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**MCCA Announces Event Management Staffing Changes and Additions**  
*Strategic Changes Enhance Ongoing Customer Service Improvement Focus*

The Massachusetts Convention Center Authority (MCCA) today announced several additions to its event management team as well as the promotion of two senior event managers. The staff changes come as the new Boston Convention & Exhibition Center (BCEC) finishes its six month of operation and the organization continues its efforts to make its event management and customer service teams among the best in the industry.

“Over the past year, we have not only successfully opened a magnificent new convention center, we have also made significant progress in focusing our organization on providing efficient, superior customer service,” said James E. Rooney, Executive Director of the MCCA, which owns and operates the BCEC as well as the Hynes Convention Center in Boston. “We know that we offer an attractive destination in Boston and, we have a spectacular building in the BCEC, but it is essential that our service matches the same high levels. These strategic staffing changes in our operations group will enhance our ability to become the premier, customer-focused convention facility in America.”

Diane DiAntonio, who has been a part of the MCCA event management team since 2001 and has been a Senior Event Manager for the past year is being promoted to Director of Event Services. In this role, Diane will oversee the efforts of the Event Services Department and the Customer Service Department. Both departments handle events at the BCEC and the Hynes Convention Center. Diane will be responsible for making sure that the two frontline departments are coordinated and that they are helping clients to host flawless events. Prior to joining the MCCA, Diane was the Director of Special Events for New England Cable Television Association, Inc. for five years. Diane is a Certified Meeting Professional.

Sarah Leach, a current Event Manager, has been promoted to Senior Event Manager. Reporting to Diane, Sarah’s focus will be on events scheduled at the Hynes Convention Center, where she has been an event manager for five years. She will also assist and manage events at the BCEC. Before joining the MCCA, Sarah was an exhibits coordinator for a dental supply company for 10 years.

This month, the MCCA also welcomes three new event managers to its staff. “We’re thrilled to announce three new additions to our events team that we know will strengthen our ability to execute the best possible events for our longtime clients at the Hynes as

well as the many new customers that we have signed on to come to the BCEC,” said Rooney. “All three of the new event managers have multiple years of experience managing high profile events and working with top executives from around the country. We are excited to get them off and running.”

Carol Gagnon, of Westborough, Mass., will be joining the MCCA as a Senior Event Manager. Carol’s focus will be events held at the BCEC with assignments at the Hynes as appropriate. Prior to joining the MCCA, Carol was at the Bayside Expo Center in Boston, where she served as a senior event manager. Prior to the Bayside, Carol was a senior event manager at Key3Media Events, Inc. in Needham, Mass., where she managed all aspects of keynote production. In this role she produced several highly visual keynote series at top-tier events, including COMDEX, NetWorld+Interop, Seybold and JavaOne.

Larry Harris, of Washington, D.C., will be joining the MCCA as an Event Manager. Larry will manage events at both the BCEC and the Hynes. Larry has been an Event Manager at the Washington D.C., Convention Center since early 2003 and prior to that, he was a Senior Event Manager for six years at the Colorado Convention Center in Denver.

Meredith Miller, of Boston, will also be joining the MCCA as an Event Manager. She, too, will manage events at both the BCEC and the Hynes. Meredith has most recently been working as a Regional Manager for Eventive Marketing in Boston where she was responsible for event marketing. Prior to that, she worked for Contour Marketing Services, an IPG Agency in Atlanta, where she promoted and marketed Coca-Cola North America’s marketing projects, including the Coca-Cola Classic and the Tiger Woods Foundation.

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