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**LEADING TRADE MAGAZINE NAMES MCCA DIRECTOR AS INDUSTRY LEADER**  
*James E. Rooney named one of "Top 100 Influential People In The Trade Show Business"*

The Massachusetts Convention Center Authority (MCCA) today announced that Executive Director James E. Rooney has been named in *Tradeshow Week's* annual "Top 100 Influential People In The Trade Show Business," recognizing his leadership in a top tier convention city after less than three years in the position. The publication places Rooney as one of just 10 selected leaders in the category, "On The City Side: Putting Out The Welcome Mats," that highlights convention bureau and convention center executives across North America.

"We have worked hard to make Boston a leader in the Tradeshow industry and I think this listing demonstrates that Boston is a city that does it right," said Rooney. "I take seriously my responsibility to propel Boston to the forefront of the convention center marketplace, through innovative programs and services that distinguish our city. While I am pleased to be included on this list, it is a recognition I share with my team at the MCCA and the entire Boston hospitality industry."

The *Tradeshow Week* "Top 100 Influential People In The Trade Show Business" is included in this week's issue and was decided by the *Tradeshow Week* editorial staff. Other "On The City Side" leaders recognized on the list include: Mark Liberman of LA Inc. the Convention & Visitors Bureau; Myles T. McGrane of Jacob K. Javits Convention Center; Tim McGuinness of NYC & Co.; Steve Moore of Greater Phoenix Convention & Visitors Bureau; Tom Muldoon of Philadelphia Convention & Visitors Bureau; J. Stephen Perry of New Orleans Metropolitan Convention & Visitors Bureau; Carol Wallace of San Diego Convention Center Corp.; and Mark Zimmerman of Georgia World Congress Center.

"The number one question we asked ourselves was: If somebody asked for a list of who you should talk with to get a good idea of what's happening in the tradeshow industry, who would be on that list?" said *Tradeshow Week* Editor in Chief Michael Hart. "I hope, if nothing else, it provokes a discussion of what it means to be a leader in the tradeshow industry in 2006."

"Jim Rooney's vision and ability to achieve results make him a strong manager and positive leader in the public sector. His commitment to the City of Boston and its continued success in the convention business is evident in everything the MCCA does," said Harvard Business School professor Rosabeth Moss Kanter, author of *Confidence*. "As a MCCA board member, I see first-

hand the attention that he gives to making sure that conventioners experience Boston in its truest form. The Trade Show Week is a well-deserved recognition.”

The BCEC had one of its busiest summers in history this year, with Big Dig tunnel closures during the Microsoft Worldwide Partners Conference. To accommodate the busy schedule, the MCCA implemented a variety of programs in direct response to the tunnel and ramp closures and anticipated traffic delays associated with the tunnel collapse. Travel advisories were posted on the MCCA website every day with a direct link on the opening page to traffic delay and closure updates, as well as all alternate highway routes and public transportation information. In addition, a transportation booth was created at the BCEC to inform attendees already here of the quickest and easiest ways to get to their desired destination, whether it be to their hotels, the airport or elsewhere.

The MCCA also worked with the MBTA, the nation’s first subway system, to provide direct rapid bus transit via the Silver Line from the BCEC to the airport on final show days. Additionally, the BAGS program was put in place in advance of its scheduled launch to help visitors trying to circumvent long lines at the airport. BAGS, which is directly linked to Logan International Airport, allows conventioners traveling on four major airlines, to check their luggage and receive their boarding passes while still at the BCEC.

For computer graphic association SIGGRAPH, which welcomed 25,000 graphics arts professionals to the BCEC in August, working with Jim Rooney and the MCCA during Big Dig tunnel and ramp closures, demonstrated the MCCA’s ability to handle tough challenges.

“Jim, his MCCA team and the city of Boston provided the highest level of professionalism and resources,” said Cindy Stark, Director of SmithBucklin Corporation which manages the ACM SIGGRAPH event. “With all of his previous endeavors and his years of having a clear vision for the MCCA, I believe Jim embodies what the “Top 100 Influential People In The Trade Show Business” is all about.”

For over 34 years, *Tradeshow Week* has served the exhibition industry as the premier weekly news magazine and publisher of four annual directories including the Tradeshow Week 200. *Tradeshow Week* is owned by Reed Business Information (RBI), the largest business-to-business publisher in the United States. RBI is a member of the Reed Elsevier Group plc (NYSE: RUK and ENL), a world leading publisher and information provider operating in the science and medical, legal, education and business-to-business industry sectors.

The Massachusetts Convention Center Authority owns and oversees the operations of the Boston Convention & Exhibition Center, the John B. Hynes Veterans Memorial Convention Center, the MassMutual Center in Springfield, MA and the Boston Common Parking Garage. In FY 2006, the BCEC and the Hynes successfully hosted 276 events, bringing 579,370 attendees from across the country and around the world to Boston.

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