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Contact:

Chris Wegmann, SMG Sales Coordinator, Pensacola Bay Center, 850-432-0800 x231,
cwegmann@smgpcola.com

Carly Johnston selected to IAVMF's 30|UNDER|30 Class of 2016

(Pensacola, FL.) The International Association of Venue Managers Foundation (IAVMF) has selected the 2016 recipients for its 30|UNDER|30 program. Among the members of the 30|UNDER|30 Class of 2016 is Carly Johnston, Director of Marketing and Sales at the SMG-managed Pensacola Bay Center.

The 30|UNDER|30 program is designed to engage the best and brightest young professionals in the venue management industry by recognizing emerging leaders, and their talents, which help accelerate the industry and carry it into the future. Johnston went through an intensive selection process in which she was required to be nominated and to submit a video application. The video was then reviewed and scored by select industry leaders and Trustees. "Those that earn the right to be recognized, truly earn the right. It's inspiring and gratifying to see how creative and passionate these young professionals are. It will be fascinating to watch them as they develop into the future leaders of our industry," said Mark Gnatovic, senior vice president of SearchWide and a Foundation Trustee.

Cyndee Pennington, General Manager of the SMG-managed Pensacola Bay Center stated, "I am very proud of Carly and what she has accomplished in just 3 years. Carly is a great asset to the Pensacola Bay Center and to SMG. Carly has gained much respect in our industry and I believe she is destined for greater opportunities."

Originally from Pittsburgh, PA, Johnston landed in Pensacola via Washington D.C. in 2013 as Marketing Coordinator and has risen to her current position as Director in the two years. Johnston directly oversees the marketing and sales department focusing on marketing, public relations, media buying, group sales, and sponsorships. "Carly has grown and proven her ability in her short time here and we're excited to have her as part of our senior management team," stated Pennington. Johnston is a 2011 graduate of Indiana University and holds a Bachelor of Science in Tourism Management and minor in Parks and Recreation Administration.

Johnston will receive full complimentary registration to *VenueConnect*, a leading conference for personnel from public assembly facilities around the world. In addition, Johnston will receive a one-year complimentary Young Professional IAVM Membership. The 30|UNDER|30 recipients will be recognized at the Venue Industry Awards Luncheon at *VenueConnect* on Monday, July 25.

“On behalf of the IAVM Foundation’s Board of Trustees and committed donors, we are honored to announce the 30|UNDER|30 class of 2016,” said Mark Duryea, vice president of North American Routing & Tours for Feld Entertainment and the Foundation Chair. “We ARE building amazing futures for some of the top rising stars in the industry!”

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