



**SAVE THE DATE**  
**April 25-27, 2016**  
Join us for the Region 6 Conference  
in the beautiful  
"Mile High City" **Denver, Colorado**

**Colorado Fun Facts:**

- ❖ City Lore tells us that the first permanent structure in Denver was a saloon.
- ❖ The Denver Performing Art Complex is the 2nd largest performing arts center in the world
- ❖ Denver is one of the sunniest cities in the US, with 300 annual days with some sunshine each year.

More Information coming in early 2016!



Whats's all the BUZZZZ About!?  
IT'S THE SPRING-FLING  
**SILENT AUCTION**  
**April 25-27, 2016**  
In Denver, Co.

**TO ALL REGION VI MEMBERS & ALLIEDS**  
We need everyone's help to raise money for our scholarships to help us keep from tapping our budget "BEE" as creative as you like to be in your donation & help us raise \$10,000.00!

Here are some ideas: Gift Baskets, Gift Certificates, Hotel Packages, Autographs-Sports, Music Artists, Game or Event Tickets.  
Join us for this very fun time with good people & supporting a good cause!

\*For questions, contact Tim Dean [timd@astate.edu](mailto:timd@astate.edu) or 870-972-3870

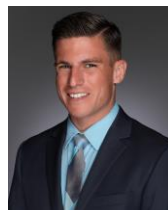
## Region 6 Meeting Planning Committee Needs Your Input!

The Planning Committee for the IAVM Region 6 Meeting taking place in Denver April 25-27, 2016, cordially invites you to **complete the short attendance and content survey**. Your responses will assist us in developing varied and thought-provoking content for a productive conference, and will serve as a guide to the committee as they continue with planning. Don't hesitate, take control of your Region 6 meeting and let your voice be heard! Click this link to take the survey:

<https://www.surveymonkey.com/r/Y9395DL>

## El Paso Live Event Coordinator Promoted to Event Marketing Manager

EL PASO, TEXAS – El Paso Live, a division of Destination El Paso, is pleased to announce that Event Coordinator, Nicolaas Koppert has been promoted to Event Marketing Manager. Koppert joined the El Paso Live team in February of 2015, and started assisting with marketing in June.



The Event Marketing Manager position is responsible for promotion of all events held in El Paso Live's venues to include the Plaza Theatre Performing Arts Centre; Abraham Chavez Theatre; Judson F. Williams Convention Center; McKelligon Canyon Amphitheatre and Pavilion; and other venues owned by the City of El Paso and managed by SMG. His duties include developing media strategies; public relations plans; media placement and buys; oversight of creative design; distribution of collateral material; and sponsorship fulfillment.

(Continued, page 2...)

“Nicolaas has excelled in marketing El Paso Live’s events and is helping to make our organization known throughout the community,” stated Bryan Crowe, General Manager of El Paso. “We appreciate his hard work and dedication to the organization.”

Koppert received a Broadcast Journalism degree from California State Northridge and has an extensive television background. Most recently, he worked for FOX 4 News in Dallas and is also a U.S. Army combat veteran.

## ICE SKATING RETURNS TO DOWNTOWN TULSA THIS HOLIDAY SEASON



**(Tulsa, Okla.) November 2, 2015** - The time has come to bundle up and enjoy the magical spirit of the holidays as Tulsa’s favorite holiday celebration returns to the streets of downtown Tulsa. The **Eighth Annual Arvest Winterfest presented with Fabwell** returns the day after Thanksgiving.

“Winterfest has become the kick-off for the Holidays in downtown Tulsa,” said Jeff Nickler, SMG Tulsa General Manager. “As Tulsa’s largest holiday tradition, we are excited to welcome our guests to enjoy the custom ice skating rink, holiday concessions and the beautiful display of lights.”

In seven short years, attendance for this event has soared from 35,000 visitors in 2008 to more than 150,000 in 2014. The seasonal celebration is open to the public for 52 days again this year. The extended season guarantees everyone a chance to enjoy skating beneath Tulsa’s skyline while watching free entertainment from our outdoor stage and taking in the beautiful, gleaming holiday lights.

The 9,000 square-foot outdoor ice rink is open daily from Nov. 27, 2015 through Jan. 17, 2016 (including Christmas Day). A climate-controlled warming tent and delicious seasonal concessions are available for purchase to visitors looking to keep warm.

Just steps from the rink will be Oklahoma’s tallest Christmas Tree. The massive 44’ tree features 35,700 glowing lights, 109,534 individual tips and a diameter at the base of nearly 30 feet. The beautiful lights provide an ideal backdrop for perfect holiday photographs under the Tulsa skyline.

Free entertainment every Saturday until Christmas takes place on the outdoor stage adjacent to the rink beside the glass icon wall of BOK Center. Performances feature children from area churches, schools, nonprofit organizations and choral groups.

A variety of weekly promotions are scheduled during the festival. Every Monday, patrons receive half-price admission for skating with the donation of a non-perishable can of food to the Community Food Bank of Eastern Oklahoma presented by OakTree IT Staffing. Every Wednesday throughout the festival visitors receive half-price admission for skating with the donation of a new or gently used coat, blanket, scarf or pair of gloves presented by Catalyst Benefits Group. These donations benefit Night Light Tulsa.

As part of GLOW, Winterfest has teamed up with the Downtown Coordinating Council to bring the best of the holidays to Downtown Tulsa. Guthrie Green, Winterfest, the Deco District, Reconciliation Park, East Village and Greenwood are all participating in a tour of lighting ceremonies Nov. 29, 2015. “Light the Loop! A Progressive Lighting” presents a day full of holiday activities throughout Downtown Tulsa.

Join us for a day full of fun on Saturday, Dec. 12, as we host the Jingle Bell Run benefiting the Arthritis Foundation. The day also includes live entertainment, the Cheyenne Bus Toy Drive benefiting Family & Children Services, and Breakfast with Santa returns for its third year.

Breakfast with Santa takes place on Saturday, Dec. 12 including a delicious breakfast, visits with Santa and more for the whole family. Admissions is \$8 per person and reservations are required. Please visit [www.tulsawinterfest.com](http://www.tulsawinterfest.com) to place a reservation. Breakfast with Santa is presented by BlueStone Natural Resources.

## SMG TULSA RECEIVES MULTIPLE HALL OF HEADLINES NOMINATIONS

**(Tulsa, Okla.) November 3, 2015** – Several SMG Tulsa employees received nominations by *Venues Today* magazine for the Hall of Headlines Awards, the annual awards given to individuals who have made a difference in the venue industry in the last 12 months. Recipients are nominated and elected by *Venues Today* readers. Winners will be showcased and caricatured in the *Venues Today* year-end issue, December 2015. (Continued, page 3...)

Nominations are divided into five separate categories: News, Bookings, Ops & Tech, Marketing and Concessions. SMG Tulsa garnered four nominations: Jeff Nickler and Michael Owens (Bookings), Casey Sparks and John Dodd (Ops & Tech), Meghan Doyle (Marketing) and Kelly Ortiz and Channing Queen (Concessions).

“We are proud to have seven SMG Tulsa employees nominated for the Hall of Headline awards. It has been another successful year at BOK Center and to have our hard work and innovation recognized by industry peers is incredibly rewarding,” said SMG General Manager Jeff Nickler.

**Jeff Nickler, General Manager, and Michael Owens, Director of Booking - Bookings Category**

For delivering a historic and record-breaking year at one of the Midwest’s top concert destinations. BOK Center finished its busiest fiscal year in history nearly six years after opening its doors with record attendance (810,208 fans), gross revenue and operating profit. Highlights included a two-week Garth Brooks residency (7 sold-out shows), the only arena date on the One Direction North American stadium tour, the launch of Rush’s “R40 Live 40th Anniversary Tour,” the first nationally televised UFC event in Tulsa since 1994, and more. In addition, SMG-produced outdoor festivals and special events, welcoming over a quarter of a million fans to Downtown Tulsa.

**Casey Sparks, Assistant General Manager, and John Dodd, Director of Operations - Ops & Tech Category**

For completing a dynamic new exterior landscaping project at BOK Center that has transformed the 10 acres of parkland around the arena while also promoting the venue’s social media messaging. The centerpiece of the re-imagined landscape design is a massive rock garden near the front plaza that features the memorable Twitter and Instagram tagline “#rocktheBOK” in colorful lava stone. The \$100,000 ecologically sustainable project included a complete overhaul of all exterior planters, the design of a massive new irrigation system, and the installation of new decorative LED lighting. Plants native to Oklahoma provide seasonal color and protection from the region’s unpredictable climate.

**Meghan Doyle, Director of Marketing - Marketing Category**

For launching an elaborate marketing campaign to welcome Garth Brooks back to his hometown. In January 2015, Tulsa legend Garth Brooks returned to his birthplace in Oklahoma to perform at BOK Center with a two-week residency featuring seven sold-out shows and over 125,000 tickets sold. It was the event of the year in the Sooner State as national media descended upon Tulsa. The four streets surrounding BOK Center were renamed after the artist’s iconic anthems: Thunder Rolls Road, Low Places Lane, Shameless Boulevard and Rodeo Drive. CMT and Fox News covered the story and Garth himself gushed about the signs live on The Today Show. In addition, the arena’s giant grand lobby staircase was wrapped with a vinyl art design that featured lyrics to “Friends in Low Places.” The staircase turned into a photo opportunity for thousands of fans attending the shows as guest after guest lined up to capture this historical moment.

**Kelly Ortiz, Assistant General Manager/F&B, and Channing Queen, Premium Services F&B Manager - Concessions Category**

For bringing the craft cocktail movement to a new bar at BOK Center. At the end of March, the SMG-managed venue unveiled its new bar concept, Copper Stills. Originally a traditional bar on the lower level with traditional liquors and import beers, this point of sale was re-branded by SMG with the help of Alchemy Consulting, a company that’s developed cocktail programs for acclaimed bars across the country. With the craft cocktail movement reaching markets big and small, there’s never been a better time to reach such a captive audience. Cocktails are prepared made to order by 10, extensively trained, skilled bartenders using top-shelf spirits, fresh juices and ingredients along with custom syrups. Alchemy provided SMG with an extensive list of bartending equipment, necessary to make a high-end and delicious cocktail consistently.

**Fair Park, TX! Hires Sr. Park Manager**



Fair Park, TX!, a 277 acre national historic landmark park in Dallas, is pleased to announce the selection of Dee Ann Hirsch as the new Sr. Park Manager. Hirsch will have oversight of event services, park services, facility services, business services, and the Cotton Bowl Stadium. Dee Ann has been serving in the position on an interim basis and prior to her promotion served as the Event Services Operations Manager at Fair Park. She is an experienced professional with 20+ years in sports, festivals, tradeshow, facilities and marketing management. Prior to joining the City of Dallas, Hirsch served as a private contractor overseeing large tradeshow and sporting events, managing suppliers, venue logistics and vendors. Hirsch has an undergraduate degree in Marketing and International Business from Baylor University and a Master’s Degree in Sports Administration from Ohio University.

## Erin Turner Hogue Named Vice President of Development for Walton Arts Center

**NORTHWEST ARKANSAS, Dec. 1, 2015** – [Walton Arts Center](#) announced today that Erin Turner Hogue has been named vice president of development. Hogue brings over 10 years of fundraising and strategic planning experience.



As a key position at Walton Arts Center, the vice president of development is responsible for managing and advancing Walton Arts Center’s comprehensive development strategy to support all Walton Arts Center facilities and programs. Hogue will work closely with Peter B. Lane, President & CEO of Walton Arts Center and the executive team to lead the vision, strategy and goals of the organization, including managing long-term fundraising efforts for all Walton Arts Center facilities and oversee the organization’s Foundation Relations.

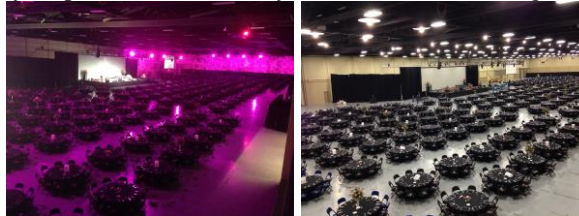
“Erin has a passion for our mission as well as an impressive track record designing and executing strategic plans in our development department,” said Lane. “With Erin’s leadership, we are poised to significantly advance Walton Arts Center’s impact on our community and I am excited to welcome her to our executive team.”

Hogue is currently the Director of Foundation Relations at Walton Arts Center where she is responsible for conducting the full range of activities required to prepare, submit and manage grant proposals to federal, state, foundation and corporate sources. Prior to joining Walton Arts Center, she served as the director of development for the Division of Student Affairs at the University of Arkansas. She has a bachelor’s degree from Ouachita Baptist University in Arkadelphia, master’s degree in legislative affairs from George Washington University in Washington, D.C and is currently a Ph.D. candidate in history from the University of Arkansas.

Hogue is married to David Hogue, an attorney in Fayetteville and has a daughter, Mackenzie, and a son, Turner. “I am thrilled for this opportunity to further collaborate with all of the talented staff members at Walton Arts Center. It is truly an honor to work with our community partners and donors whose support allows us to bring great performing artists and entertainers from around the world to Northwest Arkansas.”

## COX BUSINESS CENTER BREAKS RECORD

**Tulsa, Okla.)** – In mid-November, Cox Business Center exceeded its largest plated dinner record by serving 4,300 guests at an all-employee banquet for a Tulsa-based health system. The enormous undertaking required weeks of planning from multiple teams, including scheduling temporary help from local culinary students at Platt College.



*Tulsa World* feature writer Jessica Rodrigo was invited to shadow Executive Chef Devin Levine on the day of the event for an exclusive behind-the-scenes story focusing on preparation and mentorship. Read the full story from *Tulsa World* here: <http://bit.ly/1Ta72wt>.

## SMG-TULSA SEEKS FULL TIME SALES MANAGER AT COX BUSINESS CENTER

### *Position Summary:*

Self-starter who can work independently as well as with other departments to sell the Cox Business Center to markets as assigned including corporate, non-profit and social.

### *Essential Duties & Responsibilities:*

- Assists sales team in accomplishing sales goals.
- Uses Sales and Marketing principles to promote the facility.
- Sends client pre-event information and follow-up information that affects booking.
- Quotes/negotiates rates and writes formal license agreements.
- Proofs/approves contracts.

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- Handles pre-event correspondence and meetings until such time as account can be turned over to an Event Coordinator and Catering.
- Creates goals for markets and a plan to achieve them including cold calling, tradeshow and other travel, special events, etc.
- Provide the highest customer service excellence.
- Maintain a cooperative, team-like attitude in working with supervisors and fellow employees (including other departments).
- Some travel required.
- Other duties as assigned.

*Minimum Education & Experience*

- Bachelor’s degree from a four year college or university in Communications or a related field preferred.
- Minimum of two years sales related experience.
- Facility/industry experience strongly preferred.

For the complete job description or to apply, visit <http://www.coxcentertulsa.com/contact-us/employment-opportunities>.

## Hartman Arena is New Home to Annual Wichita Toy Run

After 35 years, the biggest toy run in the state of Kansas has a new home at Venuworks managed Hartman Arena. Taking place on the first Sunday of November, The Wichita Toy Run is a holiday fundraiser and toy drive for underprivileged children and families in the Wichita area. All efforts go to support the Kansas Food Bank, the Salvation Army, and the USMC Toys for Tots initiative.



The riders and weather did not disappoint on this beautiful Fall day! Over 2,000 motorcycles, carrying over 3,500 riders, took one hour and twenty minutes to arrive in the Hartman Arena parking lot, from the first motorcycle to the last. Each rider came baring gifts and cash donations. Once inside the arena, the riders enjoyed prize giveaways and a chili feed. This inaugural year at Hartman Arena was the most financially successful event in the Toy Run’s existence. Over 9,000 toys were collected and \$24,000 in donations were distributed among the three charities!

Hartman Arena is proud to partner with the Wichita Toy Run, and look forward to many years of bringing holiday smiles to the Wichita community!

## Amarillo Civic Center Complex Saddle-Up for the Cowboys and Ranchers

### World Championship Ranch Rodeo

The World Championship Ranch Rodeo hosted by Working Ranch Cowboys Association celebrated its 20<sup>th</sup> anniversary at the Amarillo Civic Center Complex from November 12 to 15.



The World Championship Ranch Rodeo is a celebration of the American Cowboy, the heritage and the contribution the cowboy has made to this country. It has been hosted at the Civic Center Complex for 20 years. “We have attendees from all across the United States and several countries. It brings in more than 40,000 visitors each year and rodeo attendance exceeding 16,000 for the four day event,” says Han Owens, Marketing Administrator at the Amarillo Civic Center Complex.

It takes four days to set up the rodeo including converting the ice hockey rink into a rodeo arena, building stalls for 150 horses on site, and to set up every inch of event space for vendors.

In addition to the World Championship Ranch Rodeo, it also includes Pokey's Junior World Championship Ranch Rodeo, ranch horse shows, cowboy entertainers, the world's finest Cowboy Trade and Trapping show featuring 150 western craftsmen, the top Cowboy art exhibition in the west, an amazing Ranch Expo and, back by popular demand, the Budweiser Clydesdales. (Continued, page 6...)

## Farm and Ranch Show

The annual IDEAg Amarillo Farm and Ranch Show returns to Amarillo Civic Center Complex on December 1 and continuing through December 3.



Each year, the Amarillo Farm and Ranch Show attracts over 30,000 attendees from the Texas and Oklahoma Panhandles, New Mexico, Colorado and Kansas. The event encompasses every aspect of farming and ranching and is a one-stop shop for attendees to interact with manufacturers, obtain necessary CEU credits and network with other producers in the region.

This event also utilizes 340,000 square feet of meeting and exhibit space. The Farm Show also includes the Wheat Producer Luncheon, Texas Commodity Symposium, and Texas A&M AgriLife High Plains Crop Consultant Appreciation Breakfast.

## Two members of the SMG Oklahoma City staff acquire Certified Tourism Ambassador certifications.

Guest Relations and Event Security Manager Laura Doyle and Assistant Guest Relations and Event Security Manager Angela Abrego earned their CTA designations in November. The program teaches front-line hospitality employees to help create exceptional experiences for Oklahoma City visitors.

“We are lucky enough to have people from all over the world come through the doors of Chesapeake Energy Arena and Cox Convention Center,” Doyle said. “Angela and I are proud to be able to share all Oklahoma City has to offer with our visitors.”

To earn this certification, Doyle and Abrego had to complete reading and learning assignments, attend a classroom session and pass an exam. The renewal process will require them to earn points by visiting attractions and attending networking events and educational sessions.

As CTAs, they will also be able to pass their knowledge and enthusiasm for Oklahoma City on to the guest relations and event security staff of nearly 500 at the arena and convention center.



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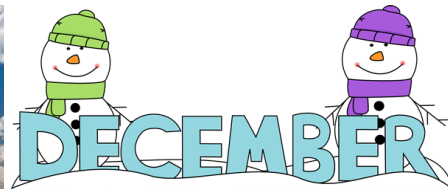
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**Thank you to our newsletter contributors this month!**

Graeme Bice – AT&T Performing Arts Center  
Rebecca Bolton – Las Cruces Convention Center  
Amber (Cowan) Row – Cox Business Center  
Tim Dean – Arkansas State University Convocation Center  
Meghan Doyle – BOK Center  
Daniel Huerta – Fair Park and Community Services  
Kimberly McCarden Foster – Destination El Paso  
Abby Marr – Hartman Arena  
Ryan McGhee – Chesapeake Energy Arena / Cox Convention Center  
Han Owens – Amarillo Civic Center Complex  
Charly Petrek – Will Rogers Memorial Center – IAVM Region 6 Secretary  
Erin Rogers – Walton Arts Center/Walmart AMP  
Kathy Tinker – Cox Business Center

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