



2014

ANNUAL REPORT

**WASHINGTON STATE
CONVENTION CENTER
PUBLIC FACILITIES DISTRICT**

January 1 – December 31, 2014

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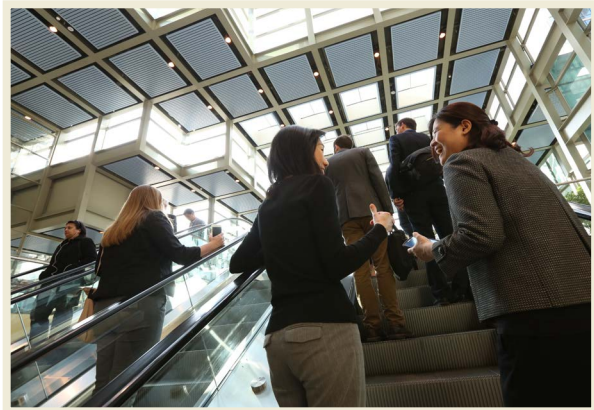


Photo by Walter Hodges



Cover Photo: Walter Hodges

Graphic Designer: Phil Padilla

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Washington State is home to some of the world's most highly skilled workers and innovators. As Governor, my responsibility is to lead a prosperous economy, identifying opportunities and strategies to support existing Washington State employers and cultivate new ones. A strong economy translates to opportunities for our small businesses, service-sector employers, and the workers who support them – from truck drivers and machinists to fruit packers and lab technicians. This is especially important when other industries are still rebounding from the recession; creating jobs is a benefit that hits home for all of our residents.

The Washington State Convention Center has established an admirable reputation for buying local. The Center annually purchases approximately \$450,000 of Washington-grown food products including produce, meats, fish, and wine. Serving over 250,000 pounds of Washington-processed potatoes since 2006 represents a commitment to the annual 23,500 jobs for potato growers and keeps our agriculture industry thriving.

With growing demand for additional meeting facilities in Washington, WSCC's board of directors is developing a second facility that will deliver larger event spaces beyond the existing locations, providing two economic engines in our state. Tax revenues will increase as WSCC's business increases. The addition is exciting news – this growing revenue source helps to fund numerous public programs and services. I'm confident that WSCC will operate this additional facility at the level of professional quality we have experienced with the existing spaces.

On behalf of the people of the state of Washington, I wish to congratulate the Washington State Convention Center Public Facilities District board for a job well done. Best wishes for continued success with your development plans on the new addition!

Very truly yours,

A handwritten signature in black ink, appearing to read "Jay Inslee".

Jay Robert Inslee
Governor of Washington

A MESSAGE FROM KING COUNTY EXECUTIVE DOW CONSTANTINE



King County has become a catalyst for growth, forging partnerships that contribute directly to the vitality and prosperity of our region's economy.

This year, King County seized the moment and vigorously pushed for the much-needed expansion of the Convention Center. The Center, which ranks 56th in size among similar U.S. facilities, has been forced to turn away almost as much business as it books.

The larger facility will allow WSCC to tap new markets, attracting convention business and delegates who will visit, boost local businesses, and explore all that our region has to offer. This added convention business will strengthen our county's reputation as a focal point for innovation and creativity.

The Washington State Convention Center is a tremendous asset to local businesses and organizations, whose members don't have to leave home to experience a world-class

event. The Center also enables us to showcase our Northwest hospitality for visitors and new businesses interested in relocating to the area.

We've worked hard to prepare the way for the expanded Convention Center. Major progress has been made on transportation, land development, urban planning, design, and streetscape.

This is an exciting time for King County. I am proud that we were an early advocate of the planned addition, working tirelessly to achieve the start of construction in 2017, with an opening in 2020.

Sincerely,

A handwritten signature in black ink that reads "Dow Constantine". The signature is written in a cursive, flowing style.

Dow Constantine
King County Executive

A MESSAGE FROM SEATTLE MAYOR ED MURRAY



For the first time in over a century, the city of Seattle is growing faster than its surrounding suburbs. As we grow, our city must become more livable and sustainable. Our leadership efforts will have a lasting effect on transportation, economic development, environment, and quality of life for our residents. Together, with support from our business partners, we work to sustain a safe, vibrant community with interconnected neighborhoods for all to enjoy.

The Washington State Convention Center brings many civic benefits to our community. Over the years, WSCC has contributed to the city's parks and plazas, low-income housing, historic preservation, support of the arts, pedestrian byways, public safety improvements, and cultural amenities.

In May, the American Alliance of Museums Annual Meeting brought 4,700 delegates to gather at WSCC and enjoy the local culture and activities that make Seattle unique. The Convention Center's own public art program

welcomes both neighbors and visitors to enjoy rotating Northwest artwork in galleries that are open and free for everyone – every day.

The addition of a second, larger facility makes sense on many levels. It will create jobs, generate new revenues, and enhance the Pike-Pine renaissance with attractive pedestrian connections between downtown and adjoining neighborhoods.

WSCC has proven to be a good civic partner. Thank you to the board of directors and staff of the Convention Center for helping to make Seattle the remarkable, thriving city that it is.

Sincerely,

A handwritten signature in black ink, appearing to read "Ed Murray". The signature is fluid and cursive, with a long, sweeping underline that extends to the right.

Ed Murray
Mayor of Seattle

THE STATE OF THE CONVENTION CENTER



Frank K. Finneran
Chairman, Board of Directors

We're pleased to draw back the curtain and present 2014, a banner year for the Convention Center! The year-end results were very positive, exceeding both financial and operating goals. At the close of four years of operations as a public facilities district, we've produced consistently strong results. The Board and staff can be commended for their excellent leadership and performance for an organization that is solely responsible for its own management operations, capital improvements, and profitability. Lastly, the State Auditor examination produced the 26th consecutive audit with no findings for fiscal 2014.



Jeffrey A. Blosser
President and Chief Executive Officer

Our Board of Directors continues to develop first-rate strategies to position us for a strong future. The public sets high expectations for our mission – to deliver both economic and civic benefits to our community – and we have succeeded on both fronts. Governor Jay Inslee, King County Executive Dow Constantine, and Mayor Ed Murray enthusiastically support our mission, and have appointed exemplary individuals to our nine-member Board.

Downtown Seattle is thriving as a business destination and reflects the innovative spirit and energy of the Northwest. Convention attendees, residents and tourists converge here, contributing to further economic development and ensuring that Seattle continues to be a vibrant destination. WSCC is fortunate to be nestled in the heart of this dynamic community. Marketing the WSCC remains a critical focus for 2015 and beyond. We'll

continue to pursue solid marketing and sales strategies to present positive messaging to our customers and further our brand recognition. Seattle's destination marketing organization, Visit Seattle, in partnership with WSCC and area hotels, leads our national sales and marketing efforts. National and international conventions are confirming their meeting sites from two to five years in advance. With the additional facility planning already underway, we will be on target to market a sister facility to open in just five years. Our sales and marketing teams are hard at work!

We have nothing but praise for the staff here at WSCC. The customer service reports are uniformly excellent and our "Service Vision" and "Service Standards" are embodied in the teamwork observed daily in our line staff. These essential, hard-working employees keep the facility sparkling and efficiently prepare meeting rooms and banquet tables so they are ready for our clients each morning. Our security staff ensures an environment of civility and safety for everyone entering the facility. From the loading docks, parking garages, and chef's table to the beautifully landscaped grounds, the staff works as a team to keep our venue clean and graffiti-free – a welcoming place for both convention guests and the general public.

The Board of Directors wisely established a funding mechanism of \$4 million per year to pay for annual maintenance projects and to fund the facility's future capital needs. Clients are often buying our services years in advance so we need to ensure that the existing facility

looks beautiful and consistently delivers operational excellence year after year. In 2014, we completed several multi-year projects that are already demonstrating their value. Beautiful new way-finding signage in dark wood has received rave reviews from clients. Meeting room signage is accented in fresh colors and designed for clear and easy visibility. Digital screens provide dynamic information to keep attendees up to date with meeting schedules and room activities.

With a desire to broaden the diversity of our food and beverage venues, and to provide an innovative opportunity for meeting planners to enhance their events, we opened Solera, a beautiful flex-space café and wine bar in Exhibit Hall 4B. The Grill, a newly renovated space in Exhibit Hall 4A, provides fresh offerings to delegates.

Although conventions and meetings are our primary focus, we pride ourselves in developing ways to appeal to our local clients, visitors and neighbors. To that end, we have developed an impressive public art gallery housed within the facility that is free and open to visitors every day. The highlights of our collection this year include long-term loans of *Magic*, by Peter Juvonen, from the Perkins Coie Art Collection, and *Bent*, by Juan Alonso-Rodriguez.

Our Board's most significant focus in 2014 was laying the groundwork for an additional WSCC facility. To support this work, we hired Pine Street Group, LLC,

as the project manager and LMN Architects as the A/E contractor. The early planning on the project has included strong collaboration from a number of public agencies – and support from our neighbors and business community – which the Board appreciates.

This annual report is largely devoted to sharing the highlights of the Convention Center's impact on the city, county and state in 2014. We want you to realize what we have learned after years of running the shop – namely, that a popular convention center is a very good deal for the citizens. The promise of a second facility, with the potential to significantly increase our economic and civic contribution, also portends well for Washington's future.

Sincerely,



Frank K. Finneran
Chairman, Board of Directors



Jeffrey A. Blosser
President and Chief Executive Officer

OPERATIONS AT A GLANCE

	2014	2013	2012
Financial Performance			
Revenues	\$ 44,946,054	\$ 37,457,569	\$ 36,768,969
Expenses	\$ 41,931,166	\$ 37,269,922	\$ 35,085,483
Operating Income	\$ 3,014,888	\$ 187,647	\$ 1,683,486
Number of Events			
National / International	44	38	49
Local / Regional	314	318	410
Event Attendance			
National / International	126,029	136,534	132,420
Local / Regional	305,523	274,381	295,800
Economic Benefits			
Total Room Nights	306,583	341,809	309,330
Attendee Spending*	\$ 309,672,188	\$ 313,006,926	\$ 262,643,037
Sales Tax Generated*	\$ 23,449,681	\$ 21,669,686	\$ 17,071,797

*These estimates relate to out-of-state attendance only.

National / International Attendees: Visitors from across the country and around the world attending a convention or conference.

Local / Regional Attendees: Visitors from across Washington and the Puget Sound region attending a convention, consumer show, banquet or meeting.

For fiscal 2014, WSCC continued its **historic pattern of operating in the black**, a statement very few convention centers can make.

Downtown Seattle achieved a record **hotel occupancy of 82.2 percent** in 2014.

“Through the professional actions of our staff, we will provide our guests with a distinctive level of service excellence while maintaining a fiscally responsible, self-sustaining operation that contributes economic and other benefits for the people of Seattle, King County and the state of Washington.”


<p>Self-sustaining operation assures that future clients will enjoy a well maintained facility with state-of-the art amenities.</p>	<p>\$4 million annually is dedicated to keep the facility in excellent condition for clients.</p>	
<p>Delivering extraordinary service to guests consistently exceeds expectations in a manner that secures repeat business in a highly competitive national environment.</p>	<p>19 of 44 national events in 2014 were returning clients.</p>	
<p>Securing future national business for Seattle through the quality experience delivered by WSCC staff, service contractors, hotels, Visit Seattle, labor, and destination service partners.</p>	<p>41% of national clients served in 2014 have confirmed future bookings.</p>	
<p>Maximizing positive economic impact, creating region-wide jobs, and expanding business opportunities for the benefit of business stakeholders and our community.</p>	<p>85% of the WSCC workforce resides in King County.</p>	
<p>Striving to be a good civic neighbor by donating excess food, as well as select event materials, to neighborhood charitable organizations.</p>	<p>Throughout 2014, WSCC donated a total of 7,385 pounds of food to FareStart.</p>	

Photo by Walter Hodges

Photo by FareStart

EVENTS AS ECONOMIC GENERATORS

One of the primary purposes of the WSCC is to attract high-value visitors who produce a cycle of spending and economic activity. Each convention and conference supports the area's economy when the attendees stay in hotels, dine at restaurants, shop, visit attractions, hail a cab, or ride the light rail to Sea-Tac Airport. Highlighted below are just a few of the many significant events in fiscal 2014.

SPECIALTY COFFEE ASSOCIATION OF AMERICA (SCAA) "26th Annual Exposition"

Returning to Seattle for the fourth time, SCAA is a valued WSCC repeat customer, with over **10,700 coffee professionals** sharing an intense four days in the coffee capital. The event is significant, with each attendee spending an estimated \$1,313, an **economic impact of over \$14 million**. The SCAA returns to WSCC in 2015, 2017, and 2018.

TABLEAU SOFTWARE "Tableau Conference 2014"

Locally-based Tableau Software, a new client to the WSCC, held its annual data analytics and business intelligence conference in September, 2014. **7,500 data enthusiasts** networked with Tableau employees and each other over the five-day event. A major source of hotel revenues, the conference generated **16,139 room nights** in total. This event maximized the existing WSCC facility; bringing the conference to Seattle again is contingent on an additional WSCC facility, big enough to be able to meet the growing conference's needs.

VALVE CORPORATION "Steam Dev Days"

Over **1,800 game developers** were drawn to Valve's two-day conference on the SteamOS / Steam Machine system. Headquartered in Bellevue, Valve employees had previously been involved in other WSCC events, and decided to hold their own event in the facility. This event represents the importance of local/regional events to the Convention Center.



Tableau Conference 2014

Christian Chabot, *Tableau CEO and Co-Founder*
and Jeffrey A. Blosser, *WSCC President and CEO*

Photo by David Blandford

Taken altogether, events at the WSCC provide a very significant economic impact to our region, the result of spending by attendees, event producers, and exhibitors.

SPENDING BY OUT-OF-STATE ATTENDEES, 2014 WSCC EVENTS - in millions

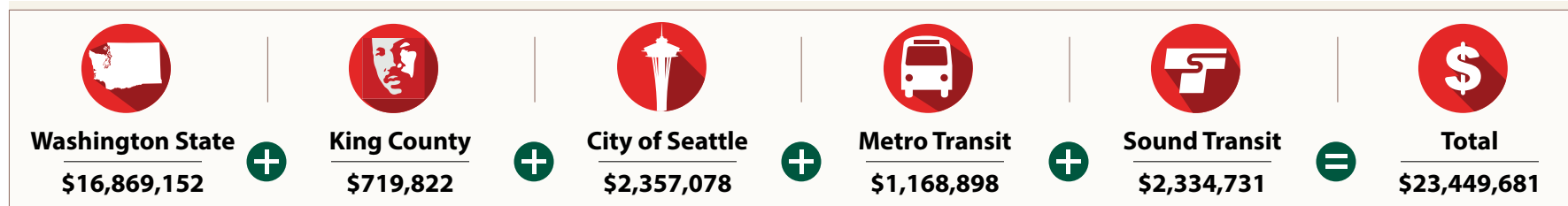
 Lodging	\$ 130.8
 Food & Beverage	\$ 73.4
 Entertainment (including tours, recreation, sporting events)	\$ 6.5
 Transportation	\$ 23.3
 General Retail	\$ 21.4
 Meeting Services (including equipment, advertising, technology)	\$ 54.2
 Total Spending	\$ 309.6

Over **26 years of operations**, out-of-state attendees have spent over **\$5.1 billion** as part of WSCC events. In fiscal 2014, this spending directly generated **3,579 jobs***, and added an **average of \$848,417** per day to Washington's economy.

*This estimate represents full-time-equivalent employment.

SALES TAX RECEIPTS

Sales tax receipts generated from the spending by WSCC attendees from outside of Washington added up to over **\$23.4 million during 2014** (not including the \$8.7 million in lodging tax receipts, collected to defray the cost of building the Convention Center and marketing Seattle and King County as a convention destination).



OPERATIONS: A FINE YEAR

Fiscal 2014 was an exceptional year of teamwork by WSCC staff and service partners. A very busy event schedule required frequent strategy sessions to sequence the careful move-out of one convention and move-in of the next. Total operating revenues came in at an impressive \$44,946,054, up 17% from last year's record.

SALES

The WSCC and Visit Seattle sales teams work collaboratively to showcase Seattle as a premier destination for national conventions, and they seek to secure this business two to five years in advance. Of the 44 national/international events in 2014, 15 have already been rebooked for future years. The 314 local/regional events in 2014 included important Northwest clients such as Boeing and Amazon. Local/regional clients are confirmed within 14 months of the event date and their events often fill in around dates and in facility spaces not already booked for national events. Taken altogether, the 358 events in 2014 generated a solid \$4,616,158 in rent revenues.

EVENT SERVICES

Load-in, installation, and load-out of freight and materials for the typical convention requires careful coordination. The operations staff works to efficiently service all events, allowing the WSCC to optimize event bookings without compromising the client experience. 19 of the 44 national/international events in 2014 represented repeat business! This is a fantastic testament to the extraordinary experience that WSCC and service providers deliver.

FOOD SERVICES

A record-breaking revenue high of \$21,089,242 was achieved with food service sales, up 26% over last year. New catering menus were introduced with greater emphasis on fresh, farm-to-table Washington products as well as sustainable options for meeting planners. Great pride is taken in making freshly baked breads, muffins, and pastries.

FACILITY SERVICES

Specialized services from independent contract vendors are provided to meet the technical and equipment needs of meeting and trade show clients. Revenues reached \$2,882,359 in 2014, a 20% increase over the prior year.

PARKING

Even with stabilized gasoline prices and an increasing focus on alternative commute options, revenues from the two parking garages increased this year to \$3,926,927. Upgraded parking technology has streamlined the parking experience.

RETAIL

Located throughout the WSCC complex are several small, minority- and woman-owned business retailers providing a variety of services to convention attendees and neighborhood residents. New retailers in 2014 include Goldbergs' 2 Go and Masala Grill & Bar. Retail revenues totaled \$589,322 this year.

While many venues do not have a sustainable maintenance fund, the WSCC Board of Directors allocates \$4 million annually to an ongoing capital maintenance fund to ensure the facility we are providing to clients is always first-class and trendsetting. Projects completed in 2014 included digital room signage, way-finding signage, meeting room entry portals, and lighting upgrades.



Wood and glass navigation signs



Digital room signage

Photos by Walter Hodges

NEW DINING OPTIONS: SOLERA and THE GRILL

An innovative addition to WSCC is the opening of two gathering spaces where exhibitors can relax while enjoying wine, appetizers, espresso or café style fare. The inspiration for Solera was a desire to offer our guests a distinctive, contemporary venue where they could regroup, or continue conversations in Exhibit Hall B. The Grill, in Exhibit Hall 4A, serves traditional, quick-serve signature burgers, fresh Northwest salads, and delicious baked goods from Wild Rye Café Bakery.



Solera, the new flexible space café



Espresso and fresh pastries are served at Solera



The Grill, recently renovated, serves conventional grilled lunch fare

Photos by Walter Hodges

The WSCC is not just a business; with 85% of its employees residing in King County, it is a member of the local community, too. WSCC strives to be a good role model and steward of the community by contributing to business vitality, supporting the safety and civility of the neighborhood, and endeavoring to be a good corporate citizen.

VETERANS' CAREER FAIR

A free, one-day event for veterans and their families to connect with over 100 employers and job search resources. In addition to networking opportunities, the fair included one-on-one sessions on interviewing techniques.

FARESTART PARTNERSHIP

FareStart, a local culinary job training and placement program, has been a community partner of WSCC and Aramark for over 10 years. In 2014, our culinary team was very active in volunteering time and donating food, as well as hiring FareStart graduates. Executive Chef José L. Chavez once again donated his time and talent by volunteering for Guest Chef Spectacular at the Showbox, an exciting fundraising event that supports education for FareStart students.

In addition to volunteering, Aramark has hired three graduates from the FareStart program and one instructor. These associates continue to grow and develop their culinary skills under Chef José and management's direction.

NORTHWEST HARVEST FOOD DRIVE

In July, WSCC employees collected and donated 289 pounds of food to Northwest Harvest, the only nonprofit food bank distributor operating statewide in Washington. Through a network of more than 370 food banks, meal programs, and high-need schools, Northwest Harvest provides over two million meals every month!



Photo by WSCC



Photo by FareStart



Photo by WSCC



2014 BEST CONVENTION/CONFERENCE VENUE IN WASHINGTON

Northwest Meetings and Events Magazine (NWME)

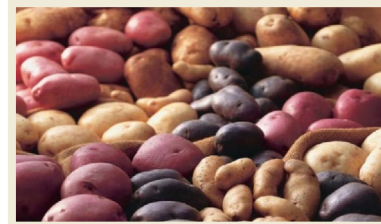
Our thanks go out to the readership of NWME for their generous votes.

What do potatoes from eastern Washington and the Skagit Valley have to do with meetings and conventions held in Seattle? Potatoes symbolize a diverse but unified economy and society across the state. WSCC purchases \$450,000 of Washington-grown food products annually, including potatoes, produce, meats, fish, wine, and more.



Bouchey Potatoes – Executive Chef José L. Chavez and Jody Bouchey

Photo by Jules Frazier



Photos by Washington State Potato Commission

WSCC is committed to serving the best of Washington's outstanding food and beverage products, providing financial benefits for farmers, ranchers, fishermen, growers, brewers, and winemakers around the entire state.

FOOD FOR THOUGHT

The WSCC culinary team served breakfasts, lunches, and dinners to over 430,000 guests in 2014, beginning with fresh Washington ingredients and products. WSCC has an ongoing commitment to supporting and maintaining Washington's rich natural resources and employment across Washington.

MAKING A DIFFERENCE

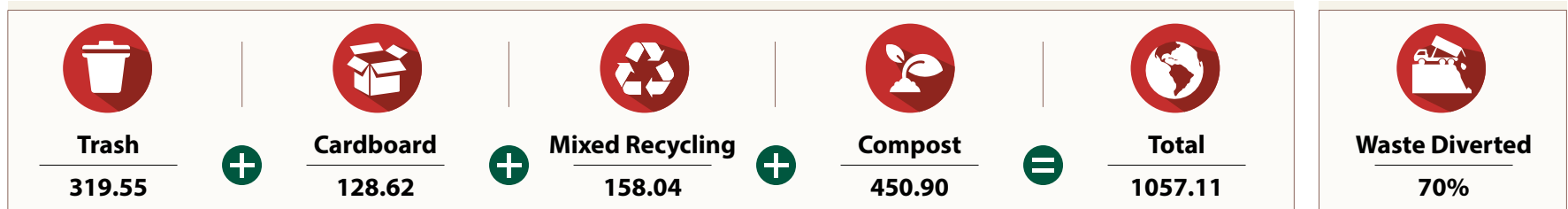
The WSCC serves fresh Washington products from farm to table, helping to support the 160,000 people working in the state's \$49 billion food and agriculture industry, which comprises 13% of the state's economy.

Serving local products benefits us all!

Since 2006,
the WSCC
culinary team
has served over
113,500
pounds of
Washington butter.

The Pacific Northwest has a reputation for leading in sustainability innovation. Since opening its doors in 1988, the WSCC has worked to achieve a notably low impact level of environmental operations. We strive to help meeting planners create the greenest meetings they desire.

2014 WASTE DIVERSION - in tons



A COMMITMENT TO BEING GREEN

Out-of-state attendee spending has a significant positive impact on our community by providing sales tax revenue that supports, among other things, environmentally friendly and efficient transit services. This benefits a growing number of public transit users by helping to fund innovative concepts in transit development and maintenance.

The creation of 100% compostable boxed lunches for meeting and convention attendees has received rave reviews from our clients. Compostable materials include not only the box itself, but the plates and cutlery as well. This innovative option for meeting planners is just part of our strong commitment to green operations.



100% compostable boxed lunches

Photo by Dawn Wells

An important **WSCC contribution to sustainability** in our region is the **sales tax revenue** generated from out-of-state attendee spending, which goes to **King County Metro Transit (\$1.1 million)** and to **Sound Transit (\$2.3 million)**.

The WSCC public art collection is readily accessible and free of charge, seven days a week, to meeting attendees and the general public. Everyone is welcome to come to the WSCC and enjoy a quiet stroll through the art galleries.

WSCC ART ADVISORS

Community art professionals who volunteer their time to provide expertise and recommendations to help guide the overall art program.

Greg Bell, *Vulcan, Inc.*

Heather Dwyer, *King County 4Culture*

Vicki Halper, *Independent Curator*

Janae Huber, *Washington State Arts Commission*

Esther Luttikhuisen, *King County 4Culture*

Jim McDonald, *Grantmakers in the Arts*

Deborah Paine, *Seattle Office of Arts & Culture*

Tim Purtill, *Atomic Art Services, Inc.*

Beth Sellars, *Suyama Space*

Peggy Weiss, *Harborview Medical Center*

Tracey Wickersham, *Visit Seattle*

Katie Williams, *Northwest African American Museum*

WSCC ART FOUNDATION MEMBERS

Community professionals who support and enhance the public art program by soliciting contributions of works of art, funds, and other assets. The Art Foundation is a 501(c)(3) organization.

Karen Wong, *President*

Margery Aronson, *Vice President*

Linda Willanger, *Secretary*

Jeffrey A. Blosser, *Treasurer*

Susana Gonzalez-Murillo, *Director*

Eric Breidenbach, *Director*

Glenn Harrington, *Director*

Cathi Hatch, *Director*

Jane McConnell, *Director*

Donna Wolter, *Director*

2014 ART EXHIBITS ENJOYED

DRAWING ON
NATURE:
FLORA & FAUNA

THE GUILD OF NATURAL
SCIENCE ILLUSTRATORS
NORTHWEST AND THE PACIFIC
NORTHWEST BOTANICAL ARTISTS



IDEA ODYSSEY
ID x ID: New Identities



DOWNTOWN HISTORIC
THEATRE DISTRICT
Honoring Seattle's Cultural and
Heritage Civic Assets



Korean American Artist Association of Washington State

KOREAN AMERICAN
ARTIST ASSOCIATION OF
WASHINGTON STATE
22nd Annual Members Show

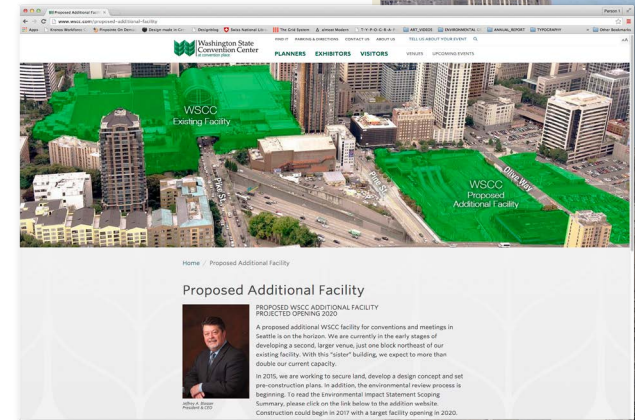


ONYX FINE ARTS COLLECTIVE
10th Anniversary Exhibit

PROPOSED ADDITIONAL FACILITY

In 2014, the WSCC achieved major success in one of its core goals – to provide economic benefits to the citizens of Washington. By adding a second facility, the Convention Center can expand future impact, bringing more high-value events to Seattle with substantial attendee spending and the taxes and jobs that go with it.

- For a number of years, more people have wanted to bring events to Seattle than can be accommodated by the existing WSCC facility. Independent market feasibility analysis indicates that approximately 23 more major conventions would come to the WSCC each year if an additional facility of the kind and size now being designed were available. Spending from out-of-state attendees at the combined facilities would top \$505 million per year, with almost 5,900 direct, full-time equivalent jobs as a result.
- The WSCC is working to develop a right-sized facility nearly adjacent to the existing center. The new facility will have somewhat larger event spaces, so will be able to handle many sizable conventions and meetings that the existing facility cannot accommodate. A reasonably scaled building of less than three city blocks, about the same height as the Paramount Theatre, can yield very significant economic benefits by increasing Seattle's share of the national convention market.
- The WSCC commitment to providing civic benefits to the community will be furthered by the design of the new building. Streetscape upgrades are planned for the immediate area, and the facility itself will include retail, public art, and a combination of plazas and open space. The high quality maintenance of public areas that the WSCC is known for will be extended to the sister facility.
- Funding sources are currently available for development of the additional facility, without having to rely on tax revenues from the general public. The WSCC will operate the two facilities without any subsidies from city, county, or state governments. For a reasonable investment, the addition of a new facility will result in a substantial increase in the benefits generated by the WSCC for many years to come.



Visit us online at:
www.wsc.com

We estimate that building the **new facility** will create **6,500** full-time-equivalent **construction jobs** over a three-year period **(2017-2020)**.

ESTIMATED DEVELOPMENT SCHEDULE

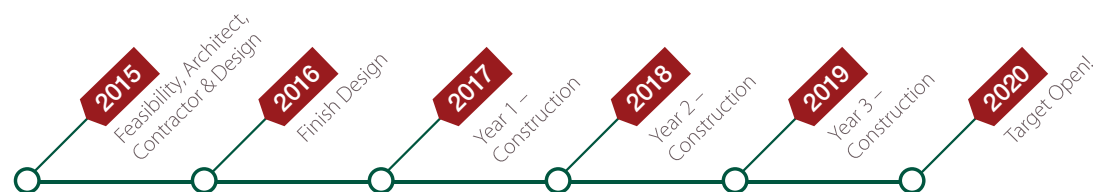


Photo by Steve Shelton



SEATTLE'S CUSTOMER ADVISORY BOARD

Seattle's destination marketing organization, Visit Seattle, in partnership with WSCC, works closely with its Customer Advisory Board (CAB) to enhance the meeting and convention experience in Seattle. This, in turn, supports WSCC's mission of economic development through careful strategic planning and client evaluation from influential meeting industry experts.

The CAB advises on the services Seattle provides to clients, new products in the development stage, and trends in the business world that impact meetings and conventions. Members serve two-year terms and meet annually for three days in Seattle with intense and focused discussions regarding projects such as the proposed WSCC facility addition.

CAB MEMBERS OFFERED THEIR EXPERTISE AND ENTHUSIASM FOR THE ADDITIONAL FACILITY PROJECT, CITING SUCH DESIRABLE ELEMENTS AS:

- Maximized heavy-load trade show exhibit spaces
- Streamlined freight routes; dock efficiencies
- Intuitive wayfinding between WSCC facilities
- Flexible meeting rooms and lobbies with access to daylight
- Large ballrooms and column-free meeting spaces for large gatherings
- Incorporated Northwest design qualities
- Gathering spaces for impromptu face-to-face meetings
- Outside terraces for receptions and events

Involving WSCC meeting planner clients in conceptual design and space programming is essential to ensure our architects and consultants design a highly marketable facility to help secure Seattle's future meeting success.



Photo by Alan Alabastro Photography

SEATTLE'S CUSTOMER ADVISORY BOARD

Lisa Astorga, *International Society on Thrombosis and Haemostasis*

Janice Bays, *Meeting Management Associates*

Ann Marie Bray, *American Academy of Physical Medicine & Rehabilitation*

Lisa Dyson, *TESOL International Association*

Vivian Eickhoff, *Microsoft Corporation*

Shannon Fagan, *American Transplant Congress*

Jill Ferguson, *Mortgage Bankers Association*

Earla Jones, *National Association of College & University Business Officers*

Yurii Land, *Experient*

Angie Legaspi, *American Society for Surgery of the Hand*

Eric Lopez, *UBM, LLC*

Amy O'Connor, *Academy of Managed Care Pharmacy*

Mathias Posch, *International Conference Services Ltd.*

Ed Pottillo, *National Alliance of Black School Educators*

Jeff Sacks, *Experient*

Mya Sadler, *American College of Veterinary Internal Medicine*

Jacky Schweinzger, *The Sherwood Group*

Dominique Stumpf, *National Pest Management Association*

Sara Taylor, *Voluntary Protection Programs Participants' Association*

Greg Topalian, *LeftField Media*

BOARD OF DIRECTORS AND EXECUTIVE STAFF



Board of Directors

FROM LEFT TO RIGHT:

Jerome L. Hillis
Susana Gonzalez-Murillo (*standing*)
Frank K. Finneran, **Chairman**
Rick S. Bender (*standing*)
Deryl Brown-Archie, **Vice Chair**
Craig Schafer (*standing*)
J. Terry McLaughlin
Karen Wong (*standing*)
Robert J. Flowers



Executive Staff

BACK ROW:

Ron Yorita, **Director of Operations**
Chip Firth, **Director of Finance and Administration and Chief Financial Officer**
Marsha Engelsberg, **Director of Marketing and Communications**
Ed Barnes, **Vice President of Operations**
Michael McQuade, **Director of Sales**

FRONT ROW:

Linda Willanger, **Vice President of Administration and Assistant General Manager**
Jeffrey A. Blosser, **President and Chief Executive Officer**
Krista Daniel, **Director of Event Services**

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