



A Month Packed with Big Events at UTA College Park Center!



Above: Our staff is happy to handle a large number of “Big” university and community-wide events! Staff includes, from left, Catherine Soto, UTATickets Box Office Manager; Pamela Webb, UTA Tickets/Special Events Facilities Marketing Director; Sharon Carey, Executive Director of UTA Special Events Facilities; Jamie Webb, UTA Tickets Box Office Manager; Jeff Davis, Director/General Manager of College Park Center; Keith Schobert, Assistant Director, Building Operations, CPC; Carl Shuler, Technical Services Manager, CPC; Joe Fletcher, Facility Crew Leader, CPC; Katie Gent, Assistant Director, Guest Experience, CPC and Jonathan Carroll, UTA Tickets Box Office Manager.

More than 14,196 students walked across the UTA College Park Center stage between May 12 and June 7 in celebration of their academic achievements. As the host of a thriving graduation season, the College Park Center at the University of Texas at Arlington hosted 24 graduations that included 3,753 undergraduates, 1,754 master’s degree recipients and 100 doctoral graduates from the University of Texas at Arlington and 8,596 high school students from cities throughout the D/FW Metroplex including Arlington, Cedar Hill, Colleyville, Grapevine, Keller, Lancaster and Red Oak.

“It was a busy, but productive time here at our arena,” says College Park Center Director and General Manager, Jeff Davis, CVP, CMP. “In addition to the thousands of students, we had 85,000 guests attending the graduations; we also hosted four WNBA Dallas Wings games—including the home opener on May 21.

“Thanks to the hard work and determination of the CPC staff and, it was a very successful month full of big events that connected the community with the university and our state-of-the art facility,” Davis says.

SMG Announces Hiring of Hugh J. Lombardi as General Manager for the Chesapeake Energy Arena and Cox Convention Center

SMG, the worldwide leader of public assembly facility management, announces the selection of Hugh J. Lombardi as the new general manager for the Chesapeake Energy Arena and Cox Convention Center, Oklahoma City, OK.

“We are very excited to have Hugh join our SMG team in Oklahoma City,” said Doug Thornton, SMG’s Executive Vice President of Stadiums and Arenas. “He is an accomplished arena manager who has deep experience and relationships in our industry. He will be a great addition to our operation there.”

Lombardi was most recently Sr. Vice President and General Manager of the TD Garden in Boston, MA. He directed and oversaw all TD Garden arena business and operations relating to event operations, Human Resource management, Information Technology, Ticketing, tenant relations, vendor relations, and labor relations. During his tenure, the TD Garden averaged in the top 20 in concert ticket sales in the U.S.

Before the TD Garden, Lombardi was the Chief Operating Officer, Sr. Vice President and General Manager of the Sommet Center (now called Bridgestone Arena) in Nashville, TN. He managed all day-to-day and event operations for metropolitan-owned Sommet Center, home to NHL’s Nashville Predators. Lombardi was the liaison between the team and the building where he oversaw management of Booking, Marketing, Ticketing, Security, Operations, Human Resources, and Finance.

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“We are very fortunate that we are able to add someone of Hugh’s caliber to our team,” said Leonard Bonacci, SMG’s Regional Vice President. “After 27 years in this business Hugh has the knowledge and expertise needed to continue delivering on our commitment to creating unforgettable experiences that our guests in Oklahoma City have come to know and expect.”

Lombardi attended Stonehill College in North Easton, Massachusetts and received his Bachelor of Science degree in Marketing Management.

“Operating large public event facilities like Oklahoma City’s Chesapeake Energy Arena and Cox Convention Center require highly specialized skills, vision and dedication to leverage opportunities, maximize the guest experience, enhance quality of life and stimulate the visitor based economy,” added Thomas Anderson, the Executive Manager of Special Projects for Oklahoma City. The local staff with SMG are passionate about Oklahoma City and the mission of these facilities. Hugh Lombardi has the industry experience and professional demeanor necessary to help ensure the highest level of performance. Hugh is a welcomed addition to the Oklahoma City team and I look forward to working with him.”

“The Thunder is excited to welcome Hugh Lombardi to Oklahoma City and Chesapeake Energy Arena,” said Danny Barth, Executive Vice President and Chief Administrative Officer of the Oklahoma City Thunder. “He brings significant major league experience and a strong ability to manage the facilities and staff of SMG. We look forward to working with him to continue to make our arena among the best in the NBA and the nation.” Chesapeake Energy Arena is Oklahoma’s premier arena and destination for the best in sports and entertainment. Whether it’s the action of an NBA basketball game, or the excitement of a live concert or world-class event, more than one million guests create memories each year at Chesapeake Energy Arena. Home of the NBA’s Oklahoma City Thunder, Chesapeake Energy Arena is conveniently located in downtown Oklahoma City, which continues to rank among the strongest-performing metro areas. Cox Convention Center is one of the most centrally located venues of its kind in the nation. The SMG-managed facility offers over 100,000 square feet of exhibit space, a 25,000-square-foot ballroom, 21 meeting rooms and a 15,000-seat arena, all just steps away from an ever-increasing number of downtown hotels and a vibrant entertainment district featuring a variety of canal-side restaurants, clubs, music venues and attractions.

THE BROADMOOR WORLD ARENA SEEKING GROUP SALES/MARKETING MANAGER

SUMMARY:

The purpose of this position is to develop and implement sales and marketing strategies to increase group sales for The Broadmoor World Arena and the Pikes Peak Center. The Group Sales/Marketing Manager will create, manage and maximize sales campaigns that target specific group markets and develop and maintain group databases. This position provides excellent customer service for group leaders/buyers, promoters and internal users. This position is a courteous and professional ambassador for The Broadmoor World Arena, World Arena Ice Hall and the Pikes Peak Center and their events. In addition, as the Marketing Manager, this individual will assist the Director of Sales, Marketing & Promotion by overseeing media placement, PR, street team, and promotions for select shows at both The Broadmoor World Arena and the Pikes Peak Center.

QUALIFICATIONS:

- At least three years of sales experience
- All Microsoft programs, including Excel
- Excellent organizational skills
- Self-motivation, competitive spirit
- Excellent written and verbal communication skills
- Attention to detail
- Professional appearance and demeanor are required.
- Must be willing and able to work flexible hours including nights and weekends
- While this job description is intended to be an accurate reflection of the requirements of the job, management reserves the right to add or remove duties and/or hours from particular jobs when circumstances (i.e. emergencies, change in work load, etc.) dictate.

EDUCATION: Bachelor’s degree

For a complete job description and to apply for this position: <http://www.broadmoorworldarena.com/arena-info/jobs>

City of Fort Worth Seeks Assistant Public Events Director, Finance & Administrative Services

The City of Fort Worth currently stands as the 16th largest city in the U.S. and the fastest growing among large cities. Fort Worth has received multiple accolades, including number one Downtown (Livability), top five commercial real estate markets (Urban Land Institute), and the second-best City in the nation for Job Seekers (Forbes). Our employees serve the needs of over 800,000 City residents. We are seeking individuals that reflect our values of exceptional customer service, mutual respect, embracing the diversity of our communities, continuous improvement, ethical behavior, and accountability.

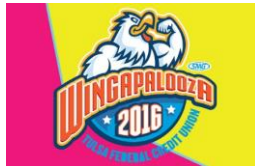
The Public Events department's mission is to provide an outstanding customer experience to the 3,000,000+ guests served each year. The department operates the Fort Worth Convention Center, the Will Rogers Memorial Center, the Office of Outdoor Events, the Fort Worth Sports Authority and funds the Fort Worth Convention and Visitors Bureau through a contractual arrangement. Together, we host over 800 diverse events each year.

The Assistant Public Events Director, Finance & Administrative Services Division is responsible for providing an outstanding customer experience by leading the financial and administrative services for the department. The duties include management of the \$43 million budget, administration of the 5 year Capital Improvement Program, provision of complex contract negotiation and administration for the major service contractors and participates in the implementation of the financial model and processes related to a new \$450 million Multi-Purpose Arena due to open in late 2019.

The Public Events department seeks an experienced leader that has a proven track record for successfully leading complex and diverse business entities, with a background in major event facilities, including major equestrian and convention center venues. Experience in hosting and servicing major world class equestrian shows and convention center events, municipal operations and outstanding customer service are traits that are desired for the successful applicant.

Annual compensation ranges from \$95,471 to \$157,528 and is determined based upon experience and qualifications. An attractive program of benefits is available with the City. For more information and to apply: <https://careers.fortworthtexas.gov/>

BEST WINGS IN TULSA NAMED AT THIRD ANNUAL WINGAPALOOZA



Wingapalooza 2016 presented by Tulsa Federal Credit Union hosted 18 restaurants to battle it out in this year's competition and welcomed over 2,800 guests for an afternoon of chicken wings.

The best wings in Tulsa were decided Saturday at BOK Center as **RibCrib** took home the title of "Lord of the Wings" with the best specialty wing. **Lambrusco'z** won the award for "Best Traditional Wing" as well as the "People's Choice" award.

Mazzio's Wing Run took runner up for "Lord of the Wings" and **Oklahoma Joe's BBQ** took home third place for their specialty wing.

"SMG Tulsa is proud to produce an event that brings some of Tulsa's top wing-joint restaurants together to display their talents and recipes," Jeff Nickler, SMG Tulsa General Manager said. "Thanks to Tulsa Federal Credit Union, all of our guests and all the restaurants for making Wingapalooza a huge success for the third year in a row."

This year's participating restaurants included: Mazzio's Wing Run, Oklahoma Joes BBQ, Main Street Tavern, Wings To Go, Naples Flatbread, Twin Peaks, Zaxby's, Baker Street Pub & Grill, BOK Savor..., Cox Business Center Savor..., Boulder Grill, Dave & Buster's, Hooters, Sisserou's, Crawpappy's Bar & Grill, RibCrib, Rusty Crane, and Lambrusco'z Deli.

Wingapalooza 2016 was presented by Tulsa Federal Credit Union and is an SMG special event. Additional sponsorship included Budweiser and Fox23.

Kansas Rocks Kansas Expocentre



Above: Kansas Expocentre General Manager Jeff Chabon with the band Kansas. July 2, 2016.

Susan Trafton-Evers joins Salina Bicentennial Center as Director of Sales and Marketing

The Salina Bicentennial Center is made up of a 7,500 seat multipurpose arena and Heritage Hall, an 18,000 square foot convention space in Salina, KS. As the center enters its third and final phase of a 13.1 Million Dollar three year renovation project there couldn't be a better time to bring in a local contact to grow our sales and marketing reach.



"I'm beyond excited to join the Bicentennial Center team," said Susan Trafton-Evers. "For the last ten years I have gotten to know this staff through event partnerships and by hosting my own events there. I have always admired their professionalism and hospitality. I can't wait to see what great things we'll do together!"

Prior to joining the staff at the Salina Bicentennial Center, Trafton-Evers has been building her sales and marketing background with radio companies like Cumulus Media and Alpha Media USA formerly Morris Communications. She held positions of Promotions Director, National Account Manager, and Local Account Manager.

With the completion of the renovations set for completion in Fall 2016, Trafton-Evers and her team will have many exciting new assets to sell. These marketing opportunities include additional signage inside the arena and a two-sided digital marquee at the entrance of the facility.

Frank Erwin Center's Rod Haden Promoted to Senior Administrative Associate

Administrative Associate Rod Haden has been promoted to Senior Administrative Associate at the Frank Erwin Center. Haden has been with the Erwin Center since 1999 and has served in a number of roles including, Administrative Assistant, ITS Assistant, Usher and Usher Supervisor.

In this new role, Haden will supervise an administrative staff that works with Athletics, other University departments, show promoters and the larger Central Texas community. His team will schedule events, prepare a variety of event-related contracts and coordinate with University Police, Parking & Transportation and Fire Prevention for event-related services. They will also make travel arrangements and provide varied administrative support services to the Erwin Center executives and other Erwin Center departments.

Laura Bennett Promoted to Assistant Communications and Marketing Manager for the Frank Erwin Center

The Frank Erwin Center's Laura Bennett has been promoted to Assistant and Communications Marketing Manager. Bennett began her career at the Erwin Center as an intern and in June of 2014 she was hired full-time as a Communications and Marketing Representative with her primary responsibility as the venue publicist. She will continue in her role as the venue publicist and also assist with the supervision and administration of marketing campaigns.

"I am so proud of Laura and what she has accomplished the past two years. She has grown significantly and is a valuable team member and an asset to our organization. Laura is committed to her professional development, while being dedicated and loyal to the department. I have full confidence in her abilities and I look forward to watching her succeed in her new role," said Liz Land, Assistant Director for Marketing, Sales and Digital Media.

SPECTRA BY COMCAST SPECTACOR NAMES KELLER TAYLOR GENERAL MANAGER OF BUDWEISER EVENTS CENTER

Spectra by Comcast Spectacor, which provides Venue Management, Food Services & Hospitality and Ticketing & Fan Engagement at the Budweiser Events Center, has named Keller Taylor the general manager of the facility.



Taylor relocated from the Spectra-managed Enid Event Center and Convention Hall in Enid, Okla., where he served as general manager for the past four years. Taylor will oversee booking and the day to day operations at the Budweiser Events Center.

Taylor replaces Rick Hontz who is now a Regional Vice President for Spectra by Comcast Spectacor. Hontz will remain on site, overseeing 14 Spectra properties in the region, including the Budweiser Events Center.

Prior to working in Enid, Taylor was the director of event operations and part of a team that opened the 6,800 seat Cedar Park Center near Austin, Texas in 2009. He also has experience working within the University of South Carolina Athletics Department as well as the Ohio University Department of Intercollegiate Athletics. Taylor is from Columbia, S.C. He received his Bachelor of Business Administration in 2006 from the University of South Carolina and his MBA and Master of Sports Administration and Facility Management from Ohio University in 2008 and 2009, respectively. He and his wife, Sarah, have relocated to Loveland with their son, Wyn, and daughter, Landyn.

PRCA RAM MOUNTAIN STATES CIRCUIT FINALS RODEO RELOCATES TO THE RANCH EVENTS COMPLEX THIS OCTOBER

The Ranch Events Complex is adding another world-class event to its Ranch-Way Feeds Indoor Arena lineup.

The PRCA Ram Mountain States Circuit Finals returns to Colorado at The Ranch in Loveland in what is one of the largest rodeo events in the region. This three-night rodeo will begin Thursday, Oct. 27 and run through Saturday, Oct. 29 at the Ranch-Way Feeds Indoor Arena with nightly performances beginning at 7 p.m.



The Mountain States Circuit Finals pits the top 12 contestants from Colorado and Wyoming in each PRCA event from that year against each other. The events are bareback riding, saddle bronc riding, barrel racing, tie down roping, steer wrestling, team roping, bull riding and all-around.

The PRCA-sanctioned rodeo, which was most recently held in Wyoming, returns to Colorado for the first time in years. “After five great years in Rock Springs, Wyoming, the Mountain States Circuit will open a new chapter, said Guy Warpness, president of the PRCA Mountain States Circuit. “We would like to send a very sincere ‘Thank You’ to the Sweet Water Events Center and their staff for everything they have done over the last five years to promote and support the circuit and the sport of Rodeo.

INTRUST BANK ARENA CREATES NURSING MOTHERS SUITE



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In response to new healthcare reform legislation and in an effort to further enhance the guest experience at INTRUST Bank Arena, a Nursing Mothers Suite has been implemented at the venue.

Unveiled during the second quarter of 2016, the space was created by converting a low-traffic family restroom on the upper concourse of the arena. The project was completed in partnership with the Arena's contract administrator, Sedgwick County, as an annual capital improvement project. The remodel included removing the toilet, tiling the wall where the toilet once was, and adding shelving. The suite is equipped with a nursing mother's chair and a small basket of amenities including high quality paper towels, baby wipes, cleaner, and lotion

The Nursing Mother's Suite is kept locked during events. To utilize the room, guests can simply visit one of the Arena's Guest Services Desk to request to use the room and a guest experience supervisor will escort them to the suite and unlock the room for them. This procedure was put in place to prevent the room from being used for purposes other than what it was intended for.

Since the completion of the project, guests have been very complimentary and appreciative of the Nursing Mothers Suite. A message left from a guest on the Arena's Facebook page reads, "I've been to many events here but this is the first time I needed to use the nursing mother's room. I was treated so kindly by the staff to locate the room. It was comfortable and clean, and even had extra supplies for moms who pump. Thank you for supporting moms and their babies! It is so appreciated!"

Looking ahead, INTRUST Bank Arena hopes to secure a sponsor for the Nursing Mothers Suite.

Events Manager, Allie Thomas of Tulsa's Cox Business Center, named to IAVM 30|UNDER|30 Program



Allie Thomas, Events Manager at Cox Business Center, has been selected to the IAVM Foundations 2016 30|UNDER|30 program. Thomas was recognized for her dedication to the success of events at Cox Business Center, including her work coordinating the 2015 Painted Pony Gala, which is one of the largest events in the facility and also the largest fundraiser of the year for the client, Saint Francis. Additionally, she took the initiative to help start a wellness committee for SMG Tulsa staff and organized a bike ride across Oklahoma on stationary bikes to help spread awareness for Mental Health suicide-prevention day. Kerry Painter, Cox Business Center Assistant General Manager said, "We are proud of Allie, and her constant dedication to her career. She is such a wonderful asset to our SMG Tulsa team." Allie was also named 2015 SMG Tulsa Employee of the Year.

Brian Smith and Meghan Doyle, both from BOK Center and the SMG Tulsa team, were also named in the 30|UNDER|30 program.

Cox Business Center Tulsa welcomes new Event Staff and a new Creative Services Manager



Sarah Kate Rogers was born and raised in Fort Worth, Texas and is a proud graduate of Oklahoma State University with degrees in Marketing and Business Management.
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She fell in love with event services through her work with Usher's New Look Foundation in Atlanta, GA, OSU Athletics POSSE in Stillwater, OK, and the Oklahoma City Thunder in Oklahoma City, OK. After traveling the country as a leadership consultant with Gamma Phi Beta International Sorority out of Centennial, CO, Sarah Kate is excited to have landed back in Oklahoma with SMG at Cox Business Center as an Event Coordinator!



Darian Woods, originally from Ohio, recently moved to Tulsa, from Central Florida, to accept the role of Event Relations Coordinator at Cox Business Center. She holds a Master's degree in Business from Southeastern University in Lakeland Florida. Darian has travelled around the world and has seen the power behind an event and people celebrating together. She loves providing environments that bring people together to have a great experience. With that comes a career in planning events and creating moments that turn into lifelong memories. She is constantly looking forward to good food, adventures, and exploring new places.



Born and raised in Henryetta Oklahoma, **Jinger Belcher** is a native Okie. She graduated from Oklahoma State University – Oklahoma City with a degree in Graphic Design and Communications. Prior to taking the job as Creative Services Manager at Cox Business Center, Jinger worked with numerous non-profit organizations specializing in Graphic Design and Marketing. She currently lives in Tulsa with her 11-year-old daughter, 4-year-old twin boys, and two dogs.

Cox Business Center Tulsa is looking for an Event Relations Coordinator

The Event Relations Coordinator under the direct supervision of the Event Services Manager provides a variety of administrative and operational support to designated personnel and/or departments. Acts as liaison between the facility and clients, ensuring all clients' requirements are met and facility rules, regulations and policies are adhered to. The Event Relations Coordinator will perform various duties in connection with scheduled events including customer contact, coordination and distribution of information within the facility, and client follow-up. Duties will vary depending on the event. The complete job description and the job application can be found at <http://bokcenter.com/employment/> and <http://www.coxcentertulsa.com/careers/>.

Kerry Painter, Assistant General Manager at Cox Business Center Tulsa, honored as one of Tulsa's "Women of Distinction"



Each year, *Tulsa Business and Legal News* honors 20 women for their contributions professionally and philanthropically. These women are selected based on independent nominations from *Tulsa Business and Legal News* readers and their peers. These are women who are making extraordinary contributions to their families and communities while also excelling in their careers. "Kerry is a fantastic asset to Cox Business Center and the SMG family", says Jeff Nickler, General Manager of BOK Center and Cox Business Center, "She truly is the best of the best". Kerry is well deserving of this award, and the achievement that comes with it. "Thank you, *Tulsa Business and Legal News*, not only for your recognition of my accomplishments, but for the recognition of all the wonderful, and accomplished women in this group with me. It is an honor to be a recipient," she said.

Texas A&M University Seeking Assistant Manager for Reed Arena

Texas A&M University is seeking an accomplished professional for the position of Assistant Manager for Reed Arena.

Assistant Manager is responsible for assisting the Event Manager for Reed Arena with activities held in Reed Arena. On-site manager during events; to include set-up and tear down. Responsible for developing and marketing the one-stop approach to event planning. Provides superior customer service to Reed Arena and users.

Requires: Bachelor's Degree or equivalent combination of education and experience. Four years experience in athletic administration to include at least 1 year in event management or game operations.

Ability to work flexible hours (night, weekend & holidays) as required to complete assigned duties and event coverage. All positions are subject to a criminal background check. Positions are subject to education and licensure checks.

Excellent benefits. Starting salaries may be negotiable based on qualification & experience. To apply please visit <https://jobpath.tamu.edu/> refer to posting number S01273FY16.

For questions regarding the online employment system, please contact Recruitment & Workforce Planning at 979.845.5154 or jobpath@tamu.edu. The Texas A&M System is an Equal Opportunity/Affirmative Action/Veterans/Disability Employer.

Don Haskins Center Graduations 2016



Photo by Laura Trejo / UTEP Communications

The Don Haskins Center continues its tradition of hosting commencements and graduations for the El Paso del Norte region. The venue is home for The University of Texas at El Paso's three ceremonies which had more than 2,100 graduates. Community colleges, technical schools and early colleges also picked the Don Haskins Center for their commencements. The El Paso Independent School District, Ysleta Independent School District, Gadsden Independent School District, Clint Independent School District, Canutillo Independent School District and Socorro Independent School District held their graduations for their high schools. In total, the Don Haskins Center held 38 graduation ceremonies for 177090 students and 162,451 attendees.

City of Fort Collins, CO Seeking Director of Cultural Services

The Position: The Director of Cultural Services Leads the Cultural Services Department and oversees the Lincoln Center, Fort Collins Museum of Discovery, Gardens on Spring Creek, Art in Public Places, Community Creative Center, and the Fort Fund granting program and supports the Cultural Resources Board. Develops and administers strategic direction and departmental policies and procedures consistent with objectives established for the Community Services service area. This position reports to an Assistant City Manager and has supervisory responsibilities over approximately 200 classified and hourly employees, including 5 direct reports.

The Cultural Services Department follows a Cultural Plan to ensure that arts and culture thrive in the community, add to Fort Collins excellent quality of life, help drive the local economy and tourism, and remain an integral part of Fort Collins' unique identity.

Education and Experience: Qualified candidates will have Bachelor's degree in Arts Facility Management, Fine Arts Administration, Business Administration, Public Administration or related field from an accredited college or university. Candidates should have a minimum of six to eight years of related experience; an equivalent combination of education and experience will be considered.

Salary: The City of Fort Collins is offering a competitive salary commensurate with experience and a comprehensive benefits package. Relocation assistance will also be available for a successful out of area candidate.

Further details available at: <https://fcgov.csod.com/ats/careersite/JobDetails.aspx?id=771>

How to Apply: Applicants should forward a cover letter and resume to: resumes@affionpublic.com Reference: FCDCS Affion Public 2120 Market Street, Camp Hill, PA 17011 888.321.4922 Fax: 717-214-8004 www.affionpublic.com

Fort Worth snags another premier equestrian event



Pictured: National Reined Cow Horse Association President Todd Bergen and Some Kinda Merada compete in a recent event.

Fort Worth will host the 2017 Snaffle Bit Futurity, one of the largest and most prestigious events in the Western performance horse industry, at the historic Will Rogers Equestrian Center beginning in 2017. Organizers have committed to hold the event in Fort Worth for the next three years, through 2019.

In addition to the 2017-19 events, Fort Worth has an option on events in 2020 and 2021.

A signing ceremony to solidify the multi-year agreement will be held at 10 a.m. July 12 at the Will Rogers Suite in the Amon G. Carter Jr. Exhibits Hall. Mayor Betsy Price and Jay Winborn, executive director of the National Reined Cow Horse Association, will attend the ceremony.

“It is a huge honor for Fort Worth and the Will Rogers Memorial Center to be the new home for the NRCHA Snaffle Bit Futurity,” said Kirk Slaughter, director of public events for Fort Worth. “The Snaffle Bit Futurity will attract visitors domestically and internationally to Fort Worth. This prestigious event will be a great addition to the many incredible equestrian championship shows that occur at the Will Rogers Memorial Center.”

The Futurity is projected to bring in at least \$250,000 in revenue to Will Rogers Memorial Complex each year and carry an overall economic impact to Fort Worth of \$4 million annually.

In December 2015, the NRCHA announced it was seeking a community partner to host the Snaffle Bit Futurity in 2017 and beyond. More than a dozen facilities made initial contact after the public request for proposal. Four facilities —in Fort Worth; Denver; Reno, Nev.; and Scottsdale, Ariz. — submitted bids detailing suitability and interest.

“The board took its time with this decision. All the proposals we received were attractive, with Fort Worth providing the most appealing package overall,” said NRCHA President Todd Bergen of Eagle Point, Ore. “The Will Rogers facility was much more affordable than the other locations, as far as what it is charging the NRCHA to hold the Futurity there. The amenities, cattle supply and the central location in a great city like Fort Worth convinced the board that it would be the ideal home for the Snaffle Bit Futurity.”

Further adding to Fort Worth’s appeal was a substantial offer from a group of reined cow horse owners, breeders, exhibitors and professionals, representing all regions of the country. This coalition supported the Fort Worth location by pledging a large bonus to the payout for three years if the Futurity moved there. The added money currently stands at six figures and growing, as more supporters join the effort, according to the NRCHA.

The Futurity has been held in Reno, Nev., since its inception in 1970. Fort Worth has hosted other NRCHA premier events, including the Celebration of Champions, since 2014. The 2017 Snaffle Bit Futurity is tentatively scheduled for Oct. 1-14.



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Thank you to our newsletter contributors this month!

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Jinger Belcher – Cox Business Center
Gina Cochran – City of Fort Collins, CO
Alissa Cunningham – Budweiser Events Center
Teresa Drew – Broadmoor World Arena, Pike Peak Center for the Performing Arts, World Arena Ice Hall
Meghan Doyle – BOK Center
Leslie Lamkin – Reed Arena/Texas A&M Athletics
Christine Pileckas – INTRUST Bank Arena
David Reeves – Will Rogers Memorial Center
Betty Tanner – Fort Worth Convention Center/Will Rogers Memorial Center
Phil Thompson – Kansas Expocentre
Susan Trafton-Evers – Bicentennial Center
Julian Valdez – University of Texas at El Paso
Pamela Webb – Marketing UTA Tickets – College Park Center
Anna Wong – Frank Irwin Center

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