

LDI & LIVE DESIGN

meet the staff

Zari Stahl Group Show Director

Zari just recently joined the LDI/LD Franchise Family, although she's been producing tradeshows for 25 years. Zari's been involved with the production of shows in various industries – fitness, medical, coal and meetings, but thinks the LDI show floor promises to be the most exciting of them all!

David Johnson Publisher

Live Design Magazine

David Johnson has been involved in the *Live Design*/LDI franchise since the dawn of time. He was hired by LDI founder Pat Mackay back in 1993 to be the business editor for *Lighting Dimensions* and *Theatre Crafts International*, and over the intervening 16 years has worn a variety of hats, from managing editor of the seminal ETEC online service to editor of *TCI*. He oversaw the transition of *TCI* into *Entertainment Design* in 1996, and later as an associate publisher/editorial director was responsible for the merger of *Entertainment Design* and *Lighting Dimensions* into *Live Design* in 2005. He produces the annual *Live Design* Master Classes which take place every May in New York and for the last two years has become more closely involved in the content and direction of the LDI trade show. His first LDI was in 1993 in Orlando and he'll never forget all the cool gear and fantastic lunatics on the show floor.

Marian Sandberg Editor, Live Design Magazine

A long time ago, in a galaxy far, far away, Marian Sandberg started working as a PR flack for Group One Ltd. where Jack Kelly told her she'd never leave the lighting industry. He was right.

Ellen Lampert-Gréaux LDI Conference Director

Ellen Lampert-Gréaux has played the role of conference director for LDI since its inception in 1988, as well as for the *Live Design* Broadway Master Classes, doubling as consulting editor for *Theatre Crafts*, *Lighting Dimensions*, *Entertainment Design*, and *Live Design*, having had her first article published in *Theatre Crafts* in 1983. She served as publicity director of the Brooklyn Academy of Music from 1979-1985 and is a member of ATPAM (Association of Theatrical Press Agents and Managers/IATSE). She holds an MFA in Arts Administration from Brooklyn College, and is co-founder/director of The St. Barth Film Festival in the French West Indies.

Tara Melingonis LDI Conference Manager

Tara Melingonis has worked for Penton Media since 2002. In 2006 she joined the staff of both LDI and The Special Event as conference manager, developing and coordinating hundreds of sessions and speakers for the extensive professional training programs at these two trade shows each year.

Ken Baird Sales Manager

Ken Baird has been part of the LDI team for the past 9 years. His specialty is collaborating with sales and marketing teams to help identify opportunities and create custom solutions that will result in improved sales. Ken graduated with a B.S. degree in Accounting from the University of Colorado and has over 15 years of experience supporting the entertainment industry.

Kelly Turner Sales Manager

Kelly Turner, a senior sales manager, has worked in business-to-business sales, marketing and trade show management for more than 17 years including on the LDI and Live Design franchise since 1996. She enjoys travel, listening to music, chasing her four children and helping her clients grow their businesses (not necessarily in that order).

Betsy Carballo Marketing Manager

Betsy Carballo has been with Penton since 2000 as a marketing manager for the tradeshow division. Specifically, she has worked with the LDI tradeshow and conference for 7 years. Prior to that, Betsy spent over 15 years in marketing for Fortune 500 companies including Charles Schwab, Dayton Hudson Corp. and McKesson Corporation. She has specific experience in International Marketing, Research and emarketing and Direct Marketing and Media.