



# MONTHLY NEWSLETTER



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TO OUR  
FUTURE**

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I A V M

International Association  
of Venue Managers

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Recovery Guide**

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## Congrats, Gina Trotter!

North Little Rock, AR - Simmons Bank Arena in North Little Rock, Arkansas is proud to announce the promotion of Gina Trotter to Event Coordinator. Gina previously held the position of Concessions Manager where she managed non-profit groups and concession coordination. In her new role, she will oversee event planning and execution for banquets, trade shows, meeting rooms and premium spaces. Gina brings tremendous drive, enthusiasm and energy and Simmons Bank Arena is excited to have her in this position.



## Alamodome “One Team” Delivers Championship



Before the confetti could drop and the 2021 NCAA Women's Basketball Championship trophy could be raised in San Antonio, one team would have to navigate an unprecedented tournament year and deliver an extraordinary effort amidst the challenges of a global pandemic.

The aforementioned “One Team” consisted of the Alamodome, the City of San Antonio and partners like San

Antonio Sports that helped parlay a championship bid win into an opportunity to host the entire 2021 NCAA Division I Women's Basketball Championship Tournament with 64 teams competing from March 21 through April 4 in the local region. For its part, the Alamodome expanded a three game championship weekend into a 38 game schedule with an additional 108 practices at the venue. The facility hosted match-ups in the First and Second Rounds and all games of the Sweet Sixteen, Elite Eight and the Finals. Staff made history by creating under one roof, a dual-arena configuration that helped expedite COVID-19 cleaning efforts and enhance social distance protocols. Other fan safety procedures implemented included digital ticketing in socially distanced pods, touch less venue entry, mobile food ordering and the enforced wearing of face covers unless actively eating or drinking.

“Since reopening in the fall of 2020 for the UTSA football season, the Alamodome’s main priority has been fan safety but we also want to help create jobs and paychecks and promote the local economy,” said General Manager Steve Zito. The NCAA tournament generated an estimated \$27.2 million in economic impact for San Antonio and filled 35,000 room nights at area hotels. Tourism was noticeably impacted and images of San Antonio were abundant since all tournament games were broadcasted on either ESPN or ABC networks. An estimated 33,246,000 national broadcast viewers were able to cheer on their teams and experience San Antonio and the Alamodome virtually.

## Call To Action

Venue Safety and Security Committee (VSSC) hosted its first Zoom meeting of the 2020-2021 term on Thursday, August 20. There is a good mixture of new and returning committee members representing all venue Sectors (amphitheaters, arenas, convention centers, complexes, performing arts centers, stadiums, and universities) along with several Allied Members -- which is exactly what the committee needs to be successful.

VSSC had high hopes of a year full of productivity at the beginning of our 2019-2020 season. However, our year was quickly derailed by the pandemic. Soon our conversations revolved around the issues and challenges faced due to the spread of COVID-19. The aspirations of productivity took a back seat while we all tried to navigate a foggy future directly affecting everyone's safety and security.

Since then, there have been many COVID-19 IAVM committees dedicated to helping our industry rise back up in a safe manor. VSSC is ready to take on all safety and security matters and produce helpful tools and resources across all venue sectors.

Call To Action – Each sector has its separate subcommittee chaired by a member of VSSC that meets once a month. It's an informal setting where anyone who is interested in safety and security can be involved in the conversation whether you are an IAVM member or not. These calls are a great way to stay in the know on what VSSC is talking about regarding your sector and even more importantly, if there is a sector specific issue, it gives everyone a chance to talk it through or even push it up the chain to the VSSC to hopefully find solutions and resources. If you or a member of your team is interested, please email [greg.wolfe@iavm.org](mailto:greg.wolfe@iavm.org) to get added to your sector's monthly call.

It is an exciting time for all of us. We look forward to being a committee that creates and enhances the value of your IAVM membership.

## Hot Springs Convention Center earns GBAC STAR™ Accreditation

*Hot Springs, AR*—The Hot Springs Convention Center, the safest and largest convention center in Arkansas, has been awarded the Global Biorisk Advisory Council® (GBAC) STAR™ accreditation. Our staff meets and exceeds CDC guidelines with an extensive health and sanitation plan including upgrading all air filters throughout the Convention Center, converting all our water fountains to touchless refill stations and sanitizing all touch surfaces in the facility with EPA-approved disinfectants.



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## Planning for Recovery: Mexico Venues Meeting

Mexico - AMEREF (Mexican Association of Venues) has a partnership with IAVM and most of IAVM members in México are also AMEREF members.

The first Ordinary Assembly of 2021 of AMEREF was in Acapulco, Guerrero with a hybrid format (thirteen venues were in the presence and the rest were



connected remotely) where the directors of the Mexico venues approved the work plan, budgets, and educational activities that will be followed contributing to the professionalization of the Meetings Industry in Mexico country. The main challenges this year are the reactivation of the training workshops and the CVE certification.



Additionally, IAVM Mexican venues were in the National Congress of the Meetings Industry (CNIR), setting the tone for the restart of this industry at the national level.

**NUEVA SEDE**  
**CONGRESO AMEREF 2021**  
**TORREÓN, COAHUILA**

**FUTURE LEADERS CONFERENCE**

**IAVM REGION 6**

**BACK TO OUR FUTURE**

## RV Parking Provides Customer Convenience, Venue Revenue

*Fort Worth, TX* - As eager travelers sought alternatives for air and train to reach their destinations during the COVID-19 pandemic, RV sales boomed setting record increases of more than 170 percent year over year in May 2020, according to the RV Industry Association. In the equine industry, RVs and horse trailers with living quarters are a way of life. When traveling to horse shows and competitions, owners or trainers need to be close to their animals' stables or stalls to give them attentive care from dawn until well after dusk. The RV lifestyle has been a solid positive to the bottom line in an otherwise unstable year for public events at Will Rogers Memorial Center (WRMC), a 120-acre, renowned equestrian and event facility in Fort Worth, Texas.

"We've been renting RV spots for decades because of the unique needs of our equine and livestock show customers to be conveniently located close to the show arena and to their animals," said Kevin Kemp, general manager of WRMC. "Twenty years ago, we had a dirt lot with 30 spaces. In 2012, we added 104 concrete, full-service RV spaces, and 78 additional spaces with the construction of nearby Dickies Arena in 2019. We now have 212 spaces with power, water and sewer."

At \$60 a night, the revenue generated from RV rentals for FY 2020-2021 has already surpassed \$1 million for WRMC. A generator lot is also available for a reduced rate for larger shows. Kemp says 10 years ago, RV parking revenues were half of that amount.

"RV parking is all about customer convenience," he said. "Even dancers, athletic competitors and consumer show exhibitors take advantage of the RV lots. I've seen this trend increasing over the past three to five years, and the pandemic definitely accelerated it."

WRMC has a total of 2,500 horse stalls available for dozens of annual national and regional shows and competitions featuring the NCHA, APHA, NRCHA, AQHA, AHA, APHC, AMHA, American Saddlebreds and hunters and jumpers.

[www.willrogersmemorialcenter.com](http://www.willrogersmemorialcenter.com)



## Curtis Culwell Center Back in Full Swing

*Garland, TX* - The Curtis Culwell Center is back in full swing of graduation season with seven graduations in May and twenty graduations in June. Dallas College, formerly Dallas County Community College District, will be returning for the 2021 graduation season with five additional graduation ceremonies, bringing them to a total of seven graduation ceremonies instead of two this year.

The CCC is also having its first premium event since the re-opening after Covid-19. T3 Entertainment is bringing Juneteenth Hip Hop Festival to the CCC June 19, 2021 with Lil Durk, Pooh Shiesty, Yung Bleu, Mooski, Milliyun, and Art of Ratchet.

All Elite Wrestling is making its second appearance to the CCC July 21, 2021.



## Closing curtain: UTEP technical supervisor retires after 47 years behind the scenes

*El Paso, TX* - Fernie Mabini has never been in the spotlight, much less sung a tune on stage or shot a three-pointer for a basketball team. But anyone who has ever gone to a UTEP basketball game, a concert at the Don Haskins Center, a show at Sun Bowl or a student performance at the Magoffin Auditorium, should know he was instrumental in its success.

For at least 40 years, Mabini, an unassuming man with a ponytail who often stands surveying the work with his hands behind his back, has worked behind the scenes making sure the sound, lighting and stage is just right for any sport or entertainment event at the University of Texas at El Paso.

Friday, April 30, was his last day as technical supervisor. He spent the last few hours inside the Don Haskins directing a crew of about eight in tearing down and building another stage for an event on May 1, sharing anecdotes and heartfelt sentiments of a long and fulfilling career.



Briana Sanchez, El Paso Times



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## Budweiser Events Center to Host The Price is Right Live™

Loveland, CO. – The Budweiser Events Center will play host to The Price is Right Live™ stage show on Tuesday, October 5, 2021 at 7 p.m. Tickets go on sale Friday, April 30 at 10 a.m. and tickets can be purchased in person at the OCR Box Office inside the Budweiser Events Center or online at [TREventsComplex.com](http://TREventsComplex.com). Group discounts will be offered at the above ticketing outlets or by phone at 970-619-4112.

The Price Is Right Live™ is a sellout interactive stage show that gives eligible individuals the chance to "Come On Down" and play classic games made famous by the iconic network television show, The Price is Right™. Contestants can win cash, sought-after appliances, epic vacations and, of course, a brand-new car by playing favorites like Plinko™, Cliffhangers™, The Big Wheel™ and the fantastic Showcase!

Showing to sold-out audiences for more than a decade and counting, The Price Is Right Live™ has given away over 12 million dollars in cash and prizes to lucky audience members all across North America.

The Price is Right™ remains network television’s #1 daytime series and the longest-running game show in television history. As a beloved piece of American pop culture, Price and its games are cherished by generations of viewers. This live travelling stage show version offers fans the chance to make dreams come true and relive feelings of nostalgia, while experiencing the same thrilling excitement of winning big, up close, locally and in-person.

**Event:** The Price is Right Live™!  
**Date/Time:** Tuesday, October 5, 2021 at 7 p.m.  
**Venue:** Budweiser Events Center  
**Tickets On-Sale:** Friday, April 30, 2021 at 10 a.m.



For more information, follow The Price Is Right Live™ on Facebook (<https://www.facebook.com/priceisrightlive>), Twitter (<https://twitter.com/TPIRLIVE>) & Instagram (<https://www.instagram.com/priceisrightlive/>).



**IAVM HQ** - The Venue Managers Mom's Affinity Group, created for networking and to support opportunities for women in the venue management profession who are mothers, will launch with its first meeting scheduled for May 18 at 3pm EST/2pm CST. Meetings will be held monthly on the third Tuesday. "The intent is to create space, virtually and eventually in-person, where ... [Continue Reading](#)





## Walton Arts Center is Collecting Memories

Walton Arts Center began because the public and private sectors in Northwest Arkansas had a vision and worked together for the good of the community. Negotiations, compromise, persistence and a shared vision ultimately yielded a facility and an organization that has enriched the cultural life of the region for nearly three decades.

Walton Arts Center is celebrating its anniversary by kicking off My Walton Arts Center, a year-long campaign to collect memories from patrons, volunteers, staff, artists and partners.

“We have been part of the cultural fabric of Northwest Arkansas for nearly three decades,” said Peter B. Lane, president and CEO of Walton Arts Center. “Throughout the pandemic and the suspension of full-scale operations, we kept hearing from members of the community about how much Walton Arts Center meant to them. We really wanted to capture those personal memories and celebrate that connection as we return to full-scale operations in anticipation of our 30th anniversary celebration.”

Walton Arts Center is asking people to call 479.571.2702 and leave their name, the city they are calling from and a Walton Arts Center memory or experience. These can be a favorite memory that they have of Walton Arts Center such as the first show they saw at the venue, what they value most about the arts center or why they consider Walton Arts Center to be their local theater.

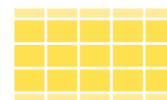
Walton Arts Center staff will collect memories throughout the year, with the goal of incorporating and highlighting select memories as part of the 30th anniversary celebration throughout the 2021-22 season. By leaving a recording, patrons give Walton Arts Center permission to use their voice or memory in the celebration next year.

For more information about My Walton Arts Center, please visit [www.waltonartscenter.org/mywac](http://www.waltonartscenter.org/mywac).



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## Texas Performing Arts is Hiring!



THE UNIVERSITY OF TEXAS AT AUSTIN  
**TEXAS PERFORMING ARTS**

[Texas Performing Arts](#) (TPA) at UT Austin is currently recruiting for the following full-time staff positions:

### Director of Development

The Director of Development (DOD) is a senior leadership role responsible for all aspects TPA's fundraising. The DOD is responsible for creating strategy, leading a development team, and securing gifts that meet TPA's fundraising goals. Go to <https://utaustin.wd1.myworkdayjobs.com/UTstaff> for complete description and to apply for job requisition number R\_00012915.

### Associate Director, Booking & Sales, Texas Performing Arts

This Associate Director role is a member of the programming team and will report to the Executive Director in 21-22. The position is responsible for identifying, booking, and overseeing the non-curated presentations in Texas Performing Art's (TPA) programmatic portfolio. These include outside rentals, co-presentations, and direct bookings of comedy, popular music, and other national touring attractions. This portfolio seeks to generate \$1M net revenue. This position is eligible for incentive compensation for exceeding defined financial and programmatic goals. Go to <https://utaustin.wd1.myworkdayjobs.com/UTstaff> for complete description and to apply for job requisition number R\_00012949.

### Director of Marketing & Communications

The Director of Marketing and Communications is a senior leadership team member who is responsible for TPA's institutional and event marketing and communications. The Director leads a team that fulfills the communications needs of all of TPA's program areas and defines strategic brand identity for the organization. The role is responsible for meeting event sales benchmarks and provides communications that support reaching contributed and earned revenue goals across the organization. Go to <https://utaustin.wd1.myworkdayjobs.com/UTstaff> for complete description and to apply for job requisition number R\_00013060.



## Meet Angela!

Midland, TX - We are excited to introduce Angela Prather, as the new Associate Director of Food and Beverage for Horseshoe Hospitality Services.

Angela, was raised in Midland and is a mother of two daughters, Jaylee & Emma. She enjoys family time, cooking, entertaining, sports and attending social events. She is also passionate about promoting local businesses and events within her community. Angela has a background in marketing, as well as restaurant and event management. She is the co-founder of West Texas Wedding Expo and Mix It Up Texas. She has been highly involved in the local event industry for the past six years and looks forward to bringing her knowledge, contacts, and past career experience to the Midland County Horseshoe.

We are confident Angela will be an excellent asset to the Horseshoe Hospitality team. Welcome aboard Angela!



## IAVM Region 6 Board

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

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- **Rick Garcia**, Marketing, New Media, Graphic Design Coordinator, Alamodome
- **Amber Goodspeed**, Event Manager, Texas Performing Arts
- **Christine Latch**, Assistant Box Office Coordinator, Curtis Culwell Center
- **Brandon Martinez**, Event & Marketing Manager, UTEP Office of Special Events, The University of Texas at El Paso
- **Ashley Peacock**, CVP, Senior Event Services Manager, Cox Business Convention Center
- **Jasmine Shannon**, Event Coordinator, Berry Center
- **Mariah Saffa**, Director of Marketing, Budweiser Events Center at the Ranch
- **Jennifer Wolcott**, Director of Operations, Hot Springs Convention Center & Bank OZK Arena
- **Jennifer Wilson**, Public Relations Director, Walton Arts Center