



Newsletter

Colorado New Mexico Oklahoma Arkansas Texas Kansas Mexico

March 2019

Allen Event Center Promotes Ross Girouard, CVP to Assistant General Manager



Allen Event Center, a 7,000+ seat multipurpose arena in Allen, Texas, is pleased to announce the promotion of Ross Girouard, CVP to Assistant General Manager.

Excelling in multiple roles at Allen Event Center over the past six and a half years, Girouard most recently served as Director of Operations & Production.

"Ross' expertise, professionalism, experience and leadership have proven vital to his workgroups and the service we offer our tenants and clients," said Bill Herman, General Manager of Allen Event Center. "This promotion is well-deserved, and we look forward to the future success that Ross will bring to our facility."

In his expanded role, Girouard will continue to lead the Operations workgroup in addition to having oversight of events, guest services, and Allen PD/Allen Fire relations.

Girouard is a graduate of the International Association of Venue Manager's (IAVM) Venue Management School (VMS) and Graduate Institute (GI). He also holds a Bachelor of Business Administration Degree in Marketing and Management from Texas Tech University.

Fort Worth Convention Center seeking Assistant Facility & Public Events Director, General Manager

Mackenzie Eason & Associates has been retained by the City of Fort Worth to help recruit an Assistant Public Events Director, General Manager that has a proven track record for successfully leading complex and diverse business entities with a background in publicly owned and managed major event facilities, including convention center venues.

The Assistant Facility & Public Events Director, General Manager of the Fort Worth Convention Center is responsible for providing an outstanding customer experience by leading convention center operations. Responsibilities include establishing appropriate service and staffing levels, identifying opportunities for constant improvement, directing and implementing change, managing and scheduling major events which includes contract and space negotiations, directing client meetings and overseeing and monitoring event operations, responding to and resolving sensitive citizen inquiries and complaints, and overseeing and participating in the development and administration of the division budget which includes recommending funds needed for staffing, equipment, materials and supplies and accountability for performance, monitoring revenues and expenditures.

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The selected candidate must possess the ability to perform complex management, administrative, and fiscal functions. Additionally, the candidate will have extensive knowledge, experience and understanding of:

- Overall activities of convention centers, destination management organizations, and hotels.
- Municipal operations, functions, reporting, etc.
- Capital projects including design, construction, and related administration
- Sales and marketing related to attracting and retaining top tier conventions and other major events
- Ability to train and develop staff to deliver an Outstanding Customer Experience
- Click the link below to see the details of the position:

<https://chm.tbe.taleo.net/chm04/ats/careers/requisition.jsp?org=FORTWORTH&cws=37&rid=51651>

Former First Lady Michelle Obama Makes Stop at the Frank Erwin Center as Tour Continues



Michelle Obama kicked off the 2019 extension of her *Becoming: An Intimate Conversation with Michelle Obama* tour in Austin February 28. Television show host Rachael Ray joined her on stage as moderator. The sold-out crowd of almost 11,500 enjoyed stories ranging from her childhood piano lessons to how she dealt with bullying, spending time as a family during her husband's two terms in office to what it was like to parent as First Lady.

Becoming: An Intimate Conversation with Michelle Obama was the third sell out of the month for the Frank Erwin Center. Other sell-outs in February were Panic! At The Disco Pray For The Wicked (Feb. 8) and An Evening with Fleetwood Mac (Feb. 9).

ACE SL, LLC (ACE) seeking a Venue Services Manager (VSM)

ACE SL, LLC (ACE) is seeking a Venue Services Manager (VSM) for the Smart Financial Centre at Sugar Land (SFC), in Sugar Land, Texas. Reporting to the Director of Venue Services, the VSM is responsible for the success of front of house (FOH) operations and will serve as a liaison between the FOH team and company leadership. The VSM is responsible for departmental scheduling, payroll, enforcement of company policies and creating an enjoyable work environment for FOH staff. During events, the VSM is responsible for troubleshooting issues, implementing emergency protocol, and providing first-rate customer service.

For the complete job description or to apply, visit: <http://smartfinancialcentre.net/about/employment-opportunities> or contact Aryon Mitchell, Director of Venue Services at: AryonMitchell@theambassadors.com

COX BUSINESS CENTER HOSTS GLOBAL MEETINGS DAY EVENT



Tulsa's Cox Business Center will be hosting "Meetings Mean Business" in conjunction with Global Meetings Industry Day on Thursday, April 4, in the venue's Assembly Hall. The event will feature city officials and international keynote, TEDx speaker, author, and consultant **Kari Mirabal**. Mirabal will share "Naked Networking" – her new way to expose yourself to business possibilities – in addition to techniques to use established networking circles to reach more people and identify meeting industry trends. The free event will offer insight on meetings in Tulsa specifically and a tour of the venue.

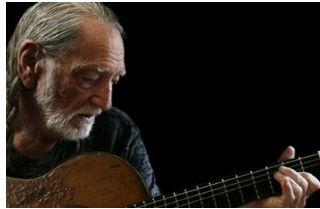
DIRECTOR OF SALES OPENING AT COX BUSINESS CENTER

Cox Business Center is seeking a Director of Sales who will focus on generating direct revenue and maximizing awareness for the national award-winning venue in downtown Tulsa. The position requires strong relationship skills to attract conventions, meetings, trade and consumer shows, and coordinating sales programs with VisitTulsa and the Tulsa Sports Commission, as well as key hotel partners to generate economic impact for the community.

For more information and to apply, visit www.CoxCenterTulsa.com.

EL PASO LIVE CONTINUES TO ATTRACT HIGH ATTENDANCE AT SHOWS & EVENTS

February ushered in another extremely busy month of concerts and events at El Paso Live venues at the Plaza Theatre, Philanthropy Theatre, and the Abraham Chavez Theatre, hosting over 16,000 patrons. The *Willie Nelson* concert sold-out on Valentine's Day at the Abraham Chavez Theatre and merchandize moved at a brisk pace to eager fans.



Many shows attracted higher than 90% attendance including: *Chicago* at 98%, *Tony Bennett* at 95%, and The Electric Company Presents Broadway in El Paso's *Kinky Boots* at 91% at the Plaza Theatre. The Philanthropy Theatre hosted El Paso Community Foundation's *Jewel Box Series* which attracted approximately 90% attendance for local community theatre.



Other popular shows in February included *Julio Iglesias*, *Mariachi Los Camperos*, and the *El Paso Symphony Orchestra: Emperor*.

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 positions 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.

Sponsorship Manager

Position Summary:

This position reports and works with the Assistant General Manager to develop, coordinate and manage all sponsorship activities related to all special event activities; shows/festivals, series that are either owned, co-owned, presented, or co-presented by Destination El Paso. This position is responsible for selling and managing event and venue sponsorships and high-level vendor partnerships.

Education and Experience: Must have a bachelor's degree from an accredited four-year college or university. Marketing, Public Relations or related field experience is preferred. The position requires a minimum of two years previous experience with event management, including logistics and sponsorship procurement is preferred.

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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%.

Production Manager

Position Summary:

Under general supervision, the Production Manager is responsible for establishing the technical requirements, equipment, and manpower requirements (client labor requirements) to service events at Judson F. Williams Convention Center, Abraham Chavez Theatre, Plaza Theatre, Performing Arts Centre, Arts Festival Plaza, Cohen Stadium, and McKelligon Canyon Amphitheatre and Pavilion, collectively the El Paso Convention and Performing Arts Centers ("EPCPAC"). This is a working Production Manager position.

Education and Experience: Bachelor's degree required or equivalent combination of experience and education, 2 years related supervisory experience, Knowledge of Microsoft Office and familiarity with Computer Aided Design Software and ETCP Rigging Certification preferred.

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

First National Bank Arena awarded bronze Addy

First National Bank Arena was awarded a bronze Addy at the 2019 Addy's Gala by the American Advertising Federation of Northeast Arkansas on February 8, 2019.



Above L to R: Marketing Assistant Lauren Mitchell, Marketing Director Morgan Rhodes



Front—Dr. Kelly Damphousse, Haley Stout, Morgan Rhodes
Middle—Mary Martin, Lauren Mitchell
Back—Jim Brown, Dr. Len Frey

The advertisement was submitted in the direct mail campaign category and consisted of a 3D piggy bank mailed to concert promoters encouraging them to book shows at the arena. In addition to the piggy bank, the direct mail piece included an informational box, coins with contact information and dollar bills for a discount on rent at the arena.



Dr. Shane Hunt, Andrew Hunt (student), WWE Promoter John Davis, (2 unnamed students), Dr. Jim Washam, and First National Bank Arena CVE Director Jim Brown.



Arkansas State University's Chancellor Dr. Kelly Damphousse accepted the award for First National Bank Arena that also recognized A-State Creative Services Claire Vickery as a contributor.

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In addition to Dr. Damphousse and his wife, Beth, A-State and First National Bank Arena staff included Vice Chancellor for Finance and Administration Dr. Len Frey, and his wife, Renae; CVE Director Jim Brown; Box Office Manager Haley Stout; Associate Director of Finance Mary Martin; Marketing Director Morgan Rhodes and Marketing Assistant Lauren Mitchell.

The American Advertising Awards are the advertising industry's largest and most representative competition, attracting over 40,000 entries every year in local and national competitions to recognize and reward excellence in advertising.

Entering the American Advertising Awards supports the entire advertising industry. Proceeds are used to enhance advertising through programs such as public service, internships, advocacy groups, advertising education, and consumer awareness. Piggy bank photo credits Arkansas State University // Travis Clayton

Topeka Performing Arts Center Boasts Sold Out Tim Allen Show



In a rare evening of lively, outlandish and outrageously funny stand-up comedy, funny man, TV personality and movie icon Tim Allen performed at Topeka Performing Arts Center on Friday, February 22nd at 7:30 p.m. Nearly every ticket was sold in the 2,400+ seat performing arts center. Local media were able to get these amazing photos of the performance.

Promotion and new hire at the Topeka Performing Arts Center

New Event Services Position



Jett Cain was recently promoted to the full-time position of Event Services at the Topeka Performing Arts Center. He will be assisting the Box Office with duties including customer service and ticketing, along with assisting the Marketing Department and support for the Food and Beverage Department. Previously, Jett was a part-time Box Office support associate.

TPAC Welcomes Julie Welch



The Topeka Performing Arts Center is proud to announce that Julie Welch has recently accepted the position of Business Manager. Julie comes to TPAC with experience in both finance and non-profit management.

SMG ANNOUNCES NEW HIRES AND PROMOTIONS TO MARKETING TEAM IN OKLAHOMA CITY

Oklahoma City, OK – SMG is excited to announce the addition of several new members and promotion of a current member to Chesapeake Energy Arena and Cox Convention Center’s marketing team in Oklahoma City.

Lucy Albers has been named Director of Marketing and Public Relations. Albers was most recently Director of Marketing at the SMG-managed facilities in Sioux Falls, SD, and was a part of opening the 12,000-seat Denny Sanford PREMIER Center in 2014. In 2017, she was a recipient of the Generation Next Awards from Venues Today (currently VenuesNow). With over ten years of experience in industry marketing and strategy, Albers will oversee the marketing department in building creative promotions, increasing ticket sales, and enhancing the venues’ profiles with local and national media.

Landon Bahl has been named Booking and Marketing Manager. On top of assisting with multiple industry events, the North Dakota native recently spent time with Creative Artists Agency in Nashville. Bahl will provide support to both the booking and marketing teams in Oklahoma City and assist in enhancing the venue’s back-of-house experience for artists and tours.

Emily Coursey has been named Graphic Design and Analytics Coordinator. An Oklahoma native, Coursey holds several years of experience in customer relations and operations with marketing and event companies. Coursey will primarily focus on graphic design for all venue needs and analyzing customer data to increase revenue trends.

In addition to the new hires, SMG has also promoted long-time team member Valory Dalton to Director of Ticketing and Business Development. Dalton has been an integral part of SMG’s team with years of both Marketing and Box Office experience in Oklahoma City. In her new position, she will continue to excel in brainstorming revenue-generating ideas as well as marketing and premium opportunities for the buildings and their events.

The new team members join current Marketing Manager, Stacey Aldridge, and round out a full team built to develop marketing strategies, build revenue streams, and enhance both customer and artist experiences at Chesapeake Energy Arena and Cox Convention Center.

Oklahoma City Goes All Out For Blake Shelton!

The Marketing team at Chesapeake Energy Arena wanted to show Blake Shelton as much love as possible for opening night on February 14!

A week before the show, Chesapeake Energy Arena took a day to drive to Shelton’s hometown of Tishomingo, OK, for an Ole Red bar takeover. The event included a radio remote with 95.7 KKAJ and ‘Blake Shelton or BS’ Twitter contest featuring prizes from OKC Thunder merch and tickets to Blake Shelton tickets.



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In 2016, Shelton established the Blake Shelton Cancer Research Program and donated \$600,000 to the Children’s Hospital Foundation. In honor of his passionate cause, Marketing Manager Stacey Aldridge spearheaded a campaign with OKC’s Children’s Hospital Foundation where kids made special Valentine’s for Blake. The hearts were featured on signage in the back of house.



The love continued during the tour’s time in OKC, with huge welcome signage in the back of house – including an Adam Levine-themed “Heart Throb” graphic featuring Blake’s head on Adam’s shirtless body and a special ‘Oklahoma’ stomach tattoo. A photo of Blake in front of the wall wrap was posted by Shelton’s girlfriend and mega-star Gwen Stefani on Instagram, and is currently up to nearly 175k likes.



Arena staff continued to make the show day great for both Shelton and the tour crew with a specialty “Cheeto Bar” featuring unique Cheeto-inspired foods, an Ole Red themed catering room featuring a live cellist during dinner, and free barbers for the crew to kick off tour in style. The venue also gifted Shelton with a custom-etched Stihl chainsaw with custom leather wrapped handles.





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Thank you newsletter contributors this month!

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Holly Beal – Cox Business Center

Feleshia Cochran – Fort Worth Convention Center

Holly Fields – Destination El Paso – El Paso Live

Elisa Hrachovina – Smart Financial Centre

Ashley Nadeau – Topeka Performing Arts Center

Brian Nickerson – Allen Event Center

Morgan Rhodes – First National Bank Arena

Anna Wong – Frank Erwin Center

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