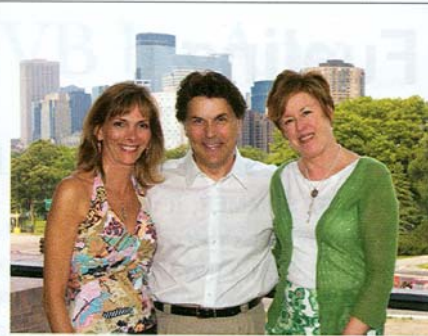




(OPENERS)



Spotlight on the Dream Team

THEY'RE NOT SHOOTING HOOPS at the Olympic games, but meeting and event directors Char Mason, Cookie Coleman and Pat Frederick are shooting for the stars by joining forces as the "dream team" of the hospitality industry. Mason, Coleman and Frederick first collaborated when all three were recruited separately to produce different aspects of Grand Excursion 2004. The trio worked well together, complementing one another's work styles. The day after Grand Excursion, Hormel Foods Corporation contacted both Mason and Coleman in regards to producing SPAM Museum Jam 2005. "We learned they were calling both of us, so we decided it might be fun, and smarter, to pitch the project together," says Mason. "We got the job and Pat joined us as part of the team. Little did we know it, but our unofficial 'dream team' was born." By banning together, the group expands on their individual capabilities, allowing them to take on larger and more complex projects with very little overhead. The concept proved fruitful over the past summer when the dream team produced the Minneapolis Institute of Arts' grand opening events for 20,000 attendees, the SPAM Museum Jam for 10,000, a 250-person reception at the Walker for the Democratic National Committee site visit, and the Centennial Employee Event for Fairview Hospitals. "I think people hire people they like, those who are fun to work with," says Mason. "That is one of our specialties. We can't help it; there's a lot of laughing going on."

PHOTO (LEFT TO RIGHT): CHAR MASON, PAT FREDERICK AND COOKIE COLEMAN © SCOTT STILLMAN, VR DIGITAL