

*International Association of Venue Managers*

## Public Assembly Facilities Recovery Guide

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## State Representative Updates - Region 6

As I'm sitting here drafting this message, I look over to the TV to see six more weeks of winter. I'm not sure what meteorological training Punxsutawney Phil has received, but I'm sure looking forward to the return of warm days and time outdoors...not six weeks of winter. And speaking of the return of familiar things, I'm most looking forward to the return of live events and thriving venues.

We've all faced challenges over the past year. Some of our members have reopened venues, some have reopened and closed back down, and others are still waiting for the opportunity to welcome guests back through the doors. In true IAVM fashion, our members have helped share operational ideas and best practices with each other as we've all learned to navigate the pandemic. But if there's one thing this past year has really shown me as your Region 6 director, it's that we haven't always done the best with reaching out and fostering communication more locally.

To help address this, our region leadership chose to add and appoint state representative positions. These positions will help us better connect with you, our members, and build stronger connections and communication. I'm pleased to announce the following representatives:

- **Arkansas:** Jim Brown, CVE, Director, First National Bank Arena at Arkansas State University
- **Colorado:** Lori Garza, Patron Services Manager, Denver Performing Arts Complex
- **Kansas:** Larry Gawronski, CVE, Executive Director, Topeka Performing Arts Center
- **Oklahoma:** Lucy Albers, Director of Marketing and PR, Chesapeake Energy Arena
- **Texas:** Michael Crum, Director, City of Fort Worth Public Events Department/Fort Worth Convention Center
- **Country of Mexico:** Ruben Hernandez Ortiz, CVE, Mirrub Soluciones
- **New Mexico:** TBA (please let me know if interested!)

If you haven't already, you may soon hear from your representative, as we work to better connect and communicate with our members on a more local level. Also, if you have any questions or ideas on how our Region or IAVM can better meet your needs as a member, please reach out to your representative, myself, or any of our region leadership. We are here to help serve you in the Association.

Sincerely,  
Jeff Davis, CVE, CVP, CMP  
Region 6 Director

### Updates to Region Officers

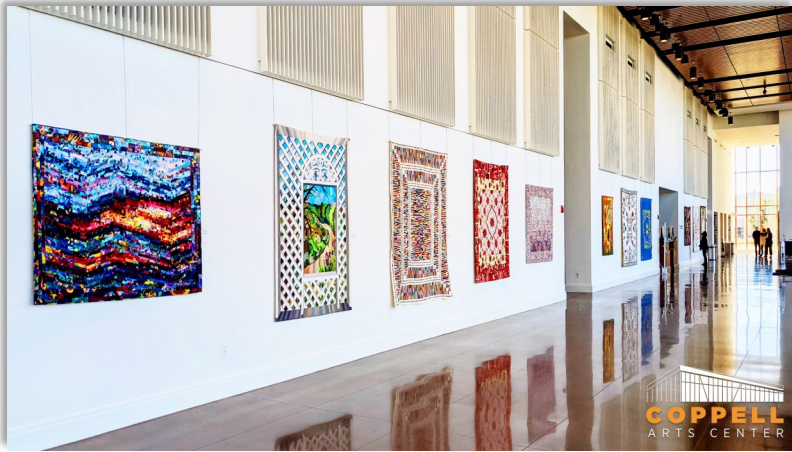
We're pleased to announce a few updates in leadership roles for our region: **Nick Zazal** (Walton Arts Center & Walmart Amp) has stepped up to fill our vacant Assistant Director position. **Ashley Peacock** (Cox Business Convention Center) is now our region Secretary, and **Melinda Landry** (Amarillo Civic Center Complex) will be assuming our Marketing Manager role. In addition to these changes, we've added **State Representative positions** this month to help us better stay engaged with our membership on a more local level.

We greatly appreciate the spirit of volunteerism of all our members, whether it be officer roles, conference planning, or presenting in one of our educational sessions. Your service helps make IAVM the great association it is!

## Coppell Arts Center Makes Space

Coppell, TX - 2021 is off to an exciting start at the Coppell Arts Center. Digi Land, our touch-free digital game room, is extended due to popular demand, and we are opening up our Main Hall for socially distanced events this Spring. We have created socially distanced seating pods of two seats grouped together, in our Main Hall for our upcoming concerts. Working with our ticket provider Etix, we are able to sell tickets online, and Etix groups the tickets into the seating pods at the best available location in the Main Hall for the event. This allows us to safely host an event for the community following state and local COVID regulations since our patrons' safety is our first priority.

Our current exhibition, Contemporary Handmade Quilts, on loan from the National Quilt Museum, is about to wrap up on February 13th. This exhibition has received a very positive response from the community. Patrons have come from all over, some even out of state, to enjoy the breathtaking craftsmanship of these quilts. In addition to our ongoing events, the Coppell Arts Center is beginning to offer educational art classes for both children and adults, we are also hosting a Red Cross blood drive in February. The team at the Center is working hard to create COVID-friendly programming for our indoor and outdoor venues in the coming months.



To learn more about the Coppell Arts Center, please visit [www.CoppellArtsCenter.org](http://www.CoppellArtsCenter.org).

## Curtis Culwell Center Hosts COVID-19 Test Site

Garland, TX - Curative is conducting a self-contained quick and easy COVID-19 test site by appointment only in the North lot at the Curtis Culwell Center 8a-5p through February 12. Traffic has not been affected and appointments are being made through the Curative website. Cheer championships are still alive and kicking at the CCC for the month of February. Spotlight National Cheer Championships are February 13 -14 and United Cheer Texas Championship is February 20. The state and county guideline of 6 feet will continue to be implemented with a capacity of 822 and face masks will be required.



## American Airlines Center Has Achieved GBAC STAR™ Facility Accreditation

DALLAS, TX – (January 19, 2021) – American Airlines Center has announced that it has achieved Global Biorisk Advisory Council® (GBAC) STAR™ accreditation, the gold standard for prepared facilities. Under the guidance of GBAC, a Division of ISSA, the worldwide cleaning industry association, American Airlines Center has implemented the most stringent protocols for cleaning, disinfection and infectious disease prevention in its facility.

As the cleaning industry's only outbreak prevention, response and recovery accreditation, GBAC STAR™ helps organizations establish protocols and procedures, offers expert-led training and assesses a facility's readiness for biorisk situations. The program verifies that American Airlines Center implements best practices to prepare for, respond to and recover from outbreaks and pandemics.

"GBAC STAR accreditation empowers facility owners and managers to assure workers, customers and key stakeholders that they have proven systems in place to maintain clean and healthy environments," said GBAC Executive Director Patricia Olinger. "By taking this important step to pursue GBAC STAR, American Airlines Center has received third-party validation that it follows strict protocols for biorisk situations, thereby demonstrating its preparedness and commitment to operating safely."

To achieve GBAC STAR™ accreditation, American Airlines Center was required to demonstrate compliance with the program's 20 core elements, which range from standard operating procedures and risk assessment strategies to personal protective equipment and emergency preparedness and response measures. Learn more about GBAC STAR accreditation at [www.gbac.org](http://www.gbac.org).

"While preparing to welcome guests back to American Airlines Center, we have been extremely focused on ensuring the highest standards for health and safety are met," Dave Brown, COO and General Manager of American Airlines Center said. "Earning the GBAC STAR™ accreditation is a testament to the hard work of our team and our commitment to the well-being of our guests."



### About American Airlines Center

Designed by architectural wizard David M. Schwarz and Dallas based HKS, Inc., American Airlines Center is considered one of the nation's top arenas. Since opening its doors in 2001, the Center has been setting the precedent for sporting and live entertainment events. Bringing in a wide variety of big name shows as well as being home of both the Dallas Mavericks and Dallas Stars, American Airlines Center consistently displays its unique versatility. Billboard Magazine named American Airlines Center the 5th busiest arena in the U.S. and the 5th busiest in the world in 2019.

### About GBAC, a Division of ISSA

Composed of international leaders in the field of microbial-pathogenic threat analysis, mitigation, response and recovery, the Global Biorisk Advisory Council (GBAC), a Division of ISSA, provides training, guidance, accreditation, certification, crisis management assistance and leadership to government, commercial and private entities looking to mitigate, quickly address and/or recover from biological threats and real-time crises. The organization's services include biorisk management program assessment and training, Forensic Restoration® response and remediation, the GBAC STAR™ facility accreditation program, training and certification of individuals and consulting for building owners and facility managers. For more information, visit [www.gbac.org](http://www.gbac.org).

### About ISSA

With more than 9,300 members—including distributors, manufacturers, manufacturer representatives, wholesalers, building service contractors, in-house service providers, residential cleaners and associated service members—ISSA is the world's leading trade association for the cleaning industry. The association is committed to changing the way the world views cleaning by providing its members with the business tools they need to promote cleaning as an investment in human health, the environment and an improved bottom line. Headquartered in Northbrook, Ill., USA, the association has regional offices in Mainz, Germany; Whitby, Canada; Parramatta, Australia; Seoul, South Korea; and Shanghai, China. For more information about ISSA, visit [www.issa.com](http://www.issa.com) or call 800-225-4772 (North America) or 847-982-0800.



## College Park Center at UT Arlington Achieves GBAC STAR™ Facility Accreditation

Arlington, TX – College Park Center at The University of Texas at Arlington (UTA) has achieved Global Biorisk Advisory Council® (GBAC) STAR™ accreditation, the gold standard for prepared facilities. Under the guidance of GBAC, a Division of ISSA, the worldwide cleaning industry association, College Park Center has implemented the most stringent protocols for cleaning, disinfection and infectious disease prevention in its facility.

“Having the GBAC accreditation helps us create a safe environment for our patrons, employees and vendors,” said Nick Patton, director of facility operations and safety for College Park Center. “It shows we’ve established and implemented step-by-step processes to provide that safety, and we’re committed to maintaining these best practices in our day-to-day operations.”

As the cleaning industry’s only outbreak prevention, response and recovery accreditation, GBAC STAR™ helps organizations establish protocols and procedures, offers expert-led training and assesses a facility’s readiness for biorisk situations. The program has verified that College Park Center has implemented best practices to prepare for, respond to and recover from outbreaks and pandemics. The accreditation represents a crucial piece of the arena’s plan for a safe reopening for spectator events in the wake of the COVID-19 pandemic.

“When the COVID-19 pandemic prompted the suspension of event operations at College Park Center last March, our team immediately began focusing on developing plans and operational procedures that would allow for the return of events in a safe manner,” said Jeff Davis, executive director for College Park Center. “In the fall we took our first steps in reopening for events without spectators, and later added limited attendance for our basketball season in a safe manner. The achievement of the GBAC STAR accreditation speaks to the ongoing dedication our entire team has for creating safe and enjoyable experiences for our guests.”

To achieve GBAC STAR™ accreditation, College Park Center has demonstrated compliance with the program’s 20 core elements, which range from standard operating procedures and risk assessment strategies to personal protective equipment and emergency preparedness and response measures. Learn more about GBAC STAR accreditation at [www.gbac.org](http://www.gbac.org). Learn more about College Park Center and view upcoming events at [utacollegepark.com](http://utacollegepark.com).



## Destination El Paso Adds El Paso Water Parks Operating Division

Destination El Paso has added a new operating division, El Paso Water Parks. The new division will oversee operations, sales and marketing for the City of El Paso’s four new regional water park facilities. Each themed water park is uniquely branded and designed with El Paso heritage incorporated and will feature exciting details such as a lazy river, slides, rentable cabanas, concessions, climbing walls, and El Paso’s only learn-to-surf machine.

Destination El Paso will be in charge of all marketing facets as well as management of the four water parks, named Camp Cohen, Chapoteo, Lost Kingdom and Oasis. These parks will also serve as event space and can be reserved for individual parties up to 40 guests.

Destination El Paso is excited to move forward with this new venture and hopes to welcome patrons as soon as it is safe (and warm enough) to do so!





## Oklahoma City Convention Center Open for Business

Oklahoma City's newest venue, the \$288 million Oklahoma City Convention Center, is now open to the public. The new venue spans 500,000 square feet, including 200,730 square feet of exhibit halls space; 45,000 square feet of meeting space (many with operable walls offering flexibility); a versatile 30,000 square-foot ballroom; and over 65,000 square feet of pre-function space.

Designed by Populous and GSB, the venue is the first in the city to be built exclusively for conventions (the previously used Cox Convention Center, opened nearly 50 years ago, was built around a 13,500-seat arena). The venue is hosting several smaller events in January and February, with its first large convention set to take place in March.

The city-owned facility is managed by ASM Global. SAVOR... is the official in-house catering partner tasked with offering chef-driven creativity, seasonally available local ingredients, and distinguished hospitality. It is the largest single project funded by Oklahoma City's MAPS that promises to bring long-term economic impact to the city. MAPS is an initiative voted in to place in 1993 that installed a 1-cent sales tax to fund future projects debt-free to the city; meaning the Convention Center has opened completely funded with no additional debt to the city.

Oklahoma City Convention Center is located next to a 17-story, 605-room Omni Hotel and Resort, which also opened in January 2021. Balconies on the third and fourth floor offer beautiful views of the downtown skyline as well as the expansive Scissortail Park located across the street. For more information on the venue, visit [www.okcconventioncenter.com](http://www.okcconventioncenter.com).

## Amarillo Leading Nation in COVID-19 Vaccination Rates

According to the website Covidactnow.org, Amarillo was leading the nation for giving out COVID-19 vaccinations for metro areas through January, and Amarillo continues to remain in the top 8 in the country. "A vaccination clinic of this magnitude is something Amarillo has never done before," said Amarillo Mayor Ginger Nelson.



The City of Amarillo Public Health Department (APHD) has been operating the COVID-19 vaccine clinic at the Amarillo Civic Center Complex (ACCC) since December 28, 2020. The vaccine clinic consists of one ballroom and two exhibit halls, utilizing approximately 80,000 square feet of the venue space.

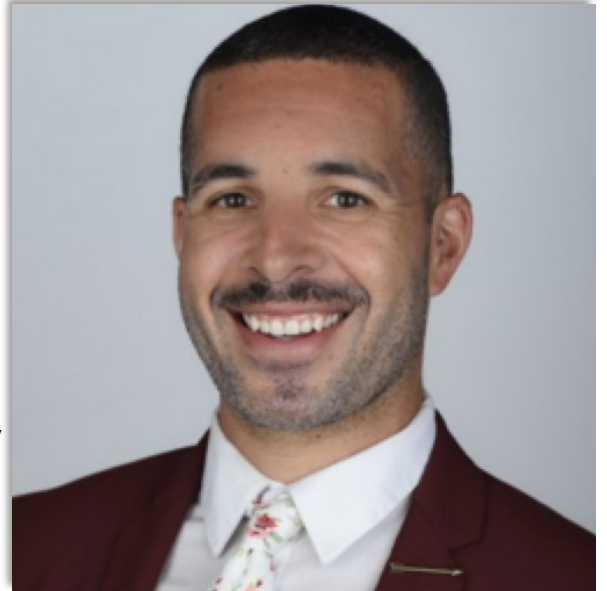
The ACCC and APHD staff worked together to create an efficient system to give out the vaccinations in a timely manner. Within a little over a month, more than 41,000 vaccines have been distributed with the combination of first and second doses. "What has been accomplished in such a short time is truly remarkable. This is one of the primary steps in stopping the spread of COVID-19 in our community," said Mayor Nelson.

## Visit El Paso Hires Director of Convention Sales Development

*El Paso, TX* - Visit El Paso, an operating division of Destination El Paso, is pleased to announce that Anthony Mancuso has been named Director of Convention Sales Development. In this role, Mancuso will be responsible for overseeing Visit El Paso's Convention, Meeting and Sports Sales Development. Mancuso has extensive destination marketing sales experience and has worked for the San Francisco Travel Association, San Diego Tourism Authority and Visit Oakland in various sales roles. Mancuso, a Certified Meeting Planner, also has previous hotel sales experience to include the Park Central Hotel San Francisco, a Starwood Hotel, and the Hard Rock Hotel San Diego.

Mancuso has also served on national and state level industry boards including MPI Southern California, PCMA Northern California Chapter as the Director of Membership Retention and was named the 2018 PCMA Northern California Chapter

Member of the Year. "I am elated to begin my journey as the new Director of Convention Sales Development for Visit El Paso. El Paso is an enlightened destination with a lot to offer meeting planners from all over the world. I was blown away by the food, the natural beauty, and most of all, the warm hospitality upon my first visit to the city. I cannot wait to share that inherent warmth and generosity with clients." Said Mancuso.



## First National Bank Arena Celebrates Students

*Jonesboro, AR* - First National Bank Arena celebrates their student workers who made it on to the Chancellors' and Deans' List. These students work hard to balance academics and work. We could not be more proud of them.



## Kimberly Corbett Oates, ASTC, Newest Partner at Schuler Shook

*"While the pandemic has dealt a crushing blow to live performance... I believe we will come out stronger on the other side." - Kimberly Corbett Oates, ASTC, Partner*

Schuler Shook congratulates Kimberly Corbett Oates, ASTC, as the firm's newest Partner. Based in Schuler Shook's Dallas office, Kimberly is recognized in the industry for her matchless grasp of theatre planning and equipment design. Her excellent client support expertise makes her an invaluable leader of our team.



"The pandemic has dealt a crushing blow to live performance, but I am confident that we will come together again to create and experience stories onstage. This time has the potential to be transformative as we think about the ways we support the theatre. We are heading into an exciting time for theatrical production, and I believe we will come out stronger on the other side." - Kimberly Corbett Oates, ASTC, Partner

Kimberly joined Schuler Shook as a Theatre Consultant in 2005 and quickly applied her technical,

production, and performance background to projects. Her attention to detail and expertise in production systems was appreciated in several Technical Standards Program working groups of ESTA, the Entertainment Services and Technology Association. She continues to contribute to the larger theatre technology community as a newly elected member of the Board of Directors of USITT, following her service on the Engineering Commission and the Architecture Commission.

Kimberly's significant projects include Buddy Holly Hall of Performing Arts and Sciences, Moody Performance Hall; McAllen Performing Arts Center; and Scheidt Family Music Center at the University of Memphis.

She is a graduate of the Mechanical Engineering program at Lafayette College and received her MFA from Yale School of Drama. A mom to two young children, Kimberly is a volunteer with her church's AV/livestream team, enjoys exploring the outdoors, and is learning guitar.

## IAVM HQ *Call for Volunteers*

Volunteers are at the heart of what we do, and it is only because of time and knowledge our volunteers contribute that we are able to fulfill our purpose.

We hope, therefore, that you will consider responding to this Call for Volunteers for the term August 2021 through July 2022.

IAVM Committees Include:

- Academic Committee
- Allied Committee
- Amphitheaters & Fairgrounds Committee
- Arenas Committee
- Audit Committee
- Board of Governors
- Certification Board
- Convention Centers Committee
- Diversity & Inclusive Leadership Committee
- Editorial Advisory Committee
- Multiple Regional Opportunities

& more.

Click [here](#) to log in & apply.



## Annenberg Presidential Conference Center Seeks & Develops Growth

*College Station, TX* - The Annenberg Presidential Conference Center congratulates their Facility Director, Sarah, on receiving her certification as a Virtual Events Institute Professional (VEIP). They'd also like to applaud their Event Manager, TJ, for receiving her Certified Meeting Professional (CMP) and Certified Professional in Management (CPM) certifications. Even as events are slowly coming back, these professionals continue to show their dedication to the industry!

With events in mind, the Conference Center was pleased to host Texas A&M College of Nursing's recognition ceremony back in December. While the ceremony looked a little different due to event safety

protocols, the new nurses were able to successfully celebrate their accomplishments alongside their professors and peers.

The Conference Center now dedicates their facility to host classes for Texas A&M students. The additional classrooms allow for students to be socially distant and maintain a safe learning environment.

## ASM Global Seeks to Fill Multiple Vacancies

Venue: Oklahoma City Convention Center, managed by ASM Global

Position: Marketing Coordinator

POSITION SUMMARY:

ASM Global, the leader in privately managed public assembly facilities has an excellent and immediate opening for a Marketing/Public Relations Coordinator for the Oklahoma City Convention Center. The Marketing/Public Relations Coordinator, under general supervision markets the complex and upcoming events to local community and within industry through website, social media, email blasts, media releases, promotions, and other marketing tools. Acts as liaison between the facility and clients, ensuring all clients' requirements are met and facility rules, regulations and policies are adhered to.

Venue: Oklahoma City Convention Center, managed by ASM Global

Position: Director of Operations

POSITION SUMMARY:

Under direct supervision of the Assistant General Manager and General Manager, direct and coordinate personnel, subcontractors, and daily activities involved in facility operations and the successful execution of events by performing the following duties personally or through subordinate supervisors.

Venue: Chesapeake Energy Arena, managed by ASM Global

Position: Director of Programming

POSITION SUMMARY:

Under general supervision of the General Manager, interact continuously with clients, promoters, agents, and managers in efforts to solidify business for the facility. Oversee and coordinate all aspects in the facility booking process in applicable markets and in compliance with contractual obligations to resident sports tenants. This position requires the knowledge of the live entertainment industry, current trends in the live entertainment industry, including current musical genres and demographics, ticketing, marketing, promotions, social media, and local market trends and demographics.

## Ghost Light Programming Continues at Walton Arts Center



Fayetteville, AR - Large Broadway tours now will not return to Northwest Arkansas until this fall when the new 2021-22 season begins. In the meantime, P&G Ghost Light Programming continues at Walton Arts Center with a mix of virtual and live performances featuring local and national artists.

For those who aren't quite ready to see a show in person Dixie Longate, everyone's favorite Alabama redhead, is bringing her new streaming show, Dixie's Happy Hour to Walton Arts Center patrons Feb. 25-28 and March 4-7 at 8 pm Thursday through Saturday and at 3 pm on Sunday.

Join the party from the comfort of your home for \$35 plus applicable fees per household. This ticketed, streamed performance is only available to view at your selected performance time.

Longate will be mixing drinks from the four basic food groups—rum, gin, vodka and tequila—while sharing an uplifting story that challenges the audience to search for their personal happy hours and find the good in even the most complicated situations.

For those ready to experience live performance, Walton Arts Center has two announced shows.

NWA Ballet Theatre is debuting A Midsummer Night's Dream at Walton Arts Center March 12 and 13. NWA Ballet Theatre's dance company is made up of highly trained, diverse artists who share a collective passion for dance. The region's only year-round, professional dance company pioneers original works and reimagines familiar classics to enhance the audience experience and enrich the cultural landscape.

Broadway's Next Hit Musical is bringing two shows to Walton Arts Center on March 18 and 19. The show is an evening of Whose Line Is It Anyway? meets The Tony Awards®. It's all improvised and completely different every night.

Audience members make up song titles, and five master improvisational actors turn them into full blown "nominated songs" with vibrant choreography and catchy melodies for the coveted Phony Award. The audience votes for their favorite song, and then watches as the cast turns it into a full-blown improvised musical – complete with memorable characters, witty dialogue and plot twists galore.

State-approved health and safety protocols are in place for all in-person performances.

Ghost Light Programming is presented by Procter & Gamble and provided in part by supporters of the Ghost Light Recovery Fund. The Ghost Light Recovery Fund helps Walton Arts Center offset lost revenue from canceled performances, continue education and intermission programming, maintain facilities and support staff until full-scale performances can resume.



## And last, a word from our (previous) editor...

Region 6 members, it feels like only yesterday since I had to fill the big shoes left behind by the fabulous Tim Seeberg in handling our region's newsletter and marketing! As Jeff stated in his note earlier in the newsletter, I am transitioning to the role of Secretary of the Region and handing these reigns over to Melinda Landry now. I hope you all have enjoyed some of the changes we've implemented over the past few months. This role is in excellent hands with Melinda and I know we'll see even more positive momentum in the future. I have enjoyed connecting with many of you by phone and email as we worked on the collaboration that is the newsletter, and will miss getting to speak with you all so often! Please feel free to connect with me on LinkedIn and keep in touch even though you don't have to send me your articles and social posts anymore. Looking forward to the future of our region!

- Ashley Peacock, CVP

## Venue Design: Guidelines for Infection Control

Due to COVID-19, venues have seen cancellations across the board and are considering what reopening will look like. When the doors reopen and events resume, ensuring the venue feels safe for fans and patrons will be critical. To do this, we need to design spaces that allow better social distancing amongst large crowds and find strategies to control any potential spread of infection. Visit the [Henderson Engineers website](#) to read the venue design guidelines for infection control.

## IAVM Region 6 Board

**Jeff Davis, CVE, CMP – Region 6 Director**  
Executive Director  
UT Arlington College Park Center & Texas Hall  
[jeff.davis@uta.edu](mailto:jeff.davis@uta.edu)

**Sherman Bass, CVE – Past Region 6 Director**  
General Manager  
Amarillo Civic Center Complex  
[sherman.bass@amarillo.gov](mailto:sherman.bass@amarillo.gov)

**Kelly Graham – Region 6 Scholarship Chair**  
Facilities Operations Coordinator  
Denver Performing Arts Complex, Arts & Venues  
[kellykgraham@comcast.net](mailto:kellykgraham@comcast.net)

**Chuck Rogers – Region 6 Allied Representative**  
Central South Regional Manager  
BioSaphe  
[crogers090@hotmail.com](mailto:crogers090@hotmail.com)

**Nick Zazal, CVP – Region 6 Assistant Director**  
Director of Events & Patron Services  
Walton Arts Center & Walmart AMP  
[nzazal@waltonartscenter.org](mailto:nzazal@waltonartscenter.org)

**Kyle Baun – Region 6 Treasurer**  
Vice President of Ticket Sales & Event Sales  
Western Stock Show Association  
[kbaun@nationalwestern.com](mailto:kbaun@nationalwestern.com)

**Ashley Peacock, CVP – Region 6 Secretary**  
Senior Event Services Manager  
Cox Business Convention Center  
[apeacock@asmtulsa.com](mailto:apeacock@asmtulsa.com)

**Melinda Landry – Region 6 Marketing Manager**  
Event Manager  
Amarillo Civic Center Complex  
[Melinda.Landry@amarillo.gov](mailto:Melinda.Landry@amarillo.gov)

Thank  
You!

## Thank you to this month's newsletter contributors!

- **Lucy Albers**, Director of Marketing & Public Relations, Chesapeake Energy Arena / Cox Convention Center
- **Mollie Brackeen**, Marketing Director, Schuler Shook
- **Jamie Burns**, Marketing Manager, Annenberg Presidential Conference Center
- **Jonathan Carroll**, Assistant Director of Event & Venue Marketing, UT Arlington College Park Center & Texas Hall
- **Jeff Davis, CVE**, Executive Director, UT Arlington College Park Center & Texas Hall
- **Ginene Delcioppo**, Marketing & Ticketing Supervisor, Coppell Arts Center
- **Lauren Falco**, Event Marketing Coordinator, Destination El Paso
- **Kirsten Grimes**, Marketing Director, First National Bank Arena
- **Christine Latch**, Assistant Box Office Coordinator, Curtis Culwell Center
- **Shelby O'Neal**, Marketing Manager, American Airlines Center
- **Han Owens**, Marketing Administrator, Amarillo Civic Center Complex
- **Ashley Peacock**, Senior Events Manager, Cox Business Convention Center
- **Jennifer Wilson**, Public Relations Director, Walton Arts Center