



Newsletter

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

September 2016

Scott Galbraith Named Vice President of Programming for Walton Arts Center



Walton Arts Center announced today Scott Galbraith will join the staff as Vice President of Programming and Executive Producer. Galbraith brings nearly 20 years of arts management experience to the Walton Arts Center leadership team.

“We are thrilled to have Scott join the Walton Arts Center. His depth and experience in the many facets of programming will add tremendous value to Walton Arts Center and help us continue to meet the artistic needs of our community,” said Peter B. Lane, president & CEO of Walton Arts Center. “As we enter into our 25th season, the range of programming Scott will oversee will include both presenting and producing and will continue a history of reaching the broadest spectrum of artistic expression. This is great news for the artists and audiences we serve.”

Most recently, Galbraith served as Vice President of Programming and Education at the Dr. Phillips Center for the Performing Arts in Orlando, Fla. He led the Center’s grand opening performances and hundreds of events in the Center’s first two seasons. He played a key role in the Center’s response to the tragic Pulse nightclub shooting in June.

Prior to his position in Orlando, Galbraith was Vice President of Programming at The Bushnell Center for the Performing Arts in Hartford, Conn. Galbraith supervised more than 250 events annually, benefiting the local economy by \$35 million each year. He was called upon to train emerging arts leaders in China and speak at international conferences. A long-time member of the Broadway League, Galbraith is also a Tony® Award voter.

In addition to being a highly regarded arts presenter, Galbraith is also a successful producer, having created The Bushnell’s concert staging of *The Music Man – A 50th Anniversary Tribute* starring Shirley Jones and Patrick Cassidy. He also co-adapted and produced the world premiere of *Warriors Don’t Cry*, a dramatization of the Little Rock Nine memoir of the same name, and is co-founder of A Rising Tide Theatrical Group, an independent commercial production company currently preparing to tour the hilarious comedy *Greater Tuna*.

“Northwest Arkansas is known to be a culturally rich area that continues to be in a growth phase and I feel very fortunate to be joining the Walton Arts Center team at this juncture,” said Galbraith. “In particular, I look forward to increasing the Walton Arts Center’s in-house producing capability. In my experience, that allows an organization to be even more committed to its mission, more reflective of the community it serves, and less dependent on external producers.”

Strong advocates for the social, cultural, and economic benefits of the arts, Galbraith and his wife, Florence, an actress and non-profit arts administrator, are also advocates of domestic adoption of older children. Adoptive parents themselves, the couple helped train future foster and adoptive parents in non-traditional parenting techniques that benefit children with traumatic histories. The Galbraith’s daughter is studying psychology at Ithaca College, and their son, a recent high school graduate, is passionate about video game design and robotics.

Fair Park Features U.S. Premier of “Michelangelo’s Sistine Chapel: The Exhibition.”

The mastery of Michelangelo has been detailed for centuries as the Sistine Chapel is without question one of the greatest artistic achievements of all time. Millions of people each year flock to the Vatican City to gaze in awe at the vast, majestic art painted on its ceiling by Renaissance genius Michelangelo. Almost half a millennium later, the ceiling frescoes inaugurated in November 1512 still amaze and inspire visitors from all over the world.

While visitors in Rome marvel at the celebrated frescoes, this month Fair Park guests can view the U.S. premiere of “Michelangelo’s Sistine Chapel: The Exhibition.” This breathtaking collection of photographically reproduced artwork in their original sizes will open September 30, 2016 during the State Fair of Texas in the former Women’s Museum.

The Chapel paintings have been dramatically reproduced using state of the art technology and they are presented in their original sizes giving observers the actual dimensions of the masterpieces. Visitors will be able to explore the paintings up close, something that is impossible within the Sistine Chapel itself.

A pre-show area will introduce visitors to Michelangelo’s work and will prepare them for viewing the exhibit. A professionally detailed video and audio tour will take visitors through the history of the artwork. This magnificent exhibit, showcasing Michelangelo’s genius, and the stunning reproductions of his gifts, take the visitor through the artist’s story of creation to the Last Judgment.

Ticket prices and hours of operation will be available soon so please check the website for at www.fairpark.org in the days ahead for details. The exhibit runs through November 30, 2016. We hope you will visit the exhibition and Fair Park soon!

AMERICA'S BEST BBQ RETURNS TO DOWNTOWN TULSA

Mouth-watering barbecue makes its way back to downtown Tulsa as Rib Crib’s Rock ‘n Rib Festival returns September 15-18. The festival features four days of championship barbecue, mouth-watering concessions, a kids zone and performances by more than 16 regional bands. Admission to the festival is free - all day, every day.



The festival has become a Tulsa tradition and is a celebration of award-winning barbecue with teams from across the country showcasing their championship recipes on Third Street and Frisco Avenue outside BOK Center. These professional “pitmasters” (who have been featured on the Travel Channel, Discovery Channel and Food Network) compete around the world and pride themselves on their cooking techniques, secret recipes and unique barbecue sauces and rubs.

“Rib Crib’s Rock ‘n Rib Festival is a great event that blends two of Tulsa’s favorite things together – food and music,” said Jeff Nickler SMG Tulsa General Manager. “The festival is in its 8th year and we are excited to share it with the Tulsa community once again.”

In addition to barbecue ribs, beef and chicken, a variety of delicious concessions are also available. Fair foods such as funnel cake, popcorn, cotton candy, corn dogs, deep-fried pickles, kettle corn and fresh-squeezed limeade will be for sale. A selection of soft drinks is offered along with margaritas, mixed drinks, jello shots, wine and beer for guests over 21 years of age.

OTHER ENHANCEMENTS

- **R. I. B. VIP Night** is Really Impressive Barbecue for Very Important People. This new ticketed event on Thursday evening is the only way for guests to sample ribs from each of the featured Pitmasters for the price of one ticket with domestic beer, soda and water included. Tickets are on sale now for \$30/person and \$225/table (tables seat 8 people) and can be purchased at getsaucedtulsa.com. R.I.B VIP night is presented by 2 Fellas Moving Company.
- **Whiskey Well** returns this year with two sessions. On Friday, September 16, guests 21 years of age and over are invited to sample 15 whiskeys and moonshines from 6:30-8PM or 8:30-10PM.

(Continued, page 3...)

- Guests receive a custom shot glass, entrance to the private tasting tent and samples from a wide variety of whiskey and moonshine vendors. Tickets for \$25 entry + whiskey tasting and a new \$5 entry only may be purchased at the Arby's Box Office located at BOK Center and at www.bokcenter.com. Tickets are on sale now.
- Bring the kids for inflatables and more at the **FREE Kids' Zone** on Saturday from 11AM - 8PM and Sunday from 11AM - 3PM.
- The **Fireball Party Saloon** returns for guests 21 years of age and older. The expanded adult-only party zones offers liquor, mixed drinks and high-point beer. The party area will be located on the box office plaza near Frisco Avenue and offers a prime view of the outdoor stage. This area also features a large a **GoVision Jumbotron** presented by Budweiser showing the weekend's best college and NFL football teams in action.

FREE ENTERTAINMENT

One of the festival's greatest features is free live entertainment scheduled daily on the Catalyst Benefits Outdoor Stage. The stage will feature marquee performances from more than 15 regional bands including The Dusty Pearls, Bringer and Echelon.

The Rib Crib's Rock 'n Rib Festival is presented by Rib Crib with live entertainment on Catalyst Benefits Group outdoor stage. Plaza sponsors include Budweiser, PSO, Fireball, Two Fellas & A Big Vehicle and Pepsi Cherry Vanilla.

More information on the Rock 'n Rib Festival and profiles of all of rib vendors are available at www.getsaucedtulsa.com. Questions may be directed to Brian Smith, Special Events Manager at (918) 894-4268 or bsmith@smgtulsa.com.

Plano Centre's Director of Sales & Marketing Manager Earn Prestigious Credentials

Jessica Marbut, Director of Sales for Plano Centre, has earned the prestigious Certified Meeting Professional (CMP) credential and Plano Centre and Visit Plano's Marketing Manager, Millerann Moya, has earned the Texas Destination Marketer (TDM) credential from the Texas Association of Convention and Visitor Bureaus.



The CMP program was established in 1985 by the Convention Industry Council (CIC). The CMP credential is recognized globally as the badge of excellence in the meeting, convention, exhibition and event industry. The qualifications for certification are based on professional experience, education and a rigorous exam.

The TDM designation recognizes excellence in the convention and visitor bureau industry. The Texas Destination Marketing Certificate program offers industry professionals an educational framework for marketing Texas as a destination for both tourism and group business. The program includes eight areas of knowledge, including Texas heritage/cultural tourism, administration/finance, communications/technology, group sales, group servicing, marketing, tourism sales and visitor services. Once a professional achieves an area of knowledge by completing 27 credits, he or she receives a certificate of completion. To achieve TDM designation, program participants must complete six of the eight areas of knowledge.

"Jessica and Millerann exemplify all that the CMP and TDM credentials stand for," said Mark Jarrell, Plano Centre General Manager. "The competence and value they bring to Plano Centre not only help bring in meetings and events, but also raises the bar for our industry as a whole."

Plano Centre's Long-Awaited Renovation is Under Way



Renderings by: Eikon Consulting Group

Plano Centre's long-awaited \$2.8 million renovation began July 1, 2016 and is expected to be complete by May of 2017. The primary goal is to lighten and brighten the venue. The entire interior and exterior will be repainted and there will be new carpet and furniture throughout the building. Four dramatic new chandeliers are being added to the main hallway outside the entrances to Collinwood, the largest meeting space. The restrooms in the east and west hallways will be completely redone with marble tiles, new flooring, sinks, mirrors, and partitions. The sound system in the second largest room, Windhaven, is being upgraded and new motorized shades are being installed so the room can be completely darkened for corporate presentations. In addition, this room will include new laminate wood flooring. All of the remaining meeting rooms will also receive new window shades and white boards that double as screens for audio visual presentations.

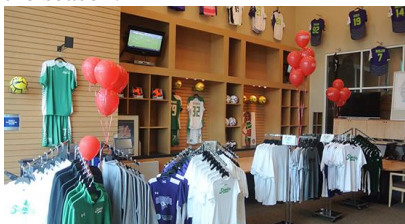
Allen Event Center Sets New Attendance Records

Allen Event Center in Allen, Texas, hosted a string of sold-out concerts this summer including two shows that broke attendance records at the venue. On July 8, Twenty One Pilots set a pair of records as the first-ever GA floor show and the largest crowd ever at Allen Event Center. On July 31, Meghan Trainor set a record for the largest attendance at a reserved seating show at Allen Event Center.



Allen Event Center will host even more national acts this fall with shows by Goo Goo Dolls, Sadie Robertson's Live Original Tour and Counting Crows and Rob Thomas.

On September 1, Major Arena Soccer League's Dallas Sidekicks officially opened Kick's Corner at Allen Event Center. The facility is the team's new headquarters and team store. The opening of *Kick's Corner* at Allen Event Center creates new opportunities for both the Sidekicks and their fans. In addition to providing a retail experience on game days, *Kick's Corner* will also be a site for VIP experiences throughout the season.



If all of this cool stuff sounds exciting to you, Allen Event Center is looking for qualified applicants to fill the positions of Guest Services Coordinator and Premium Services Coordinator. Visit www.alleneventcenter.com for more details.

Houston Rockets Top JD Power Report

Last week, JD Power released their inaugural Fan Experience Study which measures customer satisfaction of major pro sports teams in New York, Los Angeles, Chicago and Houston. The study examines seven factors: seating area and game experience, security and ushers, leaving the game, arriving at the game, food and beverage, ticket purchase, and souvenirs and merchandise.

With over 5,700 surveys completed, fans who attended a game in the last 12 months ranked teams from National Football League, Major League Baseball, National Hockey League, Major League Soccer and National Basketball Association. The survey is a more comprehensive look at fan experience since it covers not only season ticket holders and single ticket purchasers, but people who attended a game with friends or family as well.

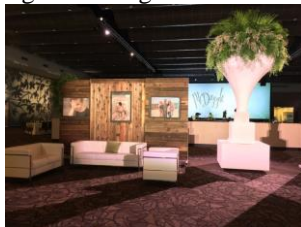
WE took the top spot in the Houston market above the Texans, Astros and Dynamo!!!

Link to article: <http://www.jdpower.com/press-releases/jd-power-2016-fan-experience-study>

August brings fundraising, training, and specialty shows to Tulsa's Cox Business Center.

Ronald McDonald House of Tulsa hosted the 2016 McDazzle Fun Ball August 25 at Cox Business Center.

Celebrating 25 years of serving families in need, Ronald McDonald House of Tulsa, came to Cox Business Center for their annual fundraising event. This year's McDazzle honoree was Phyllis and George Dotson, who have helped the Ronald McDonald House of Tulsa become a place of healing and strength.



Indie Trunk Show's first year at Cox Business Center was a big success!

The Indie Trunk show is all about the local crafters, artists, makers, and local business owners of Oklahoma! Over 1500 shoppers bought handmade goods, furniture, and home decor, as well as clothing and accessories from small boutiques, and community organizations. Every vendor in the show was from Oklahoma.



Wild Brew, dubbed "The Greatest Party Ever Hatched" returned to Cox Business August 27.

In support of the internationally recognized, nonprofit conservation organization, The Sutton Avian Center, The Greatest Party Ever Hatched took flight August 27 Cox Business Center. Funds from the event underwrite educational projects such as the bald eagle nest Webcam, satellite tracking of young bald eagles and the Sutton Scholarship Awards. This one-of-a-kind event brought in 3000 people and combined fare by Tulsa's best restaurants with first-rate beers by artisan brewers from the U.S. and around the world - plus live music by local favorites.



Tulsa Teacher Institute brings teachers to Cox Business Center.

Tulsa Public School teachers gathered at Cox Business Center for a back to school kickoff and a day of training. More than 2,800 teachers boarded school buses from across the city and headed to the Cox Business Center to both celebrate the new school year and train on how to be the best teachers possible. The gathering was the in person roll out of the district's new plan for teachers - a guideline on how to encourage students to stay focused on a common strategy across the different grades and schools.



Arts and cultural professionals share local insights on global stage

Talks from the recent Tessitura Learning & Community Conference (TLCC) are now available to the public for free online viewing. Speakers included Annie Burridge of Opera Philadelphia; Nik Honeysett of Balboa Park Online Collaborative; Sherri Prentiss of the Cincinnati Symphony Orchestra; Rand Suffolk of the High Museum of Art; Alida Szabo of Chicago Shakespeare Theater; Heather Walker of the Royal Opera House; and executive leadership from the Tessitura Network. All videos are available at www.youtube.com/TessituraNetwork.



Heather Walker, Nik Honeysett and Annie Burridge speak as part of Tessitura's Innovator Series Live.

Peabody Award-winning radio producer Julie Burstein, who is also a TED speaker and the best-selling author of *Spark: How Creativity Works*, moderated a keynote panel entitled "Catalyst Collaborations: Crossing Genres to Ignite Creativity." Sherri Prentiss, Rand Suffolk and Alida Szabo spoke about how cross-genre collaborations lead to new opportunities for audience development, community engagement and the unexpected.



Julie Burstein moderates "Catalyst Collaborations: Crossing Genres to Ignite Creativity."

The conference also featured three presentations as part of Tessitura's Innovator Series, a regular program showcasing innovation and best practices in the business of arts and culture. These talks are presented quarterly, and TLCC offered the opportunity for the speakers—Annie Burridge, Nik Honeysett and Heather Walker—to present in front of over 1,800 attendees. You can find the entire "Tessitura's Innovator Series" playlist on our [YouTube channel](#).

Christopher Post, CVP, Operations Manager at the Amarillo Civic Center Complex receives a Certificate of Appreciation from the U.S. Department of Energy, Office of Secure Transportation



The U.S. Department of Energy, Office of Secure Transportation sent their appreciation to Christopher Post, CVP, for his support of their five intense Jurisdictional Trainings for CBRN (Chemical, Biological, Radiological and Nuclear) Threats at the Amarillo Civic Center Complex Coliseum. Jurisdictional Training is designed to help our first responders have an on hand experience for emergency events. "It's beneficial to the entire Amarillo community and other agencies to have this training," said Colonel Martin Birkenfeld, Assistant Police Chief. "Christopher was very helpful, he helped us coordinate the event with the facility...we appreciate his support in order to make this training successful"

Frank Erwin Center Welcomes Two New Full Time Staff Members

The Frank Erwin Center Marketing Department is proud to announce two new additions to their team! Kasey El-Chayeb and Romina Jara joined the department in mid-August as Communication and Marketing Representatives.



Kasey will manage and analyze social media and digital marketing efforts for the venue. Before coming to the Erwin Center, she was a public communications specialist at the University of North Carolina at Chapel Hill. Kasey has previous experience working in government, public relations and hospitality. She received a B.A. in Media and Journalism and a Master's in Public Administration (MPA) from UNC-Chapel Hill.

Romina will assist in the development and implementation of venue advertising, promotions, publicity, group sales and suite operations. She graduated from the University of Texas at Austin in May 2016 with a degree in Public Relations and a minor in French. Romina's background includes internships with two big players in the Austin entertainment industry, the Austin Film Festival and the SXSW® Conference & Festivals. She also previously worked as an usher for the Frank Erwin Center for three years.

American Airlines Center Introduces Upgraded Technology for 2016-2017 Season

September 8, 2016 – American Airlines Center installed new technology this summer to enhance the fan experience both inside and outside the Center including an additional LED ribbon board and upgraded outdoor marquee displays. The Center also upgraded all parking structure lighting to high-efficiency LED lighting.

A second band of in-arena LED display was installed inside the arena bowl and will debut this fall during Dallas Mavericks and Dallas Stars games. Located below the Terrace level of seating, the LED is 426 linear feet by 3 feet tall and contains over 150,000 pixels. It features 20mm SMD LED technology to match the existing ribbon board fascia display in the arena. Both boards will be used during Dallas Mavericks and Dallas Stars games and other American Airlines Center events to display graphics, statistics and sponsor messaging.

Panasonic Enterprise Solutions manufactured the equipment and Click Effects is providing the control solution to drive the content to the new LED and allow for synchronized playback of both video and still images at the click of a button.

American Airlines Center also renewed the partnership with Daktronics to install upgraded outdoor marquee video displays. The new displays were installed in the marquee structure off of Interstate 35E in Dallas. The structure features a two-sided display that will measure approximately 24 feet high by 20 feet wide and feature a 15HD pixel layout. They will promote current and upcoming events as well as highlighting sponsors associated with the venue or specific events. The displays will also feature the highest brightness capability offered by Daktronics to combat the direct sunlight that will affect the displays. The new marquee will be viewed by over 1.6 million people weekly as they travel on I-35E.

Daktronics LED video and messaging display technology offers a long lifetime with consistent, industry-leading performance and low power consumption.

In partnership with TXU Energy, American Airlines Center also upgraded from high pressure sodium lighting to LED lighting in the Lexus Parking Garage, Gold Parking Garage and the loading dock. Over 800,000 square feet of parking and loading dock structures were converted to the new LED fixtures which were manufactured by Cree and provided by FSG (Facilities Solutions Group, Inc.) The new light fixtures utilize state-of-the-art light harvesting and motion sensing features and each fixture is individually programmable that allows for the greatest efficiency while providing safe and effective lighting levels.



Brian Stovall – Region 6 Director
Assistant General Manager
Allen Event Center
bstovall@alleneventcenter.com

Kerry Painter – CFE, CEM, CMP – Region 6 Assistant Director
Assistant General Manager
Cox Business Center
KPainter@smgtulsa.com

Sherman Bass, CFE – Past Region 6 Director
General Manager
Amarillo Civic Center Complex
sherman.bass@amarillo.gov

Kyle Baun – Region 6 Treasurer
Vice President of Ticket Sales and Event Sales
Western Stock Show Association
kbaun@nationalwestern.com

Charly Petrek – Region 6 Secretary
Public Events Coordinator
Will Rogers Memorial Center
charly.banks@fortworthtexas.gov

Meredith Imes – Region 6 Scholarship Chair
Assistant Director
United Supermarkets Arena
meredith.imes@ttu.edu

Tim Seeberg – Region 6 Newsletter Editor/Distribution
General Manager
Fort Smith Convention Center
tseeberg@fortsmithar.gov



Thank you to our newsletter contributors this month!

Jinger Belcher – Cox Business Center
Laura Bennett – Frank Erwin Center
Meghan Doyle – BOK Center
Daniel Huerta – Fair Park
Melissa Koehler – American Airlines Center
Millerann Moya – Plano Centre & Visit Plano
Brian Nickerson – Allen Event Center
Han Owens – Amarillo Civic Center Complex
Erin Rogers – Walton Arts Center/Walmart AMP
Lindsay Terchin – Tessitura Network
Mandy Love Walsh – Houston Rockets/Toyota Center

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