



20 Questions with Jacqui Bomar

For more than 25 years, Jacqui Bomar's passion has been creating events that attract and entertain tens of thousands of people. She has planned grand openings for major convention centers and managed conventions in places like Prague, Seoul and Toronto. Today, Bomar's energy is directed toward a new audience right here in Greenville. She and her event production and marketing company, JBM & Associates, are introducing a new event to the area: The Upstate Women's Show, kicking off August 22 – 24 at the Carolina First Center.

Jacqui Bomar grew up in central Massachusetts, graduating in 1984 from Simmons College in Boston. After college, she sold radio advertising. She joined SMG as a marketing manager. In that role, she developed the grand-opening events for the Broward County/Fort Lauderdale Convention Center. She also served as the marketing and PR director, and as part of the opening team for the Rhode Island Convention Center. She later developed an events department for InterNet Services Corporation in Charlotte, N.C.

In 2001, she resigned from her job and traveled to Australia and New Zealand. This was a turning point in her life. Six weeks later, she moved to Charleston, S.C., to spend more time with her family. She then formed JBM & Associates and began producing consumer shows throughout the Southeast. In 2003, she met Greenville native Steve Bomar, married and moved to Greenville. They have a 3-year-old son, Luke. Today, JBM & Associates produces the Charleston Boat Show, Savannah International Boat Show and the Jacksonville Boat Show. Bomar sits on the board of the National Association of Consumer Shows. Her latest initiative, The Upstate Women's Show, is a consumer lifestyle show that focuses on everything of interest to women.

1. Where were you born?
Milford, Conn.
2. What one thing really makes your day?
My 3-year-old smiling and hugging me.
3. Is your desk messy or neat?
Neat most of the time.
4. What was your first job?
Selling fudge at the Belgium Fudge Shop in Chatham, Mass. I can't even stand the thought of fudge now.
5. What is your pet peeve?
People who don't take accountability for their actions and blame others.

6. What is your favorite thing about Greenville?
I have lived in 10 different cities and Greenville is by far the friendliest. It has an amazing vitality and the people are the friendliest in the country.
7. What was your first car?
I bought my 80-year-old neighbor's dark blue Chevy Chevette when I was 21.
8. What was your major in college?
Women's studies with a minor in communications from Simmons College in Boston.
9. What book is on your nightstand?
My journal that I keep about my son. It's something for him to have when he's older and we're not here with him.
10. What is your favorite comfort food?
I love ice cream and pizza — together!
11. What is the "coolest" experience you have ever had?
Having my son Luke when I was 43 years old and newly married.
12. What is your hidden talent?
I have an ability to remember just about every person I have ever met, even if it was for a brief time. I'm great with faces and names.
13. How did you meet your spouse?
It was the first day I was on Match.com. I was living in Charleston. We didn't meet for three months in person ... we haven't been apart since!
14. What advice would you give to a young person just starting out?
Do everything with a passion. If you're bored or unhappy with your life, job, relationship, change it and remember that life is full of choices and too short.
15. Are you a good dancer?
One of my greatest fears is having to dance in front of people so the answer is a big NO.
16. Do you prefer the mountains or the beach?
Both. We live in both places. My husband grew up here on Paris Mountain, so when we married, we compromised and kept my place near Folly Beach and bought a house on Paris Mountain.
17. What are your hobbies?
Travelling to fun places, working out, walking where we live.
18. Have you ever met a famous person? Who?
I used to hire many famous people for events, but did meet Kevin Costner at an ACC party in Tampa, Fla. He invited me to a private party, but I couldn't go.
19. What was your last vacation?
Telluride, Colo., for Christmas.
20. If you could invite five people, living or dead, to dinner, who would they be?
My father, who died before I was born; my Nana and Papa; and my husband, since he's the chef in the family. I'd want to share Luke and my husband with all of them, and our special guest, Jesus.

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