



MONTHLY NEWSLETTER



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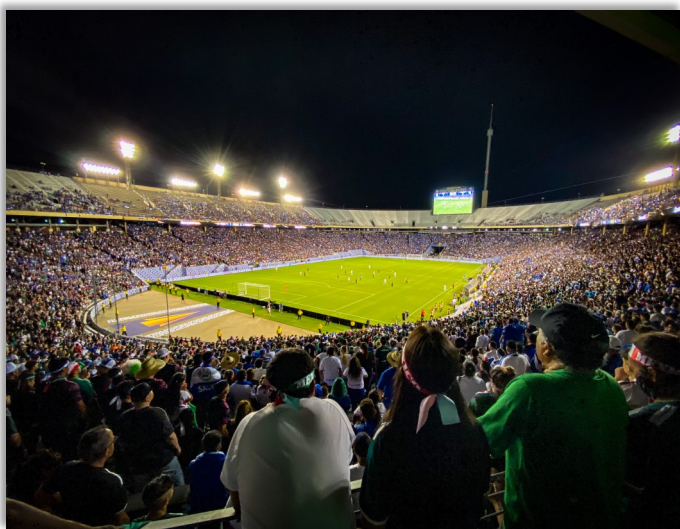
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Sellout Crowd Enjoys Annual Black Rodeo at Fair Park Coliseum

Dallas, TX - A capacity crowd of approximately 6,000 patrons attended the 32nd annual Texas Black Invitational Rodeo on Saturday, July 31 at the Fair Park Coliseum in Dallas. Over 300 cowboys and cowgirls competed in the annual event, which was presented by the African American Museum of Dallas.



Cotton Bowl Stadium Hosts Two CONCACAF Gold Cup Matches

Dallas, TX - On July 14 and 18, Cotton Bowl Stadium in Dallas hosted CONCACAF's Gold Cup, an international soccer tournament featuring international teams from North America, Central America, and the Caribbean. The Mexican National Soccer team featured in both matches, taking on Guatemala (July 14) and El Salvador (July 18). Over 60,000 fans attended the two matches, including a capacity crowd of 45,792 at the July 18 match.

First National Bank Arena Welcomes Kailee Ayers as Marketing Director



Jonesboro, Ark. - First National Bank Arena is proud to announce and welcome Kailee Ayers as the new Marketing Director. Ayers will be responsible for overseeing the development of the arena's marketing assets, maintaining relationships with promoters, and serve as the department's media contact.

Ayers joins the team from Paragould, Arkansas. She recently graduated from the University of Mississippi where she earned a Bachelor's of Science degree in Integrated Marketing Communications. There she gained knowledge about Public Relations, Graphic Design, Advertising, and more while also developing an interest into understanding how to get the public's attention in a media driven world.

"I am thrilled to serve as the new Marketing Director at First National Bank Arena," said Ayers. "In a society where we are hit with a million messages a day, it is intriguing to me to find what specific messages stick to the target audience and why. I look forward to helping promoters drive their message to the public and helping promote some amazing events."

Ayers joins First National Bank Arena as the Marketing Director to continue its success as being the NEA hub in Jonesboro for events ranging from business meetings, family shows, concerts, sporting events, and more.

About First National Bank Arena

Located in Jonesboro, the hub of Northeast Arkansas, First National Bank Arena serves a tri-state market area of 500,000, including more than 10,000 university students. First National Bank Arena has the versatility to host events ranging from small lectures to large conventions to even larger concerts, sporting events and other activities. The center seats 10,252 for concerts (up to 11,209 for concerts in the round) and 10,038 for basketball games.



Symphony Reprises Performances at Historic Will Rogers Auditorium



Fort Worth, TX - The Fort Worth Symphony Orchestra may have taken a half-measure rest for a few months in 2020 but, thanks to our city's renowned can-do spirit, the music played on at its home away from home: Will Rogers Auditorium. Dr. Keith Cerny, president and CEO of the Fort Worth Symphony Orchestra since January 2019, began monitoring the COVID-19 virus in early 2020. Like many businesses, the FWSO had scheduled March 16 as trial remote working for office staff. While having morning coffee with a colleague on March 13, Cerny learned Tarrant County had closed numerous public venues, including downtown's Bass Performance Hall.

"We cancelled performances for the rest of the season," Cerny said, "and by early summer we had to cancel the very popular Concerts in the Garden. But working with our Board of Directors, we made the decision to resume with safety and distancing so we could sell tickets and perform to smaller audiences. So we developed a plan to resume live performances starting in the fall of 2020."

The FWSO obtained vendors for drive-thru COVID-19 testing to test musicians, stage crew and guest artists. (At the time, testing sites were scarce.) But with Bass Hall closed and audience capacities limited to 25%, the FWSO needed a venue that would accommodate a certain amount of socially-distanced, ticketed audience members to make a performance economically feasible.

"I was new to Fort Worth and didn't know much about the Will Rogers Auditorium, except that it had been the home of the Symphony before the Bass Hall opened," Cerny said. "But when I learned that they had 2,856 seats as opposed to Bass Hall's 2,056, we approached Will Rogers. There, we could accommodate 806 socially-distanced patrons," so that was the ticket.

Kevin Kemp, general manager of Will Rogers Memorial Center (WRMC), was elated to have the opportunity to host the FWSO again. "We were very excited and honored for the opportunity to help the FWSO continue to perform this season," said Kemp, as the pandemic had forced cancellations of concerts and dance competitions ordinarily held in the Auditorium.

The FWSO asked WRMC to build a stage extension designed by an outside consultant to accommodate up to 45 socially-distanced musicians. They also worked closely with the WRMC team to build customized front-of-house processes such as ticket sales, ushers and the box office function. Parking is plentiful at Will Rogers, but can be far-flung, so golf carts were used to bring patrons from distant lots. With the changes to the historic venue, Cerny said musicians and patrons are pleased with sound and comfort at WRMC. Audiences have numbered up to approximately 450 for performances.

"We have two kinds of shows: amplified (pop) and acoustic (symphonic)," he said. "The reverberation time doesn't sound fully like a symphonic hall, but the sound carries well throughout the theatre. On the whole, patrons are very positive about being back in live performances, easy access to parking and being in the Cultural District."

The FWSO gave its first pandemic performance with its pops series guest Asleep at Wheel on Sept. 11 and have been performing for nearly 10 months. "Relatively few orchestras in the U.S. have been able to do that, and we have been able to keep our musicians and staff on full pay," Cerny said.

Cerny noted that an important point for the FWSO's strategy is expanding their artistic vision, and have hired Robert Spano as music director designate. Part of that vision is expanding the Symphonic series in Bass Hall from 10 to 12 weekends each season. Because the FWSO shares Bass Hall with many other entities, Cerny said plans are to continue special performances and pops series concerts at Will Rogers Auditorium going forward.

"A special part of the past 16 months for me was this community's positive attitude toward a challenge. Faced with a difficult public health situation, we came together to do the right thing to partner and perform and make it all work."

Curtis Culwell Center Sees Dynamite

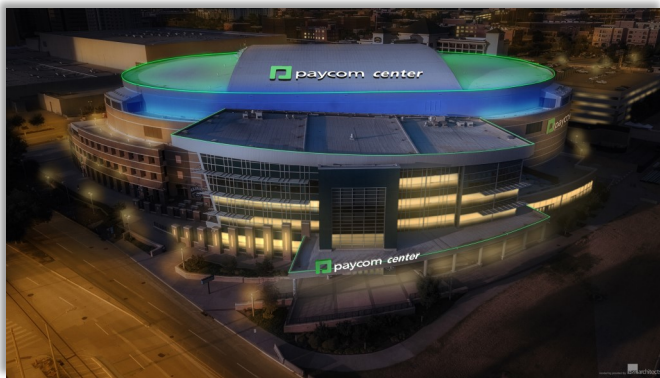
Garland, TX - The Curtis Culwell Center had AEW Dynamite live on TNT on July 21, which resulted in a sellout and 1.1M viewers, the third highest viewers in AEW history. The Garland Rodeo is scheduled for three events August 13-14, complete with professional bull riding. In the upcoming months, Thaman Music will be making his debut in Garland, as well as New Japan Pro-Wrestling, which will be televised live.



Thunder, Paycom Announce 15-Year Arena Naming Rights Agreement

Oklahoma City, OK - The Oklahoma City Thunder and Paycom (NYSE: PAYC) jointly announced an exclusive, 15-year naming rights partnership that will transform the downtown home of the Thunder into Paycom Center. The name change takes effect immediately, with exterior signage to be completed in time for the start of the 2021-22 Thunder season. For the new season, the Thunder plans to reopen the building and bring fans back to enjoy the complete Thunder game experience.

Paycom, a member of the S&P 500, is one of Oklahoma's largest companies, with a market cap of approximately \$23 billion, and one of the country's fastest-growing publicly traded companies.



The naming rights agreement consists of several marquee Paycom Center signage locations, including the building's exterior and roof, game floor, scoreboard and more. Paycom will retain its branded on-court signage in front of the player benches and will continue actively engaging the community that is so important to Paycom and the Thunder. Financial terms of the agreement were not disclosed.

In addition to Thunder games, Paycom Center will host numerous concerts, sporting events and other world-class attractions, welcoming more than 1 million guests per year. Opened in 2002, the building is managed by ASM Global and owned by the City of Oklahoma City. It was the premier project of the Metropolitan Area Projects Plan (MAPS), Oklahoma City's first capital improvement program; approved by voters in 1993, MAPS has modernized the state's capital city with continued citizen support via additional MAPS funding. Located in the center of downtown Oklahoma City, Paycom Center stands as a centerpiece of the renaissance and future of downtown, amid other MAPS projects like Scissortail Park, which opened in 2019, and the new Oklahoma City Convention Center.



MONTHLY NEWSLETTER



Spectra's GM of Budweiser Events Center One of Nine Professionals Globally to Receive CVE Designation from IAVM

Loveland, CO - Keller Taylor, Spectra's Regional Vice President and General Manager of the Budweiser Events Center, is one of only nine industry professionals globally to earn the coveted Certified Venue Executive (CVE) designation from the International Association of Venue Managers (IAVM) in July 2021.

CVE applicants are rated on their experience and accomplishments in public venue management and must successfully complete a comprehensive written essay, written examination and oral interview that tests general knowledge of the public venue management profession. The CVE designation demonstrates that a venue executive is: a skilled manager, committed to the industry and pledged to continued professional growth and development. Managers who earn the CVE designation are recognized, by those inside and outside the industry, as experts in their profession.

IAVM's Board Chair Clifford "Rip" Rippetoe, CVE said, "Since 1976, this prestigious program has served as a distinction for those in venue management. I would like to offer my congratulations to Keller and each of the other eight individuals. There is no doubt that their hard work and leadership are to be admired within the industry."

Taylor, who has been with Spectra since 2012, is among the nine venue management professionals to be awarded a CVE this year. During his tenure with the organization, he has been General Manager of two different facilities, and currently holds the title of Regional Vice President while he oversees the day-to-day operation of the Budweiser Events Center in Loveland, Colo., as well as eight other Spectra venues regionally. Additionally, Taylor is an Adjunct Professor for Ohio University and is involved with numerous professional and community organizations in Northern Colorado and nationally.

"Keller is now part of an elite group of dedicated, highly trained and well-regarded Spectra leaders who have earned this designation. Keller started with us as an intern, proving Spectra's commitment to career development but most importantly, demonstrating that he is a first-class venue professional who is committed to giving back to our industry," Mike Scanlon, Senior Vice President of Arenas & Stadiums at Spectra Venue Management, said.

The CVE designation is an indication of demonstrated skill in leadership, activity in community affairs and expertise in management of public venues.

In addition to Taylor, the elite group of 311 total designees has added the following newly awarded CVEs to its honor roll:

- Diane Chen, CVE, Shenyang New World Expo (Shenyang, China)
- Dean Dennis, CVE, Renasant Convention Center (Memphis, Tenn.)
- Bo Fowlkes, CVE, Amarillo Civic Center Complex (Amarillo, Texas)
- Bryan Miller, CVE, Virginia Beach Convention Center (Virginia Beach, Va.)
- Jorge Perez, CVE, Puerto Rico Convention Center (San Juan, PR)
- Michele D. Powell, CVE, Cleveland Browns | Haslam Sports Group (Berea, Ohio)
- Tim Seeberg, CVE, Gateway Convention Center (Collinsville, Ill.)
- Joseph Skopitz, CVE, Kennesaw State University (Kennesaw, Ga.)



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IAVM Region 6 Meets Up for Bloody Maries, Networking

Atlanta, GA - Those of us who were lucky enough to score the now-elusive travel voucher found themselves in even more good favor at IAVM's *VenueConnect 2021*. The Region 6 Board welcomed them in for complementary Bloody Maries and

networking early Thursday morning, ahead of a day jam-packed with town halls, networking luncheons, venue industry awards, and more. *VenueConnect* is the only industry conference that inspires industry leaders, provides targeted education, and brings attendees together creating relationships that last a lifetime.



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 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.

#ReturnToLive at Topeka Performing Arts Center

Topeka, KS - In our quest to #ReturnToLive, the Topeka Performing Arts center is celebrating with our first Main Stage show since the pandemic shuttered our venue in March of 2020.

The Liverpool Legends – the Complete Beatles Experience is Topeka Performing Art Center's first live commercial show. The band put together a short video of them performing "[TPAC's Back, Yeah, Yeah, Yeah](#)" to the Beatles' signature hit "She Loves You". To bring it all together, TPAC staff edited downtown businesses and folks celebrating the show, which took place on July 10.

Additionally, Larry Gawronski, CVE, enjoyed portraying Ed Sullivan alongside George Harrison's older sister, Louise Harrison.

To see the custom promotion, please click [here](#).



REGION 6 JOB POSTINGS



Building Operations Supervisor

University of Texas at El Paso
Office of Special Events

Responsible for the daily activities required to run, maintain, and service the Office of Special Events and Special Facilities Management and/or the events by performing duties personally or through subordinate supervisors. This position oversees all custodial services and is the “boots on the ground” before, during and after events.

For the application & more information, click [here](#).



Allen Event Center

Allen Event Center, a 7,000+ seat multipurpose arena in Allen, Texas (located in the Dallas-Fort Worth Metroplex), is looking to hire a Technical Services Manager, Conversion Specialist, and Ice Operations Coordinator.

Technical Services Manager

The Technical Services Manager oversees multiple business areas including Operations, Production, Command Center, and Housekeeping. A full job description and application can be found at <https://bit.ly/3qTlyzn>.

Conversion Specialist

The Conversion Specialist coordinates and participates in the change-over of building facilities for special events and activities. A full job description and application can be found at <https://bit.ly/3xqjL8z>.

Ice Operations Coordinator

The Ice Operations Coordinator ensures the quality and safety of ice surfaces at Allen Event Center and Allen Community Ice Rink. A full job description and application can be found at <https://bit.ly/3woSHoH>.



Operations Maintenance Assistant OKC Convention Center

FLSA Status: Non-Exempt/Hourly/Full Time

Position Summary

Assist engineering staff with maintaining facility mechanical systems and structures as required for the safe and efficient operation of the facility.

Essential Duties & Responsibilities

- Assist engineering staff with maintaining facility mechanical systems and structures as required for the safe and efficient operation of the facility.
- Maintain and make minor repairs to facility equipment such as tables, carts, walls, and door hardware.
- Follow standard practices for equipment maintenance throughout the facility.
- Replace equipment according to predetermined schedules such as filters and lamps.
- Clean and maintain spaces which house engineering equipment
- Assist Operations and Engineering department divisions to expedite event conversions as needed.
- Keep records of work performed.
- Respond to maintenance calls and work orders.
- Work extended and/or irregular hours including nights, weekends and holidays as needed.
- Report irregularities, discrepancies, safety or damage concerns or loss of property promptly to supervisor.
- Promote a safe working environment for all employees by following the life safety and emergency program as needed.
- Work extended and/or irregular hours including nights, weekends and holidays, as needed.
- Perform other duties as required.

To apply, [click here](#).



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IAVM Region 6 Board

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Thank you to this month's newsletter contributors!

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- **Kailee Ayers**, Marketing Director, First National Bank Arena
- **Andra Bennett**, Marketing & Communications Consultant, Public Events Dept., City of Fort Worth
- **Julian M. Bowman**, Senior Director of Marketing, Fair Park
- **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
- **Melinda Landry**, Event Manager, Determiner of the Plural Version of "Bloody Mary", Amarillo Civic Center Complex
- **Mariah Saffa**, Director of Marketing, Budweiser Events Center at the Ranch
- **Justin Tinder**, Marketing Coordinator, ASM Global-Oklahoma City Convention Center
- **Nick Zazal, CVP**, General Manager, Walmart AMP