



Mass. Appeal

By Francis X. Joyce
Executive Director, MCCA

I'm borrowing the headline "Mass. Appeal" from a recent issue of *Corporate Meetings & Incentives* because in two simple words it sums up a quality shared by Boston and Massachusetts. Our city and state have a unique appeal that makes us a highly desirable destination for all types and sizes of associations and organizations.

"Mass. appeal" also describes the John B. Hynes Veterans Memorial Convention Center, which appeals to large groups and small groups, and is ideal for all kinds of meetings and conventions.

The combined appeal of the Hynes, Boston and Massachusetts is hard to resist. To quote from *Corporate Meetings & Incentives* again, "Last year, the city and its environs attracted 1.1 million meetings and conventions delegates, a rise of 100,000 over 1988's figures. The major impetus for the increase came from the reopening of the [Hynes], which now boasts more than 360,000 sq. ft. of meetings and exhibition space."

Corporate Meetings & Incentives also observes that "Boston's preeminence in American history also piques group interest, and makes for fascinating pre- or post-meeting tours." We believe that "Old Boston" and "New Boston" work hand-in-hand to provide visitors with a profitable and pleasurable experience.

"New Boston" includes meeting and convention facilities unparalleled anywhere in the world. While the Hynes is not the largest convention center in the country, it is arguably the best-designed, most flexible, most service-oriented and most elegant. Many conventions held here enjoy record-setting attendance. We believe it's because of the "Mass. appeal" of our new building, our old-but-hospitable city, and our unique and historic commonwealth. ■

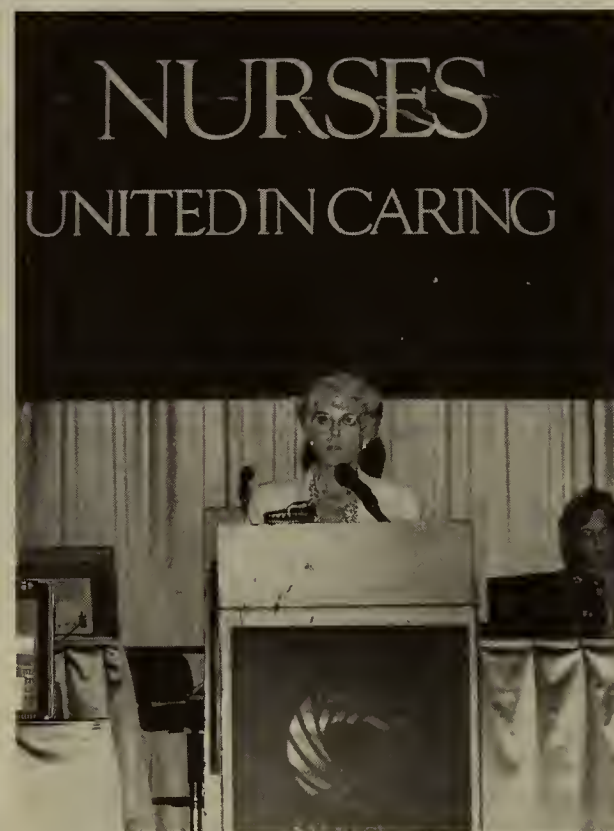
Events at Hynes Experience Record Attendance

What do these groups have in common: The American Chemical Society, the American Risk & Insurance Management Society, the American Lung Association and the American Nurses Association?

Not only have they all held major conventions at the Hynes during the past year, they all experienced record-breaking or higher than expected attendance at their events.

MCCA Executive Director Francis X. Joyce reports that many associations share the experience of these groups. "I believe that this encouraging phenomenon is the result of a combination of two factors: the Hynes and the city of Boston," Joyce says.

"Word has spread throughout the meeting and convention industry that the Hynes is a very special facility, and that our staff thrives on providing great
RECORD ATTENDANCE continued on page 7



The ANA experienced its highest registration in 10 years at the Hynes. Geraldine Ferraro addresses the group.

Hynes "Video Brochure" Now Available

You're invited on a fam trip to the Hynes—without having to leave the comfort of your living room or office, or anywhere you've got a VCR.

"I'm pleased to announce that our first video, featuring the award-winning Hynes Veterans Memorial Convention



Tour the Hynes via video. Call 617-954-2300 for a copy.

Center, is now available," says Janice M. Saragoni, Assistant Director for Communications & Public Affairs for the Hynes. "This video introduction to the Hynes takes you on a tour of the entire facility—from our spacious exhibit halls and elegant meeting rooms to our gourmet kitchen and underground loading docks."

The video features interviews with several meeting planners who share their views on the Hynes—from the building itself to the service-oriented staff. The video also includes observations from R. William Taylor, CAE, President of ASAE—the American Society of Association Executives.

Taylor says that Boston's new convention center works "because the people who are responsible for the Hynes make it work." ■



Profile: MCCA Board member James Daley

Boston Hotelier Is Involved

Whether off on a business trip to Europe or vacationing on Cape Cod, James Daley is always available. "I'm in the hospitality industry," he proclaims, "and that is a 365-day-a-year profession."

As one of the newest members of the Massachusetts Convention Center Authority (MCCA) Daley is bringing a unique perspective and a great deal of experience to the Authority.

Daley is now one of three members of the seven-member MCCA to represent the hospitality sector of Boston's thriving meeting and convention industry. During the construction phase of the Hynes, emphasis was on selecting members who had expertise in development, construction and financing. With construction successfully completed, Daley's appointment demonstrates the Authority's concentration on establishing the Hynes as one of the most service-oriented convention facilities in the country.

One of Boston's best-known hoteliers, Daley owns and is at the helm of the Copley Plaza Hotel, the Back Bay Hilton and the Tremont House. As an outspoken and active member of the city's hospitality industry, he is a compelling force in promoting Boston as a desirable destination for business and leisure activities.

"Every one dollar spent to promote the city will return eight that can help fund other programs," Daley points out, stressing the need for a team effort by all professions to strengthen the city's economy. Daley concedes that "1989 was a tough year for hotels" but notes that business is picking up. Bookings in all three of his properties have increased so far this year, he reports.

In addition to his new status in the MCCA, Daley sits on the Board of the Greater Boston Convention and Visitors Bureau and is an active member of numerous local and national associations.

"I believe in getting involved—*really* involved—in whatever I'm doing," asserts Daley. "I like to think I can bring something positive to my colleagues, our industry, and our community."



On June 23, the eyes of the world were on the Copley Plaza Hotel where the leader of the anti-apartheid struggle in South Africa, Nelson Mandela, stayed during his historic visit to Boston. Copley Plaza owners Jim and Kathy Daley hosted a reception attended by some 550 people. The event raised over \$500,000 for the Fund for Free South Africa. Among the luminaries who attended were singers Harry Belafonte and Stevie Wonder as well as actor Danny Glover.

Daley has been "involved" since he was 22 when he purchased his first nursing home. This enterprising entrepreneur parlayed that first venture into a string of 20 luxury nursing and retirement homes before switching gears in the early 1980s when began to make plans to form his new "dynasty."

"Operating a hotel is not dissimilar from running a nursing home," observes Daley. "Both are 24-hour businesses catering to guests." Limousine service, selected menus and the many other amenities he offered earned him the reputation of operating the finest luxury residences available for the elderly.

Daley's hands-on approach has gone a long way toward carving out appropriate niches for his hotels. In just a little over a year, the Copley Plaza's 370 guest rooms and suites, restaurants, public spaces and function rooms have been redecorated and/or remodeled, repositioning it as a world-class hotel. His two-and-a-half year old, completely rehabbed Tremont

House has established itself as Boston's "elegant, yet affordable downtown hotel," and his refurbished Back Bay Hilton flourishes as a business-traveler favorite.

Successfully operating three hotels with three distinctly different personalities is no easy task. Daley and his wife, Kathy—who balances the dual positions of Customer Service Director and Special Events Director—often work 12 to 14 hour days, seven days a week, setting a hard-to-match standard for their staff.

"Boston is one of the greatest cities in the world," exclaims Daley, a native Bostonian. "I'm delighted to be in a position to welcome and serve visitors from around the world. In that same vein, I welcome the opportunity to participate actively in the operation of the Hynes.

"The Hynes is a tremendous draw for associations and organizations scouting cities for convention destinations. Properly promoted, the Hynes can be one of the city's greatest assets," concludes Daley. ■



Special Section: People of the Hynes

Bassett Joins MCCA Board

The newest member of the Massachusetts Convention Center Authority, hotel owner Peter J. Bassett, describes himself as "an activist for the tourism industry."

Bassett is co-owner of several hotels, including the Ramada Airport Hotel in Boston. He is President of Hotel Management & Development, Inc., a full range management services company that operates hotels, motels and restaurants for major financial institutions, real estate syndicators and private investors.

Bassett joined the MCCA in August, and views the position as yet another way for him to help bring business to Boston and promote the convention and tourism industries in Massachusetts. His other professional involvements are many, including representing the hotel industry as Vice President and Executive Committee member of the Massachusetts Tourism Coalition.

"This is a very exciting and transitional time in Boston's convention industry," Bassett says. "We are now in the best position ever to serve the convention needs of nearly every association and corporation in America. We have many fine hotels with thousands of first-rate rooms; a gorgeous new convention center that's running smoothly; taxi companies that are geared to serving visitors better than ever before; retail merchants and restaurant operators who are totally service-oriented.

"All we have to do is let the world know what we have to offer," Bassett comments. "Boston has history, culture, world renowned educational and medical institutions, a thriving downtown area, convenient transportation, and — of course — the new Hynes. ■"

After 7 years at MCCA & 35 years of public service

Hynes Director of Marketing Ernest Lucci Retires

Ernest A. Lucci, known to hundreds of association and travel industry executives, is retiring—not only from this position, but also from 35 years of public service.

Those who know him characterize him as "incredibly dedicated," and describe his style as "cooperative and creative."

As the first Director of Marketing for the Massachusetts Convention Center Authority (MCCA), he led an aggressive and successful marketing effort during an extremely difficult period: before, during, and after the construction of the new Hynes. He joined the Authority in August 1983. During his first few years he had no building to market, so he marketed "Boston, which is so easy to promote, and the future vision of the new Hynes."

This approach worked so well that when the Hynes opened its doors on schedule in January 1988, the building was fully booked during its first year of operation, and had bookings through the year 2011. This success was not the result of smooth sailing, but of a lot of hard work, forethought, "and an excellent staff here at the Authority," Lucci says.

"We had to work very hard to overcome the physical problems, scheduling glitches, and image problems caused by construction delays that prevented us from opening the entire building at one time.

"I'm pleased to report that visitors from around the country and throughout the world love the Hynes: the building, the staff and the service," Lucci adds. "Their opinion is reinforced by the architectural awards the Hynes has



received, and by the fact that most groups using the Hynes re-book for future events."

He derives the greatest satisfaction from the fact that the Hynes has exceeded every expectation and projection of economic benefit and tax revenues generated for the City of Boston and Commonwealth of Massachusetts.

And it is this desire to serve his community that has characterized Lucci's long career in public service.

Prior to joining the MCCA, he held a variety of positions during his 21 years with the Massachusetts Department of Commerce, which culminated in the position of Commissioner of Commerce. His "cooperative and creative" style allowed him to gather many diverse companies and organizations from around the commonwealth to work together in a synergistic manner that enhanced the business environment throughout Massachusetts.

Lucci's achievements are many, his interests diverse, and his involvement all-encompassing. As a public speaker and author, Lucci has addressed thousands of people around the country on business and tourism-related topics.

"To say that we will miss Ernie Lucci is quite an understatement," says MCCA Executive Director Francis X. Joyce. "His marketing know-how helped us tremendously during the formative years of the MCCA. And his communications knowledge helped position the Hynes as one of the most desirable, functional and elegant convention centers in the country.

"On behalf of everyone at the MCCA, I thank Ernie for all he has done for the Hynes, and wish him all the best in his private endeavors." ■



Behind-the-scenes support

First Aid Office at Your Service

Visitors to the Hynes rarely meet Monica Soll voluntarily, but when they do, they're glad she's there. Soll is the Hynes' Head Nurse, and she runs the First Aid Office.

Every convention at the Hynes is served by the First Aid Office and its experienced staff. Soll's experience is reflected in the initials that follow her name: Monica Soll, R.N., B.S., E.M.T., C.P.R. (Registered Nurse, Bachelor of Science, Emergency Medical Technician, Cardio Pulmonary Resuscitation instructor).

"We handle everything from simple headaches and twisted ankles to unexplained chest pains and emergency medical situations," Soll says. "We can usually handle non-emergencies on-the-spot with our in-house equipment and supplies. For emergency situations we're trained to stabilize the patient, make a preliminary diagnosis, and call for more sophisticated help."

She notes that ambulance response time to the Hynes is a fast two to four minutes. She adds that the Hynes has an affiliation with a near-by private physician. "This means that in most cases, visitors with medical problems don't have to go to a hospital or to an emergency room," Soll explains. "We can help visitors with prescription medications, and we can be especially helpful to foreign visitors who may otherwise encounter long delays and complications regarding medications."

Soll has complete confidence in her nursing staff, and in the Hynes' security personnel, who respond quickly and professionally to every situation. Soll—or "Nurse Monica" as many call her—will soon be leaving Boston for Baltimore for family reasons. Her five years at the Hynes have allowed her to set up the First Aid Office and train a staff that is well prepared to take over her responsibilities.

The letters received from grateful visitor-patients attest to the professionalism of the Hynes nursing staff. ■

Two New Event Coordinators

The Hynes recently added to its staff of professional Event Coordinators. Mary Stovroff joins us with 10 years of experience in the industry, and John Thoms joins us following nearly five years with Marriott Corporation at the Marriott Copley Place Hotel in Boston.

Stovroff has held a variety of jobs in sales, catering and convention services with Hyatt Hotels, and recently worked as an Account Executive with Andrews-Bartlett, a general service contractor in Washington, D.C.

Thoms received top-notch training at the nearby Marriott Copley Place, and gained valuable experience coordinating all kinds of convention events.

"We feel that Mary and John come to the Hynes with the experience and

knowledge that will make them valuable additions to our team," says Mark J. Leahy, Convention Center Manager. "Both of them are extremely well equipped to meet the challenges of providing first rate service to meeting planners from associations, corporations and local groups."

Thom says, "I see working at the Hynes as a great professional challenge. I look forward to handling larger groups and to contributing to Boston's hospitality industry."

Stovroff is pleased to be part of the Hynes, "the focal point of the meetings and convention industry in Boston. The Hynes is definitely one of the most beautiful and functional convention centers I've ever seen," she observes.

Marie Shea, Hynes secretary

Retiring from 50 Years of Public Service

The pleasant voice of Marie Shea will no longer greet callers to the Hynes' Convention Center Manager's office. She is headed for a much-deserved, quiet retirement.

For those who have worked with the Hynes over the years, her retirement may come as a surprise, for Marie Shea seems to be a one-woman institution at the Hynes. Not only has she served as an extremely competent secretary to the Massachusetts Convention Center Authority since its creation in 1983, she was also the first secretary at the former Hynes Auditorium.

Marie remembers back to 1957, shortly after the Auditorium Commission was formed: "The Mayor came to me one morning and asked, 'Would you like to work for the Auditorium?' I said, 'Okay' and he said, 'Well then, you're the new secretary'. I thought it would just be temporary, but I've been at the Hynes ever since."

The mayor she refers to was Mayor John B. Hynes, whom she had served as personal secretary since he was first elected in 1950.

But Shea's career serving Boston actu-



MCCA Executive Director Francis X. Joyce presents award to Marie Shea for 50 years of dedicated public service.

ally began 10 years before that, in 1940, as a secretary in City Hall. This year, 1990, marks her 50th year in public service—an accomplishment few people can claim.

"Marie has set a high standard for administrative staff members to measure up to," says Mark J. Leahy, Convention Center Manager. "Her hard work, professionalism and bright personality will be missed by all." ■



Highest registration in 10 years

American Nurses Association Meets at Hynes

More than 7,000 healthcare professionals attended the 1990 Biennial Convention of the American Nurses Association (ANA) at the John B. Hynes Veterans Memorial Convention Center in Boston.

The ANA represents the nation's two million registered nurses through its 53 state and territorial associations. The organization's 196,000 members make it one of the most influential healthcare associations in the nation.

This year's theme, "Nurses United in Caring" built on a "caring" theme that the ANA began at last year's conference with "Proud to Care," and continues with the 1990 theme for National Nurses Day: "Together in Caring."

This year's Boston convention featured speakers, panels and educational sessions that dealt with the many facets of working as a nursing professional. Keynote



The 4,032-seat Hynes Veterans Memorial Auditorium is filled to capacity by the American Nurses Association.

speaker Geraldine Ferraro presented a talk called "Beyond Oppression." She discussed how nurses can move toward more empowering positions of self-actualization and social commitment.

A panel on the homeless was also presented, hosted by NBC News anchor Mary Alice Williams. The panel focused on "the vulnerable homeless population": children, women, the mentally ill, and

out the building.

"We've hosted many health professionals at the Hynes and we look forward to many return visits," says Francis X. Joyce, Executive Director of the MCCA. "Boston is well known for excellence in medicine and health care, and we're proud to provide a building that facilitates the sharing of knowledge." ■

Press Familiarization Trip Brings Editors to Hynes

"Boston re-visited: A personal press tour of Boston" was held recently by the Massachusetts Convention Center Authority (MCCA) and the Greater Boston Convention and Visitors Bureau (GBCVB). Three editors made time in their busy schedules to join us for an insider's view of the Hynes and Boston.

Mid-July was also a busy time for the hospitality industry in Boston, and hotel rooms were hard to come by, because Decworld (sponsored by Digital Equipment Corporation) was in town. But we were able to host our press guests in style at the Omni-Parker House and the Midtown Hotel. Also in town at the Hynes was IAAM—the International Association of Auditorium Managers—for its 65th Annual Conference & Trade Show.

Joining us for the press fam trip were: John Halbrooks, Senior Editor at *Medical Meetings*; Joan Hough, Editor and Publisher of *Meeting Planner's Alert*; and John Kirk, New England representative for *Meetings and Conventions*.

In addition to visiting the Hynes, our guests toured several unique meeting spaces in Boston, including: the Boston Tea Party Ship Museum, the Computer Museum at Museum Wharf; the Children's Museum; the World Trade Center; and The Lady Windridge, a 170-foot luxury yacht (accommodating 400 people) which will be in Boston June through September this year and next year.

Joan Hough said she appreciated the opportunity to explore meeting sites she'd never had time to visit before. "I

used to live in Boston, and yet I'd never gotten around to seeing the Children's Museum, which is really wonderful," she exclaimed.

"Boston's many fine restaurants are quite wonderful, too. It would take quite a few trips to Boston to allow one to sample only a few of Boston's culinary delights."

Hough also enjoyed her personal tour of our new convention center. "It was very valuable for me to see the Hynes up-close. I'd seen it several years ago while the new building was under construction, and then again last year during ASAE's convention in Boston. While I've always thought the building was especially beautiful, I now appreciate how well-planned the facility is." ■



Hynes Schedule of Events

The following is a partial listing of conventions, exhibitions and meetings being held in the Hynes Veterans Memorial Convention Center during 1990 and 1991.

Event dates	Event name	Estimated attendance	Event dates	Event name	Estimated attendance
October			February		
Sept. 30-Oct. 1	AIDS Action Committee fundraiser	1,500	12-14	NETWORLD '91	10,000
1-3	American Association of Textile Chemists & Colorists	2,000	20-22	United States Institution for Theater Technicians	3,000
1-3	Access Technology seminar	400	25-27	SUN EXPO	2,500
5-10	American Academy of Pediatrics Annual Meeting	6,500	26	Greater Boston MBA Placement Consortium	1,000
13-16	American Dental Association	40,000	March		
22-25	American Society of Plastic and Reconstructive Surgery	5,000	4-6	National Council of Savings Institutions	2,200
29-31	American Gas Association	2,000	12-14	International Boston Seafood Show	15,000
29-31	The Wire Association International	2,000	19-21	Electronic Motion Control Society, Motion Control '91	5,000
30-31	Electronic Imaging East	3,000	18-20	American Concrete Institute	3,600
27	Wedding	150	25-27	New England Healthcare Assembly	10,000
November			April		
2	WRKO Radio: "Great Tastes of Boston"	1,500	1-4	National Catholic Educational Association, Annual Convention & Exposition	15,000
6-8	OPTCON '90	14,000	7-10	American Society of Cataract & Refractive Surgery, Annual Convention	4,000
10	Miss Caribbean American Beauty Pageant	1,500	9-10	National Association of College Admission Counselors	15,000
11-13	National Industrial Transportation League	2,500	14-18	Ben Franklin Stores, Inc., Annual Meeting & Merchandise Show	3,000
11	Wedding Expo	1,000	23-25	American Academy of Neurology, Annual Meeting	4,000
14-17	National Association of Social Workers	8,000	23-25	Assembly Technology Expo East	8,000
20-25	The Bill of Rights Exhibit	9,000	30-May 1	Boston Life Underwriters Association	800
23-25	Christmas Crafts Show	3,600	May		
25-27	Christian Camping International Annual Meeting	4,000	2	Job Fair for experienced alumni	1,000
December			3-5	National Art Materials Trade Association	4,500
1-3	International Society of Hematology	6,000	6-9	American Roentgen Ray Society	2,000
8	International Union of Operating Engineers	2,000	14-16	American Academy of Critical-Care Nurses, National Teaching Institute	11,000
11-13	Digital Consulting Group	500	20-22	National Fire Protection Association, Annual Convention	6,000
14-15	Harvard Model Congress	6,000	21-23	New England Environmental Expo	3,000
January			28-June 1	International Television Association	1,500
4-8	Professional Convention Management Association, 35th Annual Meeting	1,200			
10-12	Northeastern Retail Lumbermens Association	9,000			
17-19	Massachusetts Dental Society, 16th Annual Yankee Dental Congress	14,000			
21-25	ADSPO '91	8,000			
23-27	Evangelistic Association of New England	4,000			



RECORD ATTENDANCE

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service. This, combined with the inherent attractions of Boston, makes the Hynes one of the best places in the country to hold national and regional events.

The following thumbnail case histories illustrate the success enjoyed by some of the country's leading associations.

- The American Chemical Society held one of its largest conventions ever at the Hynes with 13,000 people in attendance. This was the ACS's first convention in Boston, and it won't be the last—they're scheduled to return to the Hynes in 1996.

"Our recent meeting at the Hynes exceeded all our expectations," says Christine Pruitt, ACS's Department Head of Meetings and Divisional Activities. "The staff was excellent, just superb."

- The Yankee Dental Congress, sponsored by the Massachusetts Dental Society, welcomed a record-setting 22,085



people to the Hynes. The MDS has set attendance records every year since 1988, when it held the first event in the newly opened Hynes. Attendance in 1989 was eight percent greater than in 1988, and this year's attendance topped last year's by six percent.

- The American Risk & Insurance Management Society gathered nearly 8,000 of its industry's professionals to the Hynes. Including guests and spouses, the ARIMS brought more than 10,000 people to Boston.

"We've had an overwhelmingly positive response to the Hynes building," says ARIMS Director of Conferences Bobbie Zucker. "The professional and elegant environment of the facility set the tone for our members to enjoy the meeting. And the Hynes staff is tremendous—'efficient' doesn't even begin to

Boston's Top Concierge Honored



Omni-Parker House staff gathers to congratulate one of their own as Boston's top concierge. (L-R): Julie Smith, Executive Assistant; Stephanie McNamara, Concierge; Joy Lesser, V.P.-Human Resources; Al Cavusgil, Front Desk Agent; Elizabeth Carey, Where Magazine publisher; Kathryn Downes, Assistant Executive Housekeeper; Allan Saltman, Concierge; Eric Akumanyi, Bellman; Douglas Miller, Director of Guest Services; Phyllis Phipps, Director of Human Resources; Patrice Chassagnade, Front Office Manager.

The 1990 Concierge of the Year Award was presented to Omni-Parker House concierge Allan Saltman by Boston's *WHERE Magazine* during its third annual award party aboard the newly-renovated Spirit of Boston cruise ship.

More than 175 concierges from the Boston area attended the nautical event, which took passengers on a sunset tour of Boston harbor and the historic waterfront. Saltman was chosen from among his colleagues on the basis of ballots cast by *WHERE Magazine* advertisers, vendors and others working in the hotel industry.

Saltman began work in the hospitality field in 1982 when he joined the staff at the Ritz Carlton. During his five years at the Ritz, Saltman was promoted as the

hotel's first Conference Concierge, which provided him with a lot of insight into the hotel industry. He joined the Concierge Staff at the Omni-Parker House in 1988.

Saltman was awarded a hand-blown glass quill pen crafted in Italy.

Previous recipients of the Concierge of the Year Award are Donna Dupee of the Marriott Cambridge in 1989, and Gene Ferguson of the Ritz Carlton in 1988.

Everyone at the MCCA and the Hynes congratulates all of these winners, for their dedication and their efforts to enhance Boston's reputation as a world-class city. We're glad they recognize the importance of the hospitality industry to the economic wellbeing of Boston and Massachusetts. ■

describe it. This is the best staff I've dealt with in 15 years. Our 1990 meeting was a highlight of my career."

The ARIMS is now looking at future dates to re-book the Hynes.

- The American Nurses Association, meeting at the Hynes in June, experienced its highest registration in 10 years—7,025 people. Joan Meehan, of the ANA, explained that this exceptional turn-out was an important factor in the

association's fund raising effort that generated \$400,000 in pledges to finance the ANA's upcoming move from Kansas City to Washington, D.C.

- The American Lung Association drew some 10,000 visitors to its World Conference on Lung Health in May. This major event combined meetings of the ALA, the American Thoracic Society, and the International Union Against Tuberculosis and Lung Disease. ■



9 days packed into 4

DEXPO East 90 Expands, Fills Hynes

The Hynes became a huge marketplace of high-tech ideas and products as DEXPO East 90 brought its expanded show and conference to Boston.

More than 10,000 people from throughout the eastern United States gathered for demonstrations and discussions of more than 10,000 DEC-related products. With 475 booths representing IBM, Apple, Hewlett-Packard and hundreds of other vendors, DEXPO was the most complete show of its kind.

Many new products and breakthrough technologies appeared for the first time at DEXPO East 90. IBM featured the recently announced RISC System/6000 series of high performance workstations. Data-media showed high performance desktop LAN workstations suitable for VAX networks. This is just a small sample of the new product demonstrations conducted during DEXPO.

The world's largest Apple-Digital Integration Center at DEXPO featured a major Apple Computer exhibit and hundreds of MAC-to-VAX communications enhancements from key Apple developers.

"DEXPO filled the entire building," reports Hynes Event Coordinator Paula Quomo. "All 450,000 square feet of usable space were utilized. Exhibition halls, registration space, ballroom and meeting rooms were all bustling with activity."

DEXPO attracted a variety of visitors, from technical people to corporate management, June 25 to 28. Those who specify VAX equipment or make purchasing decisions were in attendance.

The show managers promised to pack nine full days of intensive instruction into just four days at DEXPO this year. Needless to say, DEXPO East 90 was a fast-paced event.

MASSMEETINGS is a publication of the Massachusetts Convention Center Authority (MCCA), which owns and operates the John B. Hynes Veterans Memorial Convention Center.

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NEWSLETTER HIGHLIGHTS

- Hynes "video brochure" now available
- Why do events at Hynes tend to experience record attendance?
- Another Hynes Fam trip
- We have "Mass. appeal"
- Boston's top concierge honored