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FROM BEST HIGH-TECH VENUE TO BEST REUNION SPOT, WE ANNOUNCE THE 20 WINNERS OF OUR BEST OF AWARDS.

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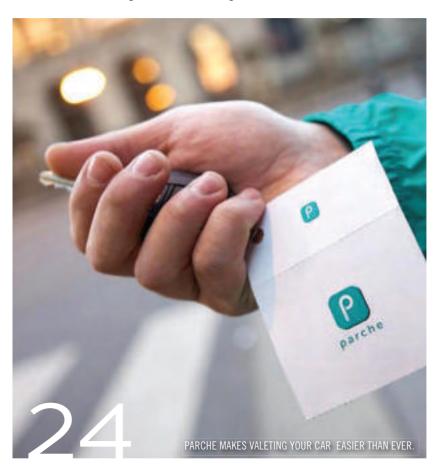








CONTENTS Best of Unique Venues // Winter 2016



THIS HOUSEMADE RECIPE IS PERFECT FOR THE HOLIDAYS.

On The Cover Kim Araya.

The 2015 Unique Venues Professional of The Year is the all-American star Kim Araya. Photo by Justin Walker. Page 96

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900 South Third St, Minneapolis, MN 55415

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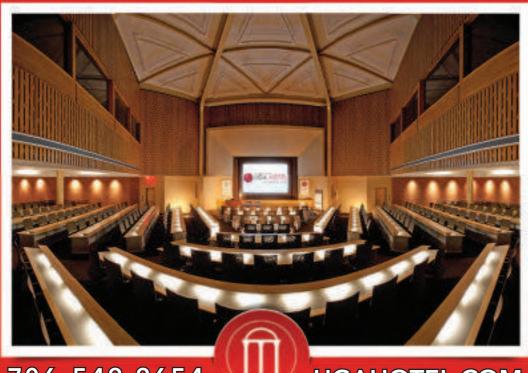
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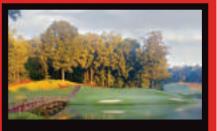
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PUBLISHER'S LETTER



Unique Venues President Chuck Salem and Founder Michele Nichols fete the winners of the Second Annual Unique Venues Best Of Awards at a special award presentation in October.

HE BEST IS YET TO COME. It's a phrase we hear quite often, whether casually in popular song lyrics or more personally in greeting cards. Yet, in our industry the phrase has taken on a new, professional meaning the past couple of years. It was apparent with the launch of the Unique Venue Best Of Awards in 2014, or as we like to call them, the UVys (U-Vees).

Not only did our inaugural year make quite the impression on planners, venues and onlookers as one of the first ever to recognize the best contenders in non-traditional meeting and event spaces, but this year we were happily surprised when we saw the numbers pour in. More than three times the amount of

nominations were submitted and planner voting also tripled. Yes the best is yet to come as our industry grows stronger, bigger, better.

It was a feeling that was palpable at our Annual Marketing Conference in Washington, D.C. this past October at Catholic University of America as our members gathered waiting eagerly for the announcement of the Best Of winners at our finale luncheon. Like the Grammys, the ESPYs or the Emmys, this was our industry's time to shine as we awarded the best reunion spot, the best place to hold an LGBTQ-friendly event, the best venue on a per diem and everything in between in 20 categories. We also feted five winners of our annual marketing awards for best social media presence, website, collateral and print ads and our Professional of the Year.

Though spread out across the U.S. and Canada and different in scope, all of these venues had this in common—they set themselves apart as the trendsetters, the ones to watch, the leaders of our pack. They're pushing the envelope, challenging peers in new, innovative ways and providing services and benefits that are new and haven't been done before. They too know the best is yet to come.

You can find each of the Best Of winners in this latest issue (and supplementary member index) as well as on our website. Each bears a blue ribbon of honor and will be easily identifiable for both interested planners and venues that want to know where the competition lies. While that word is often given a bad rap, competition truly makes all of us better. When we recognize the best in the business, it sets a standard we can all strive to reach and keep raising. Our venues are all independent, unlike hotel chains that have corporations, support and multiple properties to collaborate with on a regular basis. Our network relies on always being the best of the best and so far we're all doing a pretty good job.

Millali

Michele Nichols, Founder Unique Venues



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THE AGENDA work / life / balance by MANDY VOLPE



PEACE ON EARTH: How to Survive The Holiday Hustle

The holidays are about decking the halls, not people, but we all know that with the seasonal joy comes the stress. In addition to your already busy work to-do list you have to check twice, there are all the parties, the shopping, the baking and the cards. Oh the cards. It's enough to make you Scrooge out, but before you do, we have a few tips to help you create some breathing room in your schedule so you can enjoy the holidays rather than hoping you survive come January.

TAKE YOUR HOLIDAY VACATION: Many companies have a "use it or lose it" policy for vacation. Even if your organization allows you to roll over your accrued time, still take a day or two for yourself during the season to catch up on shopping or to head to your child's school for a special performance or luncheon. These hours outside of the normal work routine will allow you some flexibility and free time to enjoy the season, and you will return to work with a renewed focus.

2 WRAP UP THE HOME LIFE TO-DO LIST:
Making your house merry is sometimes
the biggest challenge of all this time of year.
You might consider hiring extra help to get
it all done, such as scheduling a babysitter so
you can buy gifts in peace or leaving the deep

cleaning to a housekeeper so you can bake cookies without wondering who will clean up after. The two or three hours of help will allow you to check multiple things off your to-do list at one time.

STAY PRESENT WITH WORK FUNCTIONS DURING THE DAY: The holiday season is typically filled with celebrations to honor the year and employee achievements. Many companies plan these events as after-work parties or celebrations. This year, urge your supervisor to plan a brunch or early cocktail hour instead where 'mixing and mingling' can take place during work hours and give staff the evenings to focus on family and other holiday activities. w



MANDY VOLPE Unique Venues Marketing Manager



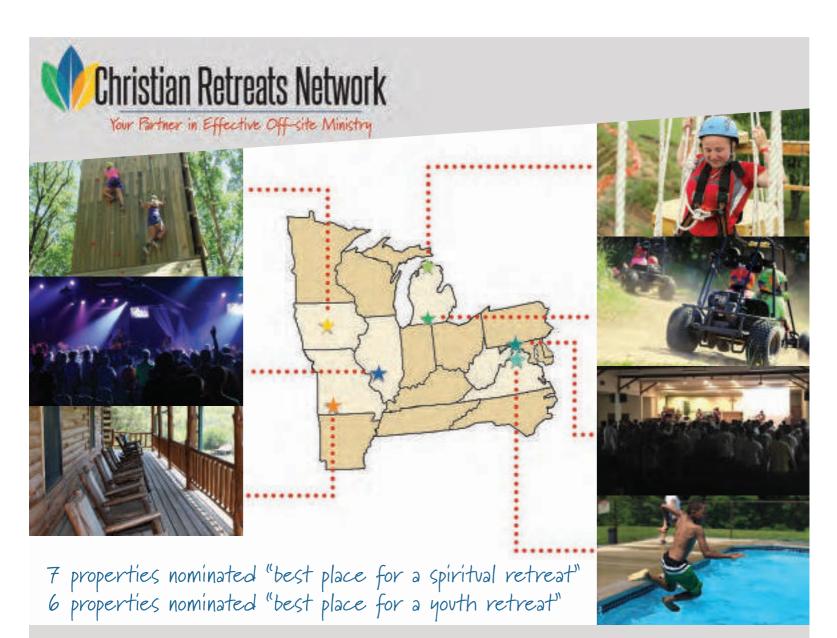
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THE AGENDA expert advice

HYBRID NATION

Three experts weigh in on how to bring virtually everyone together

Winter is upon us, which means weather delays, flight cancellations and the much-dreaded onset of the flu, all of which could put a damper on attendance for your next meeting. To safeguard yourself consider organizing a hybrid meeting with satellite technology that allows both in-person guests and virtual participants to come together in the same room without interruption. Here, three experts provide their best tips for how to make it a success every time.

"When hosting a live hybrid event, it's important to know what components are involved in communicating between point A and B. Last spring we hosted a live surgery presentation in Minneapolis, MN where attendees interacted with surgeons located in Frankfurt, Germany. There were many vendors and points of contact behind the scenes at both sites including a satellite feed. Internet, audio and video, sponsorship contacts, doctors and medical technicians. Being familiar with these components allows you to troubleshoot and test the presentation with efficiency. It's also important to have a large flexible space to accommodate all of the equipment that is needed, yet private enough for the attendees to be able to interact with the remote site."

- NICK PETER, Event Manager McNamara Alumni Center Minneapolis, MN UniqueVenues.com/mcnamara // (612) 625.8876

"Make your meeting interactive for remote participants. Don't just allow them to view what's happening, but also enable them to engage with those on-site via interactive online Q&A, social media activity and other creative ways. Also, be wary of venues that do not have experience conducting hybrid meetings, or those that suggest using Skype or FaceTime or some other 'consumer' quality solution. You do not want to have your meeting freeze up or drop off. Work with a venue or company that uses professional-grade solutions to ensure a high-quality production interface."



- BRIAN TAYLOR,
Director, Business Development
The National Press Club
Washington, D.C.
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"Bandwidth is always a primary consideration when setting up a hybrid meeting. Discuss this upfront with the facility during the selection process so you can determine if additional bandwidth will be needed to achieve your goals and so you can budget accordingly for the costs in hosting the hybrid event. You'll also want to know about the networks you'll be using when connecting with remote speakers and if the platform (Adobe Connect, Blue Jeans, etc.) is compatible with all devices. You might consider using dedicated lines for speaker presentations to ensure that participant devices using the facility's wireless do not compete with your signal strength for your remote presentation." uv



- JULIE KIEFFER,
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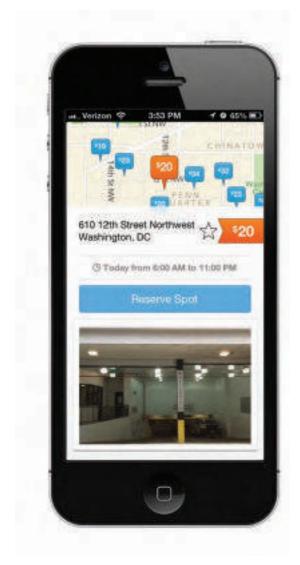


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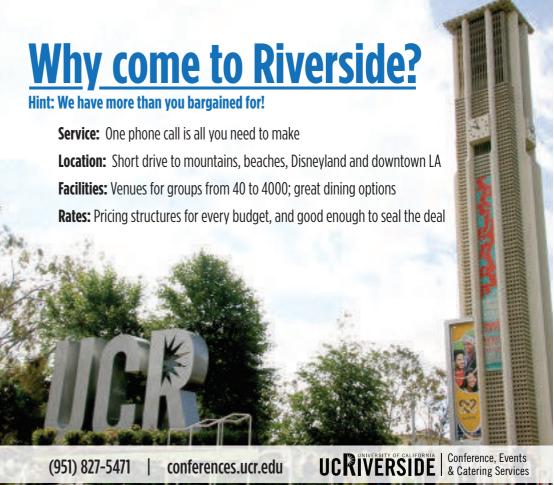


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THE AGENDA happy hour

Okanagan APPLE BOURBON

Courtesy of Culinary Capers Catering and Special Events at Waterview (Vancouver, BC)

Culinary Capers, the catering arm of Waterview in British Columbia, recently launched Culinary Cocktails, featuring 20 recipes made in-house using local ingredients and housemade bitters. The Okanagan Apple Bourbon recipe, in particular, offers a warm rich flavor perfect for winter and holiday entertaining.

INGREDIENTS:

½ cup fresh squeezed apple juice

1 cinnamon stick

1 tsp. fresh squeezed lemon juice

bourbon

½ vanilla bean

 $1 \frac{1}{2}$ oz.

dried apple slices (for garnish)

TO PREPARE:

- 1. Combine the apple juice, cinnamon stick and vanilla bean in a small saucepan.
- 2. Bring the mixture to a gentle boil over mediumhigh heat and reduce by half to ¼ cup.



- 3. Remove from heat, strain and cool.
- 4. Combine cooled apple juice mixture, lemon juice and bourbon in a shaker with ice. Shake until well mixed.
- 5. Strain into a martini glass and garnish with a dried apple slice. *Makes 1 serving*: w

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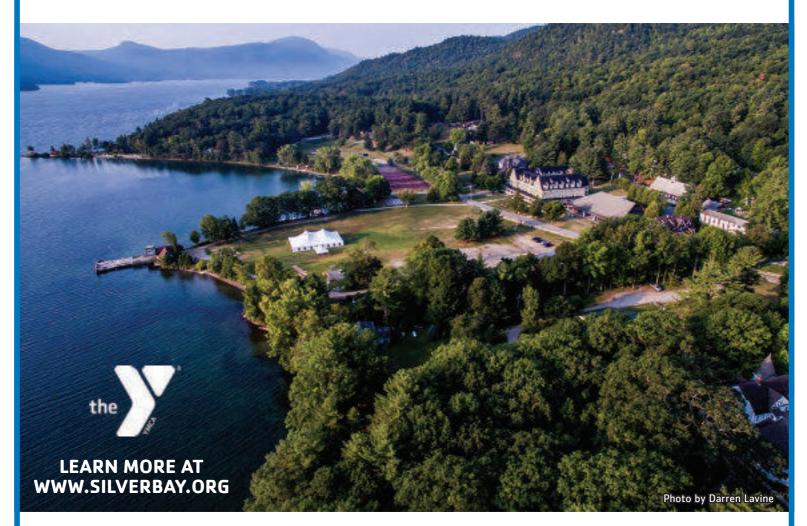






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Carrot Cake

Courtesy of The Franklin Institute (Philadelphia, PA)

Years ago, Frog Commissary Catering, a part of The Franklin Institute, decided to drop carrot cake from the menu thinking it was too mundane to serve at special events. Not anymore! Since then the recipe has been resurrected and refined and has become a customer favorite for its sandwiched layers of spicy cake with raisins and pecans covered with tangy cream cheese frosting and toasted coconut. In the dead of winter, it will be a tasty reminder that spring is coming! Baker's note: It's recommended to start a day ahead since the filling is best if chilled overnight.



INGREDIENTS:

FOR THE PECAN CREAM FILLING:

1 ½ cups sugar ¼ cup flour ¾ tsp. salt

1½ cups heavy cream6 oz. unsalted butter1¼ cups chopped pecans2 tsp. vanilla extract

FOR THE CAKE:

1 ¼ cups corn oil
2 cups sugar
2 cups flour
2 tsp. cinnamon
2 tsp. baking powder
1 tsp. baking soda

1 tsp. salt4 eggs

4 cups grated carrots 1 cup chopped pecans

1 cup raisins

FOR THE CREAM CHEESE FROSTING:

8 oz. soft unsalted butter 8 oz. soft cream cheese 1-pound box powdered sugar 1 tsp. vanilla extract

4 oz. shredded, sweetened coconut

GET CONNECTED

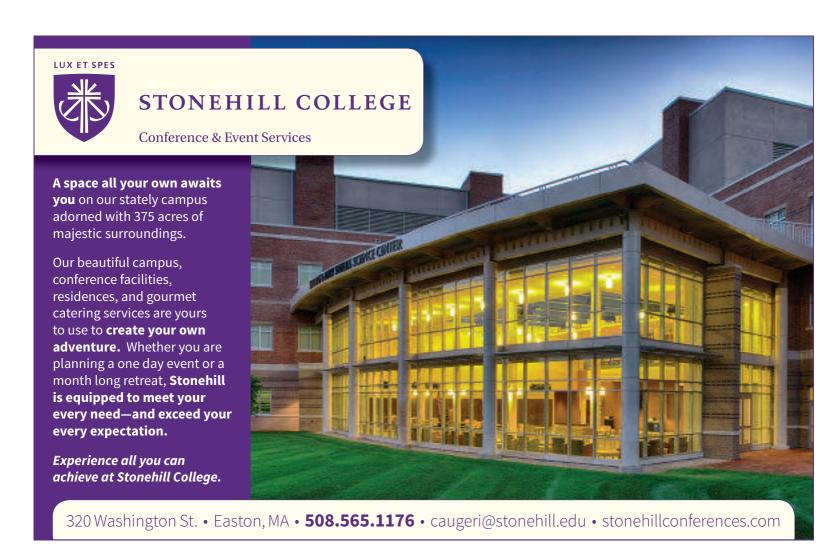
The Franklin Institute Philadelphia, PA UniqueVenues.com/FranklinInst (215) 448.1165

TO PREPARE:

- 1. Make the f lling: In a heavy saucepan, blend the sugar, flour and salt. Gradually stir in the cream. Add the butter. Cook and stir the mixture over low heat until the butter has melted, then let simmer 20-30 minutes until golden brown in color, stirring occasionally. Cool to lukewarm. Stir in the nuts and vanilla. Let cool completely and then refrigerate, preferably overnight. If too thick to spread, bring to room temperature before using.
- 2. Make the cake: Preheat the oven to 350°. Have ready a greased and floured 10" tube cake pan. In a large bowl, whisk together the corn oil and sugar. Sift together the flour, cinnamon, baking powder, baking soda and salt. Sift half the dry ingredients into the sugar-oil mixture and blend. Alternately sift in the rest of the dry ingredients while adding the eggs, one by one. Combine well. Add the carrots, raisins and pecans. Pour into the prepared tube pan and bake for 70 minutes. Cool upright in the pan on a cooling rack.
- 3. Make the frosting: Cream the butter well. Add the cream cheese and beat until blended. Sift in the sugar and add the vanilla. If too soft to spread, chill a bit. Bring to a spreadable temperature before using.
- 4. Assemble the cake: Preheat the oven to 300°. Spread the coconut on a baking sheet and bake for 10-15 minutes until it colors lightly. Toss the coconut occasionally while it is baking so that it browns evenly. Cool completely. Have the filling and frosting at a spreadable consistency. Loosen the cake in its pan and invert onto a serving plate. With a long serrated knife, carefully split the cake into 3 horizontal layers. Spread the filling between the layers. Spread the frosting over the top and sides. Pat the toasted coconut onto the sides of the cake. Serve at room temperature.









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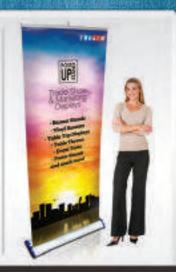
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WHAT'S TRENDING

BY SELENA FRAGASSI



A New Year of NEW TRENDS

It looks like 2016 could be a leap year in more ways than one as giant steps will be made in meeting and event technology, food, décor and organization. Three experts predict our near future.

It's almost January 1, and you know what that means—another new year. But with all the new quarters, budgets and resolutions to be made comes the opportunity to wipe the slate clean, start fresh and advance on all the activity you had those 12 months prior. When it comes to meetings and events, being in the know is always being one step ahead in achieving personal goals and client expectations, so we turned to three experts to look into the future and see what we can expect to trend in 2016 and how to plan for it.

FOOD/DRINK

Local will still be a big buzzword when it comes to planning menus in 2016, says Jodi M. Collen, CSEP, president of the International Special Events Society (ISES) and head of the event department at Minneapolis' Augsburg College,

which arranges 400 events each year.

"It's becoming less of a commodity and more of an expectation," she says of the straight-off-the-farm mentality. "It's becoming less acceptable to not understand where your food comes from or how it was prepared. Guests are now asking questions." To keep up, chefs and catering companies are finding new ways to impart that idea while keeping it cost effective. "The key way is in developing seasonal menus and products that allow chefs to showcase what is fresh and also keep it interesting and relevant to what is happening in the food market at that moment."

In the same token, caterers are "really taking the lead on specialty menus," says Collen noting that make-your-own stations are also finding a resurgence to appeal to guests' individual dietary requirements. "Because things like glutenfree items are such a prevalent request we are now seeing whole gluten-free menus arranged rather than just a replacement option. Chefs are going above and beyond now to accommodate those needs in tasty ways."

Healthy options will also continue to be popular with all "the trendy vegetables used as side dishes," says Collen, pointing to the rampant use of Brussels sprouts, cauliflower and beets.

Where guests won't skimp out though is bacon. "It's everywhere right now. It's

mimicking how big cheese was years ago," she says, noting that brunch foods in general are requested more and more as typical menu items. Even for desserts, crepe cakes are becoming a hot ticket, as are pies, macaroons and dessert bars that are starting to overthrow the cupcake trend of years past.

For beverages, mixology and signature cocktails are still ubiquitous, "but what is interesting is now we are moving away from vodka and rum and reverting back to traditional liquors like bourbon, whiskeys and tequilas that are used to replicate old-fashioned cocktails," says Collen. Food and wine pairings will start to be replaced more often by food and beer or food and alcohol pairings, too. "It lets people learn more about what they are drinking. We've overall become more adventurous."

DÉCOR

An adventurous spirit is starting to apply to décor, too, as planners start putting more thought into out-of-the-box ideas to create a memorable environment. "In 2016 there will be less importance on stuff, or décor for décor's sake, and more emphasis on the integrated experience of an event. Planners will be thinking about how someone navigates through an entire program rather than what the room looks like," says Collen. That means tapping into mobile apps and enhanced lighting technology to set the mood.

"Lighting technology has changed so much in recent years; you can do more less expensively and much easier with LED, and it's becoming prevalent in designs across the board whereas we only used to see it in high-end events," she says.

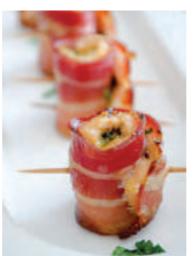
For overall aesthetics Collen sees the natural/organic/rustic trend continuing in 2016, coupled with a greater focus on sustainability. "Planners are looking for ways to be able to make use of things more than using one-off designs." Another experimental tactic has been working with unconventional seating arrangements. "Guests are less interested in sitting at a roundtable and talking with a few people next to them, so now planners are thinking of arrangements that give attendees the best chance to interact," says Collen. Unique floor plans and a variety of tables are being paired together, and guests "might be asked to move around more and participate."

ORGANIZATION

Fran Brasseux, CHSE, CHBA, has also been noticing a similar trend in meeting setup. "Everyone is looking for







Clockwise from left: Locally sourced foods and organic displays will continue to be prevalent in 2016; old-fashioned cocktails, including those made with bourbon and whiskey, will find new life next year; one thing that is always in style—bacon.

WHAT'S TRENDING

BY SELENA FRAGASSI

innovation in the meeting space," says the executive vice president of Hospitality Sales and Marketing Association International (HSMAI) and executive director of the HSMAI Foundation, "especially in setting the room differently." Though it can be expensive to rent couches, leather chairs and coffee tables in place of round tables, her tip is to speak with the venue and see if they have furniture on hand to save on the cost of hiring a decorator or supplier. Many times the more non-traditional venues do, especially the quantities for more boutique groups, which Brasseux is starting to see as a major growth potential within the industry in 2016.

"For years we've been hearing about growth of the small meeting market and now we're starting to see it," she affirms. It comes along with shorter booking windows, sometimes even 7-10 days out. "For a planner that means greater opportunity to try and get into a space they weren't able to in the recent past if the venue was perhaps holding out for a larger group."

The planners who plan ahead will be best served in this arena, Brasseux says. "Getting serious about and understanding the market you want to be in is important," she says, and recommends avoiding the idea to cast the net wide to 10 or more destinations and perhaps honing in on just a couple and researching the potential. One idea is to look at CVB calendars and see when the larger meetings and conventions are coming to town and bookend your events at venues around those dates, she says.

In her own research through HSMAI, Brasseux also finds that personal relationships with sales contacts will continue to be important in 2016. "About 90% are still connecting with sales professionals to book business," she admits, noting that while there will be a higher





MEET THE EXPERTS



JODI M. COLLEN, CSEP President of the International Special Events Society (ISES)



FRAN BRASSEUX, CHSE, CHBA
EVP of Hospitality Sales and Marketing
Association International (HSMAI)
and Executive Director of the HSMAI
Foundation



MARK COOPER
CEO of the International
Association of Conference
Centres (IACC)

premium on electronic RFP systems and third party intermediaries, human contact is still the most preferred option.

TECHNOLOGY

Face-to-face interaction will also be the "most popular way to meet" even as virtual elements continue to have an impact in meetings in 2016. "Virtual technology will absolutely expand but we won't lose face-to-face meetings. In fact I think the opposite will happen," forecasts Mark Cooper, CEO of the International Association of Conference Centres (IACC).

It's an interesting time for meetings technology, he says, as it's now easier than ever to facilitate high-tech arrangements with venues carrying more substantial bandwidth and hardware and more planners accepting the challenge of coordinating logistics. "The evolvement and use of technology in the meetings industry is definitely in the embryonic stage at the moment, and I think we are only starting to find our feet in terms of how technology can assist us," says Cooper. "I see 2016-17 and beyond as when we really embrace it."

Two ways in which it will have the greatest impact in 2016 is site inspection and bookings. "In the same ways we now have street views available for hotels and apartment hunting online, we will start to see similar sophisticated technology offering virtual site

inspections and giving a feel for a venue without even being there," says Cooper, noting that when planners are ready to book they will start to do so more online. "In general people are more comfortable buying big-ticket items online these days, and that will extend to meetings and conferences. It has only just started to really affect the marketplace and we expect to see a lot more happening in this area." Cooper equates the phenomenon to the influx of "Generation Y" planners who make decisions without having to be comfortable seeing a location first. They are social media savvy and always linked in, which extends to their need for free Wi-Fi too, which will continue being an expectation in 2016.

On-site interaction is still extremely important and Cooper points to audience participation apps like Sli.do that will continue to take off. "We have audiences now who want to add to the conference or have questions to ask but are not as willing to stand up and speak with a microphone. So this modified two-way interaction between the facilitator and delegates solves that with the ability to do polls, Q&A sessions and voting on questions to make sure the most relevant make it to the panel," he says. "We've seen it used in larger meetings but now it's having an effect in smaller functions as well.'

As is the name of the game with technology, trends are always shifting and Cooper recommends staying in the loop by subscribing to association newsletters like those of IACC, MPI, ISES and HSMAI. "They have many posts constantly talking about trends and 'the next big thing," he says offering one more piece of advice. "Keep in touch not just with the national newsletters but also the global ones since important ideas often come from all parts of the world." uv

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THE MAIN EVENT

BY SELENA FRAGASSI

A Happy Ending

When a Denver-based wellness facility wanted to host an Oscar-worthy event for a group of donors, they found a blockbuster location with Regal Business Events.



When it comes to rolling out the red carpet, few venues can do it better than a movie theater. In addition to the Hollywood glamour and incredible picture and sound, nowadays, even fancy catering and cocktail options can upgrade regular concessions into a celebrity-style party for discerning groups. It's exactly the backdrop a Denver-based health facility was looking for—and found—when they hosted a premiere-worthy, high-end donor event at Regal Theatres' UA Denver Pavilions Stadium in May 2014.

The Anschutz Health and Wellness Center, on the grounds of University of Colorado Denver, had been a filming site for ABC's "Extreme Weight Loss" reality show, which provided a unique opportunity to premiere an episode of the latest season and bring in show producers and past participants for a special, ticketed event that invited previous donors.

"The content was key," says Barry Brown, director of national events and sales for Regal Theatres who helped coordinate the event. "Organizers wanted to make sure it was showcased in the best possible facility." For Regal, that was the easy part. Like most theaters, the Knoxville, Tennessee-based chain has state-of-the-art projection and sound already built in to its facilities, and it has used that to its benefit in running a successful "meeting and a movie" program at nearly all its 571 national locations since 2002.

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THE MAIN EVENT

BY SELENA FRAGASSI









"We have seen that [planners] are looking for non-traditional venues outside of hotels and conference centers to host meetings and events," says Brown of the chain's effort over the years to boost its profile in this market. "One of the difficult things about an event sometimes is driving attendance, but there is still a huge perceived value to a movie and it can be a way to get people to show up." That was certainly the case for the Anschutz Health and Wellness Center event, which had quite a full house with 250 people in attendance.

Upon arriving, guests were greeted to their own private area apart from the normal movie-going public. "We created a special entrance just for this group with about 50 feet of red carpet, event signage and a step and repeat [for photos]," says Brown.

The carpet led to another sectioned-off area that continued the glamorous Oscar feel. Regal brought in high-top tables, pipe and draping, ambient lighting, flowers and props including movie posters.

"We used our poster cases as a branding opportunity for both 'Extreme Weight Loss' and the Anschutz Center," says Brown. As well, high-end food stations and a bar with beer, wine and cocktails allowed guests to dine, drink and mingle before the main event, which was held in a larger auditorium that Regal had specifically chosen ahead of time due to the size of the group.

"Our mantra is to always take a consultative approach," says Brown who further notes his team spent a good deal of time working with Anschutz to make sure they could visualize how their event would look in the theater, which was vastly different from the restaurants where they normally held donor events. "As we work with the client and scope out the event, we can understand their goals and budget and figure out the best solution for them. We want planners to be focused on the message and their attendees as opposed to dealing with logistics and equipment. We take care of that part."

For Regal that also means providing event staffing, on-site registration and marketing tools. "Many times the perception is that 'it's a movie theater, so who will be handling my event?' but we have an entire department with years of experience dedicated solely to planning meetings and events," says Brown, noting one more huge benefit. "Our calendars are open. Outside of Friday and Saturday nights we have an entire week where we can provide facilities that work well for events, especially as more and more companies invest in producing high-definition content. Some of the best productions in the world are shown here day in and day out, so planners can use that to their advantage, too." uv

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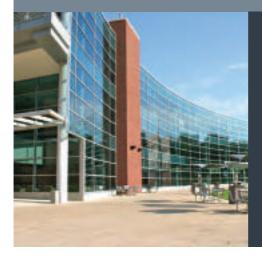
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ON THE ROAD

BY SELENA FRAGASSI



Yes, winter is here again. But instead of begrudging the next twelve weeks and hoping the groundhog finally sides with you this year, there's reason to actually look forward to the season—if you pick a special event venue like the five featured here. From thrilling ski activities and relaxing hot springs that warm your bones to providing a "floating resort" in the middle of the Caribbean, your attendees won't have to hibernate this season.

Rainbow Ranch Lodge

(GALLATIN GATEWAY, MT)

Winter doesn't always have to be known as the drab, dull, overcast gray season—not with all the colorful activities to explore at Montana's Rainbow Ranch Lodge. Here, the events team can arrange downhill skiing at Lone Mountain, part of the Big Sky Resort—the largest ski resort in North America—and snowmobiling, snowshoeing and horseback riding at the neighboring Gallatin National Forest.

After an adventurous day, guests can

relax on-site with a large hot tub and an array of 21 peaceful guest rooms complete with wood-burning fireplaces and decks with views of the snow-covered mountains. "Winter is our second busiest season," says Sales Director Pattie Graffe, noting the property promotes ski and stay packages as well as frequent corporate events. Spaces include a private wine room that holds up to 10 people, the North Dining Room for 30 and South Dining Room for up to 50 guests—all with A/V services available.

In addition to in-room Keurig coffee-

makers and daily fresh-baked cookies, Rainbow Ranch also has a bar and restaurant, open 7 days a week, that features regional cuisine by an award-winning chef who recently took home the "most creative" honor from the Big Sky Battle of the Chefs competition. "Our bar is extensive with housemade barrel-aged cocktails, bitters, a \$40,000 wine cellar and many local beers," adds Graffe.

The Banff Centre (BANFF, AB)

You might call it the Sundance of the North. In addition to being the site of the Banff Mountain Film and Book Festival (now in its 40th year), The Banff Centre is also similarly renowned for being "a town with a lively winter scene," says Aysun Lynch, meeting architect (conferences) at the property in Alberta, Canada. That includes a quaint downtown area with festive shops and a number of local

partners that can arrange guided excursions including a gondola ride up Sulphur Mountain, climbing routes to the summit of Mount Norquay and skiing, skating, snowshoeing, dogsledding and other winter survival team-building activities. "The town is a basecamp for adventure," furthers Lynch, also pointing out the famous hot springs.

With so much buzz about town, The Banff Centre has become a popular choice for conferences and events. More than sixty meeting rooms, lecture theatres and auditoriums accommodate groups from five to 1,000 participants. "Groups can also take their event to the next level with our Conference Connectors," says Lynch of the innovative teambuilding programs that have 16 tracks, including culinary, cultural, community and outdoor events, meant to enhance participant experience and support meet-

RAINBOW RANCH LODGE

Guests can relax after a day of skiing at nearby Lone Mountain inside these 21 peaceful guest rooms.





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ON THE ROAD

BY SELENA FRAGASSI

BELLA VISTA ESTATE

Guests of this Colorado estate can enjoy an onsite bar inside the property's Main House.

ing and event goals. "A 90-minute session is equivalent to three days of traditional networking at an event," says Lynch. Also new is the Meeting Architecture practice where an expert, or 'architect,' weaves together human interaction, conceptual design, creativity and technical production to further generate results.

Bella Vista Estate (STEAMBOAT SPRINGS, CO)

Even the "Real Housewives" love the Bella Vista Estate. The Atlanta crew hosted a televised "winter wonderland" getaway at the private grounds nestled on seven acres in Colorado's Medicine Bow-Routt National Forest. "Bella Vista has hosted a number of different celebrities over the years, but we also love hosting families, weddings, corporate retreats and regular folks, too!" says Property Manager Sarah "Sal" Albert.

All visitors can enjoy the "privacy, luxurious accommodations, spacious meeting areas and no restrictions on food, liquor or entertainment," adds Albert who calls it the perfect option for overnight groups of 35 people (though it can host events for up to 200 guests). In the Main House, teams can gather together for work and collaboration but then retire to 12 suites with private bedrooms and bathrooms.

In winter, "the most attractive aspect of renting our venue is the convenience of the world-class Steamboat Resort, just 10 minutes away in our chauffeured shuttle," says Albert. Here activities include snowmobiling, ice fishing, sleigh riding and snow tubing, among others. The Bella Vista team also offers special packages to give the Rocky Mountain 'local touch' such as ski rental discounts, grocery shopping before your arrival and free airport transportation. "We have





the amenities of a five-star resort with a relaxed environment that hotels simply cannot offer," says Albert.

Historic Rosemont Manor (BERRYVILLE, VA)

Built in 1811, this former Civil War battleground site and the once private estate of Senator Harry Flood Byrd, Sr. is where "history meets elegance." At no time of the year is that more true than during the holidays when the Main Manor House and accompanying Carriage House are decked out with thousands of lights and decorations that have become quite

the "regional attraction," says General Manager Bill North. Additional winter tea parties, "Downton Abbey"-themed dinner parties and homemade ice creams with fresh seasonal mint have made the 60-acre grounds in the Shenandoah Valley a popular choice from Thanksgiving weekend to January.

The once private estate was only opened to the public in 2010 and has since booked a number of corporate events, group retreats and private meetings, as well as weddings for up to 150 people. The Main Manor House features the Rosemont Dining Room, a parlor,



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ON THE ROAD

BY SELENA FRAGASSI

sunroom and grand portico for socializing in addition to eleven suites and guest rooms with private bathrooms complete with original claw foot tubs. Additional guest cottages allow accommodations for up to 30 people. The Carriage House is ideal for larger meetings of up to 100 people classroom-style with smaller breakout areas. Although the site is historic, it's been fully modernized with Wi-Fi and A/V services for the modern visitor. Says North, "We're sharing the history of what happened here and moving the site forward."

Royal Caribbean International (MIAMI, FL)

If you really want to escape winter altogether, you might consider Royal Caribbean International, the number-one cruise brand in the Caribbean that has a strong meeting and incentive draw particularly in the early part of the year when everyone wants to head south. "January and February is a great time to book with us because rates are lower," says Lori Cassidy, director of global corporate, incentive and charter sales.

Planners can choose from three-to-sevennight cruises that sail from home ports in Tampa, Ft. Lauderdale, Miami and Port Canaveral, Florida. Each ship has dedicated and complimentary meeting spaces (the largest for up to 1,400 people) as well as complimentary A/V services and a whole list of extra curricular activities that provide a little something for everyone. That includes Broadway plays, shopping and dining on the 'Promenade' and private island experiences with beaches, zip lining and other sports.

New this year is a revamp of the popular Majesty of the Sea vessel that will offer the fastest high-speed wireless connectivity. As well, the new Anthem of the Sea ship debuted in New York City in November offering five-night outings to Bermuda. "If you want something outside the ordinary you can definitely find it here," says Cassidy. w

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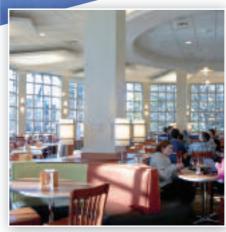
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UNIQUE VENUES IS PROUD TO ANNOUNCE THE WINNERS OF ITS SECOND ANNUAL BEST OF AWARDS. THESE 20 SPECIAL EVENT VENUES, CONFERENCE CENTERS, CAMPS AND RETREATS AND CAMPUSES ARE AS ORIGINAL AS THEY COME.

It's time for award season and what better way to kick it off than presenting our Second Annual Best Of Awards to these very special properties. From the best venue to film a movie to the best high-tech business center, we tallied your votes for the final winners in 20 categories—and what a distinguished group it is.

Congratulations to all the winners and the runners up!

by Selena Fragassi

BEST UENUE TO FILM A MOUIE

Winner: Boston University, Boston, MA

Boston University has its own sequel as the second-time winner in this category, also receiving the best "venue to film a movie" honor in 2014. And it's not hard to see why with rolling credits of big budget productions that have used the campus for their back lot such as "The Social Network," "Friday Night Lights," "21," "60 Minutes," and most recently, "Ghostbusters 3." So who you gonna call when you need a blockbuster production? Dealing with demanding film and television crews has allowed the events department to perfect their operations for all clients; the certified One-Stop Shop is also versed in working with a number of service providers to make sure needs are met. UniqueVenues.com/BostonUniv // (617) 353.3520

Runners Up: Hatley Castle at Royal Roads University (Victoria, BC, UniqueVenues.ca/RoyalRoads), Georgia International Horse Park (Conyers, GA, UniqueVenues.com/GAHorsePark)

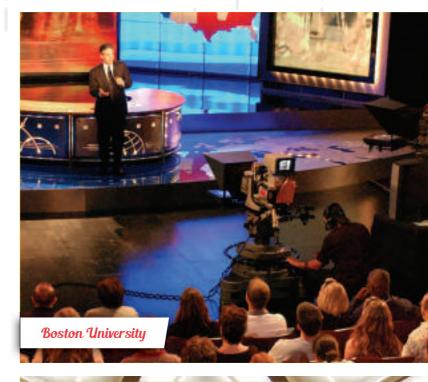
BEST VENUE TO HOST A MEETING OR EVENT ON PER DIEM

Winner: University of Georgia Hotel and Conference Center, Athens, GA

Back-to-school specials can be found all year long at venues like the University of Georgia Hotel and Conference Center, which is able to further provide affordable pricing since it is state-run. "We traditionally work with a Day Meeting Package versus charging meeting room rental and audio-visual fees," says Director of Sales Elizabeth J. Hovell. "This provides planners the assurance of appropriate space and servicing at a set per person daily fee." The DMPs offer a full A/V package in each room (regardless of size) including projector, screen, microphone, beverage service and refreshment breaks—or groups can also bring in their own A/V for a nominal fee. More than 38,000 square feet of meeting space can accommodate up to 600 while there are 200 hotel rooms and suites, and qualifying groups can receive a block of rooms at rates equal to the federal government per diem. All visitors can also tap into the complimentary shuttle service to attractions like the Georgia Museum of Art and Special Collections Library that offer free entertainment.

UniqueVenues.com/ugcce // (706) 542.1044

Runners Up: The Conference Center at Montclair State University (Montclair, NJ, UniqueVenues.com/MontclairStateConfCtr), St. Lawrence College Conference Services (Kingston, ON, UniqueVenues.ca/StLawrence)





PHOTOS COURTESY OF: BOSTON UNIVERSITY, TERRY ALLEN

Hatley Castle at Royal Roads University



PHOTOS COURTESY OF: HATLEY CASTLE, GEORGIAN CONFERENCE AND EVENT SERVICES.

BEST VENUE FOR A FORMAL AFFAIR

Winner: **Hatley Castle at Royal Roads University,** Victoria, BC

Sometimes fairytales do come true, like when you host your guests at the beautiful Hatley Castle on the 565-acre estate of Royal Roads University. With its storied history (once owned by the Dunsmuir family) and set on an idyllic location overlooking the Pacific Ocean, the Castle has become a preferred venue for formal weddings and special events, and even film and television productions such as "X-Men" II and III and "The Witches of East End." The first floor offers more than 2,000 square feet for up to 200 guests and includes a Tudor Revival-style Grand Hall and Greek Revival-style Ballroom and lounge. Inside are vaulted ceilings, oak beams, stained glass windows, seven wood-burning fireplaces, four crystal chandeliers, gold beribboned sconces and two sets of double French doors that open to "a spectacular view of the formal gardens, Esquimalt Lagoon, the Straits of San Juan de Fuca and the Olympic Mountains," says Manager, Campus Services Lorraine Burtoi.

UniqueVenues.ca/Royal Roads // (250) 391.2600

Runners Up: McNamara Alumni Center (Minneapolis, MN, UniqueVenues.com/mcnamara), Austin Convention & Visitor's Bureau - Hormel Historic Home (Austin, MN, UniqueVenues.com/austincvb)

BEST VENUE FOR EXHIBITIONS AND TRADESHOWS

Winner: Georgian Conference and Event Services, Barrie, ON

Georgian Conference and Event Services clearly knows the tricks of the tradeshow, named the winner of this category for the second consecutive year. Part of Georgian College, the events department seamlessly transforms the campus' student athletic centre into a 20,000-square-foot, column-free event space with ample room for up to 110, 10' x 10' booths that can fit banners, displays and furniture. As such it has developed a considerable reputation and hosts around 15 large-scale shows annually including galas, convocations, wellness fairs, career expos and sports exhibitions; past clients have included the Skor Food Tradeshow and Flanagan Tradeshow. "One of the attractive reasons that groups use our venue is that all profits goes back to the students of Georgian College for events, activities and special projects," says Sara Tuck, CMP, manager of conference and event services. The other reason is the location—just 90 minutes from downtown Toronto it's easily accessible.

UniqueVenues.ca/GeorgianConferenceServices // (705) 728.1968

Runners Up: Boston University Agganis Arena (Boston, MA, UniqueVenues.com/BostonUniv), Museum of Science and Industry (Chicago, IL, UniqueVenues.com/MSIChicago)

BEST PLACE TO HOST AN LGBTO-FRIENDLY EVENT

Winner: **University of Delaware Conference and Event Services, Newark, DE**

The Virden Center at the University of Delaware takes a lot of pride in hosting events for the vibrant and active LGBTO community in the beach town of Lewes, says Polly Weir, director of conference services. "We have been hosting civil unions for several years," before same sex marriages became legal in the state, she says. "Our setting is ideal for weddings and events of all types because of its secluded, quiet and natural environment, surrounded by wetlands." The Center has been working to better serve the market by advertising in local and regional LGBTQ publications like Camp Rehoboth, Letters and the Washington Blade and anticipates special packages to be rolled out soon. Each event is tailored to the couple's or group's needs; in addition to weddings, the 4,300-square-foot Virden Center has hosted birthday, anniversary and retirement parties as well as retreats for the Metropolitan Community Church and the Universalist Church, both of which have numerous LGBTQ members.

UniqueVenues.com/UnivDelawareNewark // (302) 831.3714

Runners Up: Mount Holyoke College and Willits-Hallowell Conference Center (South Hadley, MA, UniqueVenues.com/mountholyoke), SPiN New York (New York, NY, UniqueVenues.com/SpinNY)

BEST OUTDOOR EVENT SPACE

Winner: Georgia International Horse Park, Conyers, GA

The great outdoors is one way to describe Georgia International Horse Park. Originally purpose built for the 1996 Olympics in Atlanta, the venue has since hosted concerts and festivals, state and county fairs, obstacle course races, car, bike and RV shows, mountain bike and extreme sporting races, weddings, reunions and commercial productions—just to name a few. "We have great options for events seeking an outdoor venue to accommodate large crowds with seating, concessions, vendors and entertainment," says Director Jennifer Edwards. The whole park is a whopping 1,400 acres with various venues including the Grand Prix Plaza and Stadium (with 8,000 seats and 143,000 square feet of space), Charles Walker Covered Arena for up to 2,500 people and Picnic Pavilion. There's also the Cherokee Run Golf Club, Big Haynes Creek Nature Center, 25 miles of horse and bike trails and on-site hotel. And, says Edwards, "The Conyers community also boasts various shops, restaurants, attractions and ample hotels to accommodate events at the Horse Park."

UniqueVenues.com/GAHorsePark // (770) 860.4194

Runners Up: Colorado State University (Fort Collins, CO, UniqueVenues.com/CSU), Chicago Botanic Garden (Glencoe, IL, UniqueVenues.com/ChicagoBotanicGarden)



Georgia International Horse Park



PHOTOS COURTESY OF: UNIVERSITY OF DELAWARE, GEORGIA INTERNATIONAL HORSE PARK





PHOTOS COURTESY OF: THE RED BARN AT HAMPSHIRE COLLEGE, ARDEN SHISLER CONFERENCE CENTER

BEST FARM-TO-TABLE GROUP CATERING OFFERINGS

Winner: The Red Barn at Hampshire College, Amherst, MA

The Red Barn at Hampshire College has some fresh ideas when it comes to catering. Since 2013 the charmingly rustic venue has "farmed out" their culinary creations, in the best way possible. "We are committed to the farm-to-table philosophy by sourcing from the local farmers of the Pioneer Valley, with many vegetables coming from our own Farm Center," says Mike McKenna, director of event services and summer programs at the campus. And it's the guests who are eating it up with menus that offer delectables like wild mushroom empanadas with chimichurri dipping sauce, flank steak roulade stuffed with roasted red pepper, caramelized onion and gorgonzola and a Pioneer Valley cheese display with locally sourced cheeses garnished with fresh and dried fruits and breads. The 2,600-square-foot venue also has a lot of flavor with a post-and-beam structure filled with original wide-panel flooring and modern amenities that include full-service A/V, heating and cooling systems and a covered deck with views of the Pioneer Valley Mountains.

UniqueVenues.com/HampshireCollege // (413) 559.5699

Runners Up: Loyola University Retreat and Ecology Campus (Woodstock, IL, UniqueVenues.com/LUCRetreatCenter), University of Nebraska (Lincoln, NE, UniqueVenues.com/UnivNebraska)

BEST RURAL UENUE

Winner: Arden Shisler Conference Center, Wooster, OH

Venues off the beaten path can often lead you on a trail to something truly special, such as the Arden Shisler Conference Center, which sits at the "gateway to Amish Country" in Wooster, Ohio. "We are in the rolling hills of North East and North Central Ohio, surrounded by farmland," says Conference Manager Hannah Roscoe of the lush setting. The conference center is a part of Ohio State University, home to the Ohio Agricultural Research & Development Center (the largest of its kind in the country) that has attracted prominent groups such Land O' Lakes, Monsanto's Dairy Division and the Tri-County Beekeepers Association. Available on-site is 25,000 square feet of space for up to 500 people, including a courtyard that has hosted wedding ceremonies, tailgate parties and other outdoor events. In addition to an 87-acre arboretum on-site, another draw is speakers. "Because of the research done on this campus, there are brilliant keynote speakers available on a variety of agricultural topics," says Roscoe.

UniqueVenues.com/ShislerConfCtr // (330) 263.5501

Runners Up: The Red Barn at Hampshire College (Amherst, MA, UniqueVenues.com/HampshireCollege), Lake Williamson Retreat Center (Carlinville, IL, UniqueVenues.com/LakeWilliamsonCenter)

BEST HIGH-TECH VENUE

Winner: **McNamara Alumni Center**, University of Minnesota, Minneapolis, MN

Planners looking for an upgrade from conventional technology at conventional venues often plug in to venues like University of Minnesota's McNamara Alumni Center. "Of the client surveys returned to us in 2015, 85% rated McNamara's A/V technology a 5 out of 5," says Director of Marketing and Sales Amy T. Leyden. Each of the 10 rooms has built-in, custom-designed services included in the rental, including podiums with microphones, screens and projectors and handheld and lapel wireless microphones. There's also free wireless Internet on the first floor and DIRECTV receivers in all rooms so guests can always stay linked in while on-site. In addition, McNamara Alumni Center works with a variety of vendors for high-quality web conferencing and live streaming video presentations, including the option for high-definition recording and video overflow to multiple areas within the venue. (A team with 75 years of combined experience is also at the ready to help set up.) "In 2016 we plan to upgrade room signage to digital, which will provide instant information and changes through our EMS room-booking software," says Leyden.

UniqueVenues.com/mcnamara // (612) 625.8876

Runners Up: University of Georgia Hotel and Conference Center (Athens, GA, UniqueVenues.com/ugcce), Kean University (Union, NJ, UniqueVenues.com/keanuniversity)

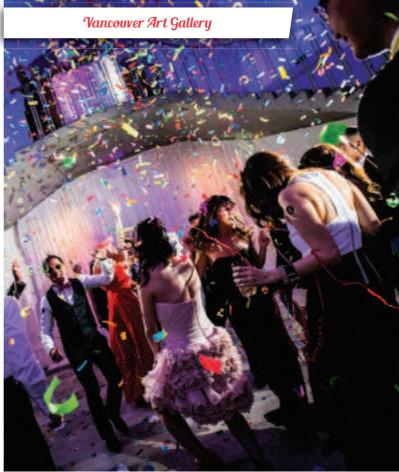
BEST VENUE TO ENJOY WHEN THE MEETING IS OVER

Winner: Vancouver Art Gallery, Vancouver, BC

Where's the after party? At the Vancouver Art Gallery you're already there. After meetings wrap up at the special event venue, guests can kick back and enjoy themselves by exploring all that the gallery has to offer. That includes four floors of historic and contemporary art exhibitions that rotate 15-20 exhibitions every year. "Private tours and workshops can be added to receptions and events at the gallery," says Rosemary Pulice, venue rental coordinator, noting that guests usually stay an extra one to three hours on premises. The Gallery Café is another point of interest where attendees can grab a bite to eat and enjoy "one of the city's best patio experiences" with an Italian-inspired terrace that overlooks the scenic Robson Square. One of the most entertaining activities might actually be shopping for art you can take home with you, says Pulice. "Our Art Rentals and Sales Showroom is open from 10 a.m. to 5 p.m., Monday through Friday, for the bonding experience of selecting artwork for the office as a group." UniqueVenues.ca/VancouverArtGallery // (604) 662.4714

Runners Up: Silver Bay YMCA - Conference and Family Retreat Center (Silver Bay, NY, UniqueVenues.com/SilverBayYMCA), University of Maryland, College Park (College Park, MD, UniqueVenues.com/umcollegepark)





PHOTOS COURTESY OF: MCNAMARA ALUMNI CENTER, SAM HASSAS.





PHOTOS COURTESY OF: ST. LAWRENCE COLLEGE, WINDAU PHOTOGRAPHY.

BEST VENUE FOR SMALL GATHERINGS

Winner: St. Lawrence College Conference Services, Kingston, ON

When it comes to small meetings and events, small details are everything. St. Lawrence College understands that by providing conference staff on call. "We do our best to personally schedule and book your room to the most accessible area," says Conference Service Sales & Marketing Manager Amelia Campbell. Some options include the 60-person Empire Board Room that can be arranged into banquet, boardroom or classroom style or a U-shape or hollow square space, depending on the group's needs. There's also the quaint Fireside Room for less than 60 people that lets intimate groups gather around a central hearth. Summer accommodations are also available and, "We make sure to block rooms in certain wings to keep all conference delegates together," she says. One particular client, the Edgar Casey Conference, has also used the size of their groups to their benefit hosting yoga in the meeting rooms. Whatever a planner chooses to do on-site, Campbell says, "Our meeting rooms, dining rooms, technology and staff can provide small groups a terrific experience at a reasonable cost."

UniqueVenues.ca/StLawrence // (613) 544.5400

Runners Up: Iona College (New Rochelle, NY, UniqueVenues.com/ionacollege), The Amber Room Colonnade (Danbury, CT, UniqueVenues.com/amberroom)

BEST TRAINING AND DEVELOPMENT VENUE

Winner: The Duncan Family Sky Room at Saint Peter's University, Jersey City, NJ

When St. Peter's University built the Mac Mahon Student Center, it was "with the intention of bringing the community together," says Lauren LaGreca, Manager of Conferencing and Event Services. While that idea certainly applies to the students and faculty who regularly use the venue, it also extends to the external clients and businesses such as Jersey City Public Schools and Headstart Programs that often book the sixth floor marquee—the LEED Silver certified Duncan Family Sky Room. Here groups find a collaborative learning environment with 8,000 square feet of space outfitted with state-of-the-art A/V including professional surround sound and video conferencing that allows for enhanced educational opportunities. With air walls, the room itself can be divided into three spaces and configured in a myriad of ways, including a popular trend of soft seating to encourage collaboration and creativity. Says LaGreca, "The ability for customization in order to captivate a team is an immeasurable benefit [for planners]. Here, the space is their canvas."

UniqueVenues.com/SaintPetersUniv // (201) 761.7414

Runners Up: MacEwan University (Edmonton, AB, UniqueVenues.ca/MacEwanUniv), Georgian Conference and Event Services (Barrie, ON, UniqueVenues.ca/GeorgianConferenceServices)

BEST PLACE TO GATHER FOR THE DAY

Winner: Navy Pier, Chicago, IL

Nine million visitors every year can't be wrong. The huge draws of public visitors and event attendees who flock to Navy Pier Chicago every year find it to be a suitable day meeting center for its impeccable location on Lake Michigan and attractions such as the Chicago Shakespeare Theatre, the iconic Ferris Wheel and a whole fleet of charter boats that offer lunch and dinner cruises along Lake Michigan. Organizers of conferences, tradeshows, banquets and business meetings will also marvel at the 300,000 square feet of flexible use space available for rent including two exhibit halls, 36 meeting rooms, an historic Grand Ballroom, Lakeview Terrace and tented Rooftop Terrace. Further amenities include A/V services, enclosed parking and covered dropoff areas as well as a breadth of on-site dining including Chicago staples like Giordano's, Harry Caray's Tavern and Big Bowl. *UniqueVenues.com/NavyPier // (312) 595.5300*

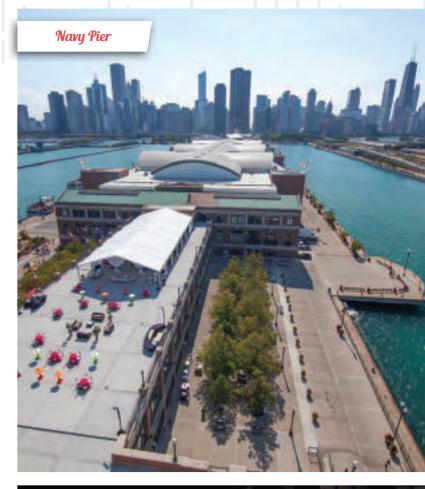
Runners 'Up: Metro Meeting Centers - Boston (Boston, MA, UniqueVenues.com/MetroMeetingBoston), The Franklin Institute (Philadelphia, PA, UniqueVenues.com/FranklinInst)

BEST VENUE FOR A REUNION

Winner: **Silver Bay YMCA - Conference and Family Retreat Center,** Silver Bay, NY

Reunited and it feels so good is the sentiment many groups have had at Silver Bay YMCA in upstate New York, honored in this category for a second consecutive year. "Silver Bay YMCA continues to [look for ways to] strengthen families by offering inter-generational programs and affordable accommodations. We pride ourselves in offering a range that suits not only the needs of the reunion, but also offers a variety of pricing options," says Sales and Marketing Director Liz Hinck. That means creating day camp programs with craft shops and swim lessons for children and providing activities for all ages to come together such as scavenger hunts, beach parties, square dancing and trivia nights—all set on a beautiful 700-acre lakefront campus in the Adirondacks. Encompassing more than 60 buildings, it's also on the National Register of Historic Places for its architecture from the Arts and Crafts movement. Family dinners are also a special time with varied options available including formal dinners and barbecues or even having the chef replicate a family recipe. Says Hinck, "[Anyone] can put a personal stamp on their reunion." UniqueVenues.com/SilverBayYMCA // (518) 543.8833

Runners Up: Canadian Museum of Immigration at Pier 21 (Halifax, NS, UniqueVenues.ca/CaMuseumImmigration), Bella Vista Estate (Steamboat Springs, CO, UniqueVenues.com/BellaVista)





PHOTOS COURTESY OF: NAVY PIER, SILVER BAY YMCA



Waterview

PHOTOS COURTESY OF: R. MARSH STARKS, JOHN WATSON

BEST VENUE TO HOST A YOUTH MEETING OR SPORTS CAMP

Winner: **University of Nevada**, **Las Vegas**, Las Vegas, NV

Beyond the bright lights and buzzing nightlife of Las Vegas is a city that also appeals to families and children. At the heart of that is the University of Nevada, Las Vegas, which routinely attracts youth groups such as the Latino Youth Leadership Conference, Hugh O'Brien Youth Leadership Seminar, USA Volleyball, American Regions Mathematics League and Upward Bound. A prominent feature is the 165,000-square-foot, state-of-the-art recreation center, built in 2008, that features two pools, four basketball courts, an indoor track and fully-equipped meeting rooms. All are in close proximity to residence halls that welcome summer groups of up to 1,500 guests. Other meeting options include smart meeting rooms, academic classrooms and ballrooms, all of which are facilitated through a certified One-Stop Shop. "Our services include customized room configurations, parking and security coordination and full-service catering," notes Assistant Director, Sales and Business Operations Heather Rappaport.

UniqueVenues.com/UNLV // (702) 895.2643

Runners Up: The Student Life Center at East-West University Multipurpose Room (Chicago, IL, UniqueVenues.com/SLC@EWU), University of New Brunswick Conference Services (Fredericton, NB, UniqueVenues.ca/UNB)

BEST CITY CENTER VENUE

Winner: **Waterview**, Vancouver, BC

It only opened in May 2015, but already Waterview is taking the city of Vancouver by storm as a go-to source for corporate parties, fundraisers, wedding ceremonies and association annual meetings. "Waterview features an open space flooded with natural light and expansive cityscape views that give a uniquely urban Vancouver experience," says Special Projects Coordinator Carla Felicella. "Guests are immersed in a dynamic visual experience seeing the energetic flow of False Creek, enjoying views of lively Granville Island and watching sunsets over the iconic Burrard Street Bridge." The other unique aspect to Waterview's location is access from various points in the city, including arriving by boat or ferries at the venue's private dock. The building, designed by world-renowned architect Bing Thom, has a further nautical vibe with picture windows. Inside is 3,250 square feet of flexible space and amenities including exclusive catering from Culinary Capers as well as complimentary Wi-Fi and eco-friendly composting services.

UniqueVenues.ca/WaterviewBC // (604) 875.0153

Runners Up: Navy Pier (Chicago, IL,

UniqueVenues.com/NavyPier), Simon Fraser University Morris Wosk Centre for Dialogue (Vancouver, BC, UniqueVenues.ca/MorrisWosk)

MOST EASILY ACCESSIBLE VENUE

Winner: **University of Maryland, College Park, College Park, MD**

Planes, trains and automobiles—all will get you to the University of Maryland with ease. Located just nine miles from Washington, D.C., "We are within a six-hour drive of three-quarters of the population of the United States," says Marketing & Sales Coordinator Joseph E. Criscuoli. Within 35 minutes guests can also access Ronald Reagan National Airport, Baltimore-Washington International Airport and Dulles International Airport, and there's a nearby Washington METRO stop for further transit options. Once on-site the 1,600-acre campus, groups can tap into nearly 200,000 square feet of meeting spaces in 100 meeting rooms, five ballrooms and a variety of multi-function spaces (capacities range from 15 to a grand total of 17,000 people). With all the influx of visitors the centrally located college has had (upwards of 50,000 people daily), they will soon be expanding with two on-campus hotels in 2017. UniqueVenues.com/umcollegepark // (301) 314.7884

Runners Up: 3 West Club (New York, NY, UniqueVenues.com/3West), Villanova University Conferences, (Villanova, PA, UniqueVenues.com/VillanovaUniv)

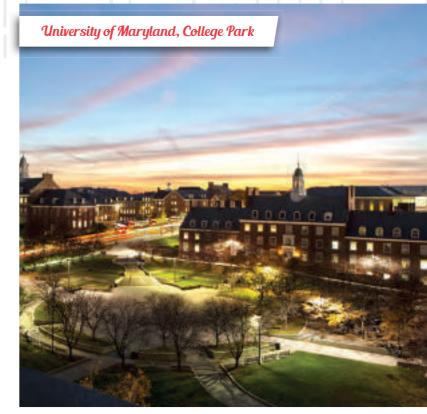
BEST PLACE FOR A SPIRITUAL OR WELLNESS GATHERING

Winner: **Lake Williamson Christian Center**, Carlinville, IL

There are higher powers at work at Lake Williamson Christian Center, much to the delight of denominational planners. "We fully believe in the power of off-site ministry. Our mission is to offer hospitality and facilities that exceed expectations where our guests can be restored, renewed and reconnected to God," says Marketing Manager Ashley Haschemeyer of the 55-year-old property that last year welcomed 26,000-plus guests. With 400 acres, the sprawling grounds have a little something for everyone, from meeting rooms accommodating 15 to 1,300 people when assemblies are needed to the Eagle Crest Adventures programming that offers team-building, character development, and leadership training opportunities. Lake Williamson also has 183 guest rooms and an RV Park with 200 full hook-up sites. Retreat packages have become a preferred option for planners with a choice of lodging style, complimentary meeting spaces, buffet dining, and basic recreation—all bundled in one affordable price per person. Says Haschemeyer, "We will handle the setup and clean up so that you can stay focused on providing life-changing ministry to your attendees."

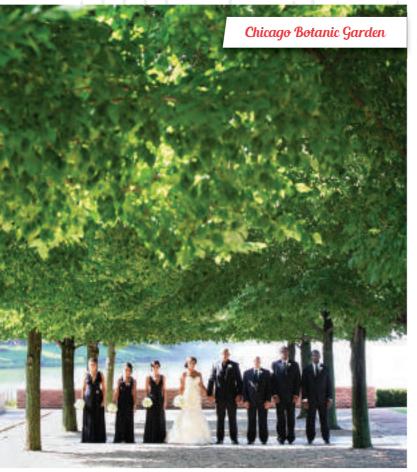
UniqueVenues.com/LakeWilliamsonCenter // (800) 500.5922

Runners Up: Silver Bay YMCA - Conference and Family Retreat Center (Silver Bay, NY, UniqueVenues.com/SilverBayYMCA), Eagle Rock Retreat Center (Eagle Rock, MO, UniqueVenues.com/EagleRockRetreatCtr)





PHOTOS COURTESY OF: JOHN T. CONSOLI, LAKE WILLIAMSON CHRISTIAN CENTER



PHOTOS COURTESY OF: CHICAGO BOTANIC GARDEN, RYAN BURKE.

BEST GREEN VENUE

Winner: Chicago Botanic Garden, Glencoe, IL

At the Chicago Botanic Garden, you might expect this special event venue to have a green thumb, but it's their green footprint that really sets the property apart. The site's Ada L. Rice Plant Conservation Science Center has been Gold LEED certified for its rainwater systems, roof garden, recycled building materials and the bike racks and showers that encourage employees to cycle to work. Some of the most compelling eco-friendly initiatives though come from the Sodexo catering department and the nationally recognized Windy City Harvest, an urban agriculture education and jobs-training program. It oversees the Fruit and Vegetable Island that uses produce for daily specials and event menus, even ensuring brides and grooms choose their menus with peak growing season in mind. The Garden, which hosts 16 lush indoor and outdoor spaces, also recycles and composts event waste, incorporates biodegradable disposables made from fallen leaves and sustainable bamboo and recycles all wine corks from the bar service.

UniqueVenues.com/ChicagoBotanicGarden // (847) 835.8370

Runners Up: Georgia Institute of Technology (Atlanta, GA, UniqueVenues.com/GeorgiaTech), Vanderbilt University, (Nashville, TN, UniqueVenues.com/Vanderbilt)

BEST SUBURBAN VENUE

Winner: **Colorado State University**, Fort Collins, CO

Named one of the top ten places to live and work in national polls the past five years, Fort Collins is becoming quite the destination suburb—and planners in the know are turning to the town's Colorado State University to host memorable meetings and events. Located halfway between metro Denver and Rocky Mountain National Park, "Our visitors can enjoy our suburban atmosphere without hassle or breaking the bank," says Dezarai Brubaker, director of conference and event services. The self-contained, one-square-mile campus offers more than 50,000 square feet of new and renovated meeting space, 23,000 square feet of innovative classroom space and almost 6,000 beds, all booked by the certified One-Stop Shop. On-site guests can enjoy the Lory Student Center and eats at RamSkellar (a student-run pub with its own microbrewery). Or, just minutes away, is the city's first bus rapid transit system, MAX. It can transport guests to midtown and a downtown district so charming that Disneyland's Main Street was modeled after it. uv

UniqueVenues.com/CSU // (970) 491.1378

Runners Up: University of Central Oklahoma (Edmond, OK, UniqueVenues.com/UnivCentralOk), The University of Texas at Dallas (Richardson, TX, UniqueVenues.com/univtexasdallas)



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2015 BEST OF AWARD WINNERS

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UNIQUE VENUES BEST OF AWARDS DON'T JUST STOP AT THE VENUES.

WE ALSO RECOGNIZE ALL THAT GOES ON BEHIND THE SCENES, INCLUDING

THE EFFORTS OF THESE FIVE MARKETING MASTERS.

The message is clear—these five venues know how to sell their spaces and did it well in 2015. From a completely overhauled website to a virtual tie for polished pieces of marketing collateral, these winners really turned the page.

by Selena Fragassi

BEST MARKETING COLLATERAL

Winner (TIE): **SPiN New York** (New York, NY) and **Yale University** (New Haven, CT)

From a ping pong-centric special event venue to one of the world's most revered Ivy League schools, the two winners for best marketing collateral could not be more different, a fact evident in two effective messages for two very distinct audiences.

SPiN New York gave its 14-page brochure a youthful glow with compelling caricatures that kept a narrative flow and a supporting wall of urban, graffiti-style imagery that aimed to cater to both a modern and young demographic but also appeal to planners looking for something different. "We [wanted to hit] a unique audience of planners that may have never considered a social ping pong club for their event or group activity. We are now activating more national advertising channels to raise brand awareness within the event and meeting planner community," says Global Sales Director Lou Canakes, CMP of the extensive print piece that supports all of SPiN's North American and Belgian locations. "This is a departure [for us] in terms of the venue approach and our advertising strategy."

Yale University opted for a more minimalist, one-page design that features an abundance of white space. Doing so allows the prominent chapel photo to stand out—a key factor in trying to tempt planners to consider the hallowed grounds as an option for summer retreats. It was the first time the department opted to target a specific market in a campaign and has yielded favorable results. "Yale University has a very robust youth summer academic program business. The new marketing materials were aimed at an adult demographic, [specifically] looking to attract select Fortune 100 companies to bring their executive retreats to Yale," notes Kathryn Vieillard, associate director of Yale Conferences and Events who says the team intentionally opted not to overload the page with too much text as they've seen in competitors' materials. "I like to let the photo and the name speak for itself."

UniqueVenues.com/SpinNY // (214) 862.4646 UniqueVenues.com/yale // (203) 432.0465





BEST WEBSITE

Winner: **Boston University** (Boston, MA)

Boston University Events & Conferences was feeling the sixyear itch. The department was caught in a website designed in 2009 that was informative, "but very basic," admits General Manager Shane Cutler. He knew his team had to do something in order to keep the attention of new and returning external clients as well as provide event support to university departments in an efficient one-stop portal.

The decision was made to design a new template that would act as a major marketing tool while also providing important event-planning materials. It took 18 months from the initial concept to launching the final product in early 2015, and it has since become "the lynchpin of all our marketing initiatives including our newly created marketing/ sales collateral kit," says Cutler.

The custom Wordpress design was crafted by BU's Marketing & Communications department and features a sophisticated blend of text and photos with a spotlight on facilities. It's complete with photography and descriptions for each venue, a list of internal service providers, event planning tips and online inquiry forms. In the near future, the site will also feature Social Tables OnSite, a library of common event configurations that can be downloaded for use by planners; another long-term development aims to offer online booking capabilities with a new university-wide system for room scheduling. *UniqueVenues.com/BostonUniv || (617) 353.3520*

Runner Up: The Loft at 600 F (Washington, D.C.) UniqueVenues.com/Loftat600F // (202) 431.8516



BEST PRINT AD

Winner: University of New Hampshire Conferences and Catering (Durham, NH)

You can't get much more iconic than the song, "School's Out For Summer," but for collegiate conference departments, fighting the message that "school is out completely" during the season is a yearly battle. It's one that the University of New Hampshire decided to take on in their latest print ad that sets the mood with an idyllic sunset and the bold message that summer conferences are in when school is out.

"We've found that there is a common misconception that campuses are closed during the summer and don't have a lot to offer conference groups. Instead, we wanted to give potential clients the impression that we are ready to host their next summer group and let them know they pretty much have the run of campus when students aren't here," says Sales & Marketing Manager Melissa Chase of the rationale for the ad, which first appeared in the Fall 2015 issue of Unique Venues Magazine and will further be utilized over the next six months in display ads, e-mail marketing campaigns and direct mail.

"It was important to really focus on summer business in this particular ad as we are committed to growing that market," she continues. "It's a very different audience than a typical day meeting, overnight corporate group or special event. Our hope has been to engage the summer conference planner by speaking their language."

UniqueVenues.com/UnivNewHampshire // (603) 862.1900

Runner Up: University of Central Oklahoma (Edmond, OK) // UniqueVenues.com/UnivCentralOk // (405) 974.2715

BEST SOCIAL MEDIA PRESENCE

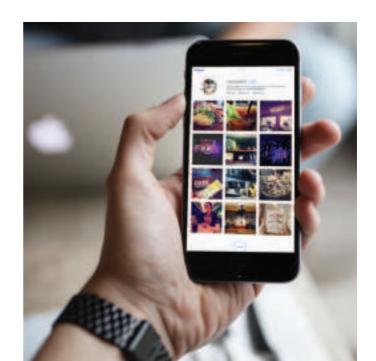
Winner: The Loft at 600 F (Washington, D.C.)

In today's world being "social" carries a whole new set of standards—and some like The Loft at 600 F not only meet them, but set them. The special event venue in Washington, D.C. has a strong presence across multiple platforms including Facebook, Twitter, Google+, Pinterest and Instagram, "and we are toying with a few other different platforms," divulges Client Relations liaison Evangeline Johnson. All accounts are updated on a daily basis, sometimes multiple times during the day, with a different strategy for each network.

Facebook is used for article sharing with posts offering help-ful event planning tips, photos and galleries from events and mentions of the venue in the press. Instagram has become an extension of the venue's concierge services, says Johnson. "We believe that if you work in hospitality, part of your job is to know your town inside and out and share that knowledge with guests," and the team adheres to that message posting "in-the-moment" shots of eateries, markets, venues and entertainment they are checking out. Twitter, she says, is the most social of them all with a mix of funny comments, posts about office happenings, updates about events and real-time chats. "Twitter is hands down the best way to engage in conversations with customers and earn new ones."

The team has three goals for all social media activity: Add value, enhance business and have fun. "We look at our social media accounts as a way for people to get a glimpse of our personality and the things that make us stand out amongst D.C.'s excellent event venues," says Johnson. "We love our space and we love what we do, and we are happy to put that on stage." uv UniqueVenues.com/Loftat600F // (202) 431.8516

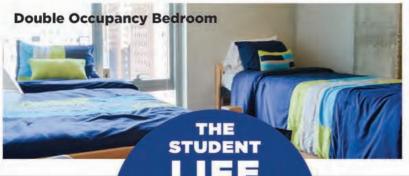
Runner Up; Bella Vista Estate (Steamboat Springs, CO) // UniqueVenues.com/BellaVista // (970) 879.4449



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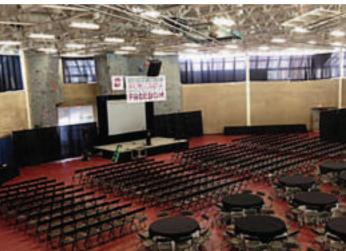


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NEWS & AWARDS Unique Venues Marketing Conference





















And The Award Goes To...

At Unique Venues
4th Annual Marketing
Conference, we celebrated
all 25 Best Of winners.

THERE WAS A BUZZ BUILDING IN WASHINGTON, D.C., as Unique Venues members converged on Catholic University of America for two days of working sessions acquiring tools to "capitalize on marketing and sales." While workshops focused on using improv skills to become better communicators and learning how to implement virtual tours, the main event was the final luncheon where participants learned if they were one of the 2015 Unique Venues "Best Of" winners who would take home a "UVy" award. Here's a look back at the #UVAMC scrapbook:

1. Bill North, of Historic Rosemont Manor (center), joins participants in the collaboration exercise, "The Recipe for Event Success." 2. (I-r) Angela Dimopoulos from University of Maryland, College Park and Julia Clarke from University of New Brunswick enjoy the awards luncheon buffet, which offered authentic Asian cuisine. 3. A look at the coveted UVy award presented to 20 "Best Of" venue winners.
4. "Best Of" marketing awards were also given to the winners

of best website, print ad, social media presence, marketing collateral and the Professional of the Year. 5. Special guest Izzy Gessell (center) leads a morning presentation on "The Power of Story to Build Relationships." 6. (I-r) Alexis Milam and Polly Weir, both of the University of Delaware, accept their UVy for "Best Place to Hold an LGBTQ-friendly event." 7. Unique Venues President Chuck Salem (right) shares a laugh with Joe Criscuoli of University of Maryland, College Park, winner of the "Most Easily Accessible Venue" award. 8. Dezarai Brubaker and Elodie Vigneron, both of Colorado State University, accept the UVy for "Best Suburban Venue." 9. Unique Venues Founder Michele Nichols (right) poses with Andrew Clouse of The Loft at 600F holding his award for "Best Social Media Presence." 10. The room was buzzing at the "Best Of" awards luncheon, from beginning to end. Congratulations to all the winners and runners up! uv





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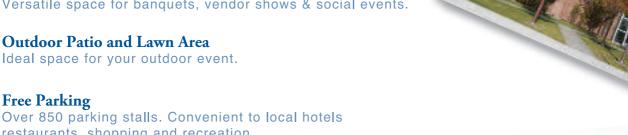
Vendor Hall

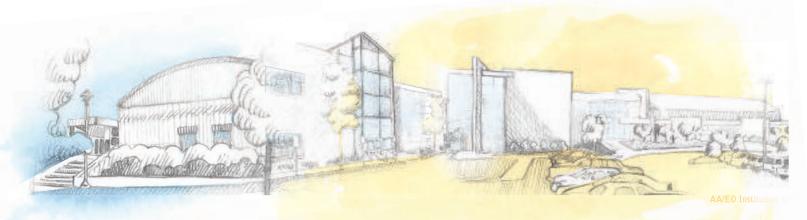
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Unique Venues.ca



*Indicates Best of Award Winner



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Tom Bevill Conference Ctr & Hotel // Huntsville uniquevenues.com/BevillConfCenter

ARIZONA

Parsons Center // Phoenix uniquevenues.com/ParsonsCenter

The Falls Event Center // Gilbert uniquevenues.com/FallsEventCenter

Thunderbird Executive Inn & Conference Ctr // Glendale uniquevenues.com/ThunderbirdExecutiveInn

University of Phoenix, Phoenix-Tempe uniquevenues.com/UPhoenixTempe

ARKANSAS

Arkansas 4-H Center // Little Rock uniquevenues.com/arkansas4hcenter

Arkansas State University // State University uniquevenues.com/ArkansasState

CALIFORNIA

AMA San Francisco Conference Center uniquevenues.com/amasanfrancisco

Bently Reserve // San Francisco uniquevenues.com/BentlyReserve

California State University - Bakersfield uniquevenues.com/CSUBakersfield

Camarillo uniquevenues.com/calstatechannelislands

amquevenues.com/earstateerrannensianus

California State University, Northridge uniquevenues.com/CalStateNorthridge

California State Univ, Northridge - Univ Student Union uniquevenues.com/CSUNUSU

Chapman University // Orange uniquevenues.com/Chapman

- Dolce Hayes Mansion // San Jose uniquevenues.com/hayesmansion
- Event Services at U.C. Berkeley uniquevenues.com/UCBerkeleyUnion
- Fairplex Hotel & Conference Center // Pomona

unique venues.com/FairplexConfCtr

Humboldt State University // Arcata uniquevenues.com/humboldtstate

- Loyola Marymount University // Los Angeles uniquevenues.com/LoyolaMarymount
- Meetings & Events @ Edwards Irvine Spectrum 21 IMAX & RPX // Irvine uniquevenues.com/EdwardsIrvine

- Meetings & Events @ Edwards Mira Mesa Stadium 18 IMAX & RPX // San Diego uniquevenues.com/EdwardsMiraMesa
- Occidental College // Los Angeles uniquevenues.com/Occidental

Pali Mountain Retreat // Running Springs uniquevenues.com/PaliMountain

Pepperdine University // Malibu uniquevenues.com/Pepperdine

- Pickwick Gardens Conference Ctr // Burbank uniquevenues.com/Pickwick
- Pomona College // Claremont uniquevenues.com/PomonaCollege

Reuben H. Fleet Science Center // San Diego uniquevenues.com/FleetScienceCtr

- San Jose State University uniquevenues.com/sjsu
- San Ramon Valley Conference Center uniquevenues.com/sanramonvalleycc
- Santa Clara University uniquevenues.com/SantaClaraUniv
- Sonoma State University // Rohnert Park uniquevenues.com/SonomaState

SPiN Los Angeles uniquevenues.com/SpinLA

SPiN San Francisco uniquevenues.com/SpinSF

The Quad at CSU San Marcos uniquevenues.com/quadcsusanmarcos

UCLA Lake Arrowhead Conference Center uniquevenues.com/UCLALakeArrowhead

- University of California, Los Angeles uniquevenues.com/ucla
- University of California, Riverside uniquevenues.com/UCRiverside

Univ of California, Riverside - Palm Desert Center uniquevenues.com/ucrpalmdesert

University of California, Santa Barbara uniquevenues.com/UCSB

University of Phoenix, Pasadena uniquevenues.com/UPhoenixPasadena

University of Phoenix, Sacramento uniquevenues.com/UPhoenixSacramento University of Phoenix, San Diego (Stonecrest) uniquevenues.com/UPhoenixStonecrest

- University of Redlands uniquevenues.com/UnivRedlands
- University of San Diego Hospitality Services uniquevenues.com/USD

Univ Student Union, California State Univ. Long Beach uniquevenues.com/CSULB

Visit West Hollywood uniquevenues.com/VisitWestHollywood

Whittier College uniquevenues.com/WhittierCollege

COLORADO

4 Eagle Ranch // Wolcott uniquevenues.com/4Eagle

Bella Vista Estate // Steamboat Springs uniquevenues.com/BellaVista

Boettcher Mansion // Golden uniquevenues.com/BoettcherMansion

Colorado Christian University // Lakewood uniquevenues.com/CCU



Colorado State University // Fort Collins uniquevenues.com/CSU

History Colorado Center // Denver uniquevenues.com/ColoradoHistoryMuseum

Howl at the Moon // Denver uniquevenues.com/HowlDenver

Pueblo Community College uniquevenues.com/pueblocc

Quaker Ridge Camp & Conference Ctr // Woodland Park uniquevenues.com/quakerridge

The Manor House // Littleton uniquevenues.com/TheManorHouseCO

University of Colorado Boulder uniquevenues.com/CU

- University of Colorado Colorado Springs uniquevenues.com/uccs
- University of Denver uniquevenues.com/uofdenver

University of Phoenix, Denver (Lone Tree) uniquevenues.com/UPhoenixColorado

CONNECTICUT

Southern Connecticut State Univ // New Haven uniquevenues.com/SouthernCT

The Amber Room Colonnade // Danbury uniquevenues.com/amberroom

The Bushnell Ctr for the Performing Arts // Hartford uniquevenues.com/BushnellCenter

The Riverfront Boathouse // Hartford uniquevenues.com/theboathouse

The Stafford Palace Theater // Stafford Springs uniquevenues.com/StaffordPalace

Toyota Presents Oakdale Theatre // Wallingford uniquevenues.com/OakdaleTheatre

University of Hartford // West Hartford uniquevenues.com/UnivHartford



Yale University // New Haven uniquevenues.com/vale

DELAWARE

Chase Center on the Riverfront // Wilmington uniquevenues.com/ChaseCenter

Delaware Art Museum // Wilmington uniquevenues.com/delawareartmuseum

Goodstay Mansion & Gardens // Wilmington uniquevenues.com/UDelWilmington



Univ of Delaware Conf and Event Services // Newark uniquevenues.com/UnivDelawareNewark

DISTRICT OF COLUMBIA

1331 G Conference Center // Washington uniquevenues.com/1331gconferencecntr

20 F Street NW Conference Center // Washington uniquevenues.com/20fstreetcc

AMA Washington, DC Executive Conference Center uniquevenues.com/AMADC



American University // Washington uniquevenues.com/AmericanUniv

Artist's Proof // Washington uniquevenues.com/ArtistsProof





Bobby McKey's Dueling Piano Bar // National Harbor-MD

uniquevenues.com/bobbymckeys

Credit Union House // Washington uniquevenues.com/CreditUnionHouse

District Architecture Center // Washington uniquevenues.com/DistrictArchitectureCenter

FHI360 Conference Center // Washington uniquevenues.com/AEDConferenceCenter

Hill Center at the Old Naval Hospital // Washington uniquevenues.com/hillcenter

Hillyer Art Space // Washington uniquevenues.com/hillyerartspace

Josephine Butler Parks Center // Washington uniquevenues.com/josephinebutlercenter

Kaiser Permanente Center for Total Health // Washington uniquevenues.com/KaiserPermanente

Madame Tussauds Washington DC // Washington uniquevenues.com/MadameTussaudsDC

Meetings & Events @ Regal Gallery Place Stadium 14 // Washington uniquevenues.com/RegalGalleryPl

National Cathedral School // Washington uniquevenues.com/NationalCathedralSchool

Nationals Park // Washington uniquevenues.com/nationalspark

Partnership for Public Service Conference Ctr // Washington

uniquevenues.com/PartnershipConferenceCenter

President Lincoln's Cottage // Washington uniquevenues.com/PresidentLincolnsCottage

The Carriage House // Washington uniquevenues.com/CarriageHouse

The Catholic University of America // Washington uniquevenues.com/CUA



The Loft at 600 F // Washington uniquevenues.com/Loftat600F

The National Archives Museum // Washington uniquevenues.com/NationalArchives

The National Press Club // Washington uniquevenues.com/NationalPressClub

The Warner Theatre // Washington uniquevenues.com/WarnerTheatre

The Whittemore House // Washington uniquevenues.com/WhittemoreHouse

University of Phoenix, Washington DC Campus uniquevenues.com/UPhoenixDC

Venable Conference Center // Washington uniquevenues.com/Venable

FLORIDA

Adam W. Herbert Univ Center, Univ of North Florida // Jacksonville uniquevenues.com/univnoflorida

Florida Gulf Coast University // Fort Myers uniquevenues.com/floridagulfcoast

Florida Institute of Technology // Melbourne uniquevenues.com/FloridaTech

Meetings & Events @ Regal South Beach Stadium 18 // Miami uniquevenues.com/RegalSoBeach

Royal Caribbean International // Miami uniquevenues.com/royalcaribbean

Tallahassee Community College Conference & Events uniquevenues.com/TallahasseeCC

University of Florida Conference Services // Gainesville

uniquevenues.com/UnivFlorida

University of Miami Conference Housing // Coral Gables

unique venues.com/UMiamiConfHousing

University of Phoenix, Tampa // Temple Terrace uniquevenues.com/UPhoenixTempleTerrace

University of South Florida-St. Petersburg uniquevenues.com/USFStPetersburg

GEORGIA

AMA Atlanta Conference Center uniquevenues.com/amaatlanta

Atlanta Metropolitan State College uniquevenues.com/amsc

Brenau University // Gainesville uniquevenues.com/brenau

venue

Conference Center @ GA Piedmont Tech // Clarkston uniquevenues.com/PiedmontTech

Emory University // Atlanta uniquevenues.com/EmoryUniv

Forsyth Conference Ctr At Lanier Technical College // Cumming uniquevenues.com/LanierTech

Georgia Institute of Technology // Atlanta uniquevenues.com/georgiatech



Georgia Southern University // Statesboro uniquevenues.com/georgiasouthern

Meetings & Events @ Regal Atlantic Station Stadium 16 IMAX & RPX // Atlanta uniquevenues.com/RegalAtlanticStation

Meetings & Events @ Regal Perimeter Pointe Stadium 10 // Atlanta uniquevenues.com/RegalPerimeter

Newton Conference Center // Covington uniquevenues.com/NewtonConfCtr

Riverside EpiCenter // Austell uniquevenues.com/RiversideEpiCenter

Terminus 330 // Atlanta uniquevenues.com/terminus330

The Armstrong Center // Savannah uniquevenues.com/armstrongcenter

The Dennard Conference Center // Atlanta uniquevenues.com/ClevelandDennardCenter



University of Phoenix, Atlanta // Sandy Springs uniquevenues.com/UPhoenixAtlanta

IDAHO

North Idaho College // Coeur d'Alene uniquevenues.com/nic

University of Idaho - Univ Support Services // Moscow uniquevenues.com/UnivIdaho

ILLINOIS

Abraham Lincoln Presidential Library & Museum // Springfield uniquevenues.com/LincolnLibrary

American Dental Association // Chicago uniquevenues.com/AmericanDentalAssoc

Arrowhead Golf Club // Wheaton uniquevenues.com/ArrowheadGolfClub



Chicago Botanic Garden // Glencoe uniquevenues.com/ChicagoBotanicGarden

Chicago Southland Convention & Visitors Bureau // Lansing uniquevenues.com/chicagosouthland

Chicago's North Shore Convention and Visitor's Bureau // Skokie uniquevenues.com/ChicagoNorthShoreCVB

Conference Chicago at University Center uniquevenues.com/ConferenceChicago

Elgin Community College uniquevenues.com/elgincc

- Esplanade Lakes at DoubleTree Suites by Hilton Hotel & Conference Ctr // Downers Grove uniquevenues.com/doubletreecc
- Illinois State University // Normal uniquevenues.com/IllinoisState
- Illinois Wesleyan University // Bloomington uniquevenues.com/IllinoisWesleyan

Judson University // Elgin uniquevenues.com/JudsonUniversity



Lake Williamson Christian Center // Carlinville

uniquevenues.com/LakeWilliamsonCenter

Lewis University // Romeoville uniquevenues.com/LewisUniv

Loyola University Chicago uniquevenues.com/loyolachicago

Loyola University Chicago Retreat & Ecology Campus // Woodstock uniquevenues.com/LUCRetreatCenter

McCook Athletic & Exposition Center uniquevenues.com/McCookCenter

McHenry County College // Crystal Lake uniquevenues.com/McHenryCC

Meetings & Events @ Regal Webster Place 11 // Chicago uniquevenues.com/RegalWebster

Museum of Science and Industry // Chicago uniquevenues.com/MSIChicago



Navy Pier Chicago uniquevenues.com/NavyPier

North Central College // Naperville uniquevenues.com/NCCollege

North Shore Conference Ctr at Double Tree by Hilton Chicago No Shore // Skokie uniquevenues.com/NorthShoreCC

Northern Illinois Univ Conference Centers // Naperville uniquevenues.com/NIUConferenceCenters

Office Evolution // Chicago uniquevenues.com/OfficeEvolution

OFFSITE Chicago uniquevenues.com/OffsiteChicago

Southern Illinois University Carbondale uniquevenues.com/siuc

SPiN Chicago uniquevenues.com/SpinChicago

St. John's Catholic Newman Center // Champaign uniquevenues.com/StJohnsNewmanCtr

The Accelerated Center // Northbrook uniquevenues.com/acceleratedcenter

The Field Museum // Chicago uniquevenues.com/FieldMuseum

The Student Life Ctr at East-West University // Chicago uniquevenues.com/SLC@EWU

The University of Chicago uniquevenues.com/UChicago

University Center of Lake County // Grayslake uniquevenues.com/UCLC

University of Illinois at Chicago Event Spaces uniquevenues.com/UICEvents

University of Illinois Conferences and Special Events // Champaign uniquevenues.com/uillinoisconferences

Wheaton College uniquevenues.com/wheaton

INDIANA

- Anderson University uniquevenues.com/Anderson
- Ball State University // Muncie uniquevenues.com/BallState

Bethel College // Mishawaka uniquevenues.com/BethelCollege

Bloomington Monroe County Convention Center uniquevenues.com/bloomingtonmonroecc

Earlham College - Runyan Center // Richmond uniquevenues.com/Earlham

Indiana University - Purdue University - Indianapolis uniquevenues.com/IUPUI

Palais Royale at Morris Performing Arts Center // South Bend uniquevenues.com/PalaisRoyale2

- Purdue University // West Lafayette uniquevenues.com/Purdue
- Taylor University // Upland uniquevenues.com/TaylorU

Tilson Conference Center // Greenwood uniquevenues.com/TilsonConfCtr

University of Notre Dame uniquevenues.com/notredameconfcenter

Valparaiso University uniquevenues.com/Valparaiso

IOWA

Iowa State University // Ames uniquevenues.com/IowaState

Simpson College - Conferences // Indianola uniquevenues.com/SimpsonCollege

Sunstream Retreat Center // Ogden uniquevenues.com/Sunstream

KENTUCKY

Buffalo Trace Distillery // Frankfort uniquevenues.com/BuffaloTrace

CityPlace // LaGrange uniquevenues.com/CityPlace

Northern Kentucky University // Highland Heights uniquevenues.com/NKU





The Galt House // Louisville uniquevenues.com/GaltHouse

LOUISIANA

Tulane University // New Orleans uniquevenues.com/Tulane

MAINE

- Bates College // Lewiston uniquevenues.com/BatesCollege
- Colby College // Waterville uniquevenues.com/ColbyCollege

Unity College uniquevenues.com/UnityCollege

University of Maine // Orono uniquevenues.com/UnivMaine

MARYLAND

Anne Arundel Community College // Arnold uniquevenues.com/AnneArundel

Billingsley Manor // Upper Marlboro uniquevenues.com/Billingsley

Brookside Gardens // Wheaton uniquevenues.com/BrooksideGardens

Chesapeake Bay Maritime Museum // St. Michaels uniquevenues.com/ChesapeakeBayMaritime

- Coppin State University // Baltimore uniquevenues.com/Coppin
- Elegant Settings of Maryland-National Capital Park and Planning Commission uniquevenues.com/elegantsettings

Frostburg State University uniquevenues.com/Frostburg

Glenview Mansion & F. Scott Fitzgerald Theatre // Rockville uniquevenues.com/GlenviewMansion

Harbor Tower Events at Legg Mason Tower //
Baltimore
uniquevenues.com/LeggMasonTower

Howl at the Moon // Baltimore uniquevenues.com/HowlattheMoonMD

Johns Hopkins University Conf Services // Baltimore uniquevenues.com/johnshopkins

- Loyola University Maryland // Baltimore uniquevenues.com/loyolamaryland
- National 4-H Conference Center // Chevy Chase uniquevenues.com/National4-H

Newton White Mansion // Mitchellville uniquevenues.com/NewtonWhite

Notre Dame of Maryland University // Baltimore uniquevenues.com/NotreDame

Oxon Hill Manor uniquevenues.com/OxonHill

Prince George's Ballroom // Landover uniquevenues.com/PrinceGeorge

Redskins Special Events at FedExField // Landover uniquevenues.com/FedExField

Rockwood Manor // Potomac uniquevenues.com/RockwoodManor

Snow Hill Manor // Laurel uniquevenues.com/SnowHill

The Fillmore Silver Spring // Silver Spring uniquevenues.com/FillmoreSilverSpring

- The Grand // Baltimore uniquevenues.com/GrandHistoricVenue
- Universities at Shady Grove Conference Ctr // Rockville uniquevenues.com/shadygrove



MASSACHUSETTS

- Anna Maria College // Paxton uniquevenues.com/AnnaMariaCollege
- Babson Executive Conference Center uniquevenues.com/Babson

Boston College Connors Center // Dover uniquevenues.com/BCConnorsCenter

- Boston University uniquevenues.com/BostonUniv
- Curry College // Milton uniquevenues.com/CurryCollege

Earthdance // Plainfield uniquevenues.com/Earthdance

Fitchburg State College uniquevenues.com/Fitchburg

venue

- Hampshire College I Event Services & Summer Programs // Amherst uniquevenues.com/HampshireCollege
- Hotel UMass // Amherst uniquevenues.com/UMassAmherst
- Meetings & Events @ Regal Fenway Stadium 13 & RPX // Boston uniquevenues.com/RegalFenway
- Metro Meeting Centers Boston uniquevenues.com/MetroMeetingBoston
- Misselwood Events at Endicott College // Beverly uniquevenues.com/Endicott
- Mount Holyoke College and Willits-Hallowell Conference Ctr // South Hadley uniquevenues.com/mountholyoke
- Nichols College // Dudley uniquevenues.com/NicholsCollege

Northern Essex Community College // Haverhill uniquevenues.com/NECC

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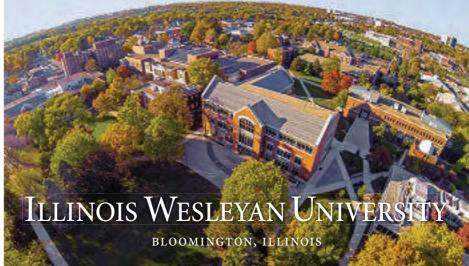
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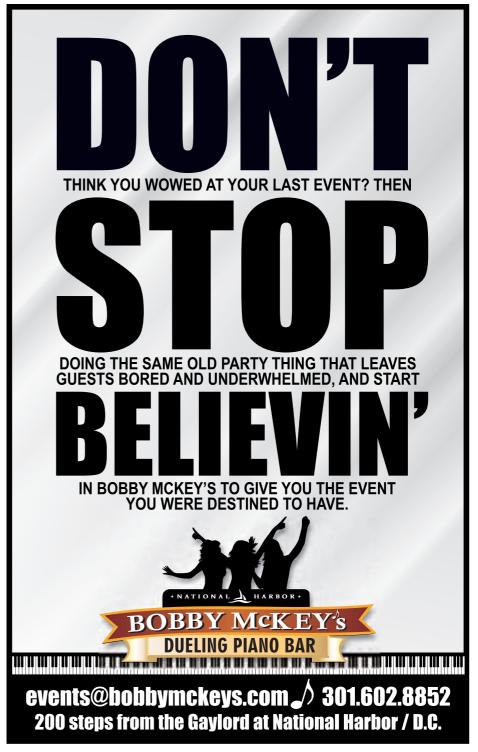
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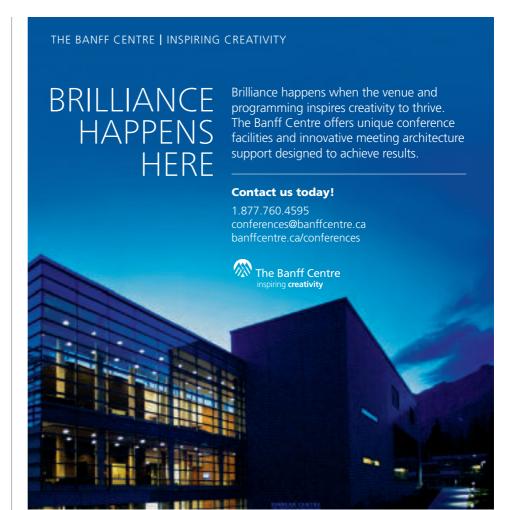
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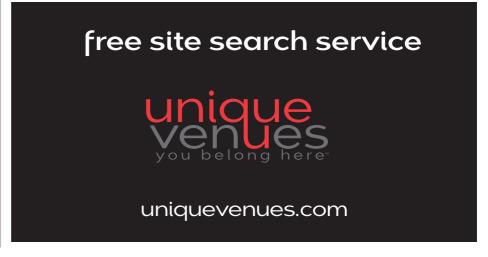
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PERSON OF INTEREST

BY SELENA FRAGASSI

Unique PROFESSIONAL of the YEAR

As the winsome director of university conference and guest services at American University, Kim Araya has turned the operation into a national model for better meetings and events.

Kim Araya is not only an all-American University star, but some would say the director of university conference & guest services at the Washington D.C. campus is also at the head of the class of collegiate conferences. "She's an industry advocate and has worked hard to forward the goals of our niche market," says Unique Venues President Chuck Salem of Araya, named the esteemed 2015 Professional of the Year. Salem applauds both her proactive nature (such as brokering presentations with meeting organizations to ensure colleges were represented) and her visible presence on boards like Association of Collegiate Conference and Events Directors (ACCED-I).

"Kim is one of the most active regional leaders in the history of the association," he continues, "and has a passion that is unparalleled." Araya's enthusiasm for her job is clear from the moment she starts talking about her 14-year track record. "I love this industry," she says, "because everybody enjoys their job." Possibly none more than her.

Unique Venues: Take us back to the beginning-how did you get your start in the industry and what inspires you to keep going? Kim Araya: "I started at the University of Minnesota as the coordinator of judicial affairs; my prior background was actually in legal and psychiatric professions. At the time, around 2003, University of Minnesota wanted to change how their summer conferences were run and I said, 'let me do it.' I loved my time as a hall director at Iowa State University and thought this job would be a good fit. Within two years the university was on the map. I've tried to apply the same idea at American the past two years—to expose universities and get the word out. We are a great hidden commodity."

UV: What are some of the new initiatives you have been behind at American?

KA: "We are definitely changing the way we do things. We have a new meeting space opening up in the fall of 2016 and have started a new group on campus for conference and event partners, which is up to 72 members. We are attracting new speakers like President Obama who was here a few weeks ago. There are so many great industries in D.C. too, so we are really catering to the mid-tier market of 100-500 people, which I see as growing. It's a good niche for universities because it's more intimate and everything is right here with inexpensive meals and parking and technology. You can't go anywhere else in the city for that."

UV: Are there long-term visions you have? KA: "One of my current goals is to get a D.C. consortium set up. There are a lot of us and we're all private. I want Georgetown, Catholic University, George Washington, Trinity and Howard involved with the idea not to compete against each other but work together to swap spaces when buildings are under construction or refer a group when a campus has to turn them away. That's what I love about our profession: People are so giving and caring and open. Everybody wants everybody else to be successful." uv



KIM ARAYA Director of University Conference and Guest Services at American University

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