

## **ROBERT E. ZIMMERMAN**

A North Carolina native, Robert was born in Greensboro in 1931, and a graduate of Greensboro Senior High School in 1950. After majoring in economics and business at Guilford College, Robert served in the Adjutant General Corps, US Army, finishing his tour of duty in Nuremberg, German in 1955.

Robert has been a Charlotte resident since 1962, when he and his wife Joan moved the Southeastern Flower and Garden show, now known at the annual Southern Spring Home & Garden Show, to Charlotte's then new Merchandise Mart. Robert, along with his wife Joan, and son David own and operate Southern Shows, Inc. a Charlotte based exposition management firm that produces 20 consumer shows throughout the South, plus Ohio and Michigan. The company is recognized as one of the leading show management firms in the nation.

The Southern Christmas Show has an attendance of over 100,000 and is a major annual attraction for Charlotte and the region. Other productions include the Southern Ideal Home Show series, the Southern Farm Show, and the Southern Women's Show series. The company has received many awards, including the NC Travel Council's Nisbett Award, the Charlotte Chamber's Entrepreneurial Award, and the coveted Ethics in Business award.

Robert is past president of the Home & Garden Show Executives, International, and Charlotte Sales and Marketing Executives, and has been involved in many local, national and regional trade organizations. He is a member and elder of Charlotte's Covenant Presbyterian Church.

Cooking, gardening, art wood working, and spending time in their mountain home are his favorite therapies. A quote from Ralph Waldo Emerson, "Nothing great was ever accomplished without enthusiasm," is displayed in his office and exemplifies his personal philosophy.

Robert is married to the former Joan Hunt, of Lancashire, England. The Zimmerman's have two sons: Robert. Jr. a professional illustrator in Asheville, NC; and David, who resides in Charlotte and is president of Southern Shows, Inc. They also have three Grandsons and one Granddaughter.