



### An Education Connection: Future Economic Developers

From high school to college, educators are finding ways to teach outside the classroom and Adriaen's Landing is happy to be a part of that process.

Judith Houpert, a Social Studies teacher at East Hartford High School, wanted her students to "experience" an economic development concept such as the ones they had discussed in class. Houpert reached out to CCEDA and was invited over to our offices to learn first-hand about the creation of the Adriaen's Landing District.

CCEDA shared the history of the Adriaen's Landing Project with the students, outlining the difference between the original Master Plan calling for a football stadium to be built on this side of the river, and how it evolved into the Connecticut Convention Center in its location today. Houpert expressed her thanks and said the students agreed that the field trip was an eye-opener, giving the students a fresh appreciation for the work being done across the river from their home.

"One student said she never imagined sitting in a business meeting like that and hearing about the plans for the city", says Houpert.

It was the first time the East Hartford High School class visited the CCEDA, but Houpert intends to bring back more of her students before the end of the school year.

### LOCATION, LOCATION, LOCATION

The Connecticut Convention Center just celebrated its five year anniversary back in June. Since that time it has hosted over 1,500 events, welcomed approximately 965,000 guests and has generated over 106,000 room nights for hotels throughout the city. Even in these challenging economic times, the Connecticut Convention Center is the location of choice for both new and repeat customers.

The Convention Center successfully competes against other comparable locations such as Baltimore, Providence, Philadelphia and Buffalo for conventions, conferences tradeshows and organizations based throughout the country.



Two-thousand and nine was the first year for the STITCHES-East regional convention in Hartford. After stays in Atlantic City, Atlanta, King of Prussia and Baltimore, the group decided to look for a place to call home. STITCHES signed a three-year contract for years 2009, 2010 and 2011, and they are strongly considering returning to the Convention Center in 2012, 2013 and 2014. According to the convention organizers, Hartford is a great location for their attendees. "We have attendees who travel from Boston, New Jersey, Philadelphia, North Carolina and South Carolina and



Ohio. Hartford is an easy place to reach”, says Benjamin Levisay, CEO and director of sales and marketing, XRX, Inc. More than 5,000 knitting enthusiasts converge on the Convention Center and enjoy the Hartford night life and eateries. “Hartford has a great atmosphere. Our attendees are impressed with the restaurant and entertainment choices available to them to enjoy while in town. For many of our attendees, this convention is their vacation. They are anxious to explore the location and enjoy the attractions”, says Levisay. The biggest selling point is that they don’t get lost in the crowd. They are the primary event in the building and hotels, not one of many as they were in the other cities. They appreciate the exemplary service they receive.

Large corporations are also attracted to Adriaen’s Landing. Groups such as Stop & Shop enjoy the facility for the multipurpose space the Convention Center offers.

Stop & Shop Supermarkets, based in Quincy, Massachusetts, is a first-time client of the Convention Center, touting convenient location, service and a state-of-the-art facility as the main reasons for holding its training and development conference at Adriaen’s Landing. “Our event included attendees from New Jersey to New Hampshire and everywhere in between, so we needed to ensure equidistant travel for most associates”, says Andrea Osborne, senior manager, training and development for Stop & Shop Supermarkets. “Since the event included coordinating over 500 associates, hotel rooms, transportation, food, break-out rooms, and general session rooms, the need for top-notch facilities was critical to our success. The Connecticut Convention Center delivered on this need”, states Osborne. Osborne adds, “I would absolutely consider the Connecticut Convention Center and Marriott Hotel for any future event”.

Returning clients are already taking advantage of the newest addition to the Adriaen’s Landing District. Dealers participating in the Connecticut International Auto Show used Front Street to display and sell cars from their inventory.

The Connecticut International Auto Show has been with the Convention Center for the last four years, and returned to the center November 19-21.

**If you are looking for a great spot to hold your next industry conference, training program, dinner or tradeshow, just contact the Connecticut Convention Center at 860.249.6000 or through the website at [www.ctconventions.com](http://www.ctconventions.com).**

### Connecticut Convention Center Celebrates

**1,500** events  
**965,000** guests  
**106,617** hotel room nights

**5** years





## HIGHER EDUCATION: AN EXERCISE IN MAKING THINGS HAPPEN

The success of the Connecticut Convention Center over the last five years is proof that the conference and hospitality industry is alive and well. In fact, more schools are offering programs in the field that encompass event planning and management, catering and venue operations. With the Connecticut Convention Center, Marriott Downtown Hartford Hotel and the Connecticut Science Center, Adriaen's Landing is a prime destination for professors and students who want real-life exposure to the business.

Dr. Ivan B. Turnipseed, assistant professor and interim director of Tourism and Hospitality Studies at Central Connecticut State University accepted Waterford Venue Services' invitation to bring his class in for an exercise in event logistics.

Lynn Olsen-Douglass, human resource director for Waterford Venue Services, along with Meredith Fratti and Nikki Valletti also with Waterford, arranged a two hour facility tour and a "mock" work order meeting. The students actually planned the details of an actual event taking place in the Convention Center down to the very last detail.

The goal of the class was to provide both a detailed analysis of trends and issues affecting tourism and the hospitality industry and acquire an understanding of real-world applications.

For one student, it was a learning experience just walking through the doors. "The first example of being prepared was demonstrated upon our arrival. Our hosts were waiting for us, parking arrangements had been made and we were handed a packet of information to review describing the facility", says Rena Pioselli.

Waterford plans to continue working with students studying the hospitality industry. "Hospitality and Tourism is extremely important", says Olson. "It's refreshing to see another generation interested in this profession and industry."



Mock meeting in session



Students participating in the mock meeting

Welcome to the



FrontStreet DISTRICT

Marriott  
HARTFORD DOWNTOWN

Connecticut  
Science Center

