



Fulfilling promises. Creating success.

Troy Thorn Named Director of Vicksburg Convention Center & Auditorium

For Immediate Release:
Contact: Tammy Koolbeck

December 9, 2011
319-929-5755

Troy Thorn has been named Executive Director of the Vicksburg Convention Center and Vicksburg Auditorium in Vicksburg, Mississippi, VenuWorks President Steve Peters announced. Thorn will begin his duties in January.

"We are excited to bring Troy Thorn into the VenuWorks family as the leader of our facilities in Vicksburg," Peters said. "He will bring his experience and creativity, along with his knowledge of multi-purpose venues, to these facilities."

"We are delighted with the selection of Troy Thorn as Executive Director of our Convention Center and Auditorium," said Vicksburg Mayor, Paul Winfield. "His knowledge of the industry and his interest and excitement in building Vicksburg as a meetings destination and attracting new events are very important to the City of Vicksburg."

Thorn brings over 20 years of destination and venue management experience with a thorough knowledge of the principles and practices, challenges and opportunities of managing and promoting convention center complexes. As second-in-command to the City of Dallas' Director of Convention & Event Services, he used an entrepreneurial approach to venue management, stakeholder relations, and customer experience in order to promote innovation.

"Vicksburg epitomizes Southern hospitality. The unique destination, the dedicated staff; and the City's progressive vision attracted me to this opportunity," said Thorn. "The reputation of VenuWorks as a venue management industry leader sealed the deal! I look forward to joining the Vicksburg community soon."

The Vicksburg Convention Center offers over 25,000 sq. ft. of meeting space including a 17,000 sq. ft. exhibit hall and with full theatre seating for 2,000. The Center opened in 1997 and hosts local, regional and national events including the Miss Mississippi Pageant. The Vicksburg Auditorium seats 1,250 for concert and theatrical performances and 150 for banquets.

BACKGROUND

VenuWorks provides comprehensive management, booking and marketing solutions for over 40 venues, including arenas, theaters and convention centers throughout North America. For more information, please visit: www.venuworks.com.

#30#