



**IAVM**

# Region IV

4 Q 2014

## United States

Alaska  
Idaho  
Montana  
Oregon  
Washington  
Wyoming

## Canada

Alberta  
British Columbia  
Manitoba  
NW Territories  
Nanavut  
Saskatchewan  
Yukon

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## **SAVE THE DATE! IAVM REGION 4 CONFERENCE TACOMA, WASHINGTON APRIL 21-26, 2015**

### **REGISTRATION INFORMATION COMING IN JANUARY!**

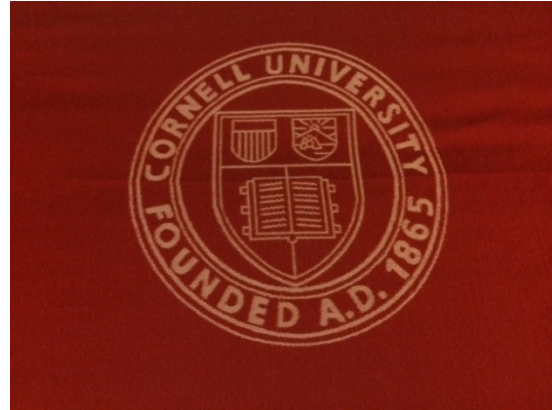


## Region 4 News

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### Wisdom Learned From The Senior Executive Symposium

I would like to thank the R4 Scholarship Committee for the opportunity to attend the Senior Executive Symposium (SES) at Cornell University in May. Attending SES has been on my career bucket list for several years and I am extremely grateful to have had the opportunity this year. The curriculum this year was *Ethical Dilemmas and Decisions, Loyalty and Brand Management* and the final day was a day long case study. Here are a few gems from the week:



Don't risk your reputation for a short-term gain.

A strength taken too far becomes a weakness.

Customers aren't equal. Certain customers are more valuable. Some customers need to be fired. Not all customers are right. Only the ones that generate revenue and don't deplete resources are right.

Know your customer's needs and wants. Needs are psychological. Wants are how we deliver the needs.

Low price does not necessarily equal value.

You can't change a whole group but you can create pockets of success. Change a part of it. Fine tune it and use that template throughout the organization.



And my personal favorite from a classmate, "Never wrestle with a pig. You get dirty and the pig likes it." And yes, the classmate was from Texas (but the quote is George Bernard Shaw.)

Thank you to Joe Durr and the Scholarship Committee for selecting me to receive the 2014 Michael D Kobluk Scholarship to SES, to the Officers and Members of Region 4 for your contributions in continuing to fund this scholarship and to the Spokane Public Facilities District for supporting my additional expenses and my continued education and career.

Sincerely,  
Stephanie Curran

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## Region 4 Scholarship Update

Boost your career at IAVM's *Venue Management School* on June 6-12, 2015!

Apply NOW for one of our association's BEST professional educational programs available to venue managers—VMS at Oglebay Resort & Conference Center in Wheeling, West Virginia. As an alum, I can attest to the great value of attending VMS—amazing learning opportunities by professionals for professionals, incredible networking and classes with industry colleagues, and the beautiful setting at Oglebay Resort.

**REGION IV MEMBER SCHOLARSHIPS ARE AVAILABLE. APPLY NOW. SCHOLARSHIP DEADLINE IS JANUARY 15, 2015.**

Through the generosity of our Region's donors and sponsors, Region IV members are eligible to apply for one of two IAVM VMS scholarships:

- **YEAR ONE 2015 – 1 scholarship – full tuition including room & board up to \$2,371 PLUS \$500 travel stipend**
- **GRADUATE INSTITUTE 2015 – 1 scholarship – full tuition including room & board up to \$2,472**

For more information about VMS including applying for a Region IV scholarship, click the following link: <http://www.iavm.org/vms/vms-home>

Reminder: Region IV scholarship deadline is January 15, 2015

If you've already attended VMS Year One, Year Two or Graduate Institute, then you know how good it is! Tell your Region IV friends about it!

Please contact me directly if you have any questions or comments.

Thank you,  
Joe

Joe Durr,  
Chair, IAVM Region IV Scholarship Committee  
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## Region IV Venue Updates

### Greater Boise Auditorium – Boise, ID

#### Long Awaited Convention Center Project Underway



Representatives from the Greater Boise Auditorium District and Boise Centre broke ground on the long awaited convention center expansion project July 1 in downtown Boise. Many city and community dignitaries joined the festivities and celebrated the City Center Plaza development in which Boise Centre will have a new building.

The City Center Plaza is a mixed-use project that will include an expansion of the Boise Centre convention center, construction of the Clearwater Building; a new technology-focused office building that will include the Boise State University computer science department, Downtown transit center and additional retail and restaurant spaces. Project completion is estimated in the third quarter of 2016.

Our vibrant city and newly expanded meeting space will position Boise to secure larger regional and national conventions that will benefit our local economy,” said Pat Rice, Executive Director. “The



collaboration throughout this process has been unprecedented. We have worked closely with public agencies and private interests to realize a goal that the District has pursued for many years,” added Jim Walker, Chairman of the Auditorium District.

Boise Centre expansion highlights include a new Boise Centre building a 15,000 square-foot ballroom, an added fourth floor of Clearwater Building with 14,000 square feet of meeting space, a pre-function lobby space with 7,000 square feet, and a 7,000 square foot commercial catering kitchen.

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## Tacoma Dome – Tacoma, WA

### Tacoma Dome Welcomes New Box Office Manager

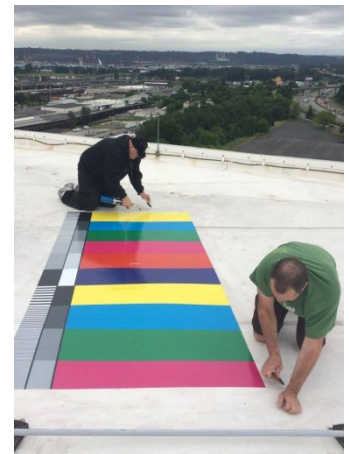


The Tacoma Dome welcomes Michael Moravick, Ticketmaster Box Office Manager. Moravick grew up in Aurora, IL and entered the venue management trade while living in Rockford, IL after previously managing a Borders bookstore location. He was the Assistant Box Office Manager at the BMO Harris Bank Center in Rockford which housed the American Hockey League Rockford IceHogs as well as concerts, family shows, and other events. Moravick, who started at the Tacoma Dome in June, is brand new to the state of Washington and is excited for a winter away from the Midwest. He will be working on site at the Tacoma Dome Box Office with Assistant Managers, Todd Kamp and Claire Ladner. Welcome Michael!

### Andy Warhol Design for Tacoma Dome Revisited; Test Decal Applied

In June, Tacoma Dome Operations Staff and Rainier Environmental Graphics applied a decal to the Tacoma Dome roof to test the feasibility of a proposed Andy Warhol art installation. The 10' x 4'6" 3M Envision adhesive vinyl decal was installed in an inconspicuous location on the Tacoma Dome roof and will remain there for six months. The test is being conducted to ensure the vinyl decal colors will remain vibrant on the roof due to variations in Pacific NW weather, the pollutants from traffic on nearby Interstate 5, and the Dome's proximity to corrosive salt water.

Andy Warhol originally proposed the design, Flower for Tacoma Dome, back in the early 80's as part of an art competition when the Tacoma Dome was under construction. His design proposal wasn't chosen but City Officials and art advocates are now revisiting the idea. The potential Warhol roof project would be the largest Warhol installation in the world. It would cost approximately 2 million dollars in privately donated money to create and install the decals for a flower design on the Dome's 220,000 sq. ft. HPG thermoplastic sheet roof. Stay tuned!



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**Spokane Veterans Memorial Arena – Spokane, WA**  
**The Best Entertainment Venue In The Inland Northwest Is Turning 20!**



On September 4, Boston and Night Ranger officially set in motion the 20th event season at the Spokane Veterans Memorial Arena!

Throughout the year, Spokane will see a variety of incredible promotions and special announcements celebrating 20 fantastic years at the Arena. Guests of the building will notice a few initial decorative additions to the facility, highlighting some of the biggest performers, bands and sporting events the Arena has hosted since 1995. The 20th Anniversary of the Spokane Arena is going to be a celebration like no other.

“20 years of great events is really something to celebrate,” said Kevin Twohig, CEO of the District. “We’ve shattered records with the US Figure Skating Championships and have hosted more NCAA Division I Men’s & Women’s Basketball Tournaments than any other site in the country since the year 2000.”

Matt Gibson, General Manager of the facility added, “We have welcomed some of the biggest names in entertainment to our city, and now we get to thank the fans for supporting these events. We can’t wait to start celebrating!”

Upcoming events in the 20th Anniversary Season include Boston with Night Ranger, Ringling Bros. and Barnum & Bailey Circus, Elton John, Blake Shelton, Casting Crowns, Safe in Sound Festival, Disney on Ice, Winter Jam Tour Spectacular, Trans-Siberian Orchestra, Motley Crue, Gonzaga vs. WSU Men’s Basketball, General Store presents Wrangler Pro Bull Riding Classic, Eric Church, Miranda Lambert, Monster Jam, 2015 NCAA Division I Women’s Basketball Championship–Spokane Regional, AMSOIL ArenaCross and Marvel Universe Live!

Stay tuned for more exciting announcements in the weeks to come!

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## ***Spokane Convention Center – Spokane, WA*** **Major Expansion Progress Rapidly Coming To Conclusion**

The Spokane Public Facilities District's multi-year effort to expand the Spokane Convention Center and enhance the downtown riverfront area is now less than two months from substantial completion!

With the project 85% complete as of the first of November, Clancy Welsh, Garco Construction president and project manager, said around 150 steel workers, concrete pourers, electricians, plumbers, landscapers and other trades people are spread out across the Convention Center campus on any given day, working hard to ensure the late December deadline is met.

The major push over the past few weeks has seen the installation of almost all of the 550 large glass panels that enclose the Convention Center's new and much larger north side addition. Crews have also installed one of two sets of escalators along with an accompanying staircase connecting the building's two levels, as well as the walls creating 12,000 square feet of new meeting room space. Waterproofing tests on the 21,000 square foot "green roof" have also been completed.

The 92,000 square foot project also includes a major expansion of the existing Exhibit Hall as well as the addition of a Centennial Ballroom, which Spokane Public Facilities District CEO Kevin Twohig says will allow multiple events to be held simultaneously.

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## ***RBC Convention Centre – Winnipeg, MB***

### **RBC Convention Centre Winnipeg expansion in full swing**



The centre of Winnipeg's bustling downtown is looking a little different these days, as the RBC Convention Centre Winnipeg expansion is in full swing. Spanning across York Avenue, the new building will connect to the existing building with a completion date of early 2016. With an additional ballroom, pre-function space, street level plaza and a third level of 133,000 sq ft of contiguous exhibition space, Winnipeg's premier event and convention facility will almost double in size.

Construction at the RBC Convention Centre Winnipeg continues to be on target and as planned. The erection of the steel is the most visible project and when you add the concrete sections being poured for the floors and with the stairs and escalators in position — the building is starting to really take shape. To watch the expansion in real time, check out the construction cam for daily postings [www.wcc.mb.ca/construction-cam](http://www.wcc.mb.ca/construction-cam).

The face of the existing RBC Convention Centre Winnipeg (formerly Winnipeg Convention Centre) is changing as the expansion across the street continues. New signs with the new naming rights partner are starting to pop-up on the exterior and can be seen from street corners, roof top patios and office windows throughout downtown Winnipeg



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## ***Three Rivers Convention Center and Toyota Center – Kennewick, WA***

### **Sustainability is a big deal everywhere but especially in Tacoma**

One of the single biggest projects of 2013 was to undertake the ballot initiative for the expansion of the Three Rivers Convention Center. This initiative would have allowed for the addition of a 40,000-50,000 square foot exhibit hall to meet the growing needs of our conventions and increase visitor spending to the community. Although all parties involved put forth an admirable effort the measure did not pass. We are currently working on new concepts in order to present a more uniformly supported initiative in the near future. Even though we did have a setback in the vote we were able to have the much anticipated ground breaking for the new attached SpringHill Suites by Marriott on December 5, 2013. The addition of the initial 115 suites with future expansion to 165 has already created a strong buzz with



our current clients and those that would like to come to the Tri-Cities, but have been unwilling to due to their room requirements. In addition, the hotel will include a modern lobby and lounge, meeting room and executive boardroom, a coffee bar proudly serving Starbucks coffee, on-site business center, free wi-fi throughout, an environment designed to revitalize with a fitness center and indoor swimming pool and fresh and healthy breakfast complimentary to all guests. Construction for the hotel is expected to be complete this December.



The Kennewick Public Facilities District also engaged ALSC Architects to develop a master plan for the Three Rivers Entertainment District. This plan is the result of a comprehensive process involving all of our partners located within the City of Kennewick. The Port of Kennewick is poised to have a major impact since closing the Vista Field Airport on December 31, 2013. This Vista Field Airport land consists of a total of approximately 120 acres and is adjacent to the Three Rivers Convention Center and Toyota Center. This landmark decision will forever change the makeup of

this entire region.

This past May the Three Rivers Convention Center had its best revenue month on record. To top it off the convention center staff made more money and spent less doing it then the previous record month.

Heather Breymeyer and Shelley Ellis had the opportunity to attend the recent Region 4 Conference in Spokane. They enjoyed their experience and the opportunity to network with fellow members. Heather and Shelley agreed that the speakers were top notch and both came back with enthusiasm and great ideas moving forward. With the opportunity to volunteer at the Martin Luther King, Jr. Family Outreach Center as part of the conference, we would like to encourage everyone to volunteer not only at every conference they attend, including this month's VenueConnect Legacy Project, but also within their own community. Shelley Ellis stated, "It was a wonderful opportunity to help out the community we were visiting for such a short time. It was a joy to work beside and have the chance to network with fellow IAVM members in this capacity. I know each of us made a lasting impact."

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## ***Taco Bell Arena - Boise, ID***

### **Industry Conferences and Emergency Response Training**

#### **Venue Management School (VMS) at Oglebay June 2014**

Taco Bell Arena sends two staff members to VMS each year. Over the last few years, Taco Bell Arena has had five staff finish the two-year program. This year, Taco Bell Arena's Director of Client Services, Nathan McGregor, completed the program while Micki Courtney, Director of Ticketing and Guest Services, attended as a first year student. Both agree that this IAVM course is exceptional. The materials covered and the ability to network with others in the industry make this opportunity invaluable.

## Boise State University / Taco Bell Arena CERT Training



Thanks to Taco Bell Arena's Security Director, Tim Deck, and the Boise State University Nursing Program, the Taco Bell Arena Staff recently completed a two day Community Emergency Response Team Training (CERT). This training educates and prepares teams about disaster preparedness for hazards that may impact their area, and trains participants in basic disaster response skills. These skills include: fire safety, light search and rescue, and disaster medical operations.

### ***Coming up at Taco Bell Arena***

#### **The Department of Homeland Security Chemical Defense Demonstration**

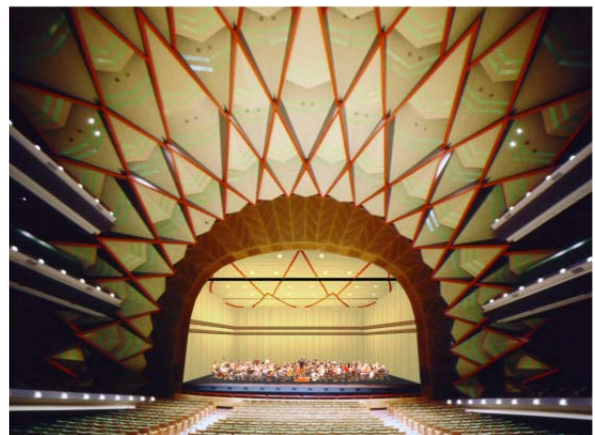
Taco Bell Arena was selected as *one of four venues nationwide* to participate in The Department of Homeland Security's Chemical Defense Demonstration. This exercise will assist Taco Bell Arena and local emergency responders in developing a best practices document that optimizes emergency response for either an internal or external chemical incident.

The exercise will be conducted by Lawrence Livermore National Laboratory out of California, and is funded primarily by The United States Department of Energy. Beginning to end the project will take roughly *18 months*.

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## ***Alaska Center for the Performing Arts – Anchorage, AK*** **New Acoustic Upgrades of our theatres opening Fall 2014**

With the opening of the Alaska Center for the Performing Arts twenty-five years ago, musicians, singers, actors and dancers had access to a world class facility in which to perform. Patrons flocked to this spectacular facility to enjoy the many and varied performances. But a serious artistic shortcoming became very obvious. The acoustic enclosure (shell) used in the Atwood Concert Hall was actually designed and built for the Discovery Theatre. Because of budget restraints, the shell was modified and has been used in the Atwood all these years. This shell does not suit the Atwood either acoustically or visually.



As a significant and meaningful way to mark and celebrate the Center's twenty-fifth anniversary, the Alaska Center for the Performing Arts, Inc. has undertaken the job of raising the \$1.67 million to design and build a whole new acoustic enclosure for the Atwood Hall and refurbish the Discovery Shell and move it back to that theatre.

The new Atwood Shell will significantly improve the acoustics in that hall and add to the artistic process for adults and children alike. Sherri Burkhart Reddick, Executive Director of the Anchorage Symphony Orchestra said, *“We believe the new shell will ensure that the audiences will better hear and experience everything that occurs on stage. It will enable musicians to hear each other better and heighten their performances.”*

The Atwood acoustic enclosure is being constructed in Minnesota, it will be shipped in July to the Center where it will be commissioned and tuned by our acoustician with the help of many Alaskan musicians. The unveiling of the new acoustic renovations and upgrades in the Atwood Hall will take place during a truly memorable performance of classical music by the Anchorage Symphony Orchestra and will feature renowned Russian pianist Olga Kern on September 27, 2014.

Though the Acoustic Project fundraising is still ongoing, thanks to the generosity of many individuals, businesses and foundations, we have raised the majority of the needed funding. We would like to thank all of our donors including our lead donors, The Rasmuson Foundation, The Atwood Foundation, and The Murdock Charitable Trust. Nancy Harbour, ACPA president said, *“We are thrilled by the support we have received for this project. The Acoustic Project truly is a lasting gift for the entire community and a fitting way to begin the next 25 years of the Alaska Center for the Performing Arts.”*

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## **Comcast Arena at Everett – Everett, WA**

### **Comcast Arena Hosts 64,551 in 11 Days: Record Numbers Flock to Everett for Graduations and Sold Out Concert**



The Everett Public Facilities District and Global Spectrum welcomed 64,551 guests to the Comcast Arena at Everett over 11 days, with 17 graduations and a sold out OneRepublic concert.

From June 6 through 16, Comcast Arena hosted a record 17 high school and college graduations that included schools from Mukilteo, Monroe, Snohomish, Lake Stevens, Marysville, Edmonds, Everett, Shoreline and Northshore school districts. Marysville-Pilchuck High School, a new addition to the graduation line-up, celebrated their first Comcast Arena graduation on June 11.

On June 12, Comcast Arena’s operations crew transformed the ‘convocation hall’ to host the sold out OneRepublic Native Summer Tour with The Script and special guests, American Authors. The show drew more than 7,500 fans from the Pacific Northwest and Canada.

“It is an honor to host these graduates and their families here at Comcast Arena each year,” said Global Spectrum’s, Rick Comeau, General Manager of the Comcast Arena at Everett. “The economic impact of these community events to downtown is significant and there was vibrancy felt throughout downtown Everett.”

With out of town families attending graduations and more than 60% of attendees to OneRepublic traveling more than 20 miles to the concert, many experienced downtown Everett for the first time. “El Paraiso has served the local community for 14 years, but during graduation time, we are pleased to

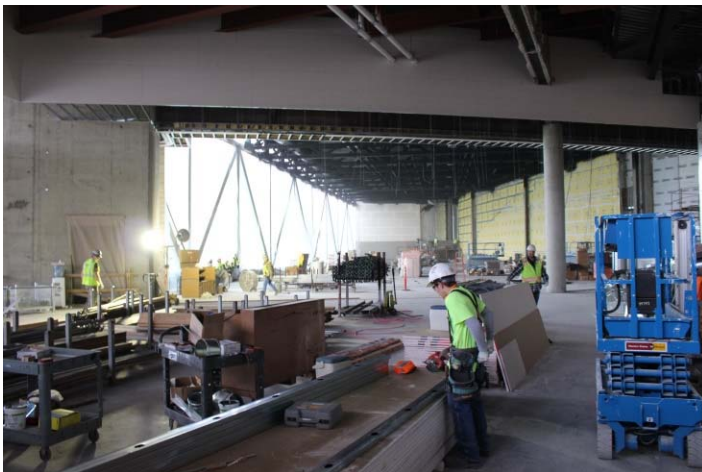
share our hospitality with so many first-time guests,” said Martin Guerrero, General Manager of El Pariaso in Everett. The graduations and concert also provided 5,000 hours for part-time operations, guest services, box office, concessions and catering staff.

Global Spectrum ([global-spectrum.com](http://global-spectrum.com)) manages the Comcast Arena at Everett as well as more than 120 other public assembly facilities around the world. Nearly 24-million people attended more than 15,000 events in Global Spectrum venues last year. Based in Philadelphia, PA, Global Spectrum is part of Comcast-Spectacor, one of the world’s largest sports and entertainment companies. Comcast-Spectacor, which operates in 48 of the 50 United States, also owns the Philadelphia Flyers of the National Hockey League, Ovations Food Services, a food and beverage services provider, Paciolan, the leading provider of venue establishment ticketing, fundraising and marketing technology solutions, Front Row Marketing Services, a commercial rights sales company, and Flyers Skate Zone, a series of community ice skating rinks.



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## ***Spokane Convention Center – Spokane, WA*** **Spokane Expansion Nears Completion**



The Spokane Public Facilities District’s multi-year effort to expand the Spokane Convention Center and enhance the downtown riverfront is now very near substantial completion. The effort includes almost 150 steel workers, concrete pourers, electricians, plumbers, landscapers and other trades people spread out across the Convention Center campus on any given day driving hard to ensure that the late December deadline is met. The major push over the past few weeks has seen the installation of almost all of the 550 large glass panels that enclose the Convention Center’s new and

much larger north side addition. One of two sets of escalators along with an accompanying staircase connecting the building's two levels have been installed; also in place are the walls creating 12,000 square feet of new meeting room space. Waterproofing tests on the 21,000 square foot "green roof" have also been completed. District CEO Kevin Twohig says the plants for the roof have been growing in the Seattle area for the past year but will not be installed until next spring because of the coming winter weather.



The 92,000 square foot project also includes a major expansion of the existing Exhibit Hall as well as the addition of a Centennial Ballroom which Twohig says will allow multiple events to be held simultaneously. He says the \$50 million effort will be an excellent addition to Downtown Spokane and help increase the region's convention and tourism industry and boost the area's economy.

Garco Construction's Clancy Welsh recently told the District's Board of Directors that a project of this size has a number of challenges but that the collaborative Design-Build process being used is working well and is greatly helping the effort to move toward a successful completion.

### **Shoreline and Other Outdoor Work Wrapping Up**



This fall also saw the finishing touches being put on 1,000 feet of Spokane River shoreline and Centennial Trail adjacent to the Convention Center and INB Performing Arts Center. The final layer of asphalt has been laid on the trail from the Division Street Bridge west to the King Cole Bridge. The section of trail from Washington Street to the King Cole Bridge on the INB's north side also received a brand new surface as well as a slight realignment and widening. Thirty new trees were also installed on this section of reconstructed trail. A new staircase linking the Division Street Bridge and the Convention Center's

parking area to the Centennial Trail and other outdoor construction and landscaping projects are also nearing completion and are scheduled to be wrapped up in the coming weeks.

### **Convention Center-Hotel Skywalk Connection Progresses**



A 115-foot long skywalk linking the Convention Center to the Spokane Grand Hotel was installed on December 7. The climate controlled skywalk will provide safe and secure passage over Spokane Falls Boulevard to the Convention Center and INB Performing Arts Center for patrons using the District's reserved covered parking spaces in the Spokane Grand Hotel's garage. Wayfinding images on the skywalk's exterior will also help guide motorists and pedestrians as they enter Downtown Spokane and the Convention Center District.

The skywalk required the removal of the District's existing reader board adjacent to the INB. But the District is installing pedestrian-friendly, street level, HDTV-style informational kiosks along the street in front of the INB and the Convention Center between Washington and Division. These estimated \$1.5 million dollar enhancements are being financed with money provided by the April 2012 voter approved measure which is funding the Spokane Convention Center expansion and several other District projects.

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### ***Washington State Convention Center – Seattle, WA***

#### **Veterans & Spouses Career Expo Held at Washington State Convention Center**

Veterans and their spouses are invited to attend a free career expo at the Washington State Convention Center on Tuesday, July 15, from 10 am to 1 pm. New this year, the "Working with Our Troops" Veterans & Spouses Career Expo will include a job fair featuring numerous employers interested in talking with veterans, a motivational presentation for job seekers, and complimentary boxed lunches for attendees, as well as a unique opportunity: drop-in one-on-one resume writing sessions geared to veterans. The expo, held in the heart of downtown Seattle, is completely free for attendees and exhibitors. Free beverages and coffee are also available throughout the event.

"Working with Our Troops" is a newfound partnership between Washington State Convention Center and the King County Veteran's Program. The Convention Center is very pleased to participate in this first-of-its-kind event that brings employers and veterans together in a specialized and professional setting tailored to the special skillset of veterans, unlike a typical job fair. The Convention Center's Vice President of Operations, Ed Barnes, says: "Veterans bring many vital skills to the workforce: dedication, a strong work ethic, initiative, the ability to work as part of a team, and hands-on problem-solving skills, and are both qualified and ready to bring relevant skills to an employer, if given a chance."

Richard Garmong, the Aerospace/Manufacturing Business Outreach Coordinator for King County Veteran's Program, was delighted to partner with the Convention Center to present this event. Garmong says: "As a veteran, and a service provider to veterans, it is outstanding to see Washington State Convention Center take a strong stand in support of our veterans and their spouses. Through their

generosity and support we have a unique opportunity for employers and job-seeking veterans to connect and develop new career paths that will strengthen our business community and assist our veterans and their families.”

Speaker Ed Barnes, Vice President of Operations at The Center will lead off the event with his talk on “Principles of Presentation: Showing Your Best Side.” Participants can then visit job booths to meet with employers or take advantage of one-on-one resume writing sessions to begin or fine-tune their resumes. The resume writing sessions are facilitated by professionals that are familiar with issues particular to veterans that are transitioning to civilian life. Attendees finish the morning with a boxed lunch provided by the Convention Center.

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## ***Prince George Convention Center – Prince George, BC*** **Cougars welcome a new Ice Age**

'A New Ice Age' is underway in Northern British Columbia. In May, at the Prince George CN Centre, over a thousand happy hockey fans met the new owners of the Prince George Cougars Hockey Club.

“We strongly believe that we are going to get this team back to where they were when they first got to Prince George,” said Prince George Cougars President Greg Pocock during the introductory media conference. “Our goal is to make the Prince George Cougars the MODEL mid-market franchise in the WHL.”

Pocock and his business partners recently started a new business called EDGEPRO Sports and Entertainment. EDGEPRO Sports and Entertainment consists of: Greg Pocock, former Cougars Dan Hamhuis and Eric Brewer, Ernest Ouellet, John Pateman and Raymond Fortier.

During the event, Pocock introduced each member of the ownership group individually before welcoming them onto a stage that also included WHL Commissioner Ron Robison, Prince George Mayor Shari Green, new Vice President of Business Andy Beesley and City Manager (and event emcee) Glen Mikkelsen.

Mayor Shari Green spoke first and got the ball rolling. Green said, “I wish this whole organization nothing but success in what will be an incredible new chapter for everybody in Prince George.”

It had been a hectic 24 hours for WHL Commissioner Ron Robison who had handed out the Ed Chynoweth Championship less than 24 hours earlier to the Edmonton Oil Kings in Portland, Oregon. But Robison was not about to miss the Prince George party.

“This is an exciting day to be a Cougars fan,” said Robison who also made it clear that the Western Hockey League had never considered leaving Prince George. Robison chuckled at the end of his speech and said, “Go Cougars, we'll see you in the WHL Championship soon!”

Tampa Bay Lightning defenceman Eric Brewer addressed the crowd via a pre-recorded video message. Brewer said, “Being a Prince George Cougar was one of the best things to ever happen to me.” Brewer added, “Memories of being a Prince George Cougar will forever be with me and families should be very comfortable sending their kids to Prince George.”

The loudest ovation of the afternoon was saved for Vancouver Canucks defenceman Dan Hamhuis. “It is great to be back in this city, back in this building in front of you fans,” quoted Hamhuis from the stage podium. He later added, “It’s nice being able to give something back to a City that has given so much to me.”

New Cougars Vice President of Business Andy Beesley took the stage next and started by explaining that “A New Ice Age” is back in Prince George. Beesley said, “We are building a New Ice Age in Prince George, and it starts right now. We have added a fifth line to our team, and that fifth line is you (the fans). Beesley added, “We are going to rebuild the atmosphere of the 90s in this building.”

Prince George Cougars head coach Mark Holick and Head Scout and Director of Player Personnel were both introduced next, and the head coach could barely contain his excitement. “From a hockey standpoint we are excited to put a team on the ice that Northern BC can be really proud of,” said Holick.

Greg Pocock returned to the stage to announce that the hunt for the next Prince George Cougars General Manager is on-going and ended with this: “The Prince George Cougars are here to stay.”

The day also included a complimentary barbecue (and a very long line for hotdogs), a cake cutting ceremony and a meet and greet for fans afterwards with all of the members of Edgepro Sports and Entertainment.

More information will be released in the following weeks about upcoming promotions and events but for now the entire Prince George Cougars organization would like to thank everybody who had a hand in making today’s event such an overwhelming success. It was phenomenal seeing such a frenzied atmosphere in the CN Centre again and the “New Ice Age” promises to be a most exciting one in Prince George and Northern British Columbia.



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## ***Revolution Place (formally The Crystal Center) – Grande Prairie, Alberta*** **Revolution auto group awarded Crystal Centre naming rights**

The Crystal Centre – built for the 1995 Canada Winter Games – will soon have a new name, Revolution Place. City Council Monday approved the naming rights for the downtown sports and entertainment facility to the Revolution Auto Group. The five-year pact is worth \$520,000 in cash and gift in kind.



## **Terms of the deal**

The Bowes Family Crystal Gardens will now be called the Bowes Family Gardens. The Canada Games Arena will be renamed Revolution Arena. The deal also allows the auto group with box office naming, some exclusive signage rights, social and traditional media opportunities and some preferred facility use. The auto group will promote up to three events on its own annually and enhanced signage. A vehicle will be provided for venue business.

## **Dovetails with Council's plans**

The agreement ties in with Council's Strategic Plan focus area of strengthening the core of the city. The City has already undertaken truss upgrade and rigging grid installation to permit heavier show production (lights and sound) loads.

## **Partners delighted**

"It's an exciting time for the City, our new partner, the Revolution Auto Group, and the venue," says Jane Cada-Sharp, Crystal Centre General Manager. "Bigger and better things are definitely coming to Grande Prairie as we make venue and event history together."

The deal evolved since the beginning of 2014

"We're so excited to be working with the City of Grande on this project and we will be active partners all along the way," says Lionel Robins, CEO, Revolution Auto Group.

"We have provisions in the plans to promote events/concerts on our own and have committed to returning all profits back to the Revolution Place facility for any necessary upgrades that do not have to come from taxpayers or receive budgetary approval."

## **About the company**

The Revolution Auto Group is a Grande Prairie-based company that consists of Revolution Mazda, Revolution Kia, Western Truck Farm (Grande Prairie), Revolution Collision, National Car Rental (11 Northern Alberta and B.C. locations), Revolution Honda (Fort St. John), Revolution GMC (High Prairie), and Western Truck and Auto (Whitecourt).

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## ***Brick Breeden Fieldhouse -Bozeman, MT***

### **Brick Breeden Fieldhouse undergoes \$3.2 million renovation**

The Brick Breeden Fieldhouse on the campus of Montana State University in Bozeman will reopen this fall after \$3.2 million in renovations. Upgrades include all new chair backs and cup holders on the 100 level, sound system, floor replacement and the installation of a Nickerson curtaining system.



“The last renovation was in 1998 and a significant portion of the project focused on deferred maintenance,” explains Duane Morris, Director of the Event Services Division at MSU. “This time around we were able to target items that will impact the patron directly including all new seats in the lower bowl, cup holders and aisle lights. We also addressed some unfinished curtaining needs in our theatre configuration that gives it a more finished look.”

The Nickerson curtaining system in the 200 level will allow end stage shows to have the flexibility of playing to a tidy 5,500 seat configuration with room to expand capacity up to 8,500 as sales dictate. The theatrical configuration at The Brick seats up to 3,600.

The renovations come on the heels of three straight sell out shows at The Brick with the Zac Brown Band, Lady Antebellum and ZZ Top.

“We’re anxious to get the building open and continue the streak,” says Morris. “The economy around Bozeman and the Big Sky area is booming and we’re seeing even more building and development than we experienced in the mid 2000s.”



## ***Allied Member Updates***

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### **GF Strategies – Vancouver, WA**

#### ***GF Strategies strong partners with 14 of 50 top fairs listed by Venues Today***

Venues Today, a widely read industry publication that reports on all areas of the entertainment industry released its annual top fifty Fairs list.

Since 1996, when GF Strategies accepted their first customer outside of the Northwest region, the Houston Livestock Show, the company has helped 14 of the top fifty implement a sales tracking system for food sales. The results have allowed these fairs to increase their year over year sales and benefit from the company's expertise on menus, layout, signage, seating and transaction levels by area and event wide.

"This past year we were pleased to work with the South Carolina State Fair" said Flakus". This fair is listed as number 38 of the top 50 in terms of attendance. "We worked with them on site, training their staff during the event, said Flakus. " The results showed the Fair setting an all-time gross sales record, eclipsing the prior year, which was a record by \$425,000. The company will return in 2014.

The company, based in Vancouver, Washington was founded in 1993, with its first client the Oregon State Fair in Salem, Oregon. This event still uses the system put in place by GF Strategies, as do four of the top ten Fairs in the nation—Houston Livestock Show and Rodeo (2<sup>nd</sup>) The Eastern States Expo (5<sup>th</sup>) San Diego County Fair (7<sup>th</sup>) and the Arizona State Fair (10<sup>th</sup>). IN all the company has worked with Fairs in 9 states, including state fairs in Oregon, Indiana, Oklahoma, Washington, and Colorado, and major Fairs in California, Texas, Indiana, Vermont, Oregon and the home state of Washington. In Oregon, ten Fairs continue to use the GF Strategies system as well as eight in California and six in Washington.

The company also provides food and beverage consulting to stadiums, arenas and convention centers, including on-site visits to review food and beverage operations, assistance with selection of a year-round food service provider and labor and food cost reviews. For more information visit our web site at [www.gfstrategies.com](http://www.gfstrategies.com)