



# Newsletter



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

April 2014

**Its Not too late to join us at the  
IAVM Region 6 Meeting!**

**April 14-16**

**Fort Worth Convention Center - Fort  
Worth, TX**

**Register in person at the Fort Worth Convention  
Center:**

**Monday, 4/14 - 2:00pm – 6:30pm**

**Tuesday, 4/15 - 7:30am – 9:00am**

**Wednesday, 4/16 - 7:00 am – 9:00am**

**Book your hotel room online:**

<http://www.omnihotels.com/FindAHotel/FortWorth/MeetingFacilities/IAVM.aspx>

**Agenda and Program:**

<https://www.iavm.org/regions/region-6-programschedule>

## **2nd Annual IAEE DFW Chapter Volleyball Tournament & Happy Hour**

**Thursday, April 24 | 2pm - 7pm**

**Games start at 3pm**

**Yucatan Beach Club**

**1850 E. Beltline Road, Coppell, TX 75019**

	Member	Non-Member
Happy Hour	\$40	\$50
Volleyball Team of 6	\$200	\$300
Single Player	\$40	\$50

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Are you ready to bump, set, spike? Based on the huge participation and success of last year's Volleyball Tournament, we're back with round 2. Join your peers next month at the IAEE DFW Chapter Volleyball Tournament & Happy Hour for competitive spirit, networking and overall fun.

As we learned last year, the competition is fierce and these teams come to win. Is your team ready to take on last year's champion and claim the title? [Sign up now](#) and prepare to find out. We will have a 6-on-6 single elimination tournament, with each team playing the best of 3 games to advance. The event starts at 2pm, but games won't begin until 3pm.

If volleyball doesn't engage you, you're welcome to come out, cheer on your favorite team and partake in several other activities including happy hour, networking, darts, pool, swimming and more. Registration includes two drinks, water, snacks and hours of fun! Don't miss out on this now popular industry event. We look forward to seeing you on the courts!

### **Questions?**

Brad Hobson, CEM

[214.241.0307](tel:214.241.0307) or [Brad.Hobson@freemanco.com](mailto:Brad.Hobson@freemanco.com)

Kim Rogers

[972.536.6353](tel:972.536.6353) or [krogers@hanleywood.com](mailto:krogers@hanleywood.com)

**Win on the courts - and beyond! Become an IAEE DFW  
Sponsor**

Contact Donovan Shanahan today for details.

[972.536.6387](tel:972.536.6387) or [dshanahan@hanleywood.com](mailto:dshanahan@hanleywood.com)

## **Fort Smith Convention & Visitors Bureau wins COMMUNITY TOURISM DEVELOPMENT AWARD at Arkansas Governor's Conference on Tourism**

The Fort Smith Convention & Visitors Bureau (CVB) was selected as the winner of the **COMMUNITY TOURISM DEVELOPMENT AWARD** at the annual Henry Awards Banquet, at the conclusion of the 40<sup>th</sup> annual Arkansas Governor's Conference on Tourism on Tuesday, March 11, 2014.

(Continued, Page 2, Column 1...)

The **COMMUNITY TOURISM DEVELOPMENT AWARD** is presented to a community or organization which has achieved substantial success toward the enhancement of its local resources through imaginative and innovative development efforts. The national publication "TRUE WEST" magazine ranked Fort Smith #1 on its list of True Western Towns of 2013. Fort Smith competed against over 200 cities including such Wild West legends as Dodge City, KS; Scottsdale, AZ and Durango, CO for the prestigious title.

The designation is "given to towns that have made an important contribution to preserving their Old West heritage," thanks to the largely unpaid and often anonymous army of preservationists and historical society members who identify maintain and restore the buildings and artifacts and irreplaceable relics of the fabled old west.

The Fort Smith CVB captured the top spot based on its extensive application detailing the town's landmarks, restoration efforts, history, events and contributions to its preservation of western heritage and culture. The application's success was achieved through the remarkable resolve of a dedicated group of people who worked with the Fort Smith CVB on a very short deadline to gather pertinent information for *True West* magazine's 'Top True Western Town of 2013' application.



Left to right: Miss Arkansas Amy Crain; Claude Legris; Kellie McDaniel; Carolyn Joyce, Debra Cossey and Sherry Scorby, Fort Smith Convention & Visitors Bureau; Richard Davies, Arkansas Department of Parks and Tourism.

Fort Smith didn't stop with just the recognition by *True West*. The award heightened enthusiasm for our town's old western heritage and Fort Smith incorporated the 2013 recognition into most elements of its annual marketing campaign. A few examples include: news conferences and press releases to announce designation, request to *True West* magazine to design a specific logo for Fort Smith, redesign of all marketing elements (print, web, and outdoor media) to reflect the designation of Fort Smith as "Top True Western Town," numerous radio talk shows, creation and distribution of point of purchase freestanding plaques, metal logo signs were created and erected at all street entrances to the city.

*True West* has again named Fort Smith to their list of Top Ten True Western Towns for the year 2014. Additionally, due to Fort Smith's integration of the 2013 recognition into most elements of its annual marketing campaign *True West* has recognized the Fort CVB with their "**Best Promotion of a Historic Place**" award for the year 2014.

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As Fort Smith's official destination marketing organization, the Bureau is proud to be honored for the community's contributions to Arkansas' tourism industry with the Henry Award. The recognition is the result of decades of many volunteers embracing the City's history and of preservation and sharing it's Western roots.

The Henry Awards honor Henri de Tonti, the 17th century explorer considered one of the first "Arkansas Travelers." The Arkansas Department of Parks and Tourism recognizes outstanding efforts in eight categories each year.

## Oklahoma City Community College (OCCC) Visual and Performing Arts Center Theater Completes Second Phase Expansion

The new Oklahoma City Community College (OCCC) Visual and Performing Arts Center Theater recently completed its second phase of expansion and will have its first performance on March 12, 2014, featuring *Flipside: The Patti Page Story*. Schuler Shook provided theatre planning services. Triad Design Group, an OKC-based firm, was the architect. Jaffe Holden provided acoustic and AV services. The theater seats about 1,040 and is designed for academic and community use. The center will host touring shows through the college's Cultural Programs office.



The venue includes an orchestra pit with pit filler system, orchestra shell, counterweight rigging system, and variable acoustic curtains. The stage lighting system is a Strand system with 384 dimmers (including architectural lighting) and network distributed throughout. Another important function is the ability to screen films; OCCC has a well-regarded film program, and Phase 1 of the project (completed in 2008) included design of the film and video studio. The venue includes an installed surround sound system and a large, stretched screen on one of the linesets. Rounding out the arts center is an art gallery located adjacent to the expansive new lobby area.

## Three at Schuler Shook Attain New Roles in ASTC

Three theatre planners at Schuler Shook were promoted to new roles within the American Society of Theatre Consultants at the organization's Annual Business Meeting held March 29<sup>th</sup> Fort Worth, TX. (Continued, Page 3, Column 1...)

Christopher Sprague, a Project Theatre Consultant with Schuler Shook, was promoted to full membership with the American Society of Theatre Consultants Christopher was promoted from Associate to full member status after exhibiting to his peers a broad range of capability and experience in theatre consulting.



Christopher Sprague

A practicing theatre consultant for 7.5 years, Christopher has numerous projects to his credit. He also remains active in designing production lighting, recently designing the lighting for the 20<sup>th</sup> Anniversary of Dance at Ohio Northern University. His background includes positions at Houston Grand Opera as Associate Technical Director, Safety Manager and Associate Lighting Designer, as well as theatrical lighting design work for Boston Lyric Opera, Skylight Opera Theatre, Houston Grand Opera, and New York City Opera.

Christopher is based in the Chicago office of Schuler Shook where his current theatre consulting work includes the Sarasota Opera Pavilion Building, Sarasota, FL; Earlham College, Richmond, IN; University of Manitoba – Tache Hall Renovations & Additions, Winnipeg, Canada; and Northwestern University – Bienen School of Music New Building, Evanston, IL

At the same meeting, **Joshua Grossman, ASTC**, was elected President of the American Society of Theatre Consultants (ASTC).

A Principal in Schuler Shook's Chicago office, Joshua has served on the Board of Directors for the ASTC since 2009 and works to promote the field of theatre planning through involvement in PLASA and the United States Institute for Theatre Technology (USITT).



Joshua Grossman

Joshua is currently busy with projects for the DePaul University School of Music, Chicago, IL; Roxy Center for Arts and Education, Clarksville, TN; and The University of Chicago Lab Schools, Chicago, IL.

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Jack Hagler was re-elected to the ASTC Board of Directors. Jack is the Partner in charge of Schuler Shook's Dallas office and has been a member of ASTC since 1994.



Jack Hagler

The ASTC is chartered to improve the programming, planning and construction of performance venues, to further the interests of owners, users and audiences of theatre, and to promote high standards of practice among its members.

Schuler Shook is an internationally recognized theatre consulting firm with extensive experience in the planning of performing arts facilities. Schuler Shook provides theatre planning, consulting and technical systems design services for professional theatres, opera houses, concert halls, dance theatres, ballrooms, worship spaces, and performance venues for universities and high schools.

## FAIR PARK WELCOMES OSCAR CARMONA

The City of Dallas is proud to announce the appointment of Oscar Carmona as the Senior Park Manager at Fair Park, a national historic landmark under the management and operation of the City of Dallas Park and Recreation Department. Oscar brings over 17 years experience in park and recreation, facility management, special events, park maintenance services, and program management. Mr. Carmona has a Bachelor of Science degree in Park and Recreation Administration from Southwest Texas State University and a Masters Degree in Public Administration from the University of Texas at Arlington. He has a Certified Parks and Recreation Professional designation from the National Park and Recreation Association.



Oscar Carmona

Oscar will have management oversight of the Event Operations, Park Maintenance Services, Business Services, and the Cotton Bowl Stadium divisions at Fair Park. He is looking forward to the opportunity in working with the great staff at Fair Park and the City of Dallas Park and Recreation Department. Fair Park is the number one most visited attraction in Texas drawing 5.3 million visitors each year.

## Fair Park to Install Bicycle Stations

Getting around Fair Park just got easier! Soon you will be seeing two bicycle stations at Fair Park, one at the Parry Avenue entrance and the other at Martin Luther King, Jr. Boulevard, where you can rent a bicycle to explore the park. Maybe you want to ride around the Lagoon, visit the Dallas Children's Aquarium, go around Cotton Bowl Circle for exercise, or gaze at the historic monumental sculptures along the Esplanade. The City of Dallas Park and Recreation Department will be partnering with Friends of Fair Park to manage and operate this exciting program that will be available year-round except during the great annual State Fair of Texas. The program is expected to launch in late May or early June.

The popularity of these types of recreational opportunities is growing throughout the country and internationally. Most major cities in Texas already have a bike share program and Dallas envisions one throughout the City in the future. It will be important to include Fair Park in the City-wide initiative to insure Fair Park is connected to other points across the City.

The Park and Recreation Department received \$1.4 million in the FY 13-14 budget to address objectives at Fair Park that would create short-term growth through marketing and programming and to continue to improve the appearance of the park. The Fair Park Vision and Strategies includes marketing, visitor amenities, programming and promotional strategies. The Vision Strategies for Visitor Amenities included the bicycle rental program, as well as the year-round operation of the Esplanade Fountain, a building and tree lighting program, and a feasibility study for a future Visitor's Center.

## Hockey Takes Starring Role at Allen Event Center

Hockey has taken a starring role at Allen Event Center. Perhaps no other time in the venue's history has this been more apparent than on Saturday, March 29, as two longtime fans of the CHL's Allen Americans were married on the ice. The ceremony took place on the ice, during the first intermission of a game with players, Ice Angels cheerleaders and both team and arena staff all playing a part in the couple's special night.



A first for Allen Event Center, the wedding was a fun way to end the regular season, but the excitement is elevated now that the playoffs are in full swing. At the time of submission, the Americans are enjoying a 2-0 series lead over the Brampton Beast in round one of the playoffs. Defending last year's Presidents' Cup Championship title will not be easy for one of the younger teams in the league, but there's reason for optimism. (Continued, Next Column...)

Having scored a league-leading 249 goals through the course of the season, the Americans certainly are playing an exciting brand of hockey, making playoff tickets the hottest in town.

While the Americans play on the main ice, Allen Event Center's other sheet of ice has not lacked for hockey greatness. Allen Community Ice Rink has hosted some of the biggest names in hockey in recent months. Dallas Stars legend Mike Modano came in to help launch the Dallas Stars Little Rookies program, a youth hockey initiative that provides children the opportunity to try out the sport of hockey at no cost.

Stars from the women's game have also recently come through Allen Event Center. Michele Amidon, who starred for the U.S. National Women's Hockey team from 1991 to 1997 and now serves as American Development Model Manager for USA Hockey, delivered a presentation and clinic at **Allen Community Ice Rink in February**. Taking advantage of the program were 44 female athletes with dozens of coaches, administrators and parents also in attendance. Many who participated traveled great distances, with several coming in from surrounding states.

Off the ice, Texas Revolution football, high school graduations and concerts such as Boston and the Doobie Brothers are keeping things exciting too. As much as Allen Event Center staff is hoping the Americans earn the Presidents' Cup trophy next month, we can say with great certainty there are many reasons to celebrate on the horizon!

## The George Bush Presidential Library at Texas A&M University Celebrates 25 Years of Presidency



The Annenberg Presidential Conference Center along with the George Bush Library was honored to host George H.W. Bush's 25th Anniversary of Presidency Celebration. Throughout the weekend there were several events that celebrated the legacy of President Bush. There were several panel discussions, including a panelist discussion with Former Secretary of Defense Robert Gates.

On Friday evening the President and his guests attended the unveiling of a statue of the 41st president of the United States.

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Yellow roses were a back beautiful back drop for the statue; which were planted in honor of the First Lady Mrs. Barbara Bush.

During the panel discussions on Saturday, web developer Michelle Sollicito was honored with the Daily Point of Light award for her role in sending aid to the people of Atlanta that were affected by the winter storm. Later that evening the guests were treated to a Tex-Mex dinner in the plaza that included musical guests Clay Walker and Garth Brooks.

The weekend wrapped up with an intimate one on one interview with Former Governor of Florida, Jeb Bush and Shannon Bream of Fox News.

## **SMG Wagner Noël Performing Arts Center Seeking Production Manager**

SMG, the leader in privately managed public assembly facilities has an excellent and immediate opening for a Production Manager that will supervise the daily activities required to run, maintain and service the facility and/or the events towards ensuring the production needs are met for the venue, client and patrons.

### **Responsibilities:**

- Supervise labor calls for local IATSE, along with any additional contracted labor force for production
- Assist in developing and executing a plan to fulfill riders, advances, labor calls, and equipment for events
- Facilitate scheduling, training, and evaluation of part-time production employees
- Produce events while maintaining a high degree of public safety in line with all life safety codes
- Ensure set up is completed as required with the proper equipment provided
- Work with all departments as needed to maintain technical and event related equipment in the venue
- Administer follow-up inspections to insure work is complete and provide evaluation reports
- Provide quality service and execution through daily operations and event production
- Facilitate venue readiness during conversions, load in, show, load out, and meeting room services
- Participate in securing the venue during daily operations, event days, emergency operations and venue closures
- Maintain records for events assigned and verify internal consistency of associated documents
- Supervise the building employees and local IATSE part time employees during conversions, show calls and daily operations with ability to supervise large groups and/or a large number of small groups at the same time.

### **Qualifications**

- Demonstrate knowledge in industry terminology, NFPA life safety codes, general and local IATSE policies and procedures, facility capabilities, operational procedures, OSHA guidelines, event coordination and production/technical related services.

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- Demonstrate general knowledge and understanding of theatrical rigging, stage building, carpentry, telephone and internet support, show power, electrical work and exhibition show sets, banquet sets and meeting room functions
- Ability to work with limited supervision, prioritize and handle multiple projects simultaneously while exercising judgment and initiative in addressing complaints and resolving problems
- Ability to train and direct employees to plan and assign work in an efficient and effective manner
- Ability to operate sound, lighting, audio-visual and other industry related equipment

### **Education and/or Experience:**

- High school diploma or GED required. Bachelor's Degree from a technical college with a management, theatre or technical production emphasis is preferred
- 4 years of hands-on, professional event production experience in the industry for arena, theatre, stadium, and/or convention center; or equivalent combination of education and experience

For more information and to apply:

Rebecca Callaway  
Wagner Noël PAC  
PO BOX 60303  
Midland, TX 79711-3849  
Email: [Rebecca.callaway@wagnernoel.com](mailto:Rebecca.callaway@wagnernoel.com)

## **Walton Arts Center Seeking Lighting Supervisor**

Walton Arts Center is seeking an experienced, motivated individual to oversee implementation of all lighting aspects for its season of touring Broadway, concerts, dance, special events and rentals. Primary duties include production advance and preparation for touring shows, assisting guest lighting designers with schedule, inventory, and theater facilities information; collaborating to solve production challenges; adhering to budgets, maintaining expense records; researching, and proposing capital equipment expenditures.

Lighting Supervisor is responsible for obtaining the light plot from touring Lighting Designers and translating the design as it is on paper by acting as the go-between for the designers, and the theatre's electric staff. He/she may have to adapt the designs of several designers to work together given the limits of the venue and the equipment, budget, and time available.

The Supervisor may also serve as the Light Board Operator, and execute cues for a production. He/She needs to be able to write cues for the lighting board, and to make adjustments quickly to account for equipment failure. For some events, such as concerts, he/she may also be creating cues and looks on the fly, and functioning both as an operator and a designer simultaneously. The Supervisor is also called upon to create designs for in-house productions and events.

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The position is responsible for supervising staffs of varying sizes and ensuring work areas are safe and in good working order. He/she will direct and train workers to install, maintain, or repair electrical cable & wiring, equipment, and fixtures.

A successful candidate will have experience with Lightwright, Word, Excel, Vectorworks/AutoCad, various brands of theatrical lighting equipment, and DMX/ACN data protocols, be familiar with NEC- National Electrical Code and understand the relationship between Watts, Voltage and Amperage. He/she must be able to work from ladders, lifts and roofs to install, maintain or repair electrical wiring, equipment, and fixtures. An ideal candidate will have BFA or MFA in Lighting Design, three years management experience, and knowledge in troubleshooting of ETC systems.

#### **Desired Skills and Experience:**

A successful candidate will have experience with Lightwright, Word, Excel, Vectorworks/AutoCad, various brands of theatrical lighting equipment, and DMX/ACN data protocols, be familiar with NEC- National Electrical Code and understand the relationship between Watts, Voltage and Amperage. He/she must be able to work from ladders, lifts and roofs to install, maintain or repair electrical wiring, equipment, and fixtures. An ideal candidate will have BFA or MFA in Lighting Design, three years management experience, and knowledge in troubleshooting of ETC systems.

Interested applicants should send their cover letter & resume to Karen Percival, Human Resources Officer  
[humanresources@waltonartscenter.org](mailto:humanresources@waltonartscenter.org)

### **SMG Tulsa Seeks Information Technology (IT) Technician and Assistant Box Office Manager**

SMG Tulsa, the management company for the BOK Center and Cox Business Center, is currently seeking an Information Technology (IT) Technician and an Assistant Box Office Manager.

The Information Technology Technician reports to the Director of Technology and under general supervision schedules and coordinates maintenance of client computers, cable structure inventory control and telephone installation. A bachelor's degree from an accredited four-year college or university and two years related experience and/or training or equivalent professional work experience are required.

The Assistant Box Office Manager works under general direction of the Director of Ticketing and acts as the liaison between the Director of Ticketing, staff and the general public. This position requires high school or GED graduation, minimum of three years related experience and/or training and Ticketmaster experience is preferred.

For additional information or to apply online visit [bokcenter.com](http://bokcenter.com) or [coxcentertulsa.com](http://coxcentertulsa.com).

## **SMG Tulsa Hosts Donation Drive for 'The Hugs Project'**

SMG Tulsa, the management company for the BOK Center and Cox Business Center, recently hosted a donation drive for 'The Hugs Project,' an organization that provides care packages for service men and women deployed throughout the world. The two-week drive collected enough donations from SMG staff to provide a minimum of 25 boxes. As part of the drive, 'The Hugs Project' also hosted a booth at a recent Tulsa Oilers game to raise awareness of the organization.

"Thank you SMG for opening your hearts to 'The Hugs Project.' Your donations will touch the lives of many brave troops who risk their lives on a daily basis to defend freedom," said Karen Stark, co-founder.

The donation drive was a part of the SMG Rocks This Town initiative. SMG Rocks This Town was established in 2011, and is comprised of an employee-committee who represents the entire staff of both the BOK Center and the Cox Business Center. The committee's initiative is to better the Tulsa community through service and charitable giving.

## **BOK Center Goes Blue in Honor of World Autism Awareness Day**



On April 2<sup>nd</sup>, the BOK Center participated in "Light It Up Blue" for World Autism Awareness Day along with the international autism community. In honor of this historic day, the Tulsa venue joined many iconic landmarks, hotels, museums and thousands of other buildings around the world to raise autism awareness.

## **UTEP Unveils "Centennial Award" with its First Recipient's**



El Paso, Tx - The UTEP Office of Special Events presented Feld Entertainment with its UTEP Special Events Centennial Award on March 2, making Feld Entertainment the first-ever recipient of the award. Feld Entertainment and The University of Texas at El Paso have fostered a long-time relationship of success.

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On March 27, UTEP's Office of Special Events presented Alan Jackson with its 2<sup>nd</sup> UTEP Special Events Centennial Award. Jackson, returning to El Paso after more than 10 years, played to a sold out crowd of close to 7,000 at the Don Haskins Center. "The Office of Special Events (UTEP) is excited to contribute to the Centennial celebration by instituting a new tradition and giving our visiting artists' a piece of UTEP to remember for years to come," said Jorge Vazquez, Executive Director. "It means so much (to UTEP) that the artists are part of the celebration."



El Paso, Tx - The Don Haskins Center was filled to capacities during the months of March and early April as The University of Texas at El Paso hosted the Conference USA Men's and Women's Basketball Tournament for 5 days, a Men's CBI Tournament game, and six consecutive WNIT Tournament games.



The CUSA Conference championship boasted numerous out of town visitors to the City of El Paso as Memorial Gym and the Don Haskins Center saw more than 58,000 through 14 sessions (7 men, 7 women) in the venues. Bringing a substantial economic impact to the El Paso region and surrounding businesses.

The Women's NIT included an electrifying Championship game in front of a sold out crowd on April 6 when the UTEP Women's Basketball team hosted the Lady Knights from Rutgers (televised on CBS Sports Network). Overall, the tournament held record-breaking attendance as the UTEP's Women's Basketball team broke an all-time program attendance record, twice. "The chemistry we have with the crowd here in the Haskins Center is great," UTEP Coach Keitha Adams said. "I want to thank the fans for coming out and making this a great atmosphere." Over 52,000 total fans celebrated the WNIT - 6 game home stand.



The Semi-Final and Championship game both sold out, of which the Championship game sold out in less than two hours. In attendance for the WNIT Championship game was Franklin Graham, who hosted the Greater El Paso Festival of Hope an hour later on Glory Field in which he graciously released his date at the Don Haskins Center to allow the Lady Miners their chance at history.

<https://www.youtube.com/watch?v=maB66my6j28> (Time lapse)

## Franklin Graham's Festival of Hope Revitalizes Glory Field

El Paso, Tx - On April 5 and 6, the Billy Graham Evangelistic Association (BGEA) presented the Greater El Paso Festival of Hope on The University of Texas at El Paso campus. The festival welcomed more than 18,000 people from the El Paso and surrounding area, utilizing UTEP's Glory Field on April 5 and the Don Haskins Center on April 6. In total, more than 1,200 staff from UTEP and BGEA worked to make the event a success. Musical artists included Michael W. Smith, Thousand Foot Krutch, Funky, and many others.



The festival was a great success story, after notification that the festival would be moving from the Don Haskins Center to Glory Field within 48-hours of doors to allow the UTEP Women's Basketball Team a chance to play in their WNIT Championship game at home. All logistics, production, and execution were a representation of the great partnership between the UTEP Office of Special Events, area partners, and BGEA. "We want everyone who has been a part of planning this Festival, including more than 200 area churches, to also be a part of UTEP women's basketball," Franklin Graham said. "We had to find a new place for our Greater El Paso Festival this weekend, but we were happy to help accommodate this exciting event."

Working together, the team produced an Outdoor Festival on Glory Field, WNIT Women's Championship game in the Don Haskins Center, and an Indoor Concert/Festival in the Don Haskins Center within 72 hours. We thank all those involved who made it a success.



## Cox Convention Center and Chesapeake Energy Arena Hosts National Association of Sports Commissions.

The SMG-managed Cox Convention Center and Chesapeake Energy Arena hosted the National Association of Sports Commissions Sports Event Symposium March 31-April 3. This event was attended by sports event industry professionals from around the country and featured a trade show in the convention center's exhibit halls and a tour of the arena.

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The arena tour on March 31 was also a part of the annual training symposium attendees receive. During the guided tour they met with and heard presentations from a variety of Oklahoma City sports industry professionals. Among those were SMG Oklahoma City Director of Operations David Ellsworth (pictured), Director of Ticketing Valory Dalton, Director of Food and Beverage Steve Tamborello and Director of Sales and Marketing Tim Linville.

Topics covered by the speakers included effective arena conversion methods, emerging trends in concessions and building relationships with city leaders.

## Chesapeake Energy Arena Hosts Wrestling Championships

The SMG-managed Chesapeake Energy Arena hosted the NCAA Division I Wrestling Championships over three action-packed days March 20-22. In the end, Penn State claimed the national championship in a team title race that came down to the wire. Minnesota took the lead in the standings going into final session only to see the Nittany Lions win their fourth consecutive title.



The neighboring Cox Convention Center also hosted the NCAA Wrestling Fan Festival. This free event allowed fans to enjoy food and drink between sessions and included a memorabilia show, autograph sessions and wrestling exhibitions.

This was the second time Chesapeake Energy Arena had hosted the wrestling championships. The arena also hosted in 2006. Oklahoma City will see a second NCAA national champion crowned in 2014 when the NCAA Division I Women's Volleyball Championship comes to Chesapeake Energy Arena in December.

## World Arena, Pikes Peak Center and Ice Hall Seeking Director of Sales, Marketing and Promotions

**Job Title:** Director of Sales, Marketing & Promotions  
**Department:** Sales, Marketing & Promotions Department  
**Reports To:** Assistant General Manager  
**Status:** Full-time, exempt  
(Continued, Next Column...)

**Summary:** The Director of Sales, Marketing & Promotions is responsible for the overall supervision and performance of the Sales, Marketing and Promotions Department. Specific duties include: Responsible for sales and marketing at all events at the World Arena, Pikes Peak Center and the Ice Hall; Maximize ancillary sales; Develop and manage marketing and promotional plans for each venue and its events. Negotiate and purchase media buys; Sponsorship fulfillment; Supervise and direct the overall performance of the Department which includes New Media Manager, the Group Sales Manager, the Technical Marketing Manager and the Penrose Club Concierge.

### Primary Activities:

- ◆ Develop marketing and promotional plans for World Arena and Pikes Peak Center events.
- ◆ Utilize marketing assets to maximize ancillary sales such as food/beverage, parking and merchandise.
- ◆ Prepare and execute schedules and promotions for online, street, radio, print, tv, social and email campaigns.
- ◆ Work with promoters to develop event marketing plans, including, but not limited to, sales budgets and goals, target audiences, marketing materials, special promotions and incentives.
- ◆ Plan and oversee marketing budget and submit marketing back-up documentation for each events settlement.
- ◆ Develop excellent relationships with Club Members and develop activities to engage them in World Arena and Pikes Peak Center events.
- ◆ Increase and promote Club membership.
- ◆ Develop and maintain excellent relationships with venue sponsors and proactively fulfill sponsor agreements.
- ◆ Track the success of marketing plans and promotions and develop contingency plans based on timely evaluation.
- ◆ Provide excellent customer service for promoters.
- ◆ Develop and maintain excellent relationships with media partners.
- ◆ Develop press announcements/releases.
- ◆ Hiring, supervision and direction of the department staff and services as it pertains to Marketing, Club Membership, Media Buying, Social Media, Group Sales and Sponsor fulfillment.

### Other Activities:

- ◆ Act with the World Arena's and Pikes Peak Center's best interest in mind.
- ◆ Promote and adhere to the World Arena's mission statement and employee handbook.
- ◆ Contribute positively to the work environment.
- ◆ Keep the World Arena, Ice Hall and Pikes Peak Center clients and guests as a primary consideration not only in executing responsibilities but also in the daily interaction with clients and guests.
- ◆ From time to time, additional duties may be assigned.

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**Work Schedule:**

Must be flexible in working extended hours including nights, weekends and holidays as required.

**Knowledge, Skills and Abilities:**

- ◆ BA in Marketing or related field
- ◆ Minimum of 7-10 years experience in media buying preferably in a sports or entertainment environment with a clear understanding of ticket sales.
- ◆ Successfully demonstrate knowledge and decision making of principles, practices and terminology of advertising, marketing and social media.
- ◆ Ability to analyze and prepare marketing budgets.
- ◆ Strong organizational skills, written and verbal communication skills, team oriented.

To apply e-mail resume and cover letter to:

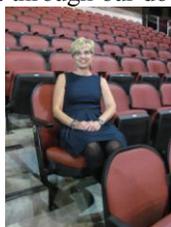
[openposition@worldarena.com](mailto:openposition@worldarena.com)

Please note an annual wage range you expect.

## PAM BUGLER PROMOTED TO GUEST RELATIONS MANAGER

(Wichita, Kan.) – SMG announced this week the promotion of Pam Bugler to Guest Relations Manager for INTRUST Bank Arena. Bugler previously served as Guest Services Manager for the venue.

“We’re pleased to announce the well-deserved promotion of Pam Bugler to Guest Relations Manager” said SMG General Manager, AJ Boleski. “We look forward to the leadership that we know Pam will bring to this position while creating a safe and secure facility and memorable guest experience for everyone who steps foot through our doors.”



Pam Bugler

As Guest Relations Manager, Bugler will directly supervise the Guest Relations team including all full time security staff and guest services staff and will be responsible for the overall crowd management at events. In addition, she will implement, update and lead staff trainings on all venue security plans and procedures and serve as the chair of the venue security committee.

Pam recently completed the Academy for Venue Safety & Security, an intensive two-year program, and is an active member of the International Crowd Management Committee for the International Association of Venue Managers. Bugler previously worked as Director of Education for the Wichita Center for the Arts and Director of Special Events for Newman University

## KASEY THEXTON PROMOTED TO SENIOR FOOD & BEVERAGE MANAGER

(Wichita, Kan.) – SMG announced this week the promotion of Kasey Thexton to Senior Food & Beverage Manager for SAVOR... Wichita at INTRUST Bank Arena. Thexton will also remain the venue’s Executive Chef, a position he has held since prior to the building’s grand opening in 2010.



Kasey Thexton

“Kasey has worked extremely hard over the past four years in his role as Executive Chef,” said SMG Regional Director of Food & Beverage, Greg Read. “He consistently delivers innovative products and menus for SAVOR... Wichita and continues to exceed our customer’s expectations when it comes to our food & beverage service. We’re excited to expand his role and promote Kasey to Senior Food & Beverage Manager.”

As Senior Food & Beverage Manager, Thexton will be responsible for all Food & Beverage operations in the absence of the Director. Responsibilities include overseeing the purchasing of all food and beverage products, maintaining compliance with all local and state health regulatory organizations and maintaining food costs and budget goals.

Kasey is a graduate of both Kansas State University and Johnson & Wales University. Kasey has worked for SAVOR... since 2008, previously working at the Taubman Museum of Art. In addition, Kasey serves as the VP of the American Culinary Federation, Wichita Chapter.

## CHRISTINE PILECKAS RECEIVES GENERATION NEXT AWARD

(Wichita, Kan.) – INTRUST Bank Arena is proud to announce that *Venues Today Magazine* has named Christine Pileckas, SMG Director of Sales & Marketing, as one of five recipients of the 2014 Generation Next Award. The award honors influential young leaders 35 or younger who make a difference in sports, music, conventions, family shows and festivals.

“Christine constantly motivates her team to be innovative leaders in the marketing area of our industry,” said AJ Boleski, SMG General Manager. “Her passion and enthusiasm for the marketing and selling of events is exemplified every day through the results that her team produces and the relationships that she continues to build. We are extremely proud of Christine’s accomplishment in being recognized as a recipient of the 2014 *Venues Today* Generation Next Award”. (Continued, Page 10, Column 1...)



Christine Pileckas

In 2013, Christine led the INTRUST Bank Arena marketing department to an exceptional year of events which boasted six sold-out events and record ticket sales numbers for four separate events. Christine was a *Venues Today* Hall of Headlines nominee in 2011, 2012 and 2013 in the Marketing category. Furthermore, together with her Sales Manager, Pileckas successfully implemented a brand-new premium seating option called Premier Seating at INTRUST Bank Arena with the goal of increasing revenues and expanding the premium seating options offered to guests.

“It’s truly humbling to be recognized as an influential young leader in an industry that is teeming with so much talent,” said Christine Pileckas. “I am so passionate about this business and wouldn’t be here without the support of SMG and the many mentors I have who have become great friends and have helped lead me to this point in my career.”

The other four recipients of the 2014 Generation Next Award include Juliette Feld, Executive VP & Producer for Feld Entertainment, Adam Cook, Venue Director and GM at Rexall Place and Edmonton (Alberta) Expo Centre, Tyler Bates, Director of Booking at Barclays Center and Andrew Newport, GM of the Klipsch Music Center and Farm Bureau Insurance Lawn at White River State Park for Live Nation North America Concerts.

The Generation Next Award winners were determined by vote through *Venues Today* subscribers and staff and will be profiled in the June issue of the *Venues Today Magazine*. To learn more about the Generation Next Awards, visit [www.venuestoday.com](http://www.venuestoday.com).

## SELECT-A-SEAT CELEBRATES 25 YEARS OF BUSINESS IN THE WICHITA COMMUNITY

(Wichita, Kan.) – Select-A-Seat is celebrating its 25<sup>th</sup> anniversary this year and is excited to announce plans to celebrate this historic milestone. In the fall of 1989, Sedgwick County made the decision to be on the cutting edge of entertainment ticketing and provide a computerized ticketing solution for the Kansas Coliseum. The software Select-A-Seat was purchased and offered to all entertainment venues in Wichita, including, Wichita State University, Century II, and The Cotillion.



(Continued, Next Column...)

Throughout the past 25 years, Select-A-Seat and the ticketing industry has drastically changed. Ticket outlets at Dillons stores have grown from six to 18, online ticket sales have been introduced, capabilities for mobile ticketing and to scan tickets at the doors were developed, with Select-A-Seat being one of the first ticketing agencies regionally to implement these services, and paperless ticketing was eventually invented. After a successful introduction of paperless ticketing to the Wichita market through the Eric Church concert, Select-A-Seat is now actively looking to expand the use of paperless tickets to help prevent the resale of tickets. Throughout the past 25 years, Select-A-Seat has processed nearly 15 million tickets for events in Wichita and its surrounding areas.

“I’ve been extremely fortunate to be a part of Select-A-Seat for 20 of these past 25 years,” said Director of Ticketing, Jim Sachs. “We are proud of the quality of service we provide to our guests and clients and take great pleasure in being the local option for our communities ticketing needs. Our success is attributed to the support of this community and we look forward to another 25 great years of business.”

As part of the 25<sup>th</sup> Anniversary Celebration, ticket giveaways will be held on the 25<sup>th</sup> of every month. Contests will begin in March with a giveaway for a pair of tickets to the sold out George Strait concert at INTRUST Bank Arena on April 4. In addition, Select-A-Seat will unveil a commemorative anniversary logo which will be used for the duration of 2014 and all event tickets will be printed on a retro ticket stock. Furthermore, to help celebrate its rich history and relive 25 years of entertainment in South Central Kansas, Select-A-Seat is asking fans to share pictures of their old Select-A-Seat event tickets on their facebook page. Stay connected with Select-A-Seat for event announcements and contest information through Facebook, Twitter, [selectaseat.com](http://selectaseat.com) and our free iPhone or Android mobile app.

## Plaza Theatre Featured in Special Advertising Section of Rolling Stone Magazine

**El Paso Live**, managed by SMG, is proud to announce that the Plaza Theatre has been featured atop the list of must-see Texas music attractions in “A Sound Trek Across Texas” in the March 27, 2014 issue of Rolling Stone magazine.

“Sound Trek”, a special advertising section was created and purchased by the State of Texas Office of the Governor, Economic Development and Tourism Department, featured the top 10 Texas music attractions. The Plaza Theatre was the first entry on the list, which also included the Buddy Holly Center in Lubbock, the Selena Memorial in Corpus Christi, and Gilley’s in Dallas.



(Continued, Page 11, Column 1...)

“We are honored that the State of Texas Tourism Office placed the Plaza Theatre on this list in one of the most popular and iconic music-related magazines,” said Bryan Crowe, General Manager for Destination El Paso. “Although the Plaza Theatre is receiving accolades and recognition from music venue publications, this ad will introduce us to millions of music enthusiasts around the world.”

The issue, which features electronic musician Skrillex on the cover, is on newsstands now.

## REBA SELLS OUT ENID EVENT CENTER IN RECORD TIME

The highly-anticipated one-year anniversary concert at the Enid Event Center, featuring Reba McEntire, is sold out, according to Global Spectrum, the managers of Enid Event Center and Convention Hall. This follows the venue’s first sold-out concert earlier this month with Darius Rucker. Tickets, which went on sale on Friday, March 28 at 10 a.m., sold out late Monday, March 31.



Reba

“Bringing easily one of the top live performers of all time and a great Oklahoman in Reba to Enid Event Center has continued to provide strong evidence for our thriving region and entire state,” said Global Spectrum's Keller Taylor, General Manager of Enid Event Center and Convention Hall. “The Enid community and surrounding markets showed their support of our dedication to bringing world-class entertainment to Enid by purchasing tickets at an unprecedented level – which lead to an extremely quick sell-out! We look forward to having a great show with Reba and all of the fans as we celebrate our One Year Anniversary Show.”

Reba will top the first year of operation at the Enid complex and a steady pace of events during the Spring / Summer 2014 including:

NOC Community Band Spring Concert – April 15  
The Easter Event – April 20  
Nobodies of Comedy – April 26  
Extreme Rodeo Challenge - May 2-3  
KANSAS: 40<sup>th</sup> Anniversary Tour – May 10  
BattleGrounds MMA 4 – May 17  
Scooby-Doo Live! Musical Mysteries – June 13  
Reba – June 21  
Enid Roller Girls Home Bouts – April 12, August 2, October 25

## CINTERMEX INTERNATIONAL CONVENTION AND EXHIBITION CENTER INVITES YOU TO LEARN MORE ABOUT “EINSTEIN” THE APATOSAURUS

Since October 20<sup>th</sup> last year, the skeleton of “Einstein” the Apatosaurus has been on exhibit at our lobby and is free of charge.

Striving to provide our visitors with more attractions, CINTERMEX has opened its doors to “Einstein”, a dinosaur over 150 million years old belonging to the Apatosaurus family, previously known as Brontosaurus.

The interesting fact about this exhibit, which distinguishes it from others around the world, is that “Einstein” is the first dinosaur that is assembled to look as if it was walking.



### GET TO KNOW HIM

#### Physiognomy

- 26 m in length.
- 24 tons in weight.
- 100 people = 1 elephant / 4 elephants = Einstein.

#### About “Einstein”

- He was found in Wyoming in 2005.
- It took two years to exhume his skeleton and one year to reassemble him.
- He was named “Einstein” as he was found with a full cranium and 90% of his skeleton kept its original form.
- He was first exhibited in the summer of 2008 at the International Airport of Abu Dhabi.
- Einstein is one of the biggest fossils in the world.

**CINTERMEX is pleased to invite you and your family to visit Einstein and learn more about him.**

For more information visit our Web Page [www.cintermex.com](http://www.cintermex.com) - [info@cintermex.com](mailto:info@cintermex.com)

## Noël Performing Arts Center Tops the Charts in March

In the Month of March the Wagner Noël Performing Arts Center came in at #1 on the Top Texas Stops list for venues with a 5,000 capacity or fewer and also #1 as a March Top Stop for venues with a 2,000 or fewer capacity.

## Wagner Noël Performing Arts Center Hires Sara Chappell as Event Services Manager



Sara Chappell

Sara Chappell was raised in Midland, TX and graduated from Texas Tech University in December 2011 with a Bachelor of Arts in Communication Studies and a minor in Restaurant and Hotel Institutional Management. Upon graduation she moved to Dallas, TX to pursue her love of event planning and began her career at the Dallas Arboretum handling weddings, corporate and social events throughout the 66 acre garden. Although she loved her cosmopolitan living, Sara decided it was time to make to move back to the Tall City to be closer to family and friends. Now back in Midland, Sara is looking forward to her future at the Wagner Noël and to continue her love of events as Event Services Manager.



### **Thank you to our newsletter contributors this month!**

Jessica Evatt – Annenberg Presidential Conference Center  
Rebecca Callaway – SMG Wagner Noel Performing Arts Center  
Valorie Jones – Walton Arts Center  
Sarah Haertl – BOK Center  
Jason Hensel – IAVM HQ  
Daniel Huerta – Fair Park  
Wanda Huerta – Cintermex Convention Center  
Claude Legris – Fort Smith Convention and Visitors Bureau  
Dot Lischick – Colorado Springs World Arena/Pikes Peak Center/Ice Hall  
Lorna Luebbers – Schuler Shook  
Kellie McDaniel – Fort Smith Convention and Visitors Bureau  
Ryan McGhee – Chesapeake Energy Arena and Cox Convention Center  
Jeff Mues – Allen Event Center  
Ricky Nichols – University of Texas at El Paso  
Zack Orr – Enid Event Center and Convention Hall  
Christina Oswald – El Paso Live  
Christine Pileckas – SMG/INTRUST Bank Arena  
Mollie Prince – Schuler Shook  
Stephanie Rivas - Wagner Noël Performing Arts Center

**Did You Know You Can View Current And Past Region 6 Newsletters On The IAVM Website? Click This Link To See Where:**

**<http://iavm.org/regions/region-6-newsletters>**