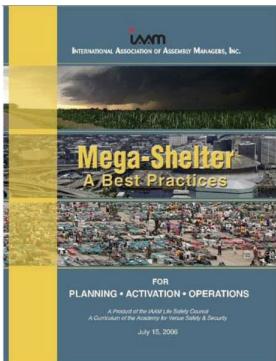


**Rick J. Hamilton** has spent more than 30 years associated with the public facility assembly industry. During the last 18 years, he has been involved in planning, programming, marketing, developing, and operating a broad array of projects including new, renovated, or expanded public assembly venues with concentration on multi-purpose facilities. His down-home style leads to consensus building for all types of projects within a community and sets him apart from others in the field. Hamilton's approach to all projects is to first determine what type of venue provides a marketable asset for the community and base design on a brand driven approach creating a new destination.



Over the years, Hamilton has been a presenter at local, regional, national, and international conferences of the International Association of Assembly Managers with his most recent presentation at the International Conference in Atlanta on *Creative Revenue Sources for Public Venues*. He is regarded by his peers as a leader in the hospitality industry and as a result has served as consultant on several projects in the South East while maintaining his career as a venue manager.

He managed the Knoxville Tennessee Civic Auditorium and Coliseum concurrently with the Convention and Exhibition Center as the Executive Director. In 1982 he also served as the Assistant Director of off-site entertainment for the 1982 World's Fair for which he managed three sold-out performances a day for six months. The experience truly brought every internationally recognized entertainment act to the City for the event. He left Knoxville in 1990 to serve as Director of the Daytona Beach Ocean Center and turned a community white elephant into a remarkable success. Hamilton took early retirement to pursue consulting, speaking, and additional interests in late 2008.



Hamilton was called upon most recently by the International Association of Assembly Managers in 2005 due to his involvement with FEMA and the State of Florida for his leadership in the distribution of much needed relief supplies following the hurricanes of 2004. He served on the IAAM's task force which wrote, **Mega-Shelters Planning and Activation A Best Practices Guide**. This publication provides a guide to planning, activation and operation of mega-shelters and is a product of the IAAM Life Safety Council, and a curriculum for the Academy for Venue Safety and Security.

Hamilton was called by Jefferson County Kentucky to evaluate alternate uses for Louisville Gardens in downtown Louisville, Kentucky. He worked as a part of a team with Vital Enterprises of Atlanta, Georgia to ascertain possible solutions to the City's original public assembly venue that had been overtaken by new development of other facilities in the community.

Valdosta-Lowndes County Georgia utilized his services to develop a business plan for their new Conference Center prior to the ground breaking. Hamilton's input and presentation of the plan brought the City and County together in a unified effort to move forward with the construction and resulting operation of the new building.

Hamilton researched and authored a demand analysis for a public assembly venue in Coweta County Georgia to determine for the County what type of venue should be considered for development.

Hamilton worked with the firm of Arrington & Marlowe to develop and present a business plan for St. Lucie County Florida Commission for their new equestrian center located on the fairgrounds. He also worked with Arrington & Marlowe on developing a business model for a new civic center in Baker County Florida.

He teamed once again with Vital Enterprises on project responsibility for the design and retrofit of I-75 Merchants Expo in Knoxville, Tennessee for Graham Development Corporation. This project involved taking an old Lowe's Building Supplies facility and transforming it into an exhibition and meeting venue. In addition operational plans were provided for all necessary services of operation and management including catering, concessions, sponsorships, marketing, decorators, FF&E and recruitment of staffing. His expertise was also used by Vital Enterprises on developing a request for proposal for food and beverage services for the City of Richmond, Virginia.

In 2003 and 2004 he worked in collaboration with Michael Wilds to program and facilitate construction of the Sevierville Tennessee Events Center and assisted in development of all operational plans and service provider requirements. The facility is now operational and extremely successful.

His last project has been in process for more than eleven years from inception until final completion at the end of 2008, the expansion of the Daytona Beach Ocean Center which added an additional quarter of a million square feet. Hamilton was involved in every aspect of the project from concept; to funding; to final construction.

In 2007 he wrote an Environmental, Cultural, and Heritage grant that was awarded \$3,000,000 to make the new Ocean Center's public spaces an art and cultural exhibit place for the Volusia County area. This project is the first of its kind in the State and truly makes the venue represent the County as a whole and not just the beachside community.

In 2000 he along with his tourism neighbors in Daytona Beach founded the Ocean Walk Village Alliance as a non-profit marketing corporation for the new core area of Daytona Beach. Hamilton served as President of the organization and Chairman of the Board of Directors until the fall of 2008. He was extremely active in all of the public-private ventures surrounding new developments in the area in excess of a billion dollars.

He feels his greatest accomplishment was being elected by his peers to be President of the Florida Facility Managers Association in 2007 – 2008.