



**INTERNATIONAL
ASSOCIATION OF
VENUE MANAGERS
REGION 6**

MONTHLY NEWSLETTER

see you in '22

The biennial conference is back
Fayetteville, AR May 16 - 19, 2022

What's new in this issue:

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Seeks Donors, pg. 5**

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& more!

 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.

[Click to Donate](#)



Updates from IAVM Region 6 Board of Directors

Board Seeks Site for Upcoming Conference, Reboots Long Awaited Biennial Conference



Jeff Davis, CVE, CMP - I saw a meme the other night that said, "Realizing 2022 is two months away while I'm still processing 2020." In many aspects, I can relate. For my team, we're moving into our collegiate basketball season, and with minimal COVID protocols, it feels almost normal... almost as if we just picked up where we left off in March of 2020, going into the post season. And then it dawns on me how many days... weeks... months have passed in that time.

I know for many of us, our events are looking more and more normal with each one we have. And for our Region 6 programming, we're excited about the upcoming spring and getting back to meeting in person! In 2020, we hit the brakes hard just before our scheduled conference in Fayetteville, AR, and put those plans on the shelf. Well, we've pulled them down, dusted off the cover, and we're currently reviewing and tweaking plans for what will be an amazing 2022 conference. So save the dates now – **May 16-19**.

It's also time we start looking ahead. We're looking for venues/locations that are interested in hosting our 2023 Future Leaders Conference. If you are not familiar with this program, it is a conference created by and geared for our up-and-coming leaders – our young professionals. If you have a group of aspiring staff looking to enhance their careers, and a venue that can be a host site, I encourage you to consider hosting this conference. Please reach out to me directly at Jeff.Davis@uta.edu, and let me know you're interested in being considered and why your venue/city would be the ideal location. Our region leadership will be narrowing down the top sites in early 2022, and you will get to vote on the finalist at our 2022 Biennial Conference in May.

As I turn my attention back to the remaining two months of 2021, I am excited to see the activity picking back up in all our region venues. I'm thankful for the volunteerism of our region leadership and those who have helped and continue to help plan and present our conferences. I'm thankful for the ongoing contributions you all make to our industry each day. And I wish each of you a safe and healthy Thanksgiving and holiday season ahead.





SIMMONS BANK ARENA PROMOTES HEATHER SHOUD

NORTH LITTLE ROCK, AR - Simmons Bank Arena (North Little Rock, Arkansas) is excited to announce the promotion of Heather Shourd to Operations Manager!

Heather started with us in 2019 and through hard work and perseverance, has grown to manage operations, housekeeping, and engineering.

Congratulations Heather!

CODY JOHNSON WELCOMED TO JONESBORO WITH A SOLD-OUT SHOW

Jonesboro, AR - On October 29, 2021, the country music powerhouse, Cody Johnson, performed an incredible sold-out show at First National Bank Arena. The tenth stop on Johnson's 2021 tour included songs both old and new, electrifying his fans in Jonesboro, Arkansas.

"It was great to bring concerts back to Jonesboro," says Jim Brown, CVE, Director of First National Bank Arena. "October was a great month highlighted by AEG presenting Lauren Daigle and Police Productions presenting Cody Johnson."

Lauren Daigle and Cody Johnson are the first of many shows lined up for the end of 2021 and the start of 2022. First National Bank Arena is excited to be providing Northeast Arkansas with a vast array of live events again.

Left to Right - Garrett Stovall, Cody Johnson, Jim Brown CVE, Brad Garrett



ALLEN EVENT CENTER ACTIVATES NAMING RIGHTS AGREEMENT, DEBUTS NEW BRAND

ALLEN, TX - Allen Event Center, one of the most diverse arenas in the DFW Metroplex, has a new name and look. The 7,000+ seat facility is now called the Credit Union of Texas Event Center. The seven-year naming rights agreement became effective on October 15.

The arena unveiled its new brand at the Allen Americans Professional Hockey Club's Home Opener on October 23. Fans were not only part of the first official event at the Credit Union of Texas Event Center, but they were first to experience the facility's new lighting and audio/video systems. Upgrades include a new LED Musco Lighting system that allows the hockey team to turn the arena into a "Rink of Red."



EVENT CENTER



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IAVM 100+ Women of IAVM Initiative looks for Donors

Brad Mayne, CVE - Members of IAVM seldom receive a message from me, so when I send one, it is something that serves the need of our IAVM members.

IAVM launched the 100+ Women of IAVM initiative to send women professionals to VC22 in Phoenix and/or AVSS, giving women a chance to continue to make a difference in the industry. Knowing that women get things done, it is important that the Foundation recognizes the women in our industry and fund scholarships that give them an opportunity to be involved in professional development.

I personally have donated to the 100+ Women of IAVM campaign since its inception back in 2015, and I am proud of my efforts and the importance to do so. I've done this both as a volunteer member of IAVM and as the CEO, because I recognize the importance of women in venue management.



I am challenging at least twelve more members to help us reach our goal of funding this important initiative through the Foundation. Twelve people at \$100 each is all we need!

Completing the initiative within the next few weeks will show that our members care about our colleagues in the venue management industry.

Thank you to our members for caring and sharing, after all, this is what IAVM members do.

Please don't allow me to go home to my incredible wife Cheryl and tell her I failed at getting to the finish line for women in the industry. I'll be grumpy and sad, and I believe you want me focused on other important initiatives. Thank you for your kindness in serving others!





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We're excited to see how much cheer & festivity we can host with two locations.

HOLIDAZE RETURNS TO WALTON ARTS CENTER

FAYETTEVILLE, AR - The holidays are twice as nice this year with the expansion of Holidayze to two locations, Walton Arts Center and Block Avenue.

The successful holiday-themed pop-up bar created by Hannah Withers and Ben Gitchel of Maxine's Tap Room and Leverett Lounge along with Richard Gathright and Cjay Crespo, is creating a new 21 and up Holidayze at 101 N. Block Avenue. Walton Arts Center's Joy Pratt Markham Gallery, Sudduth Garden Room and Bradberry Amphitheater and Rose Garden will again host an indoor/outdoor Holidayze for all ages.

"We love the fact that a pop-up changes location each time, but also have a crush on the space and staff of Walton Arts Center. We're excited to see how much cheer and festivity we can host with two locations," Withers said.

Each location will be a unique experience with different cocktail menus. Some of the most popular elements from last year's Holidayze will be back at Walton Arts Center including the domes, fire-pits, Letters to Santa and the annual Nog-Off.

New this year for Holidayze at Walton Arts Center will be a night for photos with Santa and Elf's Workshops where children can make and take crafts. Events at Holidayze on Block will include a burlesque show and live music. Dates, times and details for all events will be available soon.



Toyota Center Additions and Promotions

Houston, TX - Toyota Center has been excited to get back to live events and full capacity shows this fall. With 21 successful events already in the books and 20 more events scheduled to play off before the end of the year, it was time to bring on some new faces to help with the exciting busy schedule.



Additions

Toyota Center is thrilled to welcome Megan Jackson (Event Services Coordinator), Courtney Clay (Event Services Coordinator), Hanna Featherston (Event Services Manager) and Mike Goodkind (Marketing Coordinator) to their team! Megan Jackson returns to Toyota Center after being the Event Services Intern during the 2019-20 season. Courtney Clay joins the team after graduating from the University of Arkansas and spending time at the Walton Arts Center and Walmart Amphitheater as the Artist Services Assistant. Hanna Featherston joins the team after previously working as an Event Coordinator at the Dow Event Center in Saginaw, Michigan. Mike Goodkind joins the team after spending time with the LA Dodgers, FOX Sports and the Box Red Sox. The team can't wait to start planning for what looks to be a very busy 2022 with this new team!



Promotions

Toyota Center is pleased to also announce three recent promotions on their team. Hillary Thomas has been promoted to Vice President of Booking and Event Operations. Thomas recently celebrated her 16th year with the organization. Rebecca Traylor has been promoted to Director of Event Operations after spending four years as a Sr. Event Manager. Hunter Segesta has been promoted to Director of Marketing where he will lead marketing efforts for both Toyota Center and the Houston Rockets.

Toyota Center looks forward to seeing more familiar faces back on the road when they stop in Houston!



FORT WORTH PUBLIC EVENTS DEPARTMENT EMERGES FROM PANDEMIC WITH NEW EXECUTIVE TEAM MEMBERS

FORT WORTH, TX - As sporting and business events gradually return to pre-pandemic levels, the City of Fort Worth's Public Event Department (PED) has recently promoted and hired new executive team members.

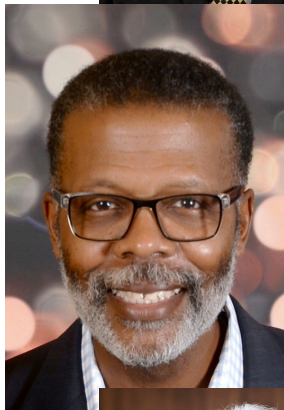
"Our team members really had to roll with the punches during the past 18 months as business travel and other events evaporated," said Mike Crum, director of the Public Events Department. "The leadership team not only rose to those extraordinary challenges, but exceeded expectations with a new strategic plan, cross-functional staffing solutions, \$2 million in capital project completions and a positive financial position ending FY2021."



"Cynthia Serrano, CEM, has been promoted to Assistant Director (General Manager of Operations) for the Fort Worth Convention Center. She has been acting in the position in an interim role since August 2019. Serrano holds a Master of Science in Advertising and Public Relations from Texas Christian University, a Bachelor of Arts in Interdisciplinary Studies from University of Texas at Arlington and a Graduate Certificate in Public Administration from Texas Wesleyan University. She has been with the City of Fort Worth since 1999 and has worked in several departments, including Finance and Community Relations.



New to the team is Keith A. Chisolm, who has been named Capital Projects Manager for PED. Chisolm was previously assistant director of Public Works at the City of Colonial Heights, Va. Prior to working there, he served in the U.S. Army for 22 years to include combat tours in Iraq and Afghanistan. A Dallas native, Chisolm received his Bachelor of Arts in Criminology from Abilene Christian University and a Master of Public Administration from Virginia Commonwealth University. Capital plans for Public Events venues over the next five years include a \$450 million expansion of the Fort Worth Convention Center (FWCC) and more than \$21 million in upgrades and renovations for Will Rogers Memorial Center (WRMC).



Blake Moorman, CMP, has been promoted to Director of Sales and Marketing for the FWCC. He had been acting in the position in an interim role since April 2020. Moorman attended Texas Christian University and holds a Bachelor of Arts in Music Theatre and Business from the University of Texas at Arlington. He was managing director for Jubilee Theatre in Fort Worth before coming to the City in 1998, and is an active member of the Rotary Club of Fort Worth, NAACP and Alpha Phi Alpha.



Andra Bennett, APR, joins PED as its first Marketing Communications Coordinator. Bennett brings 18 years of prior experience at the Fort Worth Chamber of Commerce, where she was Vice President of Communications. She holds a Bachelor of Arts in Mass Communications from Abilene Christian University and has been accredited by the Public Relations Society of America since 1993.

Rounding out the executive team are Crum; Assistant Public Events Director Andrea Wright; and Assistant Director / General Manager Kevin Kemp and Director of Sales & Marketing David Reeves, both with Will Rogers Memorial Center.



AMPing Back Up After Shutdowns

FAYETTEVILLE, AR - Walmart Arkansas Music Pavilion returned in full force following a year of shutdowns, cancellations and rescheduling of shows. While the stage was dark, the wheels were still turning as AMP staff worked to make sure that when tours resumed, audiences would return to an epic season.

While the AMP season started in June, two months later than normal, it extended through the end of October – giving concertgoers a full season with 27 shows. In total, 191,302 tickets were sold.

Enthusiastic crowds enjoyed the tour launch and first Arkansas performance by Phish, and Dierks Bentley ended his tour at the venue. Jonas Brothers, Alanis Morissette, Pitbull are just a few of the artists who made their debut performance at the AMP this season. And well-known acts like Thomas Rhett, Dave Matthews and The Avett Brothers continued returning to the AMP.

The recent expansion of the venue's front of house and artist wing were well received by the artists, many of whom commented about how much they liked the space and the staff.

The 2022 AMP season promises to be even more impressive, bringing big name artists to Northwest Arkansas, with Jimmy Buffett, King and Country, Matchbox 20, Backstreet Boys, and more already on the schedule.

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COLLEGE PARK CENTER



TEXAS HALL

Director of Production Services

The Department of Special Event Facilities at UT Arlington seeks a dynamic individual to join the team as Director of Production Services for College Park Center and Texas Hall.

This individual plans and leads all aspects of technical and broadcast operations for a wide range of events in the two venues, including sporting events, concerts, family shows, lectures, theatrical performances, convocation, and graduation ceremonies.

They provide forward-thinking leadership and direction for full- and part-time production crew, anticipate client/event needs and potential challenges, and ensure the production services team operates with the highest level of professional standards and industry best practices.

This position also reviews and approve overhead rigging plans for events and develops and oversees the production services budgets for events and equipment needs.

For a full job description, required qualifications, and application process, please visit:

<https://uta.peopleadmin.com/postings/15955>



Meet. Play. Celebrate.

Assistant Box Office Manager

The Amarillo Civic Center Complex and **panhandle**tickets.com is seeing a full-time Assistant Box Office Manager.

Under the direction of the Box Office Manager, this position performs administrative and supervisory work in directing the use of **panhandle**tickets - a regional ticketing office that services the Civic Center Complex and other venues.

Essential Responsibilities Include:

- Assists with supervision of **panhandle**tickets in accordance with established procedures.
- Assists **panhandle**tickets outlets with the ticketing system including travel to outlets throughout the Texas Panhandle.
- Contacts clients regarding seating possibilities, prices, ticket headers, holds, and ticket counts.
- Provides and ensures quality customer service for clients.
- Assists with the maintenance of the ticketing system in accordance with internal and industry standards.
- Provides on-site support during ticketed events at inside and outside venues alike.
- Responsible for processing refunds and exchanges in relation to the ticketing system.
- Accounts for City property and assists with inventory.
- and more.

Interested parties must apply online at careers.amarillo.gov





The Lubbock Memorial Civic Center & Moonlight Musicals Amphitheatre continue to be West Texas' premiere full-service facilities with a 300,000 square foot Civic Center & a lakeside Amphitheatre. Major trade shows, convention/consumer shows, meetings, and banquets have all used our facilities to create a successful event. Live entertainment, including sporting events and cultural and concert performances by some of the biggest names in the world.

Assistant Civic Center Director

- 1501 Mac Davis Lane Lubbock, TX
- Full-Time - \$62,795.20 Annually

Assist Civic Center Director in the planning, direction, and organization of the administrative and operational activities at the Lubbock Memorial Civic Center and Moonlight Musicals Amphitheater.

Box Office Coordinator

- 1501 Mac Davis Lane Lubbock, TX
- Full-Time - \$47,299.20 Annually

Assists in organizing, and supervising the implementation and operation of a computerized ticketing service for entertainment events.

Maintenance Tech.

- 1501 Mac Davis Lane Lubbock, TX
- Full-Time - \$31,075.20 Annually

Operates and performs skilled maintenance and repair on commercial heating and cooling equipment, including work with refrigerants. Performs other skilled building maintenance and repair in the plumbing, electrical, and carpentry trades.

PART-TIME POSITIONS

**Do you enjoy working with the public in a fast paced environment?
We are looking for you!**

- Shifts with 2 hour minimums
- Interact with visitors & patrons
- Polite & Presentable

Select-a-Seat – pay starting at \$10.00/hr – 806-770-2000

- Provide excellent customer service to people purchasing tickets to local events
- Cash Handling Experience
- Must be able to work occasional nights and weekends

Food and Beverage - \$8.50 - \$13.00/hr – 806-775-2238

- Set-up of the concession stand and arrange inventory
- Takes and prepare orders, to serve guests utilizing proper proportioning and sanitation guidelines
- Perform clean-up duties to maintain quality and appearance of the work area
- Constant standing, walking, bending, reaching, and repetitive motion
- Lift boxes up to 35lbs

Event Set-up - \$9.50 - \$10.25/hr – 806-775-2241

- Set up rooms for events/meetings
- Stacking/unstacking chairs, tables, and other equipment for set-up
- Sweep, mop, and vacuum floors before and after setups
- Frequently lift up to 25lbs
- Occasionally lift up to 50lbs



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
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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

House Manager

Amarillo Civic Center Complex
melinda.landry@amarillo.gov

This month's contributors:

- **Kailee Ayers**, Marketing Director, First National Bank Arena
- **Andra Bennett**, Marketing Communications Manager, City of Fort Worth Public Events Dept.
- **Jeff Davis, CVE, CMP**, Executive Director, UT Arlington College Park Center & Texas Hall
- **Jana DeGeorge**, Director of Marketing, Simmons Bank Arena
- **Melinda Landry**, House Manager, Amarillo Civic Center Complex
- **Brian Nickerson**, Senior Marketing Coordinator, Credit Union of Texas Event Center
- **Lisa Thomason, CVP**, Director, Lubbock Memorial Civic Center
- **Hunter Segesta**, Marketing Director, Toyota Center/Houston Rockets
- **Anna Van Horn**, Communications Coordinator, Walton Arts Center & Walmart AMP

*Thank
you!*

