



Newsletter

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

December 2016

Future Industry Leaders Conference - Register Now!

Registration is now open for the first Future Industry Leaders Conference for IAVM Region 6! [Sign up here](#)



Monday, January 30th will feature presentations from industry experts regarding:

- Security
- Venue Sales/Booking
- Best practices across the region
- Professional development

Tuesday, January 31st will feature courses from the AVSS Severe Weather Preparedness Training. Attendees will leave this session with increased knowledge of severe weather identification, media communication, and legal implications in order to better serve their venues and guests in the case of severe weather.

We hope to see you in Tulsa for this two-day conference! [Sign up here](#)

Scholarship News 2017 – Upcoming Deadline!

The scholarship application deadlines for Venue Management School (VMS) and the Graduate Institute are coming up!
Applications are due January 12, 2017.

Region 6 is funding a two year scholarship for the Venue Management School (VMA) at Oglebay which is scheduled for June 3-June 9, 2017 in Wheeling, West Virginia. The scholarship fully funds tuition, double occupancy housing and taxes for both years of the program.

We are also funding a scholarship in the amount of \$1000 towards tuition for the Graduate Institute at Oglebay which is scheduled for June 3-June 9, 2017 in Wheeling, West Virginia.

Those interested in attending either school and in need of scholarship assistance are encouraged to apply at <http://www.iavm.org/vms/scholarships> for the VMS or at <http://www.iavm.org/vmsgi/scholarships> for GI.

Leader or Manager – Your Choice

By **Sean Daly** of Johnson & Wales University – Denver

In today's workplace it is becoming more and more important that we find a way to keep our employee's feeling engaged and happy. Though the advent of social media has connected us with unlimited resources many managers still find it difficult to solve the Rubik's cube of working with other people. Personally, I don't play well with others, but there was a time when I worked in college sport and I had to. The struggles I faced with personality differences, power and influence games, and relying on others who may, or as it may be, may not have the same work ethic and expectations as I had were real and I know many of you face those and many other problems today.

Over the course of the next few months I am going to write a variety op-ed pieces that will string together my experiences, anecdotal evidence from my colleagues in industry, and of course the literature in a way that will hopefully provide some exposure and advice on how you can be a successful manager; even if you don't play well with others.

To start out let's consider what the difference is between a leader and a manager. These two terms are tossed around constantly, but when asked to define each most of us would have no idea what to say. In his book *Reframing Leadership*, Lee Bolman (www.bolman.com) defines a management as the process of running an organization or getting things done through planning, organizing, staffing, controlling, and leading (2003). Clearly, this definition shows us that we all are managers in one or another. We all allocate resources to get things done; we all use planning for various aspects of our jobs including budgets, career progressions, etc. And we all use a variety of control techniques to make sure that our plan comes together the way it was intended. But, if we do all of that while supervising others, than why are we **NOT** leaders?

Well Dr. Bolman explains that leadership is defined as a process of mutual influence fusing thought, feeling, and action to produce cooperative effort in the service of purposes and values of both the leader and the led (2003). While many of us, including myself, say to ourselves "*that sounds basically the same*", the key difference is how we see our role. Are we on the ground level, in the trenches, getting our hands dirty or are we up at 10,000 feet looking down at all the trenches so we can make sure those in the trenches don't get lost? Have I lost you? The point here is that the goal of leadership is, in the words of the famous business author Jim Collins, to get everyone on the bus. This can be done in a variety of ways, but the most important part is that we're doing it together. That we, leader-manager-staff, are all working toward goals with an understanding of each other and our values.

In my experience as both a grunt employee, a manager of a small staff, and now as the director of an academic department I have had the pleasure of being managed by wonderful leaders and being directed by horrific dictators...errr...leaders. As you progress through your career you will most likely be given an opportunity to move in the same vertical direction. When you do, will you challenge yourself to be a leader or will you continue in your comfort zone as a manager with a fancier title? The choice is yours and the road less traveled is a difficult one, but one that produces greater fruits of your labor. Clearly, I encourage you to do the former and not the latter, and if you do then the pieces I write in the next few months should help you begin to develop some confidence to learn and grow into the leader you can be.

Next month I will tackle what we know to be qualities of a good leader and how you can focus on your behavior in order to ensure that your people see you as such. If you have actually made it to the end of this article without falling asleep or hanging yourself than please feel free to email me with any anecdotes and lessons you've learned about how to be a great leader. My last piece in this series will compile all of your thoughts so that we may all grow and become more successful.

Schuler Shook Announces Office Openings

Renowned theatre consulting and lighting design firm Schuler Shook announces the opening of its San Francisco Bay office and additions to its California team. The office is the natural product of Schuler Shook's active presence and ongoing work in California and will help provide local expertise to their clients in the region.

Schuler Shook's new office comprises a group of highly experienced and respected designers, including Heather McAvoy, ASTC, Principal; Harold "Chip" Ulich, ASTC, Project Theatre Consultant; and Kent Conrad, ASTC, Project Theatre Consultant.



Recent and current projects in the office include Stanford Memorial Auditorium and Pigott Theater Renovation, Madera Unified School District Theater, Sacramento Memorial Auditorium, Crested Butte Center for the Arts, and River Spirit Casino.

Schuler Shook's San Francisco Bay office is the firm's fifth, joining their offices in Chicago, Minneapolis, Dallas and Melbourne, Australia. Firm Partner Jack Hagler, ASTC, says, "This is an exciting time of growth that builds on our years of work in California, the Pacific Northwest and the region as a whole. The new office will allow us to support projects more robustly, as well as help us maintain the level of close client involvement and collaboration that we are known for."

FOREMAN NAMED NEW MARKETING DIRECTOR FOR TULSA PAC

The Tulsa Performing Arts Center welcomes Adam J. Foreman as the new Director of Marketing.



Foreman comes to the Tulsa PAC after 14 years with Broken Arrow Public Schools as the graphic artist and publications specialist. He was responsible for the launch and marketing of the Broken Arrow Performing Arts Center's season of events for the past eight years.

"Given Adam's extensive experience at the Broken Arrow Performing Arts Center, he is well positioned to assume leadership of our marketing team and their efforts. I believe that experience will greatly benefit the Tulsa PAC and its clients," said Tulsa Performing Arts Center Director John Scott.

Foreman has served on many boards, including the Broken Arrow Arts & Humanities Council, Oklahoma Music Hall Of Fame, Northeastern State University Alumni Campaign, Friends of Broken Arrow and the American Cancer Society. He currently serves on the ARTSOK Regional Arts Alliance board.

"I am thrilled to join the Tulsa PAC staff and look forward to enhancing the patron experience at the Tulsa Performing Arts Center, as well as assisting our longtime clients in accomplishing their marketing outreach," said Foreman.

The marketing director position became available after the retirement of Nancy Hermann, who worked for the facility for 23 years.

Reedy Earns Certified Entertainment Electrician Certification

When your first word as a child is "lights," you might be destined to work as an electrician, or maybe under the bright lights of the theater. For Dave Reedy, Certified Entertainment Electrician at Irving Arts Center, consider it destiny fulfilled as he recently joined Ross Moroney in becoming the second Arts Center employee to successfully complete the Entertainment Technician Certification Program (ETCP). The industry-wide program recognizes those with extensive knowledge and experience within the entertainment technology field who have demonstrated an ability to ensure the highest level of safety for crew members, performers and audiences.

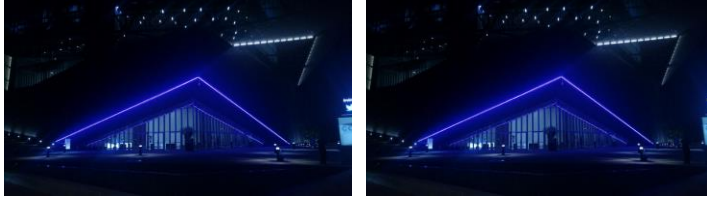


At Irving Arts Center, working as Assistant Technical Theatre Coordinator, Reedy performs key roles in backstage coordination, lighting development, and administration. He also generously provides lighting direction to local non-profits and when he's not lighting up either of Irving Arts Center's two fully-equipped theaters, Reedy enjoys spending time on home improvement projects.

"We are proud of our team members who have invested their time and talent to become ETCP-Certified," Todd Hawkins, Irving Arts Center's Executive Director. "The accomplishment is a significant one, and demonstrates Irving Arts Center's commitment to following industry best practices and to becoming an ETCP Recognized Best Employer."

Irving Convention Center Upgrades Lighting

The Irving Convention Center/SMG is very excited to be able to offer our clients and guest a remarkable experience in our uniquely shaped building. We are in the process of upgrading our conventional lighting throughout the inside and outside of the building. We have completed one of several stages of the project. We have replaced the lower section of the building with color changing LED's and also upgraded our fountain with color changing jets. (Continued, page 4...)



The next phase of the project will be replacing all of the dimmable fluorescent lighting in our main ballroom to all color changing LED's. We are looking forward to keeping our building technically and visually competitive in our ever changing market.

Pepsi Center fills gap in premium offerings with new Club Lexus

-Article by Don Muret with Street and Smith's Sports Business Daily Global Journal.

Kroenke Sports & Entertainment launched **Club Lexus** this fall at **Pepsi Center**, which joins the arena's 2-year-old theater boxes as an all-inclusive premium-seat product.

The project, at a cost surpassing \$10 million and funded by the organization, covers the 11,000-square-foot club, built on the event level at the arena's stage end and extends to what will be a new 12,000-square-foot storage facility/player parking garage next to the club.

A need to fill a gap in Pepsi Center's premium offerings, as revealed in a survey of premium-seat holders and local C-level executives, drove the creation of Club Lexus, said **David Burke**, Kroenke Sports' senior vice president and chief ticketing officer for the Colorado Avalanche and Denver Nuggets.



A total of 396 seats in Pepsi Center will be tied to the new club. Photo by: COURTESY OF KROENKE SPORTS & ENTERTAINMENT

The arena has suites, club seats and theater boxes, part of a retrofit completed for the 2014-15 season. But until now, there has been no all-inclusive package for those paying the highest ticket prices. Nuggets courtside seat holders, for example, received in-seat service only, a separate fee from their ticket price.

For the Nuggets, the 396 seats tied to the new club are in the first three rows along the sidelines and the baselines, priced at \$375 to \$1,500 a game. Kroenke Sports is redoing the courtside seats with all new cushioned chairs bearing the Lexus logo.

The Avs, meanwhile, charge \$210 to \$300 a game for Club Lexus patrons sitting along the glass and in the first seven rows behind both team benches, for a total of 360 seats. Those ticket prices cover food and unlimited beer and wine. Hard liquor is a separate fee.

Stan Kroenke, owner of both teams under the umbrella of Kroenke Sports & Entertainment, had been targeting the concept for a few years, Burke said. Kroenke Sports met with officials from both franchises and together they developed a plan for Club Lexus to generate incremental revenue of \$1 million a year for each of the two teams.

The company is well on its way to hitting those figures. As of early September, Club Lexus was 90 percent sold for both teams, distributed among the 396 seats for Nuggets games and 360 seats for Avalanche games, Burke said.

Within Club Lexus is a smaller Owners Club, a "club within a club," reserved mostly for team ownership and VIPs. For Nuggets games, there is no additional charge for those sitting center court and in the first row on the floor. For Avs games, it's a \$100 upcharge to gain access to the smaller club. In return, Owners Club attendees get valet parking and concierge services.

Sink Combs Dethlefs designed Club Lexus in tandem with **Dimensional Innovations**, which planned the interior spaces. **Turner Construction** is the general contractor. Pepsi Center's premium food provider, **Levy Restaurants**, will operate the club. It's on schedule to debut Oct. 15 for the Avs' regular-season home opener.

SMG OKC Event Services Hires New Event Coordinator Jericha McGill

Chesapeake Energy Arena and Cox Convention Center welcomed Jericha McGill to the Event Services department this last month.



Jericha started with SMG Oklahoma City on Nov. 14 as an event coordinator. She was most recently the Account and Budget Representative for the University of Oklahoma Theater Department. She began her role while she was still a student at OU and worked for the university for four years, earning the role as the assistant to the production manager before joining the staff at SMG Oklahoma City.

Jericha was intrigued with the event coordinator position with Chesapeake Energy Arena and Cox Convention Center when she first read the job description, and she knew it was a great match for her qualifications. She is excited to work with the broad scope of events that make their way to both facilities and expand on her knowledge of event coordination.

Chesapeake Arena Sous Chef Recognized with National Award

SMG/Savor Chesapeake Energy Arena Sous Chef, Branden Baldwin, placed second in the national Maple Leaf “2016 Discover Duck Recipe Contest”. Baldwin’s Mushroom Duck Confit Ravioli with Roasted Butternut Squash Puree and Blood Orange Reduction recipe was selected as a finalist among thousands of entries.

Maple Leaf Farms was founded in 1958 and has since established itself as the superior duck distributor in the United States. The organization held a contest where chefs nationwide submitted duck recipes to be judged on creativity/originality, accuracy of recipe/methodology and flavor. Once the entries were received, top level chefs in Maple Leaf’s test kitchen prepared the recipes and chose five winners from across the nation. Baldwin’s recipe was among the top five selected.

“Branden is an excellent chef and an even better leader,” said Kaarthik Iyer, Director of Food and Beverage at SMG/Savor Chesapeake Energy Arena, “He is well respected by his staff. He is vested in his staff’s development and is a mentor to many of his employees. His work ethic is unparalleled, and I look forward to seeing him have a successful career.”

Baldwin has worked for SMG/Savor Chesapeake Energy Arena for four years. He received his associate degree in culinary arts from Platt College. His past experience includes six years as a lead line cook for the Sheraton Hotel and five years as a culinary instructor for Platt College. He is certified through the American Culinary Federation as a sous chef and has begun his certification as a chef de cuisine with the same organization.

“We are very fortunate to have colleagues like Branden,” said Hugh Lombardi, General Manager of Chesapeake Energy Arena and Cox Convention Center. “On behalf of our entire organization, I congratulate him on a job well done.”

BOK CENTER DIRECTOR OF MARKETING RECEIVES INDUSTRY AWARD

The SMG-managed BOK Center is proud to announce that *Venues Today* Magazine has named Meghan Doyle, Director of Marketing, as the recipient of the 2016 Hall of Headlines Marketing Award. The award honors individuals who have made a significant contribution to the venue and live entertainment industry in the last 12 months, making headlines along the way. Recipients are nominated and elected by thousands of readers of *Venues Today*, a leading international trade publication that covers the business side of entertainment and sports.

Nominations are divided into five unique categories: News, Bookings, Operations & Technology, Marketing and Concessions.

(Continued, page 6...)

"On behalf of our entire SMG management team, I congratulate Meghan on this prestigious industry honor," said BOK Center General Manager Jeff Nickler. "Our BOK Center marketing department is constantly praised by the artists and concert tours visiting Tulsa for their creativity, spirit of innovation and willingness to think outside of the box."

Doyle was awarded for creating the most memorable backstage experience ever for Ariana Grande. In October 2015, BOK Center stunned the pop star and her 85.7-million Instagram followers with a surprise that sparked national media coverage and generated awareness for a very worthy cause. Knowing of Grande's love for animals, specifically rescue dogs, SMG staff surprised her in the green room with eight adorable puppies from the Animal Rescue Foundation of Tulsa. She fell in love with a Yorkie named Strauss and adopted him on the spot. In addition, her mother and tour DJ also adopted new pets. "This is the most memorable thing a building has ever done for me," said Grande. She was so moved by the gesture that she paid the \$150 adoption fee for 20 additional dogs to be adopted by fans. Grande's Instagram posts that evening generated over 1.3 million likes and helped the Tulsa nonprofit grow their social media following by 600%.

"It's truly an honor to receive this award and to be recognized for making a significant contribution to the venue industry when so many people are doing it everyday and at times it's difficult to stand out," said Doyle. "This award wouldn't have been possible without the team at BOK Center that is always striving to be the best."

Hall of Headlines winners will be showcased and caricatured in the *Venues Today* year-end issue in December 2016.

BOK CENTER NOMINATED FOR ARENA OF THE YEAR AGAIN BY POLLSTAR

General Manager Jeff Nickler also nominated for Facility Executive of the Year

Oklahoma's marquee concert venue continues to generate national industry recognition. Last month in Nashville, BOK Center was awarded "Arena of the Year" by the International Entertainment Buyers Association (IEBA). This morning, Los Angeles-based *Pollstar* announced that the Tulsa arena has also been nominated for their prestigious 2016 "Arena of the Year" award. In addition, BOK Center General Manager, Jeff Nickler, was nominated for national Facility Executive of the Year.

BOK Center joins a distinguished group of nominees for Arena of the Year including Barclays Center (Brooklyn, NY), Bridgestone Arena (Nashville, TN), The Forum (Inglewood, CA), Madison Square Garden (New York, NY) and Staples Center (Los Angeles, CA).

Pollstar is an industry trade publication covering the worldwide concert industry. Each year the publication hosts the Concert Industry Awards. The nominating committee is comprised of industry leaders in all facets of the entertainment business including arena managers, artists, artist managers, agents and promoters from across the country and abroad. Winners are determined by votes from international readership and will be announced on February 2, 2017 at the 28th Annual *Pollstar* Live! Awards Ceremony in Los Angeles.

"Eight years ago, no one thought about Tulsa as a must play market...now, we are at the top of a lot of agents and promoters lists," said Nickler. "It's incredible to be recognized as one of the best venues in the world by our industry peers with other iconic venues like Madison Square Garden and Staples Center."

Nickler, who was nominated for Facility Executive of the Year, was also previously nominated for Venue Executive of the Year by IEBA.

Nickler joined the SMG Tulsa team in 2008 as Premium Services and Sales Manager and was an integral part of the Grand Opening team for BOK Center. He also served as Special Events Manager and later Director of Booking and Special Events. In 2011, he was promoted to Assistant General Manager and was then promoted to General Manager in February of 2014. Nickler plays a critical role in the concert booking at the venue and through his efforts helped bring Madonna, Iron Maiden, Justin Bieber, Mumford & Sons and Billy Joel to Tulsa this year.

"BOK Center is one of the country's highest performing venues," remarked Lon Rosenberg, Regional Vice President for SMG. "Tulsa has all the right pieces in place for success - a supportive city, outstanding corporate partners and an extremely talented local staff."

Changes afoot at Arlington Convention Center

The Arlington Convention Center, in Arlington, Texas, is excited to announce a number changes that have taken place over the past several months.



First, Mark Wisness, who served a combined 20 years as ACC Assistant Director and Director, retired this past August. Wisness began his venue management career 33 years ago with the City of Dallas working at both the Dallas Convention Center and the Meyerson Symphony Center. He came to Arlington in 1996 and under his leadership the ACC underwent a 60,000 square-foot expansion, numerous updates and renovations, and the transition to a catering management-fee structure. He also oversaw the administration of the ACC Development Corporation which is the vehicle for new construction and renovations at the Texas Rangers' Globe Life Park. Wisness served on the board of directors of the Arlington Convention and Visitor's Bureau and the Allied Federal Credit Union, as well as numerous other successful undertakings. He will be missed and we wish him well in his retirement.

Additionally, Levy Restaurants has assumed management as the ACC's exclusive food and beverage provider. Levy Restaurants services more than 200 sports and entertainment venues across the nation. We are looking forward to the fresh, innovative ideas that the new team will bring to complement our tradition of successful food operations.

The ACC has also created the new position of Resource Administrator and named Justin Grimsley, long-time Event Coordinator, to the role. As more of our industry's day to day operation is being influenced by technology, computer networking, and social media we determined that it would be beneficial to our facility to have an administrative staff member charged with overseeing the interaction between those forces and our events and operations departments. Grimsley will oversee the Convention Center's client and vendor network as well as the network administration of the building's utility control systems. He will be responsible for departmental communications, departmental IT, and the facility's marketing plan with an emphasis on social media and website development.

We are pleased to introduce you to our two newest team members, Event Coordinators Daniel Chaparro and Demarcus Thurman. Chaparro comes to the ACC from the City of Dallas Fair Park where he interned as an event coordinator. He is a recent graduate of SMU and lives in Dallas.

Thurman served as the Assistant Director of Scheduling and Operations at the Rayburn Student Center at Texas A&M-Commerce. He is a MBA graduate of the TAMUC School of Business and lives in Rockwall with his wife, Shamera.



Daniel Chaparro



Demarcus Thurman

We are looking forward to the New Year and wish all of our peers and friends in the industry a safe and happy holiday season.

SUSTAINABILITY DRIVES CARLSEN CENTER RENOVATION PROJECT

The Carlsen Center, located on the campus of Johnson County Community College in Overland Park, Kansas, hosts over 200 events annually, including lectures, recitals, graduations, touring productions, community rentals, a world-class Arts Education program plus one of the largest and most successful multi-discipline performing arts series in the region. After 26 seasons and more than 2 million visitors, there was no doubt in anyone's mind that the Center's two main performance venues, Yardley Hall and the Polsky Theatre, had certainly earned a makeover. The college's Board of Trustees agreed, and authorized funding for a \$1.6 million renovation project that would restore these two community gems to their previous luster.

The Carlsen Center's prominence in the community and the support it receives from guests, donors and sponsors made it clear that this renovation required more than just some paint and new carpeting. Beyond giving these spaces a modern feel and an updated look, it was important to everyone involved that the process be carried out mindfully, paying attention to how money would be spent, what improvements would best serve the guests and how the project could be carried out in the most environmentally-friendly way possible. (Continued, page 8...)

Enter the Student Sustainability Committee.

The college's trustees have empowered this student-run committee, called the SSC for short, to allocate resources from its Sustainability Initiatives Fund to projects that will help create a more sustainable campus, a nearly unprecedented display of trust and support among junior colleges. The Fund itself is made possible by a \$1 per credit hour fee paid by all students, itself the result of a student-led initiative in 2009. With that mandate in hand, the SSC went to work. After funding was authorized, student members vetted proposals, made recommendations and monitored the renovation's process, creating a real-world 21st century learning experience far beyond anything available via a textbook or simulation. One important lesson that emerged from the process was the concept of social responsibility.

According to Dr. Jay Antle, Executive Director of the college's Sustainability Center, increasing awareness of social responsibility allows businesses and organizations to prioritize sustainability in major projects like the Carlsen Center renovation. "In a general sense, sustainability is a key priority in building/retrofit projects of all kinds today" says Antle. "Property owners are coming to understand that they have an ethical obligation to reduce the overall environmental footprint of such projects. Customers also are demanding that the places they patronize take these responsibilities seriously."

One major recommendation from the SSC was to recover the existing seats in Yardley Hall, rather than simply replace them with new ones. All 1300+ seats were stripped down to their frames, re-cushioned and reupholstered, resulting in a significant cost-savings. The Committee also set goals and expectations for finding vendors who would reuse or recycle that materials that were removed, minimizing the amount of solid waste destined for a landfill. Additionally, interior house lighting in both venues was upgraded to LED fixtures, which, according to Dr. Antle, typically use less than 80% of the energy of conventional theatre lighting. Outdated, inefficient appliances in the dressing rooms and Green Room were replaced with more energy-efficient models, further reducing operating costs.

After three months and an investment of nearly \$2 million, the result exceeded even the loftiest of expectations; special unveiling events for donors and season subscribers yielded high praise. And although the changes were substantial, the design team and the contractors successfully worked together to meet another, less tangible goal: maintaining the ambiance and character to which long-time patrons had become accustomed, while presenting a fresher, more modern look that will attract new guests and even more donors.

"[The theatres] look much more contemporary," said Emily Behrmann, General Manager of the Performing Arts Series. "What we wanted to try to do was maintain the comfort and warmth of our spaces because most of our patrons like how things are here, they feel comfortable here and they enjoy themselves." Others agree.

"I personally love the renovations," said one long-time volunteer. "It all blends together, and patrons have remarked as to how the carpet pops when you walk in and how Yardley Hall looks so clean. In Polsky I get a feeling of peace and calm when I walk in, and I've heard patrons say the same."

Dr. Antle believes collaboration can, should and will make the performing arts industry more environmentally conscious. "Reupholstery and LED lighting retrofits are becoming the standard for these sorts of renovations," he says. "In particular, performing arts venues need to pay close attention to how LED lighting technologies are evolving, given the specific demands required of lighting in a theatre space. Networking allows venues to share their experiences about what specific LED fixtures/dimming systems are or are not working to specifications. Over the next decade, it is likely that LEDs will be able to perform almost all lighting needs in a theatre space."

Sustainability initiatives can certainly lower costs and decrease labor. Perhaps more importantly, they can cement a performing arts center's reputation as a good corporate citizen and a valuable community asset.

Kenny Valenzuela Assumes General Manager Role At Las Cruces Convention Center

Spectra Venue Management has named Kenneth "Kenny" Valenzuela General Manager of the Las Cruces Convention Center this week. He had been the Director of Convention Services at the venue.

Valenzuela, a Las Cruces native, has been employed with Spectra Venue Management (formerly Global Spectrum) since 2011 when he joined the company.

"I'm incredibly excited to serve the company and the greater Las Cruces community in my new role," Valenzuela said.

(Continued, page 9...)

In his new role, Valenzuela will oversee all day-to-day management of the convention center, including sales and marketing, operations, finances and customer service. He is a member of the International Association of Venue Managers. Valenzuela replaces former general manager Rebecca Bolton who is relocating to the Spectra-managed Durham Convention Center in Durham, NC.

His interest in the industry sparked when he was a part the Hospitality, Restaurant and Tourism Management program at Las Cruces High School. Valenzuela's various positions within company have allowed him to gain valuable insight to the company and how the convention center can foster new partnerships in the community.

The Las Cruces Convention Center, operated by Spectra Venue Management, opened in 2010. With more than 30,000 square feet of adjustable meeting space, the Las Cruces Convention Center is the perfect venue to host any size event.

AT&T Performing Arts Center Seeking House Manager

The AT&T Performing Arts Center is seeking a House Manager to oversee FOH operations at the Winspear Opera House, Wyly Theater and Annette Strauss Square. Responsibilities include supervising volunteer and part time paid staff during scheduled events, conducting event briefings for the front of house team, ensuring that all front of house and patron areas are in order and completing necessary reports at the end of the event. Bachelor's Degree in related field or equivalent related experience required, as well as a proven track record of outstanding customer service and leadership skills. Two or more years working in front of house operations for a performing arts venue is preferred. More information can be found at <http://www.attpac.org/about/careers-at-the-center/>. For immediate consideration, send cover letter, resume and salary requirements to careers@attpac.org.

November Events At Cox Business Center Everyone Was Thankful For



A Hollywood style, red carpet evening of cocktails, dining, entertainment, and competitive dancing came together with over 700 people in attendance for the **2nd Annual Spotlight on San Miguel**, benefitting San Miguel School, Saturday, November 5th at Cox Business Center, in the Tulsa Ballroom. San Miguel School is dedicated to helping children from challenging environments, regardless of race, nationality, or religion, to achieve academic and personal success through a non-tuition driven, Lasallian education.

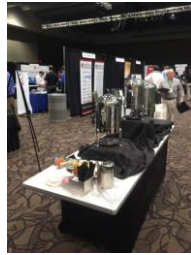


Thursday, November 10, brought 550 guests to the **Tulsa Girls Art School Annual Gala, Tablescapes** at Cox Business Center, in the Tulsa Ballroom. Tablescapes was an exciting and visually stimulating event. Each table had a beautiful and unique tablescape created by one of 30+ local artists, designers, and florists and was inspired by a significant artist throughout history. Local artists had the freedom to interpret their inspirational artist however they saw fit.



The Mayor's State of the City, hosted by Tulsa Regional Chamber, was held on Tuesday, November 15 at Cox Business Center, in the Tulsa Ballroom and featured Mayor Bartlett as he provided an address on the upcoming year and the outlook for the City of Tulsa and surrounding region. More than 1,000 Tulsa business leaders attended this year.

(Continued, page 10...)



F2F's TechJunction Conference held Thursday, November 17 at Cox Business Center, in Tulsa Ballroom A, is dedicated to providing more than 300 delegates and sponsors a strong return on their investment of time and resources. With a “by-invitation-only” format, cutting-edge content, interactive labs & exhibits, and other complimentary delegate benefits, TechJunction has earned the reputation as “The technology conference” for IT professionals across the country. Staying up to date with the technology that runs organizations and ensures a secure environment for data and infrastructure are critical to business. TechJunction helps meet these needs by providing quality, vendor-neutral educational seminars, drawn from case studies and best practice examples from leaders in the field.



Friday, November 18, brought the **Zenith Awards** to the Tulsa Ballroom of Cox Business Center. The Zenith Awards were created by Tulsa Apartment Association to recognize outstanding members for professionalism, hard work and contributions to the apartment industry. The Zenith Awards is the largest Tulsa Apartment Association event with over 1,000 people in attendance.



The Williams Route 66 Marathon Health and Fitness Expo, held Friday, November 18 and Saturday, November 19, hosted exhibitors featuring running gear and shoes, as well as sports and fitness and sustainability related items. The Expo is the home of packet pick-up for all participants and volunteers. Held in Exhibit Halls A & B at Cox Business Center, the two-day Expo was free and open to the public and brought in over 11,500 people to the event.

Amarillo Civic Center Complex Seeking Box Office Manager and Event Supervisor

The Amarillo Civic Center Complex is seeking 2 new staff members for key positions. The Box Office Manager position is open to qualified candidates that have experience in ticketing systems and/or similar type databases. The box office, **panhandletickets**, is a regional box office for ticketed events both within the Amarillo Civic Center Complex and the surrounding area and performs ticketing duties for the Amarillo Bulls hockey, Amarillo Venom indoor football, Lone Star Ballet, Amarillo Opera, Amarillo Symphony and the Tri State Fairgrounds. We operate on ProVenue and utilize 14 outlet locations located within United Supermarkets in the Texas Panhandle.

We also have an opening for Event Supervisor. This position shares responsibility with other event staff in providing outstanding customer service, working with our clients on their setup needs and provides assistance throughout the event process. This position requires someone with an outgoing personality that can multi-task and enjoys dealing with the public in a fast paced environment.

Both positions are civil service positions with the City of Amarillo and compensation is DOQ for each. Applications may be submitted through the City's HR website: <https://careers.amarillo.gov>.

Allen Event Center Welcomes Record-Breaking Crowds for the Holidays

Allen Event Center skated into the holiday season with a magical and attendance-breaking visit by *Disney on Ice Presents: Dare to Dream*. Disney's captivating shows combined with Allen Event Center's family-friendly environment and impeccable service have made the venue the official holiday kick-off destination for guests from all across North Texas.

EXCITING POSITION NOW OPEN AT ALLEN EVENT CENTER

Allen Event Center, a 7,500+ seat capacity multi-sport and entertainment arena, is accepting applications for the position of Event Coordinator. We are looking for a passionate, creative and detail-driven individual to work alongside our dedicated arena staff to help plan, prepare and execute various events. Allen Event Center hosts more than 100 events annually including concerts, graduations and tradeshow. The arena is also home to the Allen Americans Hockey Club, the Dallas Sidekicks Soccer Club, Texas Revolution football and Lone Star Conference Championship basketball. Be a vital part of the excitement at Allen Event Center. Visit www.alleneventcenter.com for more details.

ALLEN COMMUNITY ICE RINK FIGURE SKATER WINS BRONZE MEDAL

Allen Community Ice Rink at Allen Event Center congratulates figure skater Alexander Liu on winning a Bronze Medal at the 2017 U.S. Midwestern Sectional Championships. Liu trains at Allen Community Ice Rink (ACIR) and is coached by ACIR's Cambria Jones. Liu's medal-winning performance advances him to the 2017 United States National Championships. The competition takes place in January in Kansas City.

INTRUST BANK ARENA CONTINUES TO SOAR IN SOCIAL MEDIA RANKINGS

The SMG-managed INTRUST Bank Arena continues to lead US venues on social media and is currently ranked #1 in the US and #4 in the world among mid-size venues in the most recent edition of the *Venues Today* Social Media Power 100 Chart, released in their November issue. The chart ranks venues' social media reach using a number of publicly available data points among Facebook, Twitter and Instagram.

"Finding unique and innovative ways to engage with our fans on social media is a passion among our marketing team and the hard work and energy put into it definitely shows in these rankings," said SMG Director of Sales & Marketing, Christine Pileckas. "It's rewarding to find content that fans enjoy and interact with so we continue to dedicate a great deal of time to making our social media channels the best they can be."

Venues Today prequalifies more than 400 venues for consideration and weights scores for venue size and market size. This chart uses a weighted ranking curve so readers can quickly compare engagement within their own size category. INTRUST Bank Arena falls in the 10,001 to 15,000 capacity category and ranked 4th within the category. Leading the rankings in this category is MTS Centre in Winnipeg, Manitoba.

Wichita Selected for 2018 U.S. Figure Skating Qualifying Season

U.S. Figure Skating announced last week the selection of host cities for the 2018 regional and sectional championships and synchronized sectional championships. Wichita, Kansas, was selected for the 2018 Midwestern and Pacific Coast Synchronized Skating Sectional Championships, which are slated for January 24-28, 2018, with all competitions being conducted at INTRUST Bank Arena and practices taking place at the Wichita Ice Center.



The qualifying teams from the Midwestern/Pacific Coast sectional championships will take on the qualifying teams from the Eastern competition being held in Fort Meyers, Florida.

"After years of conversation with Wichita, U.S. Figure Skating is thrilled to bring the synchronized skating sectional championships to the community for the first time," said U.S. Figure Skating Events Manager Mia Corsini. "We look forward to hosting our athletes, coaches, officials and fans in one of the Midwest's preeminent cities. INTRUST Bank Arena is a premier, award-winning venue, and we are confident our entire athletes will have a great competitive experience there."

Providing local support to host the competition is the Greater Wichita Area Sports Commission, Visit Wichita and the Wichita Figure Skating Club.

(Continued, page12...)

“Wichita is very excited to welcome U.S. Figure Skating to the community in 2018,” said Bob Hanson, President & CEO of the Greater Wichita Area Sports Commission. “In collaboration with Visit Wichita, INTRUST Bank Arena and the Wichita Figure Skating Club, the Sports Commission is thrilled to have these athletes compete in our city.”

The competition will attract more than 160 teams and 6,000 athletes, coaches and their families to Wichita and is estimated to generate more than \$3.4 million in local economic impact. Those competing will range in age from 7 to 70.

“Wichita will provide a fantastic and energetic welcome to sports fans from across the country,” said Susie Santo, Visit Wichita President and CEO. “Visitors will not only enjoy mesmerizing synchronized skating competitions while they are here, but also the city’s numerous amenities and well-known hospitality. This is a huge win for Wichita, solidifying that we are a tremendous sports city capable of hosting sporting events of all magnitudes.”

President of the Wichita Figure Skating club Jolene Taylor says she is looking forward to bringing a U.S. Figure Skating qualifying event to Wichita. “It’s an opportunity for our club to showcase synchronized skating to the Wichita community while displaying to U.S. Figure Skating the excellent hospitality and ice facilities our city has to offer.”

Synchronized skating features teams of up to 20 skaters performing themed routines, lasting less than five minutes and set to music that ranges from Disney classics and Broadway tunes, to jazz, hip-hop and classical.

The Midwestern and Pacific Coast Synchronized Skating Championships, hosted by U.S. Figure Skating, is the largest annual qualifying competition in its category. The top four teams from each division will earn a berth to the 2018 U.S. Synchronized Skating Championships; location and date will be announced by U.S. Figure Skating at a later date.

Frank Erwin Center Hosts Country Music Hall of Famer Dolly Parton

Entertainment icon and Country Music Hall of Famer Dolly Parton charmed a crowd of approximately 10,000 adoring fans on Tuesday night for her Pure & Simple Tour at the Frank Erwin Center, her first performance at the venue since 2004. With over 60 tour stops on the bill, the Pure & Simple Tour, which kicked off in June, is Parton’s largest North American tour in over 25 years.



Dolly Surrounded by Frank Erwin Center reps, from left to right: Curtis Myers, John Graham, Dolly Parton, Laura Bennett, Liz Land, Jimmy Earl
Photo Credits: Gary Miller

Anticipation of the internationally renowned superstar’s return reached a peak Tuesday morning, with City of Austin Mayor Steve Adler joining in on the excitement, tweeting, “Everybody comb your hair and stand up straight. Company’s coming.”

Parton certainly did not disappoint with a two-and-a-half-hour performance which featured hits spanning the entirety of her over 60 year career including “Jolene,” “9 to 5,” “Why’d You Come in Here,” “Pure and Simple” and many more.

“Our Dolly Parton presentation on Dec. 6 was one of the top ticket sale shows on her tour and we’re really proud and pleased to be a part of that,” said Executive Senior Associate Athletics Director, John Graham. “And most importantly, it was the artist’s relationship with her fans that made it possible.”

American Airlines Center Welcomes Back Wellington Hughes as Director of Events

American Airlines Center is excited to welcome back Wellington Hughes as its new Director of Events. Wellington previously worked at American Airlines Center and Reunion Arena from 1998-2009 in various positions in the Events Department. As Director of Events, he will oversee the Events department managing the logistics of Dallas Mavericks and Dallas Stars games as well as third party events. Prior to coming back to the Center, Wellington held the position of Event Manager at the AT&T Performing Arts Center in Dallas where he was part of the opening team of the Winspear Opera House. A graduate of both Venue Management School and the Academy for Venue Safety and Security, Wellington also holds the designations of Trained Crowd Manager and Certified Meeting Professional. Wellington received his undergraduate degree from Widener University and is originally from Woodbury, NJ though he now calls Dallas home.

“Doing It ALL for the Kids”

Wichita Toy Run Has 2nd Successful Year at Hartman Arena

Tis' the Season of Giving, and for the second year in a row, the generous hearts and souls in the Wichita area did not disappoint!

Across the country each November and December, Toy Runs take place to benefit The Salvation Army, Toys for Tots and many other local charities which exist to help underprivileged families and children in the community have a happier holiday. Over the last 37 years, Wichita's Toy Run has grown to be the largest in the state of Kansas. In 2015, Hartman Arena became the official ending point for the Toy Run.



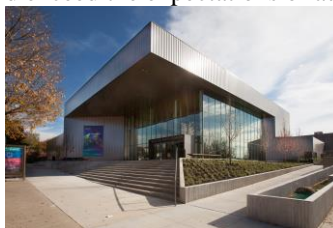
The ending point is where the fun happens! Riders get to hand off their festive, brightly colored gifts and toys to the Marine Corp, congregate with other riders, win prizes, talk motorcycles, and enjoy homemade chili before getting back on the road. “It is truly amazing to see such a diverse crowd come together in a completely joyful and peaceful setting, and all for the benefit of children and families in our community.” Said, Ben Bolander, Executive Director of Hartman Arena.

November 6, 2016 was the 2nd year that the Wichita Toy Run ended at Hartman Arena and organizers are pleased to announce that 2016 was an even more successful year than 2015. Over 2,300 motorcycles took one hour and twenty minutes to flow into the Hartman Arena parking lot, nearly 4,000 generous participants dropped off over 9,000 toys and cash donations for The Salvation Army, Toys for Tots, and the Kansas Food Bank.

Hartman Arena and the Wichita Community are thankful for all of the riders and their generous donations, as we look forward to an even greater event in 2017!

Walton Arts Center Reopens after 16-month Expansion & Renovation

Walton Arts Center's Grand Reopening Celebration began on a cold, sunny morning in November. Children of the center's staff held safety scissors in their shivering hands and cut the ribbon outside the center's main entrance, as city and government officials alongside members of the community all cheered with excitement. After 16 months of construction, enhancements to the facility mean productions that have grown and become more elaborate since the center opened in 1992 will now have more room to operate—allowing the center to meet and exceed the expectations of audiences.



The expansion and renovation project increased the center's footprint from 55,000 to about 64,000 square feet. The new atrium lobby features a 30-foot ceiling, white oak grand staircase and a mesmerizing chandelier honoring contributors. Floor-to-ceiling windows with movable panels overlook downtown Fayetteville and can be shuttered or opened.

(Continued, page 14...)

The center also features a new garden room, concierge counter, an extra catering kitchen, additional accessible seating and restrooms, new wiring for outside events on Tyson Plaza, as well as upgraded lighting, sound and video systems throughout the facility.

The center now has the capability to host events simultaneously in the main Baum Walker Hall and the smaller, black box Starr Theater. Previously, Starr Theater functioned as a defacto storage closet for 100 days a year when the center had large productions in residence. These upgrades give the center tremendous flexibility. Starr Theater now boasts an automated, retractable seating system for 260 people – allowing for quick changes between events, along with its own dressing, green rooms and production area, making it possible to run events in the two theaters at the same time.

Shayne Purdue Hired as New Events Manager at Walton Arts Center



Walton Arts Center recently added Shayne Purdue to their team as Events Manager where she will oversee client event sales and account servicing as well as act as lead coordinator for the venue’s special events. Shayne earned her Bachelor of Arts in Organizational Management from Concordia University in River Forest, Illinois. Shayne’s work experience includes the Rhode Island Foundation in Providence, Rhode Island where she managed the conception, planning and execution of all events. In addition, she wrote and compiled talking points for senior staff for community events. Before her time at the Foundation, Shayne worked at the University of Illinois at Urbana–Champaign as the Program Coordinator where she planned and managed executive programs and special events. Shayne relocated to Northwest Arkansas with her husband who works for Walmart and her two children. Shayne shared, “Outside of the excitement of watching an event come to fruition, one of my greatest joys is to build meaningful relationships with the members of the community, donors and colleagues.”

Stephanie Simpson Expands Role at Walmart AMP



At the Walmart AMP, Stephanie Simpson has accepted an expanded role as Client Services Manager. Stephanie oversees the sales pathway for rental events from inquiry to invoice, acting as the main liaison and point of communication for the client. Additionally, Stephanie manages the front of house staffing requirements for all rental events and the venue’s main Cox Concert Series and assists with managing promoter hold traffic on the venue calendar. Stephanie has been with the AMP since 2010 in various capacities, having worked her way up from a volunteer position. Stephanie’s background with thirteen years as a legal assistant for a local prominent law firm comes in handy as she manages the details of contracts for venue client rentals. Stephanie is married and has three children and two grandchildren.

COUNTDOWN TO COMPLETION AT SMART FINANCIAL CENTRE AT SUGAR LAND

State-of-the-Art Performance Venue Prepares for Grand Opening

The countdown to completion is underway at Smart Financial Centre at Sugar Land! As crews prepare for the Grand Opening next month, the state-of-the-art performance venue recently achieved major production milestones with the successful test of its sophisticated in-house sound system and more than 140 monitors and screens, including dynamic programming. Smart Financial Centre also successfully tested their Audience Reduction system (ARS), which takes the venue from a capacity of 1900 ranging up to 6400 through several configurations achieved by moveable walls and curtains.

Continued, page 15...)

In other preparations, Smart Financial Centre hosted “The Great Flush Off” on December 10, inviting 150 local Girl Scouts to ‘test’ each of the seats and simultaneously flush each venue toilet to ensure everything is in working condition for opening day.



Smart Financial Centre is the Greater Houston region’s newest state-of-the-art, indoor performance venue that boasts a flexible seat design, top of the line sound system, air-conditioned comfort and approximately 2,500 parking spaces for all venue patrons. In addition to production amenities, Smart Financial Centre presents a sleek design, featuring an illuminated interior bowl within the main lobby and a fully-operational marquee sign that is seen daily by cars travelling on U.S. Highway 59.

With more than 50,000 tickets sold to date for its inaugural year, Smart Financial Centre will debut a dynamic and diverse performance lineup beginning with two sold-out performances by Jerry Seinfeld on opening night, January 14, 2017.

College Park Center Sets Record with Christmas Show!

College Park Center kicked off the holiday season December 10 with a sold-out Christmas concert featuring *for King & Country* and *Lauren Daigle*. The show, co-promoted by College Park Center, set new venue records for most tickets sold and highest gross sales. “We couldn’t think of a better way to kick off the holiday season than with two of the hottest CCM artists on their Christmas Tour,” says Jeff Davis, CVP, CMP, director and general manager of College Park Center. “But setting two venue records in the process ... well that’s a holiday gift our entire team can be proud of.”



While the CPC team could enjoy the sounds of the holidays for a bit, it was quickly back to work following the show, turning the building overnight for a Sunday intercollegiate basketball game and preparing for the University of Texas at Arlington’s fall commencements a few days later.

“It has been a very successful year for College Park Center. We’ve had numerous events that have connected our facility with the community. In addition to UTA’s athletics, we are now home to the WNBA’s Dallas Wings,” says Davis. “We are looking forward to an even more impactful 2017.”



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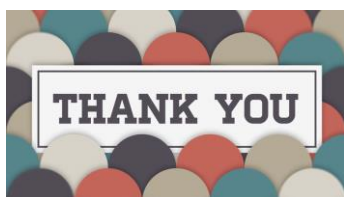
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Tony Watson – Irving Convention Center
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Nick Zazal – Walton Arts Center/Walmart AMP

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