

# Front & CENTER

NEWS FROM THE MASSACHUSETTS CONVENTION CENTER AUTHORITY

## Making Sure the Shows Go On

by Gloria Cordes Larson and James E. Rooney

July's tragic ceiling panel collapse happened at the height of one of the busiest convention seasons in our history. Almost immediately, the MCCA sprang into action, implementing a variety of programs to reassure attendees that the City of Boston is still a safe, accessible place to visit. Public safety is the top priority and as state and city officials continue inspections, our job is to communicate clearly and make things work for our clients.

Travel advisories have been posted on the MCCA website every day with a direct link to traffic delay and closure updates, as well as all alternate routes and public transportation to the BCEC and the Hynes. In addition, a transportation booth was created at the BCEC to inform attendees of the quickest and easiest ways to get to their destinations.



Gloria Cordes Larson  
MCCA Chairman



James E. Rooney  
MCCA Executive Director

Though our BAGS program, which enables conventioners to check luggage and receive airline boarding passes before leaving the BCEC was still in the works, we were able to get it up and running in pilot form quickly, allaying stress for

those attendees worried about being late to the airport due to traffic.

The MCCA also worked with the MBTA to provide rapid bus transit via the Silver Line from the BCEC to Logan Airport on final show days.

This was a time for us to show that the MCCA is prepared to adapt to undesirable circumstances and make every convention work, and we succeeded. In fact, each of the major shows hosted by the BCEC after the July 10th ceiling panel collapse saw full attendance, including the American Society of Association Executives and The Center for Association Leadership's annual event.



## A HEALTHY OUTLOOK FOR THE BCEC:

### 13,000 Public Health Professionals Predicted for APHA Annual Meeting

November 5th through 8th, thousands of physicians, nurses, epidemiologists, researchers, educators, and other health specialists from across the United States will visit Boston for the American Public Health Association (APHA) Annual Meeting and Exposition, one of the oldest and largest gatherings of public health professionals in the world.

Representing more than 50,000 members from over 50 occupations of public health, APHA is concerned with a broad set of issues affecting personal and environmental health, including federal and state funding for health programs, pollution control, a smoke-free society, programs and policies relating to chronic and infectious diseases, and professional education in public health.

#### EVENT OVERVIEW: AMERICAN PUBLIC HEALTH ASSOCIATION

Dates: 11/05 to 11/08  
Attendees: 13,000  
Room Nights: 27,420  
Direct Spending: \$8.76m

ECONOMIC IMPACT:  
\$17.53m

## A HEALTHY OUTLOOK FOR THE BCEC:

# 13,000 Public Health Professionals Predicted for APHA Annual Meeting

### SUCCESS FOR MCCA'S HEALTH-CARE INITIATIVE.

"Our marketing initiatives targeting the health care industry continue to pay off," said James E. Rooney, Executive Director of the MCCA. "The APHA Annual Meeting is just one of several large-scale health-related events scheduled for the BCEC over the next few years."

Boston's stature in the health care field was one of the factors contributing to the selection of the BCEC as this year's APHA convention site. "With its vast concentration of health industry-related professionals and practitioners, Boston was a natural choice for our annual meeting," said T.J. McCabe, APHA's Director of Convention Services. "Not only is there a large pool of potential attendees within a day's drive of the city, but the area acts as a magnet attracting visitors from other parts of the country."

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~ T.J. McCabe  
Director of Convention Services, APHA

sessions, roundtables, institutes, and panel discussions at which more than 4,000 scientific papers will be presented. The Annual Meeting also includes the APHA Public Health Expo, with approximately 675 booths of information, state-of-the-art products, and services.

### GIVING BACK TO BOSTON.

"One of the traditions of the APHA Annual meeting is to give back to the local community," reports McCabe, "This year, we've selected the Boston Health Care for the Homeless Program (BHCHP) as our recipient agency and we're asking each attendee to help us support this effort by making a donation."

It all adds up to good news for Boston and a healthy outlook for the BCEC.

### MEETING THEME: PUBLIC HEALTH AND HUMAN RIGHTS

Presentations and general sessions at the 2006 APHA Annual Meeting will focus on the intersection of health and human rights. In addition, there will be more than 900 scientific



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John Finnegan, SIGGRAPH 2006 Conference Chair

## SIGGRAPH 2006 Draws More Than 20,000.

### CONVENTION A SUCCESS DESPITE BIG DIG CLOSURES

More than 20,000 artists, research scientists, developers, filmmakers, and academics from 80 countries attended SIGGRAPH 2006, the 33rd International Conference on Computer Graphics and Interactive Techniques held in Boston on August 1-3. In addition, the conference attracted more than 230 exhibitors, including 76 companies who were part of SIGGRAPH for the first time.

### NO NEGATIVE IMPACT FROM BIG DIG TROUBLES

Big Dig problems seemed to have little effect on the success of the event. According to SIGGRAPH's John Finnegan, "Returning to Boston for the first time since 1989 was met with resounding success from the local and international community. The city of Boston and the staff of the new convention center did a fantastic job at welcoming the technology and computer graphics community to this part of the country."



# Badge of Honor



## BCEC Welcomes 14,000 Law Enforcement Professionals October 14th through 18th.

Law enforcement professionals from around the world will be coming to Boston this October for the 113th Annual International Association of Chiefs of Police (IACP) Conference and Exposition to be held at the BCEC. The IACP is the world's oldest and largest nonprofit membership organization of police executives, with over 19,000 members in over 100 different countries. An event of this magnitude gives the MCCA the opportunity to showcase the BCEC and the city of Boston to an international audience. "It should be an exciting week for us all," said James E. Rooney, Executive Director of the MCCA.



### BOSTON AND THE BCEC: REAL ATTRACTIONS

The city – and the BCEC – are proving to be quite a draw for the conference. "The response from our membership has been very enthusiastic. Attendance is up and exhibit space is sold out," Tammy Berger of the IACP reports. "And I think when people see the facility, with its state-of-the-art amenities and spectacular city views, they'll be even more impressed."

### ADVANCING THE ART AND SCIENCE OF POLICE SERVICES.

Founded in 1893, IACP's mission is to foster the exchange of information and experience among police administrators throughout the world. The conference focuses on a wide range of law enforcement issues, from port safety to stress recovery. Attendees will also have an opportunity to see Boston by foot during a 5K benefit run through the Back Bay to the Boston Marathon finish line.

### EVENT OVERVIEW: INTERNATIONAL ASSOCIATION OF CHIEFS OF POLICE

Dates: 10/14 to 10/18

Attendees: 14,000

Room Nights: 34,220

Direct Spending: \$10.28M

ECONOMIC IMPACT:  
\$20.57M

## A WIN FOR TAXPAYERS:

**\$24 MILLION SETTLEMENT APPROVED  
WITH BCEC DESIGN TEAM.**

After nearly six weeks of trial, the MCCA Board of Directors approved a \$24 million out-of-court settlement with the companies involved with design flaws of the BCEC. The settlement will cover work already completed and permanent solutions currently underway. Despite the design problems, the BCEC was completed on schedule and within the legislated budget.

"WE ARE PLEASED THAT THE TAXPAYERS ARE NOT BEING FORCED TO PICK UP THE TAB FOR FLAWED DESIGNS AND WE ARE PARTICULARLY PLEASED WITH OUR MANAGEMENT AND LEGAL TEAM FOR BRINGING THIS MATTER TO SUCH A SPEEDY AND JUST CONCLUSION."

James E. Rooney,  
MCCA Executive Director

# EVENT SPOTLIGHT



# the Buzz

THE DONALD COMES TO THE BCEC

## Secrets of the Rich and Famous:

TRUMP ONE OF FOUR CELEBRITY SPEAKERS AT EXPO

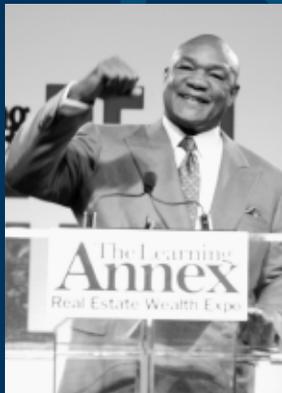


TV star and billionaire real estate mogul Donald Trump will be the headliner at the Learning Annex Real Estate Wealth Expo to be held at the BCEC the first weekend in December, and

his seminar “How to Get Rich With Donald Trump” will be one of the highlights of this two-day event.

Other keynote speakers include former heavy-weight boxing champion George Foreman, “Rich Dad, Poor Dad” author Robert Kiyosaki and “Unleash the Power Within” guru Anthony Robbins.

In addition, there will be over 70 seminars on topics as diverse as tax secrets of the millionaires and real estate deal making. The event is expected to draw 45,000 attendees.



**The Learning Annex REAL ESTATE & WEALTH EXPO**

# Boston Convention Centers

## OCTOBER 2006

- 1-3 **H** International Catholic Stewardship Council | 5,000
- 3-4 **H** International Society For Optical Engineering | 500
- 4-5 **B** XL Capital Congress | 700
- 7 **B** O, The Oprah Magazine 2006 Event | 5,000
- 8-10 **H** National Electrical Contractors Association | 6,500
- 10-11 **B** Massachusetts Association of Realtors | 1,000
- 12 **H** Diversity Job Fair | 700
- 12 **H** Meetings Market Academy | 250
- 14 **H** Mass. Association of Community Development | 600
- 16 **H** Heinz Family Foundation | 1,500
- 16 **H** Photoshop Users Workshop | 350
- 18 **H** Labor Arbitration Institute | 250
- 19 **H** Caldwell Group | 500
- 15-17 **B** International Chiefs of Police | 14,000
- 19 **B** Lawyers Weekly Publications Awards Ceremony | 500
- 20-23 **H** NAASO: The Obesity Society Inc. | 2,000
- 21 **B** NE Regional Spinal Cord Injury Center Research | 200
- 21 **B** Year Up Annual Fundraiser | 850
- 24 **B** Citizen Housing & Planning Association | 1,500
- 24 **H** Rosie's Place Annual Luncheon | 1,500
- 27-29 **B** Pri-Med East | 6,000
- 28-31 **H** American Association for Study of Liver Disease | 4,200

## NOVEMBER 2006

- 1 **B** Massachusetts General Hospital | 1,800
- 2 **H** Heineken Annual Meeting | 1,400
- 5-8 **B** American Public Health Association | 13,000
- 10 **B** Marine Corp Luncheon | 1,500
- 8-11 **H** 2006 SIO International Conference | 300
- 12-14 **H** American Assn. For Cancer Research - Prevention MTG | 1,000
- 13-15 **B** Brownfields | 2,000
- 16 **H** Association of Legal Administrators | 350
- 17-19 **B** DISCO International | 5,000
- 18 **B** Earth Night | 500
- 28-30 **H** Materials Research Society | 5,000
- 30-3 **H** Crafts at the Castle | 2,500

## DECEMBER 2006

- 2-3 **H** New York City Dance Alliance | 2,500
- 2-3 **B** Real Estate Wealth Expo | 45,000
- 6 **B** Fidelity Senior Finance Meeting | 350
- 8 **H** New England Opthamalogical Society | 1,000

**B** BCEC Event | Attendees  
**H** Hynes Event | Attendees

## MassMutual Center Hosts Halloween TV Special



MassMutual  
Center  
Springfield, Massachusetts

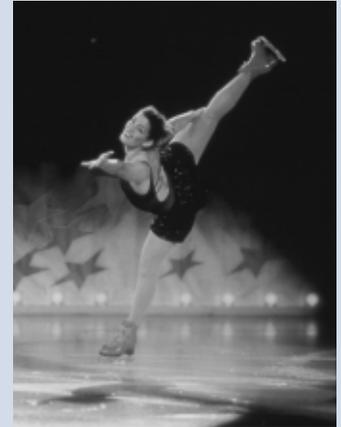
See other side for details

Nancy Kerrigan brings *Halloween on Ice* to Springfield October 8th.

When *Halloween on Ice* is broadcast nationally on Oct. 28th on NBC, one of the stars of the event will be Springfield's MassMutual Center, which is celebrating its one-year anniversary this fall. The show will feature figure skating celebrities such as Nancy Kerrigan, Todd Eldridge, Kurt Browning, and others. The TV show will be taped during a one-time only performance at the MassMutual Center on October 8th.

In addition to world-class skating, pop group Mannheim Steamroller will be appearing live in concert, performing special arrangements of songs from scary TV shows, movies, and more. It's an event that will be a Halloween treat for the whole family. Please visit [TicketMaster.com](http://TicketMaster.com) for ticket information.

Call 413-787-6610 for details.



Boston Convention & Exhibition Center  
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