



Newsletter

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

July 2015

Ben Bolander Named as Executive Director of Hartman Arena

VenuWorks President, Steve Peters, CFE and Hartman Arena are excited to announce the hiring of Ben Bolander as Executive Director. Bolander has been serving as interim Executive Director since April.

Bolander brings extensive experience in building relationships through a thorough knowledge of the principles and practices of the venue management industry. As General Manager of VenuWorks managed Victory Theatre in Evansville, IN, he was responsible for working with tenants and promoters, developing and implementing capital projects, and setting budgets for operations and events. Additionally, Bolander assisted with bookings at the 11,000 seat Ford Center while in Evansville.



Bolander has also served as Executive Director of the Convocation Center at California University of Pennsylvania, and as Associate Director of the Toyota Center in Kennewick, WA. He brings over a decade of experience in the entertainment and venue management industry. Recently, he graduated from the International Association of Venue Managers' Graduate Institute.

"We feel that Ben is the right fit for the job. He has proven his ability to lead and manage well as General Manager of the Victory Theatre, and we know that he will do a great job for Hartman Arena," said Peters. "He will bring his experience and creativity, along with his knowledge of multi-purpose venues, to this facility."

"I am very excited about this opportunity," said Bolander. "Hartman Arena has endless potential and I look forward to tapping into that potential and growing the Arena's presence in this market."

Wink Hartman, owner of Hartman Arena said, "We are excited to have Ben. He brings a new energy level to the Arena and a diverse background".

Hartman Arena, with a total seating capacity of 6,750, is the home to great live entertainment, indoor sports and community events, and is managed by VenuWorks, America's emerging leader in venue management.

SECOND ANNUAL WINGAPALOOZA SET FOR AUGUST 8 AT BOK CENTER



The second annual Wingapalooza presented by Tulsa Federal Credit Union returns to BOK Center on Saturday, August 8, 2015. This one-of-a-kind event will feature Tulsa-area restaurants showcasing their wing preparation styles. Wingapalooza will take place from 2 p.m. to 5 p.m. on the concourse of BOK Center and will include samples of wings from local restaurants along with a cash bar and entertainment and music from a live DJ. Participating restaurants and chefs will compete for two awards at the event: a People's Choice award and a Judge's Choice award.

(Continued, page 2...)

"We are excited to bring Wingapalooza back this year after such an overwhelming success last year," said BOK Center General Manager Jeff Nickler. "This is such a great opportunity for local restaurants and chefs to showcase their culinary talent and demonstrate to guests they have the best chicken wings in town."

Participating restaurants that are already on board to compete at the event include:

Joe Momma's, Mazzio's Wing Run Wings, Wingstop, McNellie's, Rusty Crane, Community Food Bank of Eastern Oklahoma, Full Moon Café, Main Street Tavern, Oklahoma Joe's BBQ, Baxter's, Naples Wine Bar and Flatbread, Fat Guy's Burger Bar SAVOR...by SMG, Baker Street Pub, Zaxby's... And many more! Wingapalooza is presented by Tulsa Federal Credit Union. Additional sponsors include Fox23 and Oculito.

The SMG Special Events department was created shortly after the opening of BOK Center with the goal of producing events and festivals that appeal to multiple demographics, provide high-quality yet affordable entertainment while enhancing the community spirit and revitalization taking place in downtown Tulsa. SMG Special Events produces numerous events throughout the year including: Arvest Winterfest, Rock 'n Rib Festival, Dodgebrawl, Red Dirt Roundup and High School Hoops Showcase. SMG Special Events welcomes more than 250,000 visitors to downtown Tulsa annually.

BOK CENTER PUBLIC RELATIONS CAMPAIGN WINS AWARD

The SMG-managed BOK Center was honored for its 2015 Garth Brooks PR campaign during the recent 2015 SMG Marketing Summit held at the Long Beach Convention and Entertainment Center in Long Beach, CA.

In January, Garth Brooks returned home to Tulsa and played seven sold out shows at BOK Center. In his honor, BOK Center staff worked with the City of Tulsa to temporarily rename all four streets that surround the venue to names of Brooks' most iconic songs. The street names were: Thunder Rolls Road, Low Places Lane, Shameless Boulevard and Rodeo Drive. The street signs gained national media attention and were even featured on CMT, Fox News and Garth himself talked about them on *The Today Show*. In addition, Tulsa-based creative agency, AcrobatAnt, designed a wrap for the iconic grand lobby staircase that featured lyrics to "Friends In Low Places." The staircase turned into a photo opportunity for fans attending the shows as guest after guest lined up to capture this historical moment. The campaign was voted 2015 Best Public Relations Idea by more than 70 SMG marketing professionals from venues across the United States and Puerto Rico.



The renaming of the street signs was also recently covered in a marketing article in the June 13 issue of *Billboard*, a premier music publication.

"Garth Brooks was a milestone event in Tulsa and we wanted to commemorate it appropriately. We had no idea the renaming of the street signs would gain so much attention, but it means so much knowing that both Garth himself and the Tulsa community appreciated it so much," said Meghan Doyle, BOK Center Director of Marketing. "It's an honor to have other SMG marketing professionals acknowledge the work we are doing in Tulsa."

SHAKING THINGS UP AT BOK CENTER WITH NEW COPPER STILL'S BAR

The SMG-managed BOK Center has re-branded a lower level bar into a brand new premium cocktail experience for fans. SAVOR... with the help of Alchemy Consulting worked together to bring Copper Stills, a new bar concept, to BOK Center.

The concept behind Copper Stills is simple. Cocktails are prepared made to order by skilled bartenders using top-shelf spirits, fresh juices and ingredients along with custom syrups. 10 bartenders were extensively trained by an Alchemy consultant in everything from mixology to bar operations to proper presentation of a beverage. Some cocktails on the menu include the Ivy Gimlet, the Honeysuckle and the Presbyterian.

(Continued, page 3...)

"Alchemy Consulting is proud to help launch a new level of experience for guests attending events at BOK Center. With the craft cocktail movement reaching markets big and small, there's never been a better time to reach such a captive audience," said Alchemy Consulting Partner Joaquin Simo. "The goal is to bring all the quality and care of a craft cocktail bar to the convenience of your local arena. Just as beer and food options have grown more sophisticated due to popular demand, we are committed to bringing the best cocktail options to thousands of guests at a time."



Alchemy Consulting is a company based on increasing the profitability of bars and restaurants through innovative cocktail and ergonomic bar design. The members of Alchemy Consulting believe strongly that the bar should be considered of equal importance as the kitchen and should be managed accordingly. Freshness of ingredients, quality control and consistency of recipes are identifiable traits of an Alchemy Consulting beverage program.

"We have identified that customers are becoming increasingly more savvy and like to enjoy a hand crafted cocktail while attending an event at BOK Center," said BOK Center General Manager Jeff Nickler. "We're pleased to bring this premium cocktail experience to our guests and to have the opportunity to cater to the crowd that enjoys fresh ingredients and craft cocktails. Copper Stills is an excellent addition to our already wide variety of food and beverage offerings by SAVOR... in the venue. It's something we also hope to implement at Cox Business Center during future gala events."

COX BUSINESS CENTER HELPS FARMERS FIGHT HUNGER

The SMG-managed Cox Business Center is teaming up with the Tulsa Farmer's Market and the Community Food Bank of Eastern Oklahoma to help farmers fight hunger. On June 20th, specially-designed market tote bags will be given to each person who donates \$10 or more, with all proceeds benefiting the Community Food Bank of Eastern Oklahoma. Cox Business Center has pledged to match the tote bag donations up to \$2,500.



The match provided through Cox Business Center allows the Tulsa Farmer's Market to purchase excess produce from the farmers, which will be distributed to families in need by the Food Bank. "We have such a wonderful group of hard working farmers, many of whom are financially struggling themselves," said Penni Shelton, Market Administrator of the Tulsa Farmer's Market. "We see this as an amazing opportunity for the community to get involved in giving back—donating money to give to the Food Bank, who turns it around to their families in the form of fresh produce directly from the farmers' market. It's totally a win-win-win scenario."

"We were the first farmers' market in the state to accept SNAP at our markets," Shelton added. "Last year we did over \$30,000 in SNAP sales and through our DoubleUp Food Bucks program, that number was translated to over \$60,000 of fresh fruits and vegetables on the tables of Tulsans in need."

This collaboration comes at a critical time of year for the Food Bank. "Summer is a challenging time for local families as kids are out of school and don't have access to breakfast and lunch programs the schools offer," said Eileen Bradshaw, executive director of the Community Food Bank of Eastern Oklahoma. "The Food Bank and our Partner Programs see an increase need among families during the summer and we're committed to ensuring no one goes without the necessary nutritious food they need." More than 28 percent of the food distributed throughout the year by the Food Bank is fresh produce.

The matching opportunity is also timely because June is Local Food Month. "A convention center revolves around preparing and serving fresh food to our guests. Nothing thrills us more than being able to offer the same experience to those in our community," said Kerry Painter, Assistant General Manager of Cox Business Center. (Continued, page 4...)

The Tulsa Farmer's Market is open from 7 a.m. to 11 a.m. each Saturday through October and the market tote bags will be available on June 20th. For more information on the market, visit tulsafarmersmarket.org/.

DoubleUp Food Bucks, a Fair Food Network Program, began in 2009 with the threefold purpose of helping low-income consumers eat more fresh fruits and vegetables, allowing farmers to make more money by gaining new customers and keeping more food dollars in the local economy. Families can buy fresh, local produce with their SNAP benefits and receive double what they spend, up to \$20.

PAINTER NAMED 2015 WOMEN OF INFLUENCE AWARD RECIPIENT

Kerry Painter, Assistant General Manager of the Cox Business Center, has been named a 2015 recipient for the Women of Influence Award by industry trade magazine Venues Today. The award honors women who have made a difference in the sports, music and convention industry and will be announced in the July issue of the publication.



"We are thrilled to recognize Kerry for her prestigious honor of being named a 'Woman of Influence' for the facility management industry," said Jeff Nickler, General Manager of BOK Center and Cox Business Center. "With nearly three decades of experience, Kerry has become an integral part of our SMG Tulsa family. Her boundless enthusiasm and focus on innovation and professional development has had a significant impact on our team and the success at Cox Business Center."

Painter joined the SMG Tulsa team in February 2014. Prior to coming to Tulsa, she served as President of the Niagara Convention and Civic Centre in Niagara Falls, Ontario for six years.

Painter has held positions in a variety of venues including convention centers, theatres, arenas and stadiums. Over the course of her career she has become an expert in overseeing and facilitating construction and grand openings for five different facilities. Painter is an accomplished leader known for developing high-performance teams who excel in award-winning facility management and quality service. She is highly skilled in strategic thinking, achieving results through a creative approach, reaching sales-driven results, change management and collaborative management.

She has been an active member of numerous trade organizations including: Chairman of the University of Cornell's Facility Management School, on the Board of Regents and teaching annually at International Association of Venue Manager's (IAVM) Facility School, IAVM Industry Affairs Committee, and numerous business and tourism organizations in the Tulsa area. Additionally, she was a guest instructor in November 2013 at the Venue Management School in Brisbane, Australia, and is chair of the re-designed 'Women in Leadership' session at IAVM Convention in 2014. In the past year, Kerry has started teaching Crisis Management for Niagara College online, graduated from Academy of Venue Safety and Security (AVSS), joined the education task force for Professional Convention Management Association (PCMA), created the '100 Women of IAVM' campaign and earned her Certified Meeting Professional (CMP) accreditation.

"Winning the Women of Influence award is a fantastic honor. To be included among such a prestigious group of women, and to be chosen by your peers is extremely flattering," Painter added. "I look forward to mentoring the next generation of women to take my place and continue to grow the strength of women in our industry."

Venues Today is a monthly trade magazine reporting on live entertainment and events, serving management, owners and suppliers to music, sports and meeting venues internationally. To see the full list of nominees for the Women of Influence award, visit www.venuestoday.com.

Curtis Culwell Center is where Commencements happen!

The Curtis Culwell Center will wrap up its record number of 32 collegiate and high school graduations with two ceremonies in mid-July. The 30 ceremonies so far have welcomed over 137,000 guests as well as 15,000 graduates and faculty into the facility.

(Continued, page 5...)



CCC Commencements

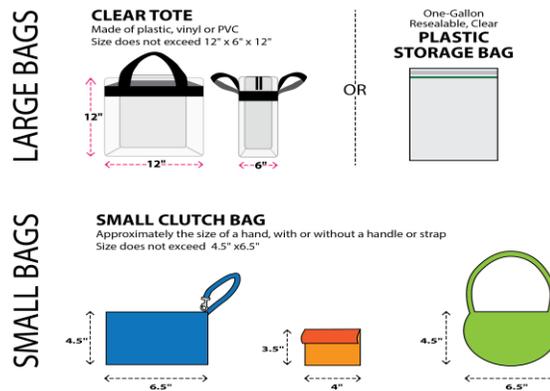
Curtis Culwell Center Introduces “Clear Bag Policy”

The CCC introduced a “Clear Bag Policy” throughout the graduation season. The language read as follows:

To ensure guest safety and a quicker entry into the facility, the Curtis Culwell Center has implemented a bag policy limiting the size and type allowed at all events.

While the CCC encourages guests not to bring bags if possible, the following are permissible:

- Clear plastic, vinyl or PVC bags that do not exceed 12" x 6" x 12"
- One-gallon clear plastic Ziploc-style bags
- Clutch bags approximately the size of a hand
- Medically necessary items



To help with the adoption of this new policy, the CCC did provide clear bags to all patrons at no cost for the 2015 graduation season. They were passed out in the parking lot before patrons were too far away from their vehicle. The new policy was well received and well executed.

Tulsa PAC Completes Brilliant Exterior Lighting Project

The Tulsa Performing Arts Center has reconfigured its exterior lighting with the goal of greater efficiency in energy usage and labor along with creating a new vibrancy that reflects the venue’s role in a blossoming downtown arts scene.

“When I began my research for lighting instruments to replace the existing ones, I knew that I wanted to replace them with LED fixtures,” said PAC House Electrician Daniel Oertling. “We wanted the ability to change the color of the building with the touch of a button to any color in the rainbow.”



Daniel Oertling

In recent years, the PAC’s exterior lighting was designed to accent architect Minoru Yamasaki’s articulated panels on each side, and cast light above entrances. That white lighting was later augmented with color by covering the lights manually and individually with color gels.

(Continued, page 6...)

“With all my research, I decided to use 28 Martin Exterior 410 lighting fixtures to replace the existing ones,” explained Oertling. “They are more energy efficient and require much less maintenance. We purchased a controller for the fixtures that is a small pre-programmable touchpad that can program 24 months in advance. It is capable of controlling 1,024 different lights or different attributes of lights.”

Now, with greater cost-savings and less manpower, the PAC becomes green when “Wicked” is playing, pink for “Legally Blonde,” red white and blue for the Fourth of July, and a rainbow of colors for “The Wizard of Oz.”

Says Oertling, “We want people to wonder what is going on in that building with those really cool lights and have them come into the lobbies and decide to see a show.”

Austin’s Frank Erwin Center Ranks No. 9



Photo credit: Rick Kern

This past June it was reported by the Austin American-Statesman that the Frank Erwin Center ranked No. 9 world-wide among facilities seating 15,000 or more in income generated between April and May. This information was compiled by Venues Today, which tracks the performances of stadiums and arenas world-wide and calculated the Erwin Center’s income amounted to more than \$2.8 million in a single month. Kirk Bohls, writer for the Statesman, interviewed Erwin Center director John Graham who said, “That doesn’t even count the Eagles’ appearance in late May. I know it’s just a snapshot, but we are having a pretty good year overall. Traditionally the Erwin Center ranks between 75th and 90th world-wide and between 35th and 55th among American arenas. We’re up there against all arenas like the Staples Center and American Airlines Center.” In April and May the Erwin Center hosted a variety of public-ticketed events such as Stevie Wonder, WWE, Sesame Street Live, Neil Diamond, Monster Jam, The Who, iHeartRadio Country Festival, Ed Sheeran and the Eagles.

To see the full article published in June in the Austin American-Statesman, click here:

<http://www.mystatesman.com/news/sports/bohls-uts-fenves-on-point-but-ryan-needs-to-talk/nmd5X/>



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(Continued, page 7...)



Thank you to our newsletter contributors this month!

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Meghan Doyle – BOK Center
Nancy Hermann – Tulsa Performing Arts Center
Liz Land – Frank Erwin Center
Abby Marr – Hartman Arena
Kevin Welch – Curtis Culwell Center

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