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FOR IMMEDIATE RELEASE

December 1, 2008

## **Oregon Convention Center's Jeff Blosser honored by *Venues Today* magazine for green marketing**

The Metropolitan Exposition Recreation Commission (MERC) announced today that Jeff Blosser, Executive Director of the Oregon Convention Center, was named a 2008 Hall of Headlines winner by *Venues Today* magazine for his success in marketing the center's green practices to the conventions and meetings industry and for guiding other convention centers and arenas around the country to become "green."

"To be nominated by his peers and recognized by a national trade magazine speaks volumes for Jeff's leadership, not only at the Oregon Convention Center, but throughout the entire assembly management industry," stated David Woolson, MERC CEO. "This is an international honor and we're extremely proud of his work and that of his employees."

As described in the December 2008 issue of the magazine, Blosser was chosen "for pushing efforts for the convention center industry to go green." The magazine cites the recertification of the Oregon Convention Center as LEED-EB Silver in 2008 as well as the center's diversion of 266 tons of materials from landfills, reflecting a 43.6 diversion rate, up 12 percent from the prior year. His creation of the 2009 Green Business to Business Conference was also mentioned as a primary reason. An in-depth article is included in the December issue and details the sentiments of his counterparts throughout the world who voted to nominate Blosser for the award.

"Jeff's leadership in greening the Oregon Convention Center has been critical to our success in marketing Portland as a premier green meeting destination," said Jeff Miller, President and CEO of Travel Portland. "Meeting planners and their clients are increasingly choosing green conventions and meetings and Portland is able to be a leader in meeting that demand, thanks to the convention center," added Miller.

(more)

“I’m honored to receive this award and accept it on behalf of the entire team of dedicated employees at the Oregon Convention Center,” said Blosser.

The Oregon Convention Center is owned by Metro and operated by the Metropolitan Exposition Recreation Commission (MERC). MERC also manages the Portland Expo Center and Portland Center for the Performing Arts and serves as a catalyst for culture, community and economic development. Visit [www.mercvenues.org](http://www.mercvenues.org) or [www.oregoncc.org](http://www.oregoncc.org) for more information.

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