



Newsletter

Colorado, New Mexico, Oklahoma, Arkansas, Texas, Kansas, Mexico

December 2014

Wendy Riggs Named Vice President of Operations for Walton Arts Center

NORTHWEST ARKANSAS, Nov. 19, 2014 – [Walton Arts Center](#) announced today that Wendy Riggs will join the arts center as vice president of operations. Riggs brings over 30 years of arts and venue management, marketing, consulting and teaching experience from arts and cultural institutions including Tuscaloosa Amphitheater, True Colors Theater Company, Cobb Energy Performing Arts Centre, Fox Theatre, and Walt Disney World.

“We are excited Wendy is joining our team and moving to our community. She was hired for the newly created position of vice president of operations at Walton Arts Center and will support our growing operations and manage and maintain practices and policies for all facilities,” said Peter B. Lane, President & CEO of Walton Arts Center. This includes the multi-million dollar renovation project of the Fayetteville Walton Arts Center and the newly opened Walmart AMP.” “Wendy’s experience in capital project management, staff management and development, and budgeting and financial management gives her the skills necessary to lead our operations team to implement strategies and procedures that will support our growth. We look forward to having her on board.”

Most recently Riggs served as Director of Arts and Entertainment, where she oversaw programming, fundraising and daily operations, for the Tuscaloosa Amphitheater, Tuscaloosa River Market and Mildred Westervelt Warner Transportation Museum for the City of Tuscaloosa. She has a bachelor’s degree from Auburn University and a master’s degree from the University of Alabama. She also served as a professor at the University of Alabama where she taught Arts Venue Management.

Riggs shares her excitement about moving to Northwest Arkansas from the Tuscaloosa, Ala., area with her two daughters. “I am thrilled for this new opportunity with Walton Arts Center in Fayetteville. We can’t wait to settle in and see all that Northwest Arkansas has to offer!”

Verizon Arena hires Box Office Manager



Scott Dietrich joined the Verizon Arena as Assistant Box Office Manager on July 22, 2014. Dietrich is originally from New Orleans, Louisiana, and brings six years of sales and box office experience in the sports and entertainment industry. He has a Bachelor of Science in Business Administration from Our Lady of Holy Cross College in New Orleans, and a Master of Science in Sport Management from the University of Southern Mississippi in Hattiesburg, Mississippi.

Argus Continues Partnership with City & County of Denver

CENTENNIAL, Colorado (November 12, 2014) – Denver based, Argus Event Staffing, LLC (AES), announced today a continuation of our partnership with The City and County of Denver Arts and Venues, a client since 2003. The City and County of Denver owns and operates Red Rocks Amphitheatre, Denver Performing Arts Complex, Denver Coliseum, and McNichol’s Civic Center Building in the Denver Metro area. The City and County of Denver hosts hundreds of unique concerts, theatrical plays, and special events annually.

AES services for The City and County of Denver, which include event staffing, crowd management, security, ticket scanners, and ushers, are provided under the direction of Kent Rice, the Executive Director for Arts and Venues for the City and County of Denver, who stated, “I’m very happy with the renewal of our long and productive relationship.”

(Continued, page 2...)

In addition to working with Arts and Venues, AES Denver operations, led by Matt Krumholz, Senior Vice President, provides services throughout the Denver Metro Area for clients including the Pepsi Center, Sports Authority Field, Fiddler's Green Amphitheater, Fillmore Auditorium, the University of Denver, University of Colorado. The Founder and CEO of AES, Thompson Smith, said, "Speaking on behalf of the entire Argus team, working with everyone at Arts & Venues is a sincere pleasure. We all are looking forward to continuing the great relationship."

Argus Event Staffing, LLC (AES) is a leading provider of front-of-house personnel services, including crowd management, security, ushers, ticket scanners, ART™, guest solutions, parking, janitorial, maintenance, convention registration, and box office personnel. AES has built a brand around "First Impression Customer Service™", focusing on hiring and providing personnel that is focused on customer service first, and is trained to perform specific functions. AES provides services throughout the United States to all sizes of sporting events, live entertainment venues, touring live entertainment acts and conventions. AES employs more than 6,000 full-time and part-time team members nationwide. AES has similar exclusive contracts with many other venues in the state Colorado, Georgia, Texas, and Mississippi.

Haskins Center's Legacy Spans Sports and Entertainment for the Local Community

The people of El Paso and regions beyond have so many memories of special events that have taken place at an arena on Mesa Street where they have laughed, cried, celebrated, and screamed their lungs out. That venue is the Don Haskins Center, UTEP's indoor sports facility used for so much else.

Home to the UTEP Athletics men's and women's basketball teams, the Don Haskins Center is named after the university's legendary basketball coach, who passed away in 2008. A memorial service for this community icon, during which dignitaries, sports heroes and local leaders wept alongside family and friends of the legendary coach, was held inside the venue which now bears his name. It was just one of the hundreds of memorable occasions held inside the building.

Intended as a replacement for UTEP's Memorial Gym and its limited 5,500 capacity, the new venue's groundbreaking took place in 1975. The same builders responsible for the University of Texas at Austin's Frank Erwin Center constructed UTEP's arena, which was originally named the Special Events Center when it opened to the public in 1977 in time for the final men's basketball game of the season.

The name change was made official in 1998 in between Haskins' induction into the Basketball Hall of Fame and his retirement from coaching at UTEP. Most El Pasoans now refer to the building simply as "The Don".

"The Don Haskins Center is the largest public assembly arena in the Southwest, providing a wide variety of entertainment, sporting events, and numerous El Paso graduations, both University and High Schools," said Director of Special Facilities Management Mike Spence.



Recently, the Don received new video boards at the same time the Sun Bowl was upgrading its own AV system this summer.

Given the center's multipurpose nature – the venue was built specifically with concerts in mind as a priority alongside basketball – it has drawn a wide range of musical acts, including Santana, Metallica, Rod Stewart, Juan Gabriel, Coolio, Ozzy Osbourne, Vicente Fernandez, Britney Spears and The Cure.

Local civil engineer and native El Pasoan Floyd Johnson first visited the Haskins Center as a child when pop act Menudo performed. "It was wild," he recalls. The UTEP alum added, "Some of my fondest memories are from concerts that I went to at the Haskins, like Miguel Bose, Metallica and Celia Cruz."

Other acts that have entertained thousands inside the center include the Harlem Globetrotters, the Royal Lipizzaner Stallions, World Championship Wrestling, a trio of Cirque du Soleil shows, UTEP's Opera Bhutan performance and standup by George Lopez, which was the venue's biggest sellout.

(Continued, page 3...)

Politicians have made their stand inside the Haskins Center, too, including former United States Secretary of State Hillary Clinton and President George W. Bush, Sr.

Sporting highlights at The Don include preseason NBA games, professional tennis exhibition featuring women's champion Chris Everett, an Evander Holyfield boxing match and the 2014 WNIT tournament which drew the first-ever sellout crowds for UTEP women's basketball.



For close to four decades, the arena has also been used for UTEP commencements, EPCC graduations and area high school graduation ceremonies, increasing its reach and significance to even more El Pasoans in the process.

“Since its inception, the Don Haskins Center has been a landmark in the community and is the premiere arena in the region,” said Jorge Vazquez, executive director of special events at UTEP. “It is embedded in the fabric of our community and a lot of memories have been made within these walls.”



The University of Texas at El Paso Office of Special Events staff with legendary heavy metal band Judas Priest for the presentation of the office's Centennial Award prior to the band's performance Nov. 8 at UTEP's Don Haskins Center.

United Wireless Arena and Conference Center seeks Director of Marketing and Sales

Directs and manages all aspects of marketing and sales for the facility. This includes design and fulfillment of all promotional and printed materials, media buying, public relations, event sponsorships and development, signage sales, suite sales, loge seat sales, sponsorship packages and other general marketing functions. Provides outstanding customer service to suite holders and loge seat holders, requiring evening and weekend work as event schedule demands. ESSENTIAL DUTIES include the following. Other duties and responsibilities may be assigned.

1. Directs public relations and advertising for events.
2. Supervises or directly prepares all event marketing/advertising plans and budgets for specific events (primarily public ticketed events such as concerts and family shows) and industrial advertising designed to promote the facilities (Arena and Conference Center) in general.
3. Directly responsible for all specific advertising/marketing planning and implementation of facility promoted events including but not limited to all social media, radio, television, newspaper, street level advertising, and what is known as “grass root” advertising locally.
4. Supervise all marketing collateral material and vendors.
5. Establish positive relationships with all media.
6. Manage website development and all social media programs including but not limited to Facebook, Twitter, Instagram, YouTube, etc.
7. Promotes and sells venue advertising, signage, sponsorship packages, suites and specialty seating.
8. Supervises or directly solicits sponsorships for specific events, facility naming rights, facility signage, arena suite sales, arena loge seats, and other revenue producing areas.
9. Oversees artwork and design for signage.
10. Creates and maintains marketing budget per fiscal year.
11. Establishes yearly marketing goals and objectives.

(Continued, page 4...)

United Wireless Arena and Conference Center seeks Conference Center Booking/Event Coordinator

Books/schedules and coordinates Conference Center events. Manages event information, coordinates event functions and supervises patron services in the conference center. Directs staff for conference center events. Requires flexible hours including evening, weekend, and holiday work, and could exceed 40 hours per week. Essential duties include the following. Other duties and responsibilities may be assigned:

1. Prepare contracts for conference center events.
2. Maintain all conference center event-related documents including but not limited to contracts, event sheets, banquet event orders, appropriate communication in conjunction with events, and event settlement documents.
3. Supervise the performance of staff for conference center events.
4. Gather accurate event information and ensure that event setups are accurate for all events.
5. Review and implement policies and procedures for Conference Center Event Services and make recommendations to Executive Director for modifications as may become appropriate.
6. Maintain on-going relationships and communication with tenants, user groups, and volunteers

Send your resume, cover letter and references for either of the above positions to: admin@unitedwirelessarena.com, or mail to PO Box 1516, Dodge City, KS 67801. Resumes will be accepted until positions are filled

SMG Tulsa General Manager Honored by Tulsa Young Professionals



SMG Tulsa General Manager Jeff Nickler received the 2014 Boomtown Award for the category of "The People People." Presented by Tulsa Young Professionals (TYPros), the award is given to recognize business leaders who are champions of Tulsa working to promote quality of life, retention of top talent and recruitment of the next generation of business and civic leaders.

"This is a great honor and one that Jeff definitely deserves. He's played a pivotal role in the success of the BOK Center since it opened, and now is leading the venue in all its continued accomplishments," said John Bolton, SMG Vice President of Entertainment. "His ability to attract the top touring acts to BOK Center contributes significantly to Tulsa's vibrant music scene and overall quality of life."

Nickler was promoted to SMG General Manager in February 2014. Prior to that, he held the position of Assistant General Manager of BOK Center, Director of Booking and Special Events Manager. He is an active member of TYPros.

"Thank you TYPros for this award. It's an honor to be recognized by an organization that brings so much to Tulsa," Nickler said. "I'm lucky to work with such an amazing team of employees at SMG. Without them, awards such as this and the overall success of both BOK Center and Cox Business Center would not be possible."

Garth Brooks Breaks Tulsa Ticket Sales Record



Garth Brooks recent on sale at BOK Center broke his previous Tulsa record set in 1997 at Driller Park. In 1997, Garth sold 79,855 tickets over five show. In November of this year, he sold more than 110,000 tickets over seven shows. The shows are scheduled for January 9-11, and January 15-17.

SMG Tulsa Seeks Director of Marketing

SMG, the leader in privately managed public assembly facilities has an excellent and immediate opening for a Director of Marketing at SMG Tulsa. This position oversees the public relations and marketing activities for BOK Center, including event marketing, national publicity campaigns, premium services, advertising and interactive marketing. For additional information, or to apply online visit bokcenter.com.

(Continued, page 5...)

SMG Tulsa Welcomes TJ Warren Director of Catering

TJ Warren has been promoted to Director of Catering for SMG Tulsa including BOK Center and Cox Business Center. TJ joined the SMG Tulsa team in 2013 as the Food and Beverage Coordinator.

Berry Center Seeks Banquet and Catering Chef

The Berry Center in suburban Houston, TX is looking for an experienced Banquet and Catering Chef to lead the \$1.5 million annual kitchen operations at our busy multi-venue facility. Applicants must have prior supervisory and high volume experience in another large venue or busy hotel and conference center. Formal culinary arts training required. For more information about the facility please visit www.berrycenter.net. To apply please fill out an application through the www.cfid.net job seeker tab.

Link to the posting:

https://cyfairisdjobs.searchsoft.net/ats/job_board_form?op=view&JOB_ID=5400001414&COMPANY_ID=00015803&redirect_qs=&redirect_qs=APPLICANT_TYPE_ID%3D00000007%26COMPANY_ID%3D00015803%26softsort%3DCOMPANY_ID%26refresh%3DN

CINTERMEX SERVICE DESK - ONLINE BOOKINGS AVAILABLE TO EXHIBITORS

At CINTERMEX International Convention and Exhibition Center, exhibitors may find all the services needed for their booths through our Service Desk. Our highly trained staff can guide exhibitors through our different services including: food and beverage, compressed air, water and drainage, articulating boom lift, electricity, and telephone and Internet services.

Starting September 2014, all our services may be booked online. Exhibitors can now visit our website (www.cintermex.com), select the event they will be participating at, fill in the booking form and pay online. This will allow exhibitors to save time and plan the logistics of their booths from anywhere in the world. Exhibitors can pay by credit card using a VISA or Mastercard.

CINTERMEX is committed to improve the services offered to clients and as part of this commitment we are pleased to announce our online booking services to exhibitors. For additional information, please contact: servicios@cintermex.com.

Tulsa PAC Names New Assistant Director And Ticket Office Manager

Tulsa, OK. Former Tulsa PAC Ticket Office Manager **Terri McGilbra** has been promoted to be the Center's Assistant Director. Tulsa PAC Ticket Office Coordinator **Jeff Newsome** has been chosen to head up the venue's ticket office in McGilbra's place.



A Tulsa PAC employee since 1993, McGilbra will oversee the day-to-day operations of the facility under the leadership of Tulsa PAC Director **John Scott**. Included in her oversight are the Tulsa PAC ticket office/MyTicketOffice.com (MTOC) personnel, the Tulsa PAC's house managers, stage and tech staff, and maintenance and engineering. She also is in charge of the venue's five-year booking calendar.

"The Tulsa PAC and its clients have benefited from Terri's stellar work in our ticket office for more than two decades," said Director Scott. "She has played a vital role in the evolution of the TPAC/MTOC ticketing business and shares credit for our high rate of customer satisfaction related to ticketing."

McGilbra has a B.G.S degree in Theatre and Film from the University of Kansas in Lawrence. She was awarded the City of Tulsa's "True Blue" honor in 2013 for leading a successful customer service department. Also in 2013, INTIX named the Tulsa PAC ticket office "Box Office of the Year." Following those accolades in 2014, Tickets.com recognized the TPAC ticket office with its "Success Story of the Year" honor.

(Continued, page 6...)

"I grew up on the stage," says McGilbra. "Working at the Tulsa PAC is a natural extension of everything I loved about the performing arts when I was younger. I'm surrounded by a team of talented, creative, and dynamic individuals who collaborate daily to make theatre a very special experience," she says. "Every time I walk into the theatre or onto the stage or see a show, I feel lucky to be here. I feel challenged but prepared for this new experience. Coming from a ticketing background, I've been in the center of a constantly changing environment. When I started, we didn't have computerized ticketing systems or even the Internet," she recalls. "I learned to embrace change and not fear it, and I've led others through challenging transitions. I feel that I've been placed in my current position to lead the next generation of performing arts professionals through whatever changes and challenges lie ahead, and to encourage their new and innovative ideas."

Jeff Newsome has worked at the Tulsa PAC since March of 2008, first as a ticket seller and then as Ticket Office Coordinator. Like McGilbra, he has a background in the arts. Newsome earned a Bachelor of Arts degree from the University of Tulsa and a Master of Music from University of Miami (Florida).

"I am excited to be the new Ticket Office Manager, leading a very talented staff. Since I was an elementary school student, I have enjoyed attending events at the Tulsa PAC, and I have even had the good fortune to perform as a musician in several different events in the building. Knowing the importance of the PAC to its community as an attendee and a musician, it is a great pleasure to serve as part of the team that keeps the building running."

Newsome will assume all the duties and responsibilities connected to the Tulsa PAC ticketing operation, including MyTicketOffice.com.

"Jeff is extremely organized, detailed and particularly thoughtful," says Scott. "Those qualities have always impressed me and are extremely valuable in a ticket office. We are delighted that Jeff has agreed to head up this most important function for our Tulsa PAC and MTOC clients."

MyTicketOffice.com is a regional ticketing company started by Tulsa PAC personnel in 2006. The Tulsa PAC ticket office has a staff of three full-time and seven part-time employees.

PAC Marketing Director Receives Governor's Arts Award

The Tulsa Performing Arts Center's Director of Marketing, **Nancy Hermann**, received the Oklahoma Arts Council's **Media in the Arts Award** presented by Governor Mary Fallin during a special ceremony at the Oklahoma State Capitol on December 4.



Nancy Herman with Governor Mary Fallin

Since 1975, the Oklahoma Arts Council has sponsored the annual Governor's Arts Awards. The Media in the Arts Award is given to an individual member of the media or media outlet that demonstrates commitment to the arts in Oklahoma documented through public awareness, support, fairness, initiative, creativity and professionalism in reporting.

A *summa cum laude* graduate from the University of Tulsa, and writer for numerous publications over the past 27 years, Hermann has penned hundreds of articles about contemporary dance and ballet, performance art, theatre, opera, film, chamber, choral and orchestral music and fine art, and has interviewed performers, writers, and newsmakers such as **Lynn Redgrave, Mia Farrow, Dr. Robert Ballard, Ted Koppell, Estelle Parsons, Amy Tan, Rory Kennedy, Tony Bennett, Kiri Te Kanawa** and **Tina Brown**.

Hermann joined the Tulsa Performing Arts Center marketing staff in 1993. She was Editor-in-Chief of the Center's program magazine, INTERMISSION, for 20 years. In conjunction with her marketing work at the Tulsa PAC she writes a monthly entertainment column, "Show Buzz," for the Greater Tulsa Reporter newspaper chain.

Global Spectrum contributes over \$9,000 to Enid AMBUCS Clubs

Global Spectrum the managers of Enid Event Center and Convention Hall have announced, they are contributing over \$9,000 to the Enid AMBUCS club. After a successful 2014 Enid PBR Challenge presented by Gungoll Jackson, where fans saw two nights of PBR Touring Pro Division Bull Riding action on November 7-8, with the partnership of Diamond Cross Rodeo Company featuring top riders and bulls from all over the region; Global Spectrum presented checks of \$4,591.42 to each Enid A.M. AMBUCS and Enid Noon AMBUCS Clubs for their partnership with the event.

(Continued, page 7...)

“We could not be more thrilled, having worked with the Enid AMBUCS Club with putting on a successful 2014 Enid PBR Challenge,” said Global Spectrum’s Keller Taylor, General Manager of Enid Event Center and Convention Hall. “We’re excited to have this opportunity to give back to the Enid AMBUCS Clubs by contributing over \$9,000 to help achieve their missions of providing mobility and independence to people with disabilities.”



“The AMBUCS were thrilled to partner with The Enid Event Center and Convention Hall on the PBR for the second year,” said Jason Turnbow of the A.M. club. “The crowds were great and the entertainment was definitely top-notch. The proceeds of nearly \$10,000 that were donated back to the Enid A.M and Enid NOON AMBUCS will go a long way in helping us achieve our missions of providing mobility and independence for people with disabilities. AMBUCS was able to give away therapeutic AmTrykes to two children that weekend and the PBR patrons got to witness a life-changing moment for two families.”

Global Spectrum (global-spectrum.com) manages more than 125 other public assembly facilities around the world. Nearly 24-million people attended more than 15,000 events in Global Spectrum venues last year. Based in Philadelphia, PA, Global Spectrum is part of Comcast-Spectacor, one of the world’s largest sports and entertainment companies. Comcast-Spectacor, which operates in 48 of the 50 United States, also owns the Philadelphia Flyers of the National Hockey League, Ovations Food Services, a food and beverage services provider, Paciolan, the leading provider of venue establishment ticketing, fundraising and marketing technology solutions, Front Row Marketing Services, a commercial rights sales company, and Flyers Skate Zone, a series of community ice skating rinks.

New Hires and New Milestones at Allen Event Center

Delivering the best possible experience to everyone who comes through the doors at Allen Event Center is something staff really takes to heart. With the hire of new Assistant General Manager, Brian Stovall, elevating the guest experience has gained even greater emphasis. Brian comes to Allen from Frank Erwin Center in Austin where he served as Facilities Manager. Prior to that, Brian served as an Assistant Director at Texas Performing Arts, Director of Operations at the House of Blues in Mandalay Bay in Las Vegas and as General Manager of Schlitterbahn South Padre. Managing several key workgroups, Brian is helping to revise procedures and implement the kind of behind-the-scenes changes that will have guests at Allen Event Center smiling.



Most recently, guests came away smiling as Allen Event Center commemorated its fifth anniversary with a rock show for the ages featuring Judas Priest, five years to the day of opening with a performance from Reba McEntire. Reflecting back, it’s remarkable to see how Allen Event Center has evolved in just a half decade. Since opening with just a single sports tenant, the Allen Americans, two more professional sports franchises, The Texas Revolution and Dallas Sidekicks have come aboard. Organizations such as the National Collegiate Wrestling Association and Lone Star Conference (basketball) have brought collegiate championship sporting events to Allen Event Center as well, proving the versatility of the venue for sports.

In five years, approximately 1.2 million guests have come through the Allen Event Center doors for sporting events, concerts, tradeshow, family ice shows and much more. With an estimated average annual economic impact of \$9.2 million and more than 100 events held annually at the arena, North Texans have come to count on Allen Event Center. From new hires to new milestones and new smiling guests, there is much to celebrate at Allen Event Center as we head in to 2015, wishing our IAVM colleagues across region six a Happy Holidays and continued prosperity in the New Year.



Thank you to our newsletter contributors this month!

Bridgette Baker – United Wireless Arena and Conference Center

Kyla Bryant – Verizon Arena

Brent Buchanan – Berry Center

Sarah Haertl – BOK Center/Cox Business Center

Nancy Herman – Tulsa Performing Arts Center

Wanda Huerta – Cintermex Convention Center

Jason Moutry – Argus Event Staffing, LLC

Jeff Mues – Allen Event Center

Zack Orr – Enid Event Center and Convention Hall

Julian Valdez – University of Texas at El Paso (UTEP)

Nick Zazal – Walton Arts Center/Walmart AMP

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