



Newsletter

Colorado New Mexico Oklahoma Arkansas Texas Kansas Mexico

April 2019

Save The Date For Region 6 Biennial Conference - Fayetteville - April 2020!



CHESAPEAKE ENERGY ARENA HOSTS P!NK DAY IN PINK, OK

Official day featured free lunch for citizens, tree dedication for town

Chesapeake Energy Arena in Oklahoma City will be hosting GRAMMY® Award-winning, RCA recording artist, and international pop icon P!NK on March 23, 2019. In honor of the superstar's trip to the great state of Oklahoma, a celebration was held in Pink, OK – the only town in the United States that bears the same name as the artist – titled P!NK Day in Pink, OK on March 14.



Chesapeake Energy Arena staff welcomed residents to the Senior Citizen Community Center for a free lunch including P!NK-themed cupcakes from Oklahoma's own Pinkitzel. P!NK Day was made official with a proclamation from Pink's Mayor, Lisa Van Liew, and members of the Oklahoma City Thunder's Thunder Girls and Thunder Drummers made an appearance to provide some entertainment and visit with the attendees. The Arena also made a \$500 donation to the Center and dedicated three new trees in honor of P!NK and her family: a "Pink Heartbreaker" Redbud for P!NK and her husband, Carey Hart; a Dessert Willow for her seven-year-old daughter, Willow Sage Hart; and a Moongold Apricot for her two-year-old son, Jameson Moon Hart.

P!NK is currently on her critically acclaimed *Beautiful Trauma* tour with special guest, singer-songwriter Julia Michaels. The tour is lauded by fans and critics alike for P!NK's spectacular physicality and power vocals. Tickets for the March 23 show in Oklahoma City can be purchased at Chesapeake Energy Arena's Box Office or www.Ticketmaster.com.

Learn more about Chesapeake Energy Arena and SMG here: www.chesapeakearena.com www.smgworld.com

First National Bank Arena Organizes Promoter 101 Seminar In Support Of Arkansas State University's Academic Mission

In an effort to support Arkansas State University's academic mission, First National Bank Arena organized an opportunity for marketing students to learn about the arena industry through a "Promoter 101" seminar. John Davis, a promoter from WWE, took time to speak to students about the industry, changes that have transformed the business and how marketing efforts continue to evolve. Students had the opportunity for a Q&A afterwards, and were given tickets to the event.



CVE Director Jim Brown previously spoke to Dr. Hunt's marketing class at A-State about the industry and organized the promoter 101 following the in-class lecture earlier in the month. The two professors in attendance included Dr. Shane Hunt and Dr. Jim Washam. The student event took place February 28th in the arena's auditorium.

COLLEGE PARK CENTER HOSTS SPORT EVENT RISK MANAGEMENT TRAINING COURSES FOR LOCAL VENUE MANAGERS AND EMERGENCY RESPONDERS



College Park Center at the University of Texas at Arlington hosted two courses in March for Sport Event Risk Management (AWR-167) and Sport and Special Event Evacuation and Protective Actions (MGT-412). Each two day session consisted of valuable instruction from experienced instructors that also serve or have served in leadership positions for large scale sport and entertainment events across the nation. Participants in the courses at College Park Center consisted of venue managers, area emergency management coordinators, athletic department staff, first responder groups, including police department, fire department and emergency medical services from the Dallas-Fort Worth Metroplex and surrounding areas. Participants included staff from Dallas PD, Dallas FD, DFW Airport, Fort Worth Symphony, TCU Athletics, SMU Emergency Mgmt., UT-Arlington PD, Rec Sports & Facilities Management along with staff from private EMS and private security companies.

Keith Schobert, Director of Operations at College Park Center, said, "Hosting this valuable educational training to our partners and community is vital in ensuring the highest priority of safety for guests at sport and entertainment events."

College Park Center will also be hosting the Sports and Special Events Incident Management (MGT-404) course in July 2019. Training courses are sponsored and free of charge to all participants through the Department of Homeland Security/FEMA in cooperation with the National Center for Spectator Sports Safety and Security (NCS4) and Texas A&M Engineering Extension Service (TEEX). For more information for course and training sessions near your communities, please go to: <https://www.ncs4.com/trainingportal>

CASEY SPARKS NAMED GENERAL MANAGER OF BOK CENTER AND COX BUSINESS CENTER

SMG has named Casey Sparks as General Manager of BOK Center and Cox Business Center. Sparks most recently served as the Assistant General Manager for BOK Center for five years.

“As Assistant General Manager, Casey’s leadership and dedication have served our city well and I am excited to welcome her as the new General Manager of our BOK Center and Cox Business Center. She has done a tremendous job to elevate Tulsa as a place for internationally renowned concerts and events and we are excited to continue this success under her tenure,” Mayor G.T. Bynum said.

Sparks began her career in Columbia, SC at the Colonial Life Arena after graduating with a degree in Sport and Entertainment Management. Since then, she was recruited to AT&T Center, a 18,500-seat venue in San Antonio, Texas home of the NBA San Antonio Spurs before moving to Tulsa, Oklahoma as the Regional Director of Sales and Marketing for 17 facilities, including BOK Center. Sparks was instrumental in BOK Center's pre-opening venue development and grand opening plans, where she helped host 184 events in the first 10 months of operation. During her tenure, she led the new arena to be a national and international ranked facility for ticket sales.

Sparks continued her career in Charlottesville, Virginia working for Red Light Management, the largest independent artist management company in the world, whose roster includes Dave Matthews Band, Phish, Chris Stapleton and many more. In 2012, she relocated to Pensacola, FL to serve as Assistant General Manager for the Pensacola Bay Center for two years.

Since becoming BOK Center Assistant General Manager in 2014, Sparks oversaw all arena business operations relating to booking, event marketing, business development, event management, customer service, media relations, project management, premium seating and employee development.

“It is an honor to continue to be part of this team. Cox Business Center and BOK Center are spectacular facilities with a reputation of being the best,” said Sparks. “People ask me all the time why these venues are so successful. The answer is simple. We have a dedicated staff who love their jobs and a city that continues to support us year after year. With that formula, you can’t go wrong.”

Sparks will oversee over 100 full-time and 500 part-time employees.

“With over 17 years of industry experience, Casey is the perfect fit to lead both BOK Center and Cox Business Center,” said Thierry Gray, SMG Regional Vice President. “She's been integral to the success in Tulsa since day one and we are excited to see her continue Tulsa’s reputation for excellence.

ACADEMY OF COUNTRY MUSIC NOMINATES BOK CENTER FOR VENUE OF THE YEAR AGAIN

The awards keep piling up for BOK Center. The SMG-managed arena was nominated by the Academy of Country Music (ACM) for Venue of the Year – Large Capacity. BOK Center, which opened in 2008, has been nominated for the award eight times over the past ten years.

Also nominated for Venue of the Year - Large Capacity are Bridgestone Arena (Nashville, TN), Budweiser Stage (Toronto), PNC Bank Arts Center (Holmdel, NJ) and Ruoff Home Mortgage Music Center (Noblesville, IN).

In order to be considered for Venue of the Year, the venue must have bought or promoted at least three country concerts during the prior calendar year of January 1 to December 31, 2018 and be in good standing with all agents. In 2018, BOK Center hosted six country concerts including Blake Shelton, Thomas Rhett, Willie Nelson, George Strait, Sugarland and Chris Young.

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"We are honored to once again be nominated by the Academy of Country Music for Venue of the Year," said BOK Center General Manager Casey Sparks. "BOK Center's continued success is proof of the passion that Tulsans have for country music and none of it would be possible without the artists and promoters who continue to think of BOK Center as a must-play venue."

Venue of the year is an off-camera Industry Award and will be announced following the 54th ACM Awards. The Industry Awards honor the behind-the-scenes industry professionals and venues who contribute so much to the artistry, success and longevity of country music. The award is considered a part of the 54th Annual Academy of Country Music Awards and is voted on by the professional membership of the academy.

JOE GIORDANO NAMED ASSISTANT GENERAL MANAGER OF BOK CENTER

SMG has named Joe Giordano as Assistant General Manager of BOK Center. Giordano most recently served as Director of Booking for BOK Center since 2016.

"Joe plays a crucial role in helping BOK Center maintain its track record of success on a national stage," said Casey Sparks, BOK Center General Manager. "His knowledge and passion in venue management will be a strong asset to the accomplished team in Tulsa."

Giordano joined the BOK Center team in 2016 after serving as Director of Marketing & Booking for three years at the Santander Arena and Santander Performing Arts Center in Reading, PA. During his time as Director of Booking at BOK Center, he worked to deliver a compelling line-up of artists for the commemorative "10 for 10 Concert Series" which included Blake Shelton, P!NK, U2, Justin Timberlake, George Strait, Eagles, Imagine Dragons, Bruno Mars, Metallica and Elton John. He also contracted the first-ever NHL pre-season game with the Dallas Stars last Fall at BOK Center. He was most recently nominated for the "Rising Star" award by the industry publication *Pollstar*.

As Assistant General Manager, Giordano will oversee all arena business operations relating to booking, event marketing, business development, event management, customer service, media relations, project management, premium seating and employee development.

"Becoming the Assistant General Manager of BOK Center is a true honor. Three years ago when I moved to Tulsa, my wife and I never expected to fall in love with this city in the way in which we did," said Giordano. "The support BOK Center receives from the local community and fans all over the region is a testament to the music based culture we have here and I look forward to continuing to contribute to the success of this amazing town as AGM."

IAVM Mentor Connector Program Launches Spring 2019-2020 Class

The IAVM Mentor Connector Program is getting ready to launch the Spring 2019-2020 "class." If you would like to learn more about becoming a Mentor, Mentee, or Coach to further your professional development, an informational webinar will be hosted on Thursday, April 25, 2019, at 3:00 pm CT. The application deadline for the fall cycle is Tuesday, April 30, 2019. Go to www.iavm.org/mentor to apply.

For more information please contact McKenzie Campbell, SMG-NRG Park, mcampbell@nrgpark.com.

Recent blogs about the mentor connector program can be found via these hyperlinks:

<http://blog.iavm.org/apply-by-april-30-to-become-involved-in-valuable-mentor-connector-program/>
<http://blog.iavm.org/benefits-of-mentor-connector-program-resonate-for-michelle-witkins/>

Recent Mentor Connector profile of Eboni Wilson and Sarah Minnick can be found in the latest issue of FM here:

https://bluetoad.com/publication/?i=573572&p=&pn=#{%22issue_id%22:573572,%22page%22:40}

Kimberly Marriott Earns CMM



Kimberly Marriott, CMM, director of booking and events for Allen Event Center, recently earned her Certificate in Meeting Management. The certificate is awarded jointly by Meeting Professionals International and Indiana University's Kelly School of Business.

Marriott completed the CMM | 48 Hour Clock Program, an intensive three-phased executive education program that packs the highlights of a world-class graduate degree program into four days, followed by eight hours of advanced-level online coursework and a final project focused on solving a real-world, work-based problem.

Marriott's final project for certification was the creation of the Allen Food and Beverage Festival which is scheduled to launch in May 2020. This new Signature Event for the City of Allen is designed to showcase area restaurants and highlight the cultural diversity of the community.

"We are so proud of Kimberly and her accomplishment," said Bill Herman, general manager of Allen Event Center. "Every day, we see Kimberly strive to reach new heights professionally and to secure events that resonate with the community. This certificate will go far in achieving both."

Saffire Names Ticketing Veteran Don Orris as Chief Commercial Officer



Saffire, LLC, a fully integrated website and ticketing provider to more than 500 clients across the United States, has announced the hiring of Don Orris as its Chief Commercial Officer, effective immediately. Orris will lead the company's sales efforts and commercial activities, including the offerings around Saffire's fast-growing ticketing system, SaffireTix.

Orris has a strong track record of success in the ticketing industry, where he has built ticketing sales operations, led large sales divisions, and cultivated strong partnerships across multiple genres. During his more than three decades of experience, Orris has held executive roles with Ticketmaster, Outbox Enterprises (now AXS) and Etix. He joins Saffire after having spent the past four years as a private consultant and will continue to office in Los Angeles.

"I am honored to be given the opportunity in this new role to assist in continuing the Saffire success story," said Mr. Orris. "I was impressed by the passion and drive exhibited during my conversations with the ownership group and I am excited to join the Saffire family. I plan to hit the ground running."

"I am thrilled to have Don join our leadership team," added Saffire president, Aaron Pederson. "Don brings a remarkable amount of experience and a sparkling reputation. Saffire has enjoyed rapid growth over the past few years, and with Don's expertise and experience, we have an opportunity to accelerate our success as well as increase the breadth of clients we serve."

More about Saffire: <https://www.saffire.com/p/about>

VoiceJam A Cappella Festival Crowns 2019 Champion



A San Mateo California-based community a cappella group, Business Casual, earned the title of 2019 VoiceJam Champion Saturday, April 6 at [Walton Arts Center's](#) VoiceJam A Cappella Festival finale.

Business Casual bested seven groups from around the country to earn the top prize, the opportunity to attend and perform at Vocal Asia Festival, VoiceJam's sister event, in Japan later this summer. Business Casual also earned the title of Fan Favorite and Michael Wang received the Best Vocal Percussion award.

The Green Tones from University of North Texas in Denton, Texas came in a close second, and the group also earned the Outstanding Choreography Award. The Beartones from Missouri State University in Springfield, Mo. tied for third place with Euphoria from Grand Valley State University in Allendale, Mich. Ethan Harting from The Beartones was named Outstanding Soloist for the competition.

The award for Best Arrangement went to the only Arkansas group competing, Natural State of Mind from Jacksonville High School led by Christopher Cross.

VoiceJam, now in its fifth year, was created by Walton Arts Center to bring outstanding a cappella professionals together with collegiate, high school and semi-professional singers to nurture some of the best contemporary a cappella talent in the country. The multi-day festival includes a cappella workshops, performances by the 2018 Vocal Asia Champions, in-school workshops and performances around Northwest Arkansas and the competition.

VoiceJam is supported by Vocal Asia, CJCHT, The Vocal Company, KNWA, Leisurlist and Kelly and Marti Sudduth. More information can be found at www.waltonartscenter.org/voicejam.

Walton Arts Center Fills Vacancies

[Walton Arts Center](#) recently filled two vacancies within the organization.

Kaylin Mason joined the Development Team as the grants manager. Mason, received her master's degree in journalism at the University of Arkansas and is a member of the Grant Professionals Association with four years of experience in grants. Most recently, she was grant coordinator for Crystal Bridges Museum of American Art. Mason will be responsible for overseeing all pre and post-award grant activities, researching new prospects, cultivating and stewarding funding, preparing funder narratives and financial reports.



Kaylin Mason

(Continued, page 7...)

Kristin Coffman has accepted the position of human resource manager for the Walmart AMP. She graduated from Arkansas Tech University with a Masters of Arts in Applied Sociology and a bachelor's in Emergency Administration and Management. In her new role, Coffman will be responsible for the day-to-day human resource duties at the Walmart AMP during the season. In the off-season, she will be part of the human resource team at Walton Arts Center.



Kristin Coffman

Broadmoor World Arena Ice Hall Gets New Ice Plant and Serves Home to Figure Skating Medalists

The Broadmoor World Arena went live with its new Ice Plant for the Ice Hall in March. The \$3.6 Million project replaces the original Ice Hall ice plant installed when the Ice Hall opened in 1995. Since start-up, the new ice plant is running very efficiently. The World Arena Ice Hall, the only U.S. Olympic Training Site for figure skating in the country, is also proud to be the home of three medalists at the recently contested 2019 World Figure Skating Championship, and 2019 World Junior Figure Skating Championship.



Ice Plant

At the World Junior Championship Tomoki Hiwatashi claimed the Gold Medal in the men's event, while Ting Cui won the Bronze Medal in the Ladies' event.



TOMOKI HIWATASHI - 2019 WORLD JUNIOR CHAMPION



TING CUI - 2019 WORLD JUNIOR BRONZE MEDALIST

At the World Championship, US Silver Medalist Vincent Zhou took home the Bronze Medal.



VINCENT ZHOU - 2019 WORLD BRONZE MEDALIST

The Broadmoor World Arena is hiring for Marketing Media/Fulfillment Manager and Event Services Manager

The **Broadmoor World Arena** in Colorado Springs is the premier sports and entertainment venue in the Pikes Peak region. The multi-purpose arena plays host to a diverse variety of specialty family shows, concerts, comedy, sporting and community events. The **World Arena Ice Hall** is a US Olympic Training Site and home to world-class figure skaters and coaches, the Broadmoor Skating Club, as well as hockey teams, speed skating, and curling teams. The **Pikes Peak Center** is a performing arts center hosting the Philharmonic and Broadway seasons along with touring performances.

Join Our Growing Team. Visit our Website at <http://www.broadmoorworldarena.com/arena-info/jobs> to view position details.

EL PASO'S ORIGINAL AND LARGEST CRAFT BEER FESTIVAL BREWED UP TWO DAYS OF FUN IN MARCH



El Paso Live hosted the return of El Paso's original and largest craft beer event, Sun City Craft Beer Festival (SCCBF), powered by iHeartMEDIA on March 30 & 31, at the Downtown Convention Center Plaza and inside the El Paso Convention Center.

The festival featured over 170 local and regional craft beers to taste, an indoor Sports Bar and Liquor Lounge and an upgraded V.I.P. Experience. Festival attendees received a commemorative mug to fill up with craft beer and specialty ciders. General Admission tickets included access to the festival and ten 2 oz. samples of craft beers. Additional sample tickets and full pours were also sold at the two-day event.

"We celebrated our sixth year of hosting the Sun City Craft Beer Festival. Last year we added an extra day to the event, and it was so highly attended, we brought back the two-day festival again," said Bryan Crowe, General Manager of El Paso Live. "Thanks to the support of our event partners, breweries, local companies and the community we had over 5,000 attendees at this year's event," Crowe said.



Over 54 breweries and cideries participated at the event. Some fun festival facts include over 7,200 craft beers were sold; over 55,000 two-ounce samples were poured, totaling 197,402 ounces of beer overall; and 1,166 Jell-O shots were purchased. Also featured was live music, entertainment, local food truck vendors, live brewery lessons, and games such as giant foosball, trash can pong, cornhole, a giant pool table and more.

Sun City Craft Beer Festival Facebook followers increased 3%, totaling 14,454 and Instagram followers increased by 14.69%. Over \$55,000 in radio advertising and promotional value from iHeartMedia ran across six radio stations, which included live remotes on both days of the festival that reached listeners in El Paso, Las Cruces, New Mexico and surrounding areas. Other advertising initiatives targeted Juarez and Chihuahua, Mexico and the Fort Bliss military base in El Paso. Several local and regional news media stations covered the event in English and Spanish on newscasts before and during the event.

Photos, videos and more information can be found on at: <https://www.facebook.com/suncitycraftbeerfest/>

SMG-DESTINATION EL PASO SEEKS TO FILL VARIOUS POSITIONS

SMG, the leader in privately managed public assembly facilities has an immediate opening for the following position at Destination El Paso, featuring nationally recognized venues including: El Paso Convention Center, Abraham Chavez Theatre, Plaza Theatre Performing Arts Centre, McKelligon Canyon and Pavilion.

El Paso has been recognized as a *Top Performing City* (Governing and Living Cities, 2017), *Best Large Cities for Families* (Apartment List, Jan 2017), *America's Top 20 Best Value Cities* (Trivago, 2016), *4th Best Place to Live if you Love the Outdoors* (US News, July 2016) and ranks the *#2 Safest City in America* (SafeWise, Aug 2017).

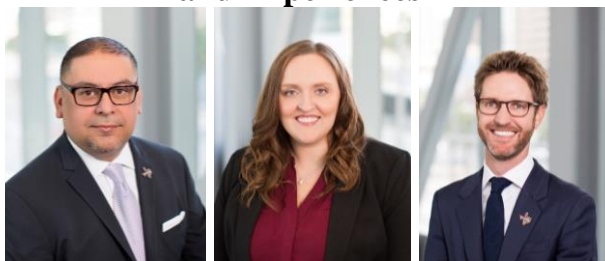
Director of Sales

Position Summary: The Director of Sales manages and leads convention sales and services, convention marketing and communications. Responsible for identifying market opportunities; developing long and short-term marketing and sales strategies and development of training programs for staff with the objective of attracting conventions, meetings, and events securing hotel room nights.

Education and Experience: Bachelor's Degree, 5 years of Hospitality and Tourism industry sales management experience, 5 years of supervisory experience and Certified Meeting Planner certification desired. Ability to adjust work schedule to coincide with events and travel up to 20%.

For the complete job description or to apply, visit: <http://www.elpasolive.com/contact/jobs> or contact Emilio Velez, Human Resources Manager at: EVelez@destinationelpaso.com

George R. Brown Convention Center Announces Promotions of Senior Vice President of Operations & General Manager, Director of Convention Services, and Director of Live Events and Experiences



George R. Brown Convention Center (GRB) in Houston, Texas has promoted John Gonzalez, CMP, to Senior Vice President of Operations & General Manager; Kelly Wolf, CMP, CEM, to Director of Convention Services; and Todd Holloman to Director of Live Events and Experiences. All bring leadership expertise and industry experience to their new roles.

In his new expanded role, John Gonzalez will manage the day-to-day operations of the convention center, as well as Houston First Theater District venues Wortham Theater, Jones Hall, and Miller Outdoor Theater.

Kelly Wolf has been at the GRB since 2009, previously having worked with Aramark as the Banquets & Catering Manager before moving to the GRB Event Services team as a Convention Services Manager in 2015. Since then, Kelly has worked diligently to deliver the highest quality of service to clients while demonstrating strong organizational, planning, and management skills. She is currently completing her Master of Science in Hospitality and Tourism Management from Purdue University. In her new role, Kelly will oversee the Convention Services team.

Todd Holloman has been with the GRB for a year and a half, having previously served as the Director of Convention Services. Todd comes to the role of Director of Live Events and Experiences with a background in event operations, specializing in large-scale outdoor events. Previously, Todd served in Event Management and Director roles in the Mayor's Office of Special Events and at the Hobby Center for the Performing Arts, before taking the role of Vice President of Super Bowl Live for the Houston Super Bowl Committee. Todd's new position will focus on building outdoor experiences and activations on the Plaza at Avenida Houston, the GRB's 100,000+ square foot plaza and event space, as well as various outdoor venues in Houston's Theater District.

We are pleased to announce the promotions of our team members and look forward their continued success.



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Thank you newsletter contributors this month!

- Lucy Albers – Chesapeake Energy Arena, Cox Convention Center
- Meghan Blood – BOK Center
- Jeff Davis - College Park Center/Texas Hall/UTATickets
- Holly Fields – Destination El Paso – El Paso Live - Visit El Paso
- Allan Long - THE BRO^ADMOOR World Arena, Pikes Peak Center for the Performing Arts, World Arena Ice Hall
- Brian Nickerson – Allen Event Center
- Katelyn Orenchuk – George R Brown Convention Center
- Ashley Peacock – Cox Business Center
- Thema Reed - Saffire
- Morgan Rhodes – First National Bank Arena
- McKenzie Rowley-Campbell - SMG-NRG Park
- Tina Silva - THE BRO^ADMOOR World Arena, Pikes Peak Center for the Performing Arts, World Arena Ice Hall
- Jennifer Wilson - Walton Arts Center & Walmart AMP
- Nick Zazal – Walton Arts Center, Walmart AMP

Past Region 6 Newsletters: <https://www.iavm.org/regions/region-6-newsletters>