



**INTERNATIONAL  
ASSOCIATION OF  
VENUE MANAGERS  
REGION 6**

# MONTHLY NEWSLETTER



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### What's new in this issue:

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FOUNDATION

## Dollars for Diversity

An IAVM Diversity and Inclusive Leadership  
Scholarship Campaign

Dollars for Diversity is the IAVM Foundation's Diversity & Inclusivity Initiative. Your support enables us to provide scholarships to individuals to attend industry schools and events which will aid them in being considered for leadership roles within their venues.

Your support is critical for our ongoing success.

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## WALTON ARTS CENTER OPENS FIRST REGIONAL ART SHOW

FAYETTEVILLE, AR - Walton Arts Center opened its first regional art exhibition recently. Works by 64 artists representing 16 cities across the region are featured in Our Art, Our Region, Our Time, on display in Walton Arts Center's Joy Pratt Markham Gallery through Nov. 5.

The exhibition kicks off the nonprofit performing arts center's 30th anniversary season by showcasing 73 pieces by 64 artists representing not only cities across the region but also diverse communities that make up the Northwest Arkansas population.

"This is an exciting and diverse show in both the artists and the art forms featured," said Kathy Thompson, local artist and exhibition curator. "All of the pieces were completed in 2020 and 2021, which was a challenging yet amazing time to work as an artist."

"The exhibition allows you to see and appreciate how these artists used that time to focus their energies and create beautiful art."

The free exhibition will be open from 10 am to 2 pm on weekdays Oct. 1 through Nov. 5. Patrons will be required to wear a mask to view the exhibition.

The Joy Pratt Markham Gallery also opens one hour prior to performances and during intermission. When visiting during a performance, patrons will be required to show proof of a negative COVID-19 test within 72 hours or proof of full vaccination and wear a mask.

You can view the exhibition virtually at <https://waltonartscenter.org/ourart>.



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THIS IS AN  
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## COLLEGE PARK CENTER/TEXAS HALL WELCOME SANTIAGO AS NEW FACILITY OPERATIONS MANAGER

*Arlington, TX* - Alonzo Santiago has joined the UT Arlington Special Event Facilities team as the new facility operations manager for College Park Center and Texas Hall. Santiago has worked in event operations and venue management since 2014, bringing his talents to collegiate and professional sports venues, such as major and minor league soccer, major league baseball, and high school, college and XFL football. He's also worked on large scale concerts and the 2020 National Rodeo Finals.

Santiago is a native of Hermitage, PA and graduated in 2017 with a degree in Sport Administration and a minor in Business Administration from The Indiana University of Pennsylvania.



## COUNTRY MUSIC POWERHOUSE, LEE BRICE, COMING TO THE BUDWEISER EVENTS CENTER

*Loveland, CO* – Country Music Powerhouse, Lee Brice is coming to the Budweiser Events Center on Friday, February 25, 2022.

When Lee Brice isn't selling out arenas, writing and recording songs, or building new brands like American Born whiskey, you'll find the family man with his wife Sara, two young boys, and baby daughter. Meanwhile, with more than 14 million in RIAA-certified sales and streams, and nearing three billion spins on Pandora, Brice continues to enjoy massive success at country radio, digital streaming services, and on the road. One of the most-played country artists of all time on Pandora, he was inducted into the company's "Billionaires Club" on June 8, 2018, becoming only the second country artist behind Keith Urban to receive the Pandora Billionaire plaque. Lee is also a GRAMMY nominee, a CMA nominee and a double ACM award winner, and he's taken six radio singles to Number One: "A Woman Like You," "Hard To Love," "I Drive Your Truck," "I Don't Dance," "Drinking Class," and "Rumor." Garth Brooks, Jason Aldean, Kenny Chesney and others have recorded his songs, and he's performed on numerous TV shows, including NBC's Today, ABC's The Bachelor, NBC's The Voice and FOX's Miss USA 2018. Lee's "Rumor" is the current single from his fourth studio album, Lee Brice, released November 3, 2017 on Curb Records. The RIAA Certified Platinum single, is Lee's sixth number one hit appearing in the top spot on the Billboard, Media base Country Radio, and Sirius XM's "The Highway" Top 30 charts. It has also surpassed 250 million on demand audio & video streams in the U.S. with over 300 million worldwide.

A venue pre-sale will take place on Wednesday, October 13th at 10 a.m. Tickets to the general public will go on-sale Friday, October 15th at 10 a.m. Tickets will be available for purchase at [TREventsComplex.com](http://TREventsComplex.com) or at the Orthopaedic and Spine Center of the Rockies Box Office outside window at the Budweiser Events Center.



## Overland Park Convention Center among 'North America's Top Convention Centers' for third consecutive year

Overland Park, KS - Overland Park Convention Center is one of North America's Top 30 Convention Centers for trade shows and events according to EXHIBITOR Magazine, a leading industry publication honoring the best in event venues. This is Overland Park's third consecutive year on the list.

Small, medium and large convention centers throughout North America were considered and evaluated using an objective algorithm and rigorous grading scale. The recognition considers criteria categorized into five primary areas:

- Facility & Functionality
- Location & Accommodations
- Service & Execution
- Expansions & Upgrades
- Awards & Industry Participation

The evaluation process also included a survey of event planners, show organizers and exhibit managers who have recently hosted (or exhibited at) events within each facility, as well as a review of entrants' event spaces, accreditations and innovations, conducted by a panel of corporate exhibition managers. The highest-scoring venues were named among EXHIBITOR Magazine's Centers of Excellence.



"These facilities have proven their ability to host trade shows and events of all shapes and sizes while providing world-class service and state-of-the-art accommodations," said Travis Stanton, editor of EXHIBITOR Magazine, noting that everything from the number of nearby hotel rooms to the cost and quality of Wi-Fi access can have a significant impact on exhibiting companies' experience at events.

In EXHIBITOR's special awards category, the convention center was awarded 'Best Customer Service & On-Site Support in North America' in 2020 and 'Best Small Convention Center in North America' in 2019. The Overland Park Convention Center is once again a finalist in both categories this year. Winners will be announced December 2021.

"The challenges in the hospitality industry this year continue to be unprecedented," said Brett C. Mitchell, general manager of Overland Park Convention Center. "This success is attributed to our incredible team, their empathy, passion, and work ethic endure no matter what obstacles come their way. It's been a daily adjustment amid the ever-changing circumstances but they've never lost focus on serving others. They are truly amazing."

For more information about the Overland Park Convention Center, please visit [opconventioncenter.com/best](http://opconventioncenter.com/best) or call (913) 339-3000. To learn more about EXHIBITOR Magazine, visit [exhibitoronline.com/awards/coe](http://exhibitoronline.com/awards/coe).





## Open Forum in Spanish Showing in Mexico Venues Annual Congress



Last August, the Ameref National Congress was held in the city of Torreón, Coahuila, Mexico.

This is the annual event of the venues in Mexico and it was an in-person event, not virtual, not hybrid.

The previous event was held a week before the events in Mexico were canceled due to the pandemic, 18 months ago.



It was a great challenge for both Harold Sanders, president of Ameref (Mexican Association of Venues), and Lorena Safa, Director of the host venue (Torreón Convention Center) and they achieved a successful event.

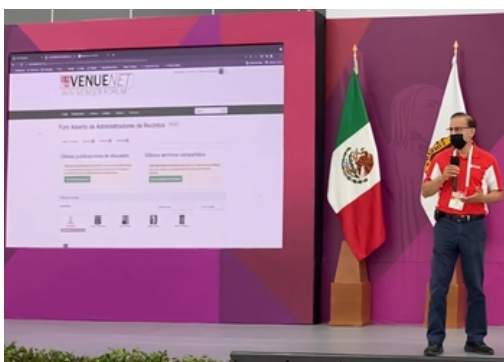
International speakers were present and shared their experiences of the industry in these times. Brad Mayne, President and CFO of IAVM, also attended.



All the venues expressed great satisfaction in being face to face again with colleagues.

All of them had the opportunity to share with venues, speakers, and delegates from México, the USA, Puerto Rico, Colombia, and Dominican Republic.

To avoid infections, all attendees were tested and the use of masks was required (only in photos the masks were removed).



Ruben Hernandez, CVE and representative of Mexico in IAVM Region 6, presented the new Open Forum project in Spanish (Foro Abierto para Administradores de Recintos) in order to extend this benefit to members who wish to communicate in the Spanish language on VenueNet. This achievement was possible thanks to the team led by Greg Wolfe. New challenges are coming to serve members who speak Spanish.



## Assistant Operations Manager

### The Opportunity

The Assistant Ops Manager position is in the operations department at the Midland County Horseshoe in Midland, Texas. This position is responsible for helping lead the operations department and help supervise the event technicians within this department. The Assistant Ops Manager is also responsible for assisting the Director of Operations.

### Position Details

- Primary duty is executing full knowledge of all facets of events
- Employee is responsible for coordinating and directing event production activities, particularly preparatory planning, and set-up arrangements
- Tasks may include but not subject to:
  - Furnishing cost estimates for space, equipment, etc.
  - Planning and graphically depicting set-up arrangements for assigned events
  - Observing and monitoring set-up and work-in-progress for assigned events
  - Addressing the needs of clients and guests during those events
  - Finalizing final invoice for clients after event
  - Completing monthly or quarterly reports as requested from upper management
  - Holds full responsibility for assigned events and may delegate responsibilities during events
- General Job functions include:
  - Information Exchange
  - Event Preparation and Production
  - Administration
  - Operations General



## ARENA, PAVILION & AMPHITHEATER

### Requirements

- Must possess technical skills to perform basic math and computer tasks (Word, Excel, and Email)
- Skill in presenting ideas and information in a clear and concise manner
- Skill in written and oral communication using tact and diplomacy
- Skill in recording information accurately
- Ability and willingness to work varied work schedules
- Ability to stand for long periods of time
- Ability to lift and carry items weighing up to 50 lbs. and push and pull up to 100 lbs.
- Be able to perform all other physical aspects of the position including but not limited to bending, squatting, standing, lifting, climbing, pushing, pulling, and walking
- Ability to work at fast-paced, but efficient and controlled manner, work under pressure
- Ability to accept supervisory coaching related to performance, work habits and attitude
- Ability to think logically

### Schedule

Schedule based on current booked events; will vary weekly. Weekdays, weekends, late hours, long shifts. Must have flexibility in schedule.

### Benefits & Compensation

Midland County Horseshoe provides benefits to all full-time employees. Benefits such as: paid medical insurance, dental insurance, vision insurance, life insurance and paid time off. Waiting period applies for all benefits.

For any questions or to apply for this position, please email Joe Kelley at [exec@midlandhorseshoe.com](mailto:exec@midlandhorseshoe.com).





## OKLAHOMA CITY CONVENTION CENTER

### Events Manager

#### Position Summary

Provides professional client service and support in the planning, organization, and management of events within the facility, and monitors the logistics of these events. The Manager handles all tasks from the time the events are turned definite through the conclusion of the event and becomes the main means of communication between the client and the departments at ASM GLOBAL.

**[Link to Apply: https://okcconventioncenter.com/job/event-manager/](https://okcconventioncenter.com/job/event-manager/)**

### Director of Finance

#### Position Summary

The Director of Finance assists in the development and implementation of company goals and priorities relating to financial management, budget, accounting, purchasing, and/or payroll in compliance with State and Federal law, and ASM GLOBAL policies and procedures.

**[Link to Apply: https://okcconventioncenter.com/job/director-of-finance/](https://okcconventioncenter.com/job/director-of-finance/)**

### Director of Food & Beverage

#### Position Summary

The Director of Food & Beverage will help to facilitate optimum efficiency between the venues, maximize profits, and provide exceptional customer service by performing the following duties individually or through subordinate supervisors.

**[Link to Apply: https://okcconventioncenter.com/job/food-beverage-director/](https://okcconventioncenter.com/job/food-beverage-director/)**



# IAVM Region 6 Board

**Jeff Davis, CVE, CMP - Region 6 Director**

Executive Director

UT Arlington College Park Center & Texas Hall  
jeff.davis@uta.edu

**Nick Zazal, CVP - Region 6 Assistant Director**

General Manager, Walmart AMP

Walton Arts Center & Walmart AMP  
nzazal@waltonartscenter.org

**Sherman Bass, CVE - Past Region 6 Director**

General Manager

Amarillo Civic Center Complex  
sherman.bass@amarillo.gov

**Kyle Baun - Region 6 Treasurer**

Vice President of Ticket Sales & Event Sales

Western Stock Show Association  
kbaun@nationalwestern.com

**Kelly Graham - Region 6 Scholarship Chair**

Business Operations Administrator

Denver Performing Arts Complex, Arts & Venues  
kelly.graham@denvergov.org

**Ashley Peacock, CVP - Region 6 Secretary**

Senior Event Services Manager

Cox Business Convention Center  
apeacock@asmtulsa.com

**Melinda Landry - Region 6 Marketing Manager**

Event Manager

Amarillo Civic Center Complex  
melinda.landry@amarillo.gov

***This month's contributors:***

- **Jonathan Carroll**, Assistant Director, Event & Venue Marketing, Special Event Facilities, University of Texas at Arlington
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- **Justin Tinder**, Marketing Coordinator, ASM Global - Oklahoma City Convention Center
- **Hannah Thompson**, Marketing Manager, Budweiser Events Center at the Ranch
- **Britaney Wehrmeister**, District Marketing Manager, Overland Park Convention Center
- **Jennifer Wilson**, Public Relations Director, Walton Arts Center

*Thank  
you!*

