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LEADING INDUSTRY PUBLICATION NAMES MCCA DIRECTOR AMONG MOST INFLUENTIAL EXECUTIVES

James E. Rooney Receives Tradeshow Week "Power Pack" Honor for Generating Economic Activity, Reducing Operating Deficits

The Massachusetts Convention Center Authority today announced that *Tradeshow Week*, a leading convention and exhibition industry publication, included MCCA Executive Director James E. Rooney in its prestigious 2008 "Power Pack" listing of the 100 most influential executives in the convention and exhibition industry. This is Rooney's second appearance on the list after being recognized when it was last published in 2006. Rooney ranks among a group of twelve convention center leaders in the 'Power Pack' list with only three coming from the East Coast.

"I am honored to be included again in *Tradeshow Week's* 'Power Pack' and to be among the few convention center executives included on this important list," said James E. Rooney, Executive Director of the MCCA. "I view this as an important industry affirmation that the MCCA continues to excel in providing its award-winning customer service and amenities while generating significant economic activity for Massachusetts."

According to *Tradeshow Week*, Rooney was selected for the MCCA's continuing success at generating substantial economic activity for the Commonwealth. The Boston Convention & Exhibition Center (BCEC) and the John B. Hynes Veterans Memorial Convention Center (Hynes) are creating significant regional economic activity and generated \$494.2 million in economic impact in 2007 against the \$41.8 million in operating costs. A 43% increase in attendees at 247 events led to a 4% increase in economic impact. The BCEC also reached two important milestones over the past year when it welcomed its one-millionth attendee and saw the one-millionth hotel room night booking since the facility opened in 2004.

Rooney is also noted for reducing operating deficits at the John B. Hynes Veterans Memorial Convention Center to "the slimmest in its 20-year history." In FY2005, the Hynes operating cost was only \$868,000, the lowest in the history of the building. Under Rooney's guidance, the MCCA is now overseeing an \$18 million renovation plan for the Hynes that will generate new revenue and capitalize on the facility's success by creating retail and restaurant space in the prime Back Bay location.

The "Power Pack" listing is in the June 9th edition of *Trade Show Week* and available online at www.tradeshowweek.com

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