

### **Panel Discussion with Industry Leaders**

#### **SESSION DESCRIPTION**

After great success in Boston, our Industry Panel discussion returns at AEP 2023. In this session, you will hear from industry professionals on the state of our industry, trends in events, tips on professional development, and more - all geared towards the higher education event professional. Our friends from ILEA Orlando will join us for this discussion to share their knowledge and discuss the benefits of joining a professional association.

#### **SPEAKER BIOS**

##### **Selina Mullenax, CMP, CPCE**

District Account Executive, Cort Event Furnishings  
President, MPI Greater Orlando  
Chair, Rosen College Alumni Association  
Member, Rosen College Dean's Alumni Advisory Board



Selina is an Account Executive for CORT Events representing Nashville, New Orleans, Orlando and Miami. She earned her bachelor's degrees from Rosen College of Hospitality Management at the University of Central Florida in Event Management and Hospitality Management and is currently pursuing her graduate degree there with a Master's in Event Leadership. Selina's passion is giving back and does so by volunteering on the Executive Board of Directors for the Greater Orlando chapter of MPI as the President, the Rosen College of Hospitality Management Alumni Chapter as the Chair, the Orlando chapter of National Association for Catering and Events (NACE) as Secretary, the Central Florida Hospitality and Tourism Advisory Board, the Rosen College Dean's Alumni Advisory Board, and the Rosen College Events Advisory Board (to name a few). She is a past recipient of UCF's 30 Under 30 as well as Rosen College's Alumna of the Year. In her spare time, Selina is a co-host of the weekly industry podcast #SwagAndRepeat, the Founder of The Glittering Hour – a sales mastermind group for meeting and event professionals and an industry thought leader and speaker on topics of personal branding, networking and relationship management.

### **Scott Ostrom, CMP, CSEP**

Production Manager, Disney Event Group, Walt Disney World

Past President, International Live Events Association Orlando Chapter



Scott is an entertainment production manager with Disney Event Group in Orlando, FL. He is part of a team that manages custom shows and events from proposal through execution at Walt Disney World Resort convention properties, event venues, and private residences. His events career began with Disney as a member of the team promoting Disney Cruise Line before the launch of the company's first two ships and continued as an on-board manager for large group affinity events. He has event production experience at Disney properties and convention cities worldwide. Some of the events Scott has worked on include runDisney races, Invictus Games, Night of Joy concert series, and the last two Super Bowl halftime shows. He holds Convention Meeting Planner (CMP) and Certified Special Events Professional (CSEP) certifications and served as the ILEA Orlando president from 2020-21.

### **Luna Tolunay, CSEP**

Founder and President, Fun Planners

Past President, International Live Events Association Orlando Chapter



Luna Tolunay, Owner and Founder of Central Florida-based Fun Planners since 2002. Strong business development and professional skills in, Event Management, Corporate Events, Branding and Fundraising. Fun Planner is a leading provider of interactive games and rentals, including arcade rentals, casino entertainment, photo booths, carnival games, branding activations, and more. Luna continues to stay active in the industry as a member of ILEA since 2005 and a past president of the Orlando chapter in 2021.

### **JC York**

President and COO, Classic Entertainment/Wise Guys InterACTIVE  
US Southeast Regional Vice President, International Live Events Association  
Esprit Awards Chair, International Live Events Association  
Immediate Past President, Meetings Professional International Tampa Bay Area Chapter  
Board of Directors, SEARCH Foundation



JC York is President of Classic Entertainment/Wise Guys InterACTIVE, a diverse performance company specializing in themed characters, Live Digital Animation, Animatronics, Living Statues, Table Heads, DJ/VDJ, Hots/Emcees, Photo Booth & Green Screen Photography, Trivia, Musical Bingo, Karaoke, and more. JC is very involved with event industry associations on local and international levels. He is currently serving as Chair of an International Committee for the International Live Events Association, as well as, the Southeast Regional Vice President, and is a Past President of the ILEA Orlando Chapter. JC has also served on the Board of Directors including being Past President for Meetings Professional International - Tampa Bay Area Chapter, as well as continually serving on numerous committees. JC is also currently serving on the Board of Directors for the SEARCH Foundation.

### **Shalisa James**

Company Owner, Entertainment Central Productions  
President-Elect, International Live Events Association Orlando Chapter  
University of Central Florida Alumni



Shalisa James is a Grammy nominated, Drama Desk-winning vocalist, pianist, producer, and music director. She has been named Female Vocalist of the Year three times by the Contemporary A Cappella Society of America. Her solo album, Five Decades, is available on iTunes, Amazon, and Spotify. Shalisa owns Entertainment Central Productions, which produces hundreds of events annually. Through ECP, she collaborated with Universal

Studios and Warner Brothers to create the Frog Choir show for the Wizarding World of Harry Potter. She also collaborated with the Tonight Show team and Universal to create the show for the Race through New York with Jimmy Fallon attraction.

**Moderator: Matthew Regan, MMH**

Director of Events Conferences, and Brand Initiatives, Boston University Questrom School of Business

Vice President of Education and Programs, International Live Events Association Boston Chapter

Advisory Council Member, Academic Event Professionals



Matthew Regan is the Director of Events, Conferences, and Brand Initiatives at Boston University Questrom School of Business. Matthew graduated from Roger Williams University in 2016 with a Bachelor of Science in Security Assurance Studies. Matthew also holds his Master of Management in Hospitality degree from Boston University School of Hospitality Administration. In addition to his professional role, Matthew serves on the Board of Directors for the Boston chapter of the International Live Events Association as the Vice President of Education and Programs. Matthew also serves as a member of the Advisory Council for the Academic Event Professional Conference. During his time at RWU, Matthew discovered his passion for event planning with his work with the Office of Admissions and the Office of Events and Conferences. It was in these offices that Matthew forged a career in the events industry and took to heart what it means to bring people together around a common purpose. Matthew's unwavering passion for his work and the industry allow him to develop meaningful and polished events for a variety of clientele. Matthew has spent most of his career working in higher education events. He strives to implement planning procedures and standards that ensure event attendees receive an engaging and consistent experience at events. He works tirelessly to use events to create a strong brand identity. Matthew takes great pride in seeing the joy and excitement that his events bring attendees.