

Cobo Center Team Profiles - Sales Department



To introduce the first article highlighting our Cobo Center teams in the upcoming *New Attitude* series, *Team Profiles*, the Sales Department was the first team to jump at the chance. This makes sense because it is the sales team that will lead us into a new era at Cobo. This team fills the event schedule by recovering clients who left during the difficult years. It works to convince them to give us another try, and uncovers new clients ready to experience the great American comeback that Cobo Center offers.

Tom Albrecht, Sales Director: began working for Cobo Center in March 2011. He was born in Flint, MI, and grew up in Milford. What you might not know about Tom: he was an art dealer in Traverse City.

Dave Austin, Senior Sales Manager, National Accounts: began working for Cobo Center in March 2003. He was born in Pontiac, MI, and raised in Birmingham. What you might not know about Dave: He previously worked for a minor league baseball team and in motorsports while living in the Milwaukee, WI, area from 1986-2002.

Constance Wilson, Sales Manager, State and Local Accounts: began working in Cobo Center in June 2008. She is a Michigan native and a Rose Award Nominee in 2011. What you might not know about Constance: she studies the violin.

Jennifer Berkemeier, Sales Manager, Special Events: began working for Cobo Center in November 2011. She was born in Midland, MI. What you might not know about Jen: she spent three months in the South Pacific after college, including Australia, New Zealand, Fiji and Tahiti.



The Cobo Center Green Committee Focuses on Diversion Rate for Remainder FY13

A target waste stream diversion rate increase of 5% over last year was set by the Green Venues Michigan program for Cobo Center, based on facility size and term of operation. The Cobo Center Green Committee has set about the task of examining Cobo 3R efforts, recycle, reduce and re-use, to meet this goal.

"The entire Green Committee has worked diligently to identify all materials that are recycled, reused or reduced and diverted from the waste stream." said Cedric Turnbore, chairman of the Green Committee. "We are now establishing protocol and procedures to measure and capture data on all of these efforts, to reflect as accurate as possible waste stream diversion measurement."

January
15-23

North American International Auto Show

ARTS CENTER

ARTS CENTER
OF THE YEAR

THE CHANGING COBO VISITOR EXPERIENCE



The downtown Detroit experience is about to change for Cobo Center visitors, staff and events thanks to the vision and hard work of Dan Gilbert, Quicken Loans founder and chairman. His plan has been called one of the most ambitious privately financed urban reclamation projects in American history.

Through his company, Bedrock Real Estate Services, the downtown Detroit area along Woodward Avenue from Jefferson to Comerica Park has been divided into six sections. Each will be reclaimed and rehabilitated with new street and park landscaping, shopping, concerts, businesses, galleries, eateries and living spaces. About 80 small companies are now in buildings owned by Bedrock, and they are hard at work to remodel and fill the buildings in the Woodward corridor within the next four years. At the same time, groundbreaking for the M-1 RAIL, a 3.3-mile streetcar/light rail along Woodward, is scheduled for later this year, connecting downtown to the New Center area.

"Presently, the People Mover, stationed in Cobo Center, can transport visitors to all of the six areas in Dan Gilbert's revitalization plan," said Thom Connors, Cobo Center general manager. "When finished, the M-1 RAIL will take visitors to the museum campus, and additional shopping and entertainment. This plan for downtown Detroit will certainly attract new business to Cobo Center and strengthen our sales strategies."

The entire Gilbert plan will create a night life downtown for Cobo Center visitors that is currently only found in the theater and sports districts. The Riverfront Conservancy has redeveloped the riverfront, and the Cobo Center renovation brings events and visitors to the hotels and downtown area. From the Detroit River to Grand Circus Park, the Gilbert plan will bring retail and nightlife into downtown Detroit, and the People Mover and M-1 RAIL will move them around efficiently and economically.

What's In Sight Must Be Right

By now you may have noticed the redesigned information booth on the Cobo Center concourse. The updated design highlights the Cobo brand and creates a focal point for customer service.

Thanks to everyone who helped make what's in sight right with this project, including: Bruce and Gwen Carlson who joined the Cobo Center team to man the information desk; Woodrina Reid, who helped coordinate the transition of information services from the DMCVB to Cobo; Scott Balutowicz, who coordinates Information Services in Cobo Center, and the redesign project; Curtis Kandt and Sharon Schuster from the finance team, who created the financial forms and processes for the project; Dawn Hesse, Bill Caverly, Scott Cartier, Lorenzo Monreal-Heilo, Guillermo Zuniga from the engineering team; Gary Luchenbill from the IT Department; and Bob Baumgart and the Freeman crew that printed our brand graphics for the booth.

Thanks to all for the huge WISMBR effort!

