



Newsletter

Colorado, New Mexico, Oklahoma, Arkansas, Texas, Kansas, Mexico

April 2016

Spring into ACTION

REGION 6 CONFERENCE

Denver, Colorado April 25-27, 2016

It is ALMOST HERE!

Region 6 conference is right around the corner.
Do not miss out on this networking and educational opportunity
There is still time to register

Register NOW

WAM REGION 6

The banner features a vibrant background of a blue sky with white clouds and a lush green field of grass. Several tulips in shades of pink, yellow, and purple are in bloom. The WAM logo and 'REGION 6' are positioned in the upper right corner of the banner.

>>>> Register NOW! <<<<<

Attention Region 6 Conference Attendees!

Post your open positions for employment at the Region 6 conference in Denver, April 25-27. Email a job description and a link to the application location to Sean Daly at Sean.Daly@jwu.edu. The job descriptions will be made available to all students and attendees during the conference.

Michelle Thames Honored

The Richardson City Council honored the memory of former City employee Michelle Thames last Saturday by naming an area of the Eisemann Center for her. The lobby area outside the Aisle 12 entry to the Bank of America Theatre will now be known as the Michelle Thames Atrium.



Michelle Thames

Thames, who passed away in 2015, worked for the City from 1991-2012, most recently serving as Assistant City Manager for Administrative & Leisure Services. Her leadership and devotion to the arts in Richardson was instrumental in the design, development and construction oversight associated with the building of the Eisemann Center. She was active on the Gala Executive Committee that planned and executed the week-long opening of the Eisemann Center in September 2002.



Pictured: Eisemann Center Managing Director Bruce MacPherson, Phil Thames, Katie Thames, Sarah Thames and Richardson City Manager, Dan Johnson

Over the next decade, Thames advised and provided administrative leadership while working closely with the staff of the Eisemann Center, helping to bring national and international touring artists to the Eisemann Center and cement its reputation as one of the top venues in the area for both the arts and corporate presentations.

In conjunction with the Atrium naming, the Eisemann Center dedicated the Saturday performance of Pilobolus Dance Theater to Thames.

Cox Business Center Tulsa Launches New Website!

SMG Managed Cox Business Center is excited to announce the launch of our newly branded website, www.coxcentertulsa.com. With the help of Cubic Creative, we have designed a vibrant and engaging site for people to be able to plan their event from anywhere!

Cox Business Center, which is used for events ranging from weddings and business conferences, to trade shows and concerts, just to name a few, needed a website that showcased our facility, while also relaying important information for planners and attendees.



The website features our new brand, Welcome to the ModWest, and highlights the Cox Business Center as a modern classic with a surprising twist. The new site serves as a central hub of information for anyone and everyone interested in having an event at Cox Business Center. Kerry Painter, Assistant General Manager for Cox Business Center said, "We were so excited to watch the new site launch! The ModWest theme describes us perfectly and piques client's interest to see and ask more. With the vibrant colors both on the website and now reflected throughout the lobby as well as the new fun and fresh theme, we will surely garner attention from different clients interested in experiencing what Tulsa has to offer!" Check it out at www.coxcentertulsa.com.

Cox Business Center Seeking Full Time Event Coordinator

Description:

Under direct supervision of Director of Event Services and the Event Services Manager, the Event Coordinator will assist the Event Services Department in all aspects of events including customer contact, coordination and distribution of information within the facility, client follow-up, and client billing.

Essential Duties & Responsibilities:

Provide the best service possible to every client, patron and vendor.

Plan, coordinate and execute meetings/events according to the needs of our clients in a timely manner. Maintain constant communication with the client before and during their meetings/events.

Work closely with the Sales Department to ensure that the clients are addressed in a timely manner. Attend pre-cons when necessary.

Research, review and recommend equipment, materials and supplies required to make an event successful.

Coordinate outside service needs with contractors, decorators or other vendors.

Issue appropriate paperwork to the proper staff in a timely manner.

Assist with special needs or requests from our clients and communicate to our staff in a timely manner.

Maintain record of all event-related expenses and bill client appropriately by issuing a summary of expenses.

Attend weekly staff meetings. Develop and maintain a harmonious working relationship with all of the other departments.

Maintain the proper image and generate positive public relations with clients, patron and staff.

Ensure that the integrity of the facility is upheld in the manner that we and our guest are accustomed to.

Respond to crowd control and/or crowd management situations in a prompt and decisive manner and orally respond in a professional and diplomatic manner during crisis and/or sympathetic situations.

Respond to visual and audible alarms from building automation and life safety systems. Make immediate decisions and communicate with all users of the facility in an emergency situation.

Work extended and/or irregular hours including nights, weekends and holidays as needed.

Other duties as assigned.

Supervisory Responsibilities:

Rotate with other facility personnel to function as Manager on Duty (MOD), who maintains total responsibility and authority over all clients, staff personnel, patrons, security and safety in assigned buildings. Responsibilities include but not limited to making sure contractual agreements are met and clients' event requirements and changes have been made in a timely fashion. On-duty staff/subcontractors ultimately report to the MOD through any Managers or Supervisors who are present during the event. No direct reports.

For further information/qualifications check our website at www.coxcentertulsa.com.

THE MEXICAN PETROLEUM CONGRESS MONTERREY 2016 CONFIRMED

Monterrey, N.L., Mexico - After eight years, the [Mexican Petroleum Congress](#) is coming back to Monterrey and CINTERMEX. The event was confirmed this past Friday, March 4th and the Congress will take place from June 08 to 11, 2016.

The contract was signed by Mr. Alfonso Carlos Rosales Rivera from the Association of Petroleum Engineers of Mexico together with Mr. Rigoberto Juarez Perez from the EMY Business Professional Services; as well as by Mr. Gonzalo Escamez Sada, CEO at CINTERMEX and Mr. Rubén Hernandez, CFO.



Together as a team, the Monterrey Convention and Visitors Bureau represented by its CEO Mr. Servando Garza and by Mr. Gerardo Castillo and Mrs. Lillian Huerta; and CINTERMEX represented by Mrs. Veronica Lucio were able to bring this important event back to Monterrey.

Over 6,000 visitors are expected at the exhibition with over 193,750.39 sq ft (18,000 m²) in halls A to F, the opening ceremony and the conferences taking place at the Magno Salon 43,507.73 sq ft (4,042 m²). Additionally, the Congress will host a series of social and sports events, accompanying guest events and much more.

Both CINTERMEX and Monterrey are ready to welcome this important Congress and its visitors.

Congratulations to Jimmy Earl on receiving the 2016 Charles A. McElravy Award!

The staff members of the Frank Erwin Center in Austin, Texas would like to congratulate Senior Associate Director, Jimmy Earl, Certified Facilities Executive (CFE) on being named the 2016 recipient of the Charles A. McElravy Award from the International Association of Venue Managers (IAVM)!



“The recipients of the Charles A. McElravy Award are true icons in the industry and I have been fortunate enough to work with two former winners, Tom Parkinson and Dean Justice,” said Executive Senior Associate Athletics Director of the Frank Erwin Center, John Graham. “Jimmy has worked very hard for IAVM for many years and he is extremely deserving of this recognition. I am thrilled that he has become part of this prestigious group.”

Earl, who has held the position of Senior Associate Director of the Frank Erwin Center since 1990, has been an active member of IAVM since 1987. During his membership, he has served on various committees as well as the Board of Directors, serving as President in 2004-2005.

BOK CENTER TO SPONSOR OFFICIAL DAY PARTY AT SXSW 2016

BOK Center is excited to partner with the Tulsa Office of Film, Music, Arts & Culture (Tulsa FMAC) and to announce that Tulsa Boom Factory will return to South By Southwest (SXSW) for its second year. Iconic musician Leon Russell will headline the free event scheduled for Thursday, March 17 from 11AM to 5PM. The official SXSW music day party will focus on promoting Tulsa’s thriving music scene, and will feature 10 bands on two stages at The Bungalow (92 Rainey Street, Austin).

“BOK Center is proud to continue our support of Tulsa Boom Factory this year at SXSW” remarked General Manager Jeff Nickler. “Tulsa has a compelling music history and has emerged as one of the top cities in the country for live entertainment. We feel it is important to promote our story to the thousands of young professionals and entrepreneurs at SXSW who may make the decision to live, work, or play in our city in the future.”



Prior to Leon Russell’s performance, singer/songwriter John Moreland will also perform. Moreland recently performed on *The Late Show with Stephen Colbert* and is currently on tour promoting his album *High on Tulsa Heat*. Other Tulsa-based performers include FM Pilots, Fiawna Forte, Desi & Cody, Ben Kilgore, Verse, All About A Bubble, Grazzhopper, and The Young Vines.

“Part of the mission of Tulsa FMAC is to promote Tulsa as a creative hub and cultural destination,” said Abby Kurin, Director of Tulsa FMAC. The lineup our music committee crafted reflects the diverse talent we have in Tulsa. It doesn’t get any better than Leon Russell, and then to have John Moreland joining us is an incredible addition. We have an amazing lineup overall, I’m excited to see what attention we garner at SXSW this year.”

Tulsa Boom Factory at SXSW is presented by Tulsa FMAC and VisitTulsa, and sponsored by BOK Center/SMG, Woody Guthrie Center, Hard Rock Tulsa, Osiyo, Signal Factory, Lobeck Taylor Family Foundation, The Hop Jam, and Cubic.

Not only will attendees enjoy live music on two stages, free food and beverages will be provided. Attendees can purchase merchandise, and the first 175 people will receive a free t-shirt in the live screen-printing activation area by Tulsa-based Flash Flood Prints.

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For more information on South By Southwest 2016, which runs March 11-20, please visit: <http://sxsw.com>

For more information about the bands performing at the 2nd Annual Tulsa Boom Factory at SXSW, please visit their Websites:

- Leon Russell: <http://www.leonrussellrecords.com>
- John Moreland: <http://www.johnmoreland.net>
- Nuns: <http://www.nunsnun.com>
- Native Lights: <http://nativelightsband.com>
- Capitol Cars: <http://www.capitolcars.net>
- The Fabulous Minx: <https://www.facebook.com/FabulousMinx>
- Bandelier: <http://www.bandeliermusic.com>
- Alaska & Madi: <http://alaskaandmadi.com>
- Mark Gibson: <http://www.markgibsonmusic.com>
- Desi & Cody: <http://www.desiandcody.com>
- Phil Marshall: <http://philmarshallofficial.com>
- Paul Benjamin: <http://www.paulbenjaminband.com>
- Eric Himan: <http://www.erichiman.com>

BOK CENTER #12 VENUE IN THE UNITED STATES

Over seven years after opening, BOK Center continues to maintain its status as one of the world's busiest concert arenas. Earlier today *Pollstar* announced their 2016 First Quarter Top 100 Arena Venues based on ticket sales and BOK Center finished #12 in the United States and #32 in the world. BOK Center was also the highest ranked arena in the continental United States managed by SMG, the Philadelphia-based venue operator that manages over 230 facilities, nearly 70 arenas, and over 1.75 million seats worldwide.

"We couldn't have this sustained success without the support of the loyal fans along with the agents and promoters who continue to believe in the Tulsa market" said BOK Center General Manager Jeff Nickler. "Tulsans have a great deal of civic pride in this venue and it is reflected by our ever-growing list of sold-out shows."

The first quarter of 2016 was highlighted by Madonna's first ever visit to the State of Oklahoma. The "Queen of Pop" played the venue on January 14 as part of her highly acclaimed "Rebel Heart Tour." BOK Center also hosted sold-out concerts by the bands Tool and Iron Maiden. Iron Maiden selected Tulsa as one of only nine U.S. cities for their worldwide "Book Of Souls Tour."

The O2 (London) topped the overall rankings and Barclays Center (Brooklyn) garnered the top United States spot. Several other SMG facilities made the top 100 including Wichita's INTRUST Bank Arena. (ranked 81st in the world) and Oklahoma City's Chesapeake Energy Arena (ranked 95th in the world). The rankings are determined by tickets sold worldwide for concerts from January 1, 2016 to March 31, 2016. *Pollstar* totals do not include tenant sport team ticket counts, some family shows, or SMG-produced special events.

Pollstar is a weekly trade publication covering the worldwide concert industry.

BOK Center has already announced a stellar line-up for the remainder of 2016. Oklahoma native Carrie Underwood will return to town on April 27, Coldplay will rock the BOK Center on August 25, and legendary singer and songwriter Billy Joel will visit Tulsa on November 11 for one of only four arena shows this year outside of Manhattan. Other recently announced acts include Barry Manilow, Amy Schumer, James Taylor, Selena Gomez, Pentatonix, The 1975, and Shinedown.

The arena also revealed details last week of a new weekend celebration slated for this September that will focus on folk music and film while paying homage to Route 66. The inaugural "Mother Road Revival Weekend" is September 8-11 and is highlighted by a ticketed concert on September 10 featuring Jason Isbell. Tickets are on sale now.

DALLAS COWBOYS FOOTBALL CLUB SEEKS UNGERBOECK SYSTEM & OPERATIONS COORDINATOR

The Ungerboeck System & Operations Coordinator is responsible for the administrative and organizational support of the event operations department, including but not limited to managing scheduling software, invoice and contract processing, and providing event support. The Ungerboeck System & Operations Coordinator reports to the Event Manager of The Ford Center.

The duties of this position include overseeing the use of the Ungerboeck scheduling software for the Dallas Cowboys Football Club and related entities, training end users on the software, assisting in resolving issues with users and technology, assisting in managing events at The Ford Center at The Star, serving as office support for the event operations team at The Ford Center, and processing bills, purchase orders, and other financial documents related to events held at The Ford Center.

Requirements for this position include extensive experience in Ungerboeck scheduling software, advanced skills in Microsoft Office programs, strong organizational skills and attention to detail, and the ability to be flexible and perform at a high level in high pressure situations. A bachelor's degree is also required.

The full job position is on the IAVM website at http://careers.iavm.org/jobs/8037604/ungerboeck-operations-coordinator?utm_source=634926&utm_medium=featuredJobs&utm_campaign=mainLanding&utm_term=.

The City of Austin asks the question; “Out of space?” Think “outside the box”.

If your situation is similar to ours in Austin, you are desperate to find and utilize new space to meet your increasing customer demands. A few years ago we began a project to replace all of the pavers around the exterior of our facility with a more decorative colored concrete with a mixture of fixed pavers. This project was to enhance the exterior, allow for more aggressive cleaning practices, and to rectify numerous ADA challenges.

Very early in the project, a new opportunity to create space was identified. We identified 7 spaces within our property line that were large enough for concessions or receptions. What we know is that people want to be outside. These areas have been developed to be rentable spaces with power, data, and wifi access. We also purchased a removable barrier system for each space that utilizes clear panels which can have clings adhered to them. This will allow for the sale and consumption of alcohol outside of the facility. One of the larger spaces was redeveloped to include a stage area and string lights overhead.

Austin is widely known for the abundance of food trucks. They are the fastest growing small business sector in Central Texas. Our catering provider is actively utilizing the new spaces by contracting with local food truck vendors to provide concessions for our clients. By moving concessions from the inside to the outside of the facility more pre-function and exhibit hall space can be made available to our clients. Not to mention the increased walk up pedestrian potential!

Since this project was already in the works, this became a no cost solution to expand our footprint!



Walton Arts Center Renovation Updates

Construction at Walton Arts Center in Fayetteville, Ark., is moving fast! Another phase will be completed at the end of April with the re-opening of the expanded Starr Theater and new West Avenue lobby, just in time for the Arkansas history production of *Digging Up Arkansas* and many wonderful performances during our 7th annual Artosphere: Arkansas' Arts and Nature Festival in May. Change is rapidly occurring, and the structure is quickly coming together.



Above: Rendering of Starr Theater with window overlooking the new Bill & LeAnn Underwood Family Plaza

Walton Arts Center's exterior that faces West Avenue is nearly complete. Starr Theater, which has been expanded by one third during the renovation, now also features a large window that will overlook the new Underwood Family Plaza. Completed by the end of spring, the plaza will be anchored by a hammered copper water feature and contain bricks engraved with the names of supporters and advocates of the arts in Northwest Arkansas. The new window in Starr Theater will allow for programming to connect to the park-like plaza in order to bring nature into the facility, but the theater will also maintain the flexibility to function as a traditional black box theater. The new West Avenue lobby will be open this May as well. This lobby will also connect Starr Theater to the fully expanded Atrium, which will be completed in November.



Above: From West Avenue looking at the new West Avenue Lobby windows (left) and Starr Theater window (right)

Monster Trucks Sell Out Sun Bowl



The University of Texas at El Paso Office of Special Events and Feld Entertainment welcomed Monster Jam to Sun Bowl Stadium March 5-6, 2016. It marked the first year that both dates of this annual event were a complete sell-out for the city.

Patriot: Second Year of Success

Ropes, guns, fast horses, cowboy hats and loads of cash were on hand in Fort Worth this year as *The Patriot* hit the Will Rogers Memorial Center at the end of February. The 5-day event filled the facility as team ropers took to the John Justin building, the barrel racers and mounted shooters raced and shot their way through the Coliseum all the while the youth of rodeo took aim on their calves in the multipurpose arena. Over 3,000 cowboy and cowgirl contestants flocked the streets and alleyways in every nook and cranny of the Will Rogers Memorial Center riding, roping and gunning their way towards a chance to win big!

The wooden planks of old Fort Worth gave a welcoming creak to the many who attended this year's event. The gathering marked the second year for *The Patriot* and growth throughout the event. The Better Barrel Racing event also increased the number of racers who raced through the clover leaf pattern throughout the week.

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The team roping maxed one of its 175 team divisions and witnessed more ropers in all of the others, there were more mounted shooters riding popping targets throughout the week and the new addition of the Jr. calf roping saw close to 300 entries. With RFD-TV's Semi-Finals playing out just up the road at the Fort Worth Stockyards the weekend prior and loads of rodeo enthusiast in town preparing for the RFD-TV's The American, the Patriot fell right into place sandwiched between the two events and ropers, racers and shooters took full advantage of the chance to compete throughout the week.



The team roping was no doubt the crown jewel of The Patriot and Kevin Hall, Producer of the event was excited from day one and throughout the entire event as he watched contestants line the streets and fill the arenas. "We have been working on this event for a while and to see it come together was exciting," said Hall. "With the second year now, we feel like the roots are set to have this event continue in Texas and blossom in the future. We are using a proven, demanding format that ropers enjoy and many are saying they like having this type of high quality event close to home."

Hall was excited to see the #12 division fill, capping out at 175 teams. The event paid out handsomely, topping the week's events with \$278,400 in total cash payout. All of the divisions grew in numbers from last year and every division paid great. Ropers who enjoy playing the high stakes game of team roping found a great place to do it at The Patriot!

A total of more than \$2.2 million in cash and prizes was awarded at The Patriot this year making it the Richest Paying Combined Equine Event in the history of Texas. In addition to the big money paid out in the team roping, barrel racing, youth calf roping and mounted shooting events, the event also opened the door to a lot of fun. Friday night was a free concert by songwriter/performer Brice Long and Saturday everyone had a chance to sit back and listen to the true country sounds of Dayle Singletary. Mixed into the event was the Celebrity shootout where over a dozen celebrities from all walks of life took to the arena floor to shoot it out in a mounted shooting competition. Those entered were auctioned off prior to the event to benefit the Wounded Warriors.

EXPOCENTRE WELCOMES MAJOR EVENTS, BOTH RETURNING AND NEW

(TOPEKA, KS) – During February and March, all five Expocentre venues were booked to capacity each weekend. We welcomed back returning events as well as introduced a major new event to the Topeka community.

One of the largest undertakings of the year was welcoming Equifest of Kansas to the Expocentre. This is the state's largest equine exposition and features world-class clinicians, breed showcases, stallion reviews, special demonstrations, lectures and a huge equine products trade show. Events were scheduled in nearly every venue on the Expocentre campus over three days. Live animal presentations were set in Landon Arena and Domer Arena, while one of the largest equine trade shows in the Midwest was in Exhibition Hall. We are proud to announce that this state-wide event has been confirmed to return to the Expocentre through 2018.

In March, the NAIA Wrestling Championships returned to Landon Arena for the third consecutive year. And, for the first time in NAIA history, the championship bouts were live-streamed on ESPN3. The Kansas Expocentre's in-house video production crew originated the video, encoded the signal, and streamed it directly to ESPN3 for national distribution.

"This was quite a thrill for the Expocentre," said Phil Thompson, Expocentre Marketing Manager and Supervising Video Producer. "We've been doing live video production during arena events for nearly six years, but this was the first time we originated content for a major network."

March was brought to a close with the return of USA Wrestling's Kansas Kids State Championships. The tournament, which marked its 28th year at the Kansas Expocentre, drew 1,400 competitors and 7,000 family members to Shawnee County. Each year, Expocentre staff work in conjunction with Visit Topeka and the Topeka Lodging Association to help the wrestling families feel as welcome and as much at home as possible during their stay in the capital city.

"Without a doubt, there are other cities in Kansas that would love to host this event," explained Jeff Chabon, Kansas Expocentre General Manager. "We are honored to be the long-standing home of the championships."

Most recently, Domer Livestock Arena hosted the Northeast Kansas Team Roping Championships. Contestants from nine states with 1,600 teams competed over three days for \$200,000 in cash and prizes.

UT ARLINGTON SPECIAL EVENTS FACILITIES AND COLLEGE PARK CENTER PROMOTES THREE AND WELCOMES FOUR NEW HIRES

Management Team Expanded to Support Growing Events Platform

(Arlington, TX) College Park Center and UTATickets is pleased to announce the promotion of two executives and a manager, in addition to expanding the management team with four new employees, to meet the needs of the growing workforce and customer service.

Sharon K. Carey was promoted to executive director of the University of Texas at Arlington Special Events Facilities in January. Carey, who has been with UT Arlington for more than 26 years, was appointed director of the Special Events Facilities in 2008 and was responsible for the developing the College Park Center multi-use arena and initiating UTATickets. As executive director Carey oversees and leads business development of three public assembly venues for internal and external events, as well as the campus box office.



Jeffrey M. Davis was named director of College Park Center. A successful venue manager with more than 15 years' experience planning, coordinating events and venue operations, he has been the general manager of the CPC since 2011. His background includes serving as the senior event coordinator for the Dallas Convention Center, event services manager at the Curtis Culwell Center, and planning events, festivals and leadership training programs for the Texas A&M University-Commerce campus community. As the director of the College Park Center, Davis is responsible for staff training, contract negotiations, tenant relations, renovation planning and oversight, and identifying sponsorship opportunities and valuation for the venue. In 2015, College Park Center was selected as the home venue for the new Dallas WNBA team, the Dallas Wings, which take the court in May 2016.



Jonathan P. Carroll was promoted to UTATickets Box Office Manager in January. Carroll joined the UT Arlington Special Events Facilities team as the Assistant Box Office Manager in June of 2012. A UT Arlington graduate, he previously worked in the box office at American Airlines Center and at UT Arlington's Irons Recital Hall as an undergraduate. Carroll's new position includes assisting with marketing and social media, assisting with staffing and overseeing the box office operations.



Pamela Fields Webb joined UTATickets, Special Events Facilities as the director of marketing in January. Webb has 15 years' experience in communications, marketing, public relations and journalism. Prior to working with UT Arlington, she was the executive editor for *Re:Boot* digital magazine, the writer and editor at Promotional Products Association International, and the director of corporate communications for the YMCA of Arlington. Her new position includes developing and implementing marketing plans for the Special Events Facilities as well as overseeing and supervising the UTATickets Box Office.



(Continued, page 10...)

Kathryn Gent, was named Assistant Director at College Park Center in February. Her position as assistant director of Guest Experience and Front of the House Operations oversees all aspects of event-related functions that are key to the College Park Center guest experience, which include guest services, crowd management and event services. Gent has a number of years' experience in ticket operations including Ticket Operations Manager at Prodigal/OKC Energy FC, Associate Ticket Office Manager/Head of Ticketing for Michigan State University and Assistant Ticket Manager for Texas Tech University. Gent has a bachelor's degree in marketing and a Master's of arts degree in sports management from Western Michigan University.



Catherine Soto joined the UT Arlington Special Events Facility team in March as a Box Office Manager-Technology. This newly created Box Office Manager position will oversee box office technology, and assist the other managers in the daily operations and oversight of Box Office operations for UTATickets.com. Soto was employed with Verizon Theatre while obtaining a bachelor's degree in business administration from the University of Texas Arlington. She also has degrees in Culinary, Baking and Pastry Arts. She was a baker for the award-winning Guenther House restaurant in San Antonio, Texas and proudly served in the U.S. Army as a combat medic.



Carl E. Shuler was named Technical Service Manager at College Park Center on December 1. Shuler has been working with the CPC broadcast crew as the head engineer in charge of video, and as a broadcast and camera operator since 2012. For the past five years he has been a videographer for the Texas Rangers and for multiple independent school districts. As the technical services manager, Shuler is in charge of maintenance and daily functions, as well as lighting, audio and broadcast for all College Park Center events.



DR PEPPER ARENA CONCLUDES SUCCESSFUL RUN OF AMATEUR ATHLETICS

Dr Pepper Arena in Frisco, TX recently hosted a variety of amateur athletic events in February and March.



Home to the NHL's Dallas Stars Corporate Offices and the NBA D-League's Texas Legends, the 6,000-seat venue worked in conjunction with the Frisco CVB and USA Wrestling to host the Pan-American Wrestling Championships and Pan-American Olympic Games Qualifier over 2 consecutive weekends Feb. 26-28 and March 6-8.

Then on March 19, the Big 12 Conference held its Women's Gymnastics Championship for the first time in a neutral venue, featuring eventual champion and #1-ranked team in the country Oklahoma, along with Iowa State, West Virginia, and Denver. The event returns to Dr Pepper Arena in 2017.

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Finally, the Arena hosted the 2016 NCAA Division II Men's Basketball Elite Eight Championship from March 23-26, with Augustana University defeating Lincoln Memorial University in the National Championship. The nationally-televised CBS broadcast was viewed by approximately 1.2 million people.

“Our staff was tremendous in preparing for the demands of each of these events months in advance and should be commended for their efforts,” said Dr Pepper Arena General Manager, Bill Herman. “We’ve received accolades from USA Wrestling, the Big 12 Conference, the NCAA, and the Frisco CVB for a job well-done, and we certainly hope it leads to similar athletic competitions down the road for both Dr Pepper Arena and the City of Frisco.”



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Thank you to our newsletter contributors this month!

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- Rebecca Bolton – Las Cruces Convention Center
- Meghan Doyle – BOK Center
- Amy Foreman – Dallas Cowboys Football Club
- Sydney Hansen – Kansas Expocentre
- Bill Herman – Dr Pepper Arena
- Wanda Huerta – Cintermex Convention Center
- Sarah Nesbit – Eisemann Center for Performing Arts
- Charly Petrek – Will Rogers Memorial Center – IAVM Region 6 Secretary
- David Reeves – Will Rogers Memorial Center
- Erin Rogers – Walton Arts Center
- David Thomas – Austin Convention Center Department
- Julian Valdez – University of Texas at El Paso
- Pamela Webb – Marketing UTATickets

Past Region 6 Newsletters: <https://www.iavm.org/regions/region-6-newsletters>