



Newsletter

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

June 2015

IAVM Member Listening Initiative Survey

Thanks you to those who were able to participate in the May 28 webinar. Your feedback is important and will be shared with the board. Also, the recent email from HQ included an online survey invitation. Whether you were able to participate in the webinar or not, please take a few minutes to complete the survey.

2016 Region 6 Conference Survey Update

Please watch your email on June 18 for a Survey Monkey invitation. The brief survey will take less than five minutes to complete and will be used to narrow down the 2016 Region 6 Conference site. The final selection will be made by members present at the Region 6 business meeting at VenueConnect in Baltimore later this summer.

Don Haskins Center Sellout



Iconic group, The Eagles, brought their “History of the Eagles” tour to University of Texas at El Paso’s (UTEP) Don Haskins Center for a sold-out performance on May 22, 2015. More than 9,000 fans enjoyed the legendary musicians performing many of their greatest hits in an evening that demonstrated the band’s impact on rock and roll history.

Live Nation Presented Office of Special Events Centennial Award



The UTEP Office of Special Events presented its Centennial Award to Randy McElrath, senior vice president of Live Nation. The award is bestowed to major performers and promoters visiting the university’s venues in commemoration of UTEP’s 100th anniversary celebration. The award itself – one-of-a-kind crystal pickaxe tinted with the university’s orange hue – was created to represent UTEP as a beacon of knowledge, productivity and inspiration.

CAITLIN VOLPE SELECTED FOR IAVM’S 30|UNDER|30 Program

The AT&T Performing Arts Center would like to congratulate Caitlin Volpe, CMP for being selected into IAVM’s 30|UNDER|30 program. We are proud and grateful to have a team member like Caitlin who consistently performs at the highest standards, understands her role within the big picture, and never stops bringing her enthusiasm to the workplace. Her selection into this class of young, promising professionals is well deserved and only the beginning to a long successful career in venue management.



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Caitlin Volpe has been with the Center since 2014 serving as an event coordinator. Prior to coming to the Center, Caitlin worked as an event coordinator at the Curtis Culwell Center in Garland, TX for two years. She grew up in the Greater Boston area until leaving the north to attend college at Clemson University in South Carolina. Caitlin is still hesitant on integrating “y’all” into her daily vocabulary.

The 30|UNDER|30 program focuses on identifying and developing the talent of venue industry professionals, 30 years of age and under, through increased access and exposure to industry networking and thought leadership. The program provides year-round continued education for professional growth in the venue industry and helps program participants become better, more productive employees.

Walton Art Center Welcomes Bob Pless, Director of Facilities

Walton Arts Center (Fayetteville, Arkansas) is pleased to announce the hiring of **Bob Pless** to the position of Director of Facilities. Bob comes to Walton most recently from Memphis, Tennessee, where he was employed by CBRE, Inc. as Facility Manager and Portfolio Services Manager for the commercial real estate company. While in Memphis, he also worked closely with the Cannon Center for the Performing Arts and the Germantown Performing Arts Center. Bob’s experience includes 17 years as Technical Director and Operations Manager for the Tennessee Performing Arts Center in Nashville, Tennessee. Bob brings a broad knowledge base of facility management practices as well as production and arts management skills to this new position.

Bob will oversee Facilities at the multi-building Walton Arts Center Fayetteville campus, which includes multiple black box theatre spaces, a visual arts gallery, art studios, event spaces and a 1200-seat proscenium theatre. He will also oversee the department’s operations at the 10,000-seat Walmart Arkansas Music Pavilion in Rogers, AR.

SMG TULSA TEAM MEMBERS SELECTED FOR INDUSTRY HONORS

(Tulsa, Okla.) May 13, 2015 – Three SMG Tulsa team members have been selected to the International Association of Venue Managers (IAVM) Foundation's inaugural 30 Under 30 Class of 2015 to be recognized at *VenueConnect*, IAVM's Annual Conference & Trade Show in Baltimore, MD from August 1-4, 2015.



SMG Tulsa garnered three award honorees: Jason Burnette, Sales Manager at Cox Business Center, Michael Owens, Director of Booking for both BOK Center and Cox Business Center, and Nathaniel Porter, Senior Event Services Manager at BOK Center.

The 30 Under 30 program focuses on identifying and developing the talent of venue industry professionals, 30 years of age and under, through increased access and exposure to industry networking and thought leadership. Honorees were awarded based on their professionalism, creativity and industry insight. The program provides year-round continued education for professional growth in the venue industry and helps program participants become better, more productive employees.

The 30 Under 30 Class receives one full, complimentary registration to *VenueConnect*, a travel stipend to be used on travel accommodations to the conference and a complimentary one-year Young Professional membership to IAVM. Honorees will be recognized formally at the Venue Industry Awards luncheon on Monday, August 3, 2015.

"Jason, Michael and Nathaniel are all incredibly deserving of this recognition they have received from IAVM. We are lucky to have such dedicated and talented people as part of the SMG Tulsa team," said SMG General Manager Jeff Nickler. "Being a part of this 30 Under 30 class will help them grow and thrive in the industry even more than they already do."

Fort Smith Convention Center Hosts Ringling Bros. and Barnum & Bailey Circus

The Fort Smith Convention Center hosted the beloved Ringling Bros. and Barnum & Bailey Circus for six performances this past week. People of all ages came from all over Arkansas, Oklahoma and the entire six state region to see The Greatest Show on Earth!

The performance, 'Built to Amaze', included elephants, horses, a family of talented dogs, and numerous unique performers. It was quite a production, not short on any props or stunts. All six shows were a huge success, including an opening night sell out!



While purchasing tickets patrons shared stories of going to see the Ringling Brothers Circus when they were kids, years ago. Whether they were age 7 or 70, everyone leaving the shows had a huge smile on their face!

Richard L. "Rick" Woody named new Associate Director of Midland County Horseshoe and Pavilion



Dooley Management Company is proud to announce the promotion of Richard L. "Rick" Woody into the position of Associate Director of the Midland Horseshoe Arena and Pavilion, where he has previously been the Operations Manager for the last nine years. Rick came to DMC with over twenty-four years experience in the public facility management field. He received his Master of Business Administration from The University of Texas at San Antonio, International Business and Marketing. His BBA is in Management, graduating Cum Laude. Professionally, Rick graduated from I.A.V.M. School for Public Assembly Facility Managers in 94'95. His experience is extensive and most recently includes Building Manager at University of Texas at San Antonio University Center where he managed 14 event rooms of various capacities and hosted over 3000 events per year. He is also returning to Midland as he previously held the Operations Manager position at the Midland Center. We are proud of his many achievements including being awarded "City Council Award for Service": City of Temple, "Confederate Air Force Service Award": Midland, Texas and "Celebration of the Arts-Committee Chair-"Outstanding Volunteer". Rick is married to Laurie, they have 6 Children and 13 grandchildren. If he has spare time...he enjoys tournament bass fishing and music where he is a percussionist. Rick currently serves on the Midland County Fair Steering Committee where he received the 2014 Outstanding Volunteer Award and is a 2010 LAEC Footing Academy graduate and a member of Texas Association of Venues and Facilities.

Big 12 Women's Basketball Championship has a Home at Chesapeake Energy Arena

OKLAHOMA CITY—The SMG-managed Chesapeake Energy Arena will host the Big 12 Women's Basketball Championships through 2019, in conjunction with the Oklahoma City All Sports Association.

On Thursday, the Big 12 awarded the conference's women's basketball championship to Chesapeake Energy Arena from 2017-2019. The arena had previously been selected to host the 2016 championship.



"We're proud the Big 12 Women's Basketball Championship has found a home at Chesapeake Energy Arena," said Chesapeake Energy Arena General Manager Gary Desjardins. "SMG and Oklahoma City All Sports have a proven track record of hosting top-notch sporting events in Oklahoma City and we look forward to continuing to do so."

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At the conclusion of this agreement with the Big 12, Oklahoma City will have hosted the women's basketball championship seven times. The 2007 and 2009 championships were played at the SMG-managed Cox Convention Center and the 2014 championship was held at Chesapeake Energy Arena. The 2007 championship saw a conference-record average attendance of 8,165.

"It's an honor and a privilege to be awarded the Phillips 66 Big 12 Women's Basketball Championship for the next four years," said OKC All Sports Executive Director Tim Brassfield. "Having the event in one place for multiple years creates new opportunities for us to promote the tournament differently. People begin to recognize and understand the branding message being sent, and then with tickets, it creates a renewal process that we haven't been able to in the past. We can't wait to get to work with SMG on growing and elevating the women's championship to another level like we can here in OKC."

In addition to the Big 12 Women's Basketball Championship, SMG and Oklahoma City All Sports have hosted some of the biggest events in college sports at Chesapeake Energy Arena. The venue has played host to the NCAA Division I Men's and Women's Basketball Championships, Division I Wrestling Championship, Division I Women's Volleyball Championship and the Big 12 Men's Basketball Championship.

Ticket information for the 2016 Big 12 Women's Basketball Championship will be announced later this summer. Tickets will be available at the arena box office, by phone at [\(800\) 745-3000](tel:8007453000), online at ChesapeakeArena.com or through the Oklahoma City All Sports Association.

SMG Oklahoma City's David Ellsworth Named Regional Director of Operations

David Ellsworth, CFE and Director of Operations at SMG's Chesapeake Energy Arena and Cox Convention Center in Oklahoma City was recently named SMG's Regional Director of Operations. In addition to working with 16 other Director of Operations in eight states, Ellsworth will continue his present role in OKC.

Ellsworth has been with SMG for two years and has over 30 years of facility management experience. He has been an active member of IAVM for over 30 years, was the GM at the Mabee Center at Oral Roberts University, was in the second graduating class at Oglebay, served as the VP of District VI and has served on the IAVM Board of Trustees.

SMG Oklahoma City's Laura Doyle Named to IAVM 30|UNDER|30 List

SMG Oklahoma City would like to congratulate Guest Relations & Event Security Manager Laura Doyle for being named to the IAVM Foundation's inaugural 30|UNDER|30 list. Doyle is one of 30 young professionals, 30 years of age and under, will receive full complimentary registration to *VenueConnect* in Baltimore, a travel stipend of \$850, and a one-year complimentary Young Professional IAVM Membership.

In addition to over \$2,000 in benefits, the 30|UNDER|30 recipients will be recognized at the Venue Industry Awards Luncheon at *VenueConnect* on Monday, August 3. They will also be provided year-round continued education for professional growth in the venue industry to help program participants become better, more productive employees through increased access and exposure to industry networking and thought leadership.

Doyle joined SMG Oklahoma City in June 2013 and manages the guest relations and event security staffs for Chesapeake Energy Arena and Cox Convention Center.

Major Improvements and Changes Touch Broadmoor World Arena

Big changes and capital improvements are happening at the Broadmoor World Arena. After partnering with The Broadmoor and AEG, the Broadmoor World Arena has undergone huge updates.

On top of new signs and a new coat of paint we've brought on the Double Eagle Hotel and Casino as a major building sponsor. The "Wigand Room" was rebranded as the "Double Eagle Casino Lounge." The Double Eagle Casino Lounge is a 375 person capacity lounge on the 3rd level of the Arena, overlooking the seating bowl and stunning views of the Colorado Springs Front Range. It was updated with new artwork, a wrapped elevator and table covers promoting the new sponsor.

The Peter Susemihl room, on the club level, also got a face lift. The new entrance was expanded down the hallway leading to the club, making it an inviting option for overflow guests and dinner functions or private parties. Cherry wood now layers the walls and doorways to give the room dignity and worth, while recessed lighting enhances any specialty event. The new tile entrance brings both of the rooms together and the Peter Susemihl room has been transformed into a quaint little brother version of the elegant Penrose Club.

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Last, but certainly not least, the past few months we have worked with Carbon House to completely revamp www.BroadmoorWorldArena.com and www.PikesPeakCenter.com (launching soon). The project has taken months to complete but the result are websites that emphasizes the world class events held at both venues and is easy to navigate.

Broadmoor World Arena, Ice Hall and Pikes Peak Center Seeking Business Manager/Finance Department, Digital Marketing Manager and Housekeeping Supervisor

Business Manager/Finance Department:

Oversees all accounting, financial reporting and compliance.

Supervises:

FT Payroll/HR Coordinator

PT A/R Coordinator

FT A/P Coordinator

PT Parking Supervisor

Full list of duties and minimum requirements posted on our website

www.broadmoorworldarena.com

Digital Marketing Manager:

The Broadmoor World Arena is seeking a high-energy, detail-oriented Digital Marketing Manager. This position plays a central role in developing and implementing new media marketing to raise the levels of customer acquisition, engagement and retention. This position is responsible for managing database systems designed to analyze, increase customer value and increase sales. Generates marketing lists; email database and website, segmentation, contact, and testing plans and post event surveys. Analyzes customer preferences, trends, profiles, and purchase histories. Using assets that include email, websites and social media, this position conceives and implements online promotional programs to raise customer acquisition and retention rates, ticket sales and ancillary sales. Creates strategies for targeting and gaining access to existing and new markets and keeping the Venue brands visible in the community.

This position discovers and develops new and non-traditional outlets for advertising and utilizes a wide variety of grassroots techniques. Responsible for implementing and maintaining the Street Team of 5-10 people.

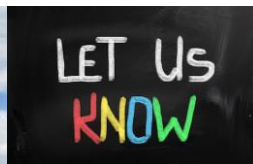
The Digital Marketing Manager is part of the Broadmoor World Arena Marketing team which is responsible for the direction of all the sales, marketing, promotions, new media, media buying, and day to day support for the World Arena, the Pikes Peak Center and the Ice Hall. Design and production of newspaper ads, billboard art, poster art, fliers, e-blast and website content are among just a few of the daily responsibilities. Full list of duties and minimum requirements posted on our website www.broadmoorworldarena.com

Housekeeping Supervisor:

Under the direction of the Director of Facility Services, in a lead working capacity, direct and perform the activities of the housekeeping staff in cleaning duties, i.e. keeping the assigned areas of each facility in a clean and orderly condition as well as to perform related duties as required in order to maintain cleanliness.

Full list of duties and minimum requirements posted on our website www.broadmoorworldarena.com

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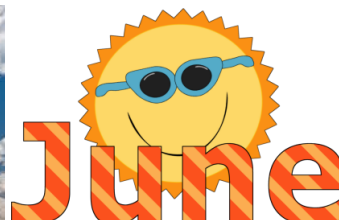
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Thank you to our newsletter contributors this month!

Callie Anderson – Fort Smith Convention Center
Sherman Bass, CFE – Region 6 Director, Amarillo Civic Center Complex
Meghan Doyle – BOK Center
Alex Hargis – AT&T Performing Arts Center
Nathan Landry – Broadmoor World Arena, Ice Hall and Pikes Peak Center
Rhett Lively – Midland County Horseshoe Arena and Pavilion
Ryan McGhee – Chesapeake Energy Arena
Julian Valdez – University of Texas at El Paso
Nick Zazal – Walton Arts Center/Walmart AMP

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