Wars, SMG S&E was able to get involved from the very beginning when the tour was first being produced and routed. SMG S&E has also worked closely with the agency and producer to structure a deal that is a win-win-win for all parties involved which will hopefully enable the grow and success of this show. Star Wars will premier in the US this fall with a limited numbers of dates as they are still in the planning and production stages of the event. SMG will host the event at the Ford Center, Oklahoma City and BOK Center, Tulsa. After the fall dates are completed, the show will look at booking a full arena tour starting in 2010.

Convention Centers

SMG/CVB Roundtable – SMG hosted the first of a planned regular series of roundtable discussions with our CVB partners in Washington at a recent DMAI event. Continuing our efforts to build stronger partnerships with the leadership of our respective CVBs, the roundtable focused on the current issues in the industry such as lobbying efforts with the Obama Administration on the importance of the travel and meetings industry. Additionally, we discussed areas where SMG might expand its offerings including database research, the SITEPAS program and electronic scheduling.

Challenging economy has SMG focused on sales (SMG Hosts and Sponsors key industry events)

National Association of Consumer Shows (NACS) Annual convention was held at the SMG managed Memphis Cook Convention Center in June. National sales team leader, Gregg Caren, and Rhode Island Convention Center Senior Sales Director John McGinn worked with a dozen of our participating venues to seek new opportunities in the consumer show sector.

In July, the Salt Palace Convention Center hosted the Meeting Professionals International World Education Congress (MPI WEC), with meeting planners from all sectors and all corners of the world descending on Salt Lake City. We were a proud major sponsor, working with Scott Beck, President & CEO of the Salt Lake Convention & Visitors Bureau. These are two of almost a dozen events targeted by the SMG sales team. The goal is always to reinforce our brand and network of facilities, and generate leads wherever possible. In addition, we continue to seek new database mining opportunities, telemarketing blitzes and cooperative efforts with our local CVB partners.



COMMUNITY INVOLVEMENT

The Alaska Visitor Industry Charity Walk celebrated its 10th anniversary this year. The annual 5k “Graze to Raise” event has raised over one million dollars for local charities since its inception in 2000. For the first time, the Walk used the new Dena’ina Center’s Exhibit Hall, the largest in Alaska, for the start and finish as well as the final “WOW” event. Walkers greatly enjoyed the new location and SMG’s Savor...Alaska Food & Beverage items. Visit the Charity Walk’s website www.alaskacharitywalk.org for more information on this worthwhile and fun event. The Centers/SMG also sponsored the Anchorage Chamber of Commerce “School Business Partnership” Award luncheon on April 27th in the Dena’ina Tikahtnu Ballroom, supporting Anchorage youth under this cooperative program between companies/associations, educators and students from the Anchorage School District. Please visit www.asdk12.org/depts/sbp to learn more or get involved in this ongoing program.