



Newsletter

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

February 2017

Inaugural Region 6 Future Industry Leaders Conference a Success!



The BOK Center and the Cox Business Center, both SMG-managed facilities, hosted the first IAVM Region 6 Future Industry Leaders Conference on January 30th-31st in Tulsa, OK. The event welcomed more than 80 attendees from the region, and included two days of learning, networking and collaborating with industry professionals.

Allie Stites, Events Manager for Cox Business Center and co-chair said, “It was an honor to get to be a part of the first IAVM Region 6 Future Industry Leaders Conference. We were fortunate enough to work with an outstanding committee who helped shape this conference from concept to completion. It was fun to bounce ideas off each other, and work together to create an educational and engaging conference for our colleagues in the venue management industry.”

The first day featured sessions on professional development, promoters & booking, backstage catering, ethics, safety & security, and creating your own events. The second day featured courses from the Academy for Venue Safety & Security Severe Weather Preparedness program. Featuring presenters from AccuWeather and The National Weather Service, as well as sessions on legal considerations and media interaction during severe weather, attendees gained valuable knowledge about weather statistics and facts.

Meghan Blood, Director of Marketing for BOK Center said, “The inaugural Region 6 Future Industry Leaders conference gave me a lot of information that I’m now able to take back to my venue and implement, specifically in regards to weather safety. This conference was also great for networking purposes – I was able to meet a lot of great people that I’ll likely contact if I ever have questions or need input on policies/procedures that they use at their venue.”



Attendees received credit toward their Certified Venue Professional certification, if IAVM members, and a certificate of completion from the AVSS Severe Weather Preparedness course.

Nathaniel Porter, Senior Event Services Manager for BOK Center and co-chair said, “It was a pleasure to host fellow Region 6 members in Tulsa. Being able to spend time with our peers was a great learning experience for all of us. Any time you can get together with industry professionals with similar issues you can take away positives. Region 6 has a bright future ahead.”

The conference committee would like to thank all the presenters and attendees for making the first Future Industry Leaders Conference a successful and educational event.

Pinnacle Venue Services named manager of the Two Rivers Convention Center and Avalon Theatre in Grand Junction, CO.



Grand Junction, CO. (January 30, 2017) – The Grand Junction City Council has unanimously approved a contract with Pinnacle Venues Services to manage the Two Rivers Convention Center and Avalon Theatre, starting immediately. The relationship between the City and Pinnacle was announced last week by Doug Higgons and Tom Paquette, Managing Partners of Pinnacle.

Pinnacle will provide full management and operational services of the 23,000 square foot multipurpose facility, the Two Rivers Convention Center, in addition to the 1,100 seat historic Avalon Theatre. The theater hosts a multitude of events including concerts, theatrical performances, movies, variety shows and private functions.

“We are thrilled to be managing the Two Rivers Convention Center and Avalon Theatre in Grand Junction,” said Tom Paquette. “Grand Junction is a beautiful and growing city, and with the venues, has so much to offer and provides endless possibilities. Our team is immediately going to work to bring exciting events to the area, and we look forward to making a positive impact in the community.”

Grand Junction City Manager Greg Caton adds, “We are looking forward to a successful relationship with Pinnacle that will ultimately create efficiencies for us while further solidifying the existing success of Two Rivers and the Avalon. They bring deep industry experience to the table, so this relationship has all the makings of being a win-win for Grand Junction and our customers.”

The process of transitioning management to Pinnacle is underway. Industry veteran, Maria Rainsdon, has been named the General Manager of the two facilities. Paquette said, “We are thrilled to have Maria join our team. She brings an extensive record of successful venue management to Grand Junction.” Rainsdon recently served as Event Sales Manager for the University of Colorado: South Denver and previously was Assistant General Manager of Canalside Buffalo in Buffalo, NY and General Manager of the Clovis Civic Center in Clovis, New Mexico.

Gentry Promoted to Verizon Arena Food and Beverage Manager

Verizon Arena in North Little Rock, AR would like to recognize the promotion of Yvonne Gentry to Verizon Arena Food and Beverage Manager.



Yvonne volunteered with a non-profit group in the Food and Beverage Department in 2009. She came on board at the Arena in 2010 and never looked back. Yvonne worked her way from the ground up. She served as the Non Profit coordinator for the Food and Beverage Department from 2010 until her recent promotion. Yvonne continues to be an asset to the Arena in many capacities. Congratulations, Yvonne!

BELLCO THEATRE ACHIEVES #64 IN THE “TOP 200 THEATRE VENUES – WORLDWIDE TICKET SALES”

The Bellco Theatre in Denver has achieved a ranking of #64 in the “Top 200 Theatre Venues - Worldwide Ticket Sales” according to Pollstar Magazine’s 2016 Year End Special Edition. Pollstar receives information primarily from agents, managers and promoters. This was an increase from 93rd position in the 2015 edition.

“Promoters enjoy the room and appreciate the advantages it offers,” said John Adams, general manager of the Colorado Convention Center and Bellco Theatre. “We’ve steadily increased the number of events and tickets sold and look forward to what 2017 brings.”

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Owned by the City and County of Denver and managed by SMG, The Bellco Theatre has been designated as one of the most technically advanced theaters of its kind with shows including but not limited to concerts, comedy and family shows.

“All of us are pleased with the continued success of the Bellco Theatre and commend our friends and partners at SMG for their creativity and perseverance in programming and booking this special City of Denver asset,” said Kent Rice, executive director of Denver Arts & Venues.

To view the full digital edition, visit Pollstar’s 2016 Year End Edition (link to <https://issuu.com/pollstar/docs/2017-year-end-1-2?e=1683343/42760605>)

GREENER HORIZONS

Lindsay Arell has triggered an avalanche of sustainable change

By: Julie Scheff - Colorado Meetings and Events, Winter 2017



It was the ski bum lifestyle that called to Lindsay Arell. Her only dream as a 20-something was a free lift ticket and enough tips to cover monthly rent; she was in Vail following college waiting to be accepted into the Peace Corps. Nonetheless, her passion for nature, the mountains and Colorado’s pristine attributes set in motion an avalanche of change for Arell and her beloved state.

A Denver native, she graduated from the University of Colorado Boulder, receiving a degree in political science. However, Arell was inspired on the mountain and became more involved in the Vail community and resort as a lift operator, soon becoming the race and special events coordinator. “When I started at Vail, I could never have predicted this career path. But I always knew I wanted to work with the environment,” Arell notes. “I think the key to success in this area is working within an industry I was very familiar with the opportunities for improvement.”

Arell returned to Denver after a few years out West to further her budding career of event production, but with a twist: She wanted to bring sustainability to the forefront of the industry. “The GM of the Colorado Convention Center proposed an idea. What if I were to become the sustainability coordinator? It was a new position, never been filled or even mapped out; I jumped at it,” says Arell, who became the first sustainable programs manager for CCC. The timing was perfect. Governor John Hickenlooper, then mayor of Denver, wanted the 2008 Democratic National Convention to be the most sustainable convention ever, and Arell was tasked as the team leader: “The common goal of a sustainable DNC was to lead incredible collaborations amongst various agencies and organizations in Denver.”

Fast forward eight years and Arell is now an industry leader. She is the president of Honeycomb Strategies, a company based in Denver that has an emphasis on helping events and conferences prepare and execute greener practices. In addition to her roll as sustainable program manager for CCC and City of Denver Arts and Venues facilities, other clients are as varied as the Philadelphia Eagles, Natural Products East and West Expos, Sustainable Brands, VISIT DENVER, Vancouver Convention Centre, Hong Kong Exhibition and Convention Centre, and Incheon Convention & Visitors Bureau in South Korea.
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Whether Arell is working with local organizations to find new uses for leftover conference materials or tracking metrics such as energy and water consumption, this hometown girl proves that moving mountains and creating new solutions is possible.

honeycombstrategies.net; 303.681.1768

Digital Copy: <http://edition.pagesuite-professional.co.uk/launch.aspx?eid=2f3997e7-b813-41fa-bf39-9e7183e800ec>

ARVEST WINTERFEST TO WELCOME ONE MILLIONTH ICE SKATER

(Tulsa, Okla.) January 4, 2017 – As the final days of the 2016-2017 Arvest Winterfest season come to a close, all of Tulsa is invited to come ice skate one more time and have the chance to be the one millionth ice skater. Arvest Winterfest prepares to honor a special guest as organizers expect the one millionth ice skater to step onto the ice rink before the conclusion of the event on January 15.

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To celebrate, the one millionth ice skater will be rewarded with every Tulsa's dream: free ice skating for life at Arvest Winterfest! In addition to ice skating for life, the special guest will receive the ultimate Winterfest gift package, special recognition on social media and more.

"Seeing the one millionth ice skater come to Arvest Winterfest shows how much the community enjoys this annual event and embraces it as a holiday tradition," said BOK Center General Manager Jeff Nickler. "We are thrilled to welcome the one millionth skater and have much gratitude for everyone who has come to ice skate in downtown Tulsa and helped make this event so successful."

Arvest Winterfest 2016 is presented by ARVEST Bank. Additional sponsors include Catalyst Benefits Group, BlueStone Natural Resources, OakTree IT Staffing, Osage Casino. Cox Media Group is the official media partner.

BOK CENTER FINISHES 2016 AS ONE OF NATION'S TOP ARENAS FOR TICKET SALES

Venue is SMG's highest ranked arena in Continental U.S.

(Tulsa, Okla.) January 6, 2017 – BOK Center continues to maintain its status as one of the world's busiest concert arenas. Earlier today, *Pollstar* announced their 2016 Year End Top 200 Arena Venues based on ticket sales and BOK Center finished #24 in the United States and #49 in the world. BOK Center was also the highest ranked arena in the Continental United States managed by SMG, the Philadelphia-based venue operator that manages over 230 facilities, nearly 70 arenas, and over 1.75 million seats worldwide.

"We couldn't have this sustained success without the support of the loyal fans along with the agents and promoters who continue to believe in the Tulsa market," said BOK Center General Manager Jeff Nickler. "This honor doesn't only belong to SMG, but also to our regional ticket buyers, sponsors and corporate partners that have supported this venue from day one."

The Tulsa venue sold more concert tickets than arenas in several larger regional markets including Houston, Minneapolis, Indianapolis, Austin, San Antonio and St. Louis.

The 2016 calendar year was highlighted by a dozen blockbuster concerts that included Madonna's first visit ever to the state of Oklahoma, Iron Maiden, Mumford & Sons, Justin Bieber, Carrie Underwood, Coldplay, Toby Keith, Black Sabbath and Billy Joel. The sold-out concert by the "Piano Man" in November was one of only six arena shows in 2016 that he played outside of Manhattan.

"Congratulations to BOK Center staff, all local music fans and our promoter partners for achieving such a high ranking for U.S. ticket sales," said Doug Thornton, Executive Vice President for SMG. "This shows that Tulsa continues to be a strong market for live entertainment and we are thrilled to be a part of that success story."

In addition to garnering a high ticket sales ranking, BOK Center was also named "Arena of the Year" in 2016 by the International Entertainment Buyers Association. The industry trade group and its voters selected the Tulsa venue for the prestigious award over Madison Square Garden (New York City), Barclays Center (Brooklyn), T-Mobile Arena (Las Vegas) and The Forum (Los Angeles).

The O2 (London) topped the overall ticket sales rankings and Madison Square Garden (New York City) garnered the top United States spot. The rankings are determined by tickets sold worldwide for concerts from January 1, 2016 to December 31, 2016. *Pollstar* totals do not include tenant sport team ticket counts, some family shows, or SMG-produced special events.

THE INDUSTRIAL EVENTS COME TO CINTERMEX MONTERREY, MEXICO

We begin with the industrial and specialty events season in CINTERMEX International Convention and Exhibition Center, with 6 very important events of their industry.

February 7-9: Expo Manufactura - The industry's global platform

With more than 20 years of leadership in the industry (automotive/auto parts, aerospace/aeronautics, energy, medical devices, home appliances, electronics), Expo Manufactura includes an exhibit with 337 booths, conference programme and commercial presentations, among others. In 2016, 10,532 people attended the event.

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March 1-3: Expo Carnes y Lacteos - The best representatives of the meat and dairy industry are here

The most important exhibition in Latin America, it includes a Meat Industry International Convention. The exhibition features the latest process technology, additives and ingredients, equipment and packaging containers, quality control, cooling and services for both industries.

March 29 and 31: Expo Empaque Norte

Exhibition of equipment, technology, materials, products and services related to packaging and packing for all kind of industrial and consumer products.

May 2-4: FABTECH

This event is carried out jointly with AWS Weldmex and Metalform Mexico, being the main business meeting for the major metal producers in Mexico; it will bring together 575 exhibitors, the exhibition will be set within an area of 140,000 square feet of the exhibit floor with visitors from Mexico and South America.

May 24-26: Expo Proveedores del Transporte - Expo Remolques y Carrocerías - Expo Logística y Manejo de Materiales

The most important event in the northern area of the country, where more than 300 exhibitors from assembly plants, trailers and car bodies manufacturers, manufacturers, suppliers and distributors of tractor parts and equipment, as well as transportation industry service providers not only cargo but also passengers.

May 26-27: Ferreshow

This event is aimed at hardware store owners, purchasing department managers, wholesale distributors, as well as entrepreneurs and investors interested in the industry and jobs related such as carpenters, electrician, painters and installers, among others.

For more information, please visit: info@cintermex.com

The Servant Leader?

Sean Daly - Johnson & Wales University – Denver

Last month I discussed how we all have the ability to be a leader. It doesn't matter what traits you exhibit or whether or not you are more than six feet tall. If you have a desire to become a leader there is a plethora of literature and experts out there for you to learn from. One in particular is the Greenleaf Foundation (www.greenleaf.org). This foundation is built off the work of Robert Greenleaf (1977). Greenleaf proposed an idea that wasn't brand new, but was not exactly a hot topic either. In his book *Servant Leadership* he explains how a person can be both a servant and a leader. To many of us those two words together seem like an oxymoron and in some cases it is. There are probably some industries out there that don't allow or at least lend themselves to a corporate environment where leaders can/should serve their colleagues, but in our industry I feel that it does.

Today's world provides us with many examples where leaders either use their influence to get what they want (charisma and politics) or where leaders make decisions that are unethical (Wells Fargo). Because of this we are seeing a move toward a more ethical leadership style. This is a leadership style that puts the needs of the employee, stakeholder, or even the guest above the need for financial achievement. I know I know.... without financial success how could we serve anyone? That, my friends, is the million-dollar question.

While I don't have a million dollars, I do have a question. How does servant leadership positively affect my bottom line? Well, the research on the affect of servant leadership on employee-related outcomes shows us that leader's who serve have employees who have higher levels of job satisfaction, affective organizational commitment, and exhibit higher levels of organizational citizenship, and increased team effectiveness (references available upon request). All of these outcomes have a direct impact on your bottom line. Unhappy employees report lower levels of job satisfaction, are less productive, feel less connected to their organizations, and turnover more often. How many times have you lost a great employee and wondered why or what you could have done to keep them? Most of the time we look at the job requirements (hours worked, stress, etc.) or the compensation, but rarely do we look at ourselves. If you were to rate yourself on how much you serve others and those "others" were to rate you, do you think your results would be congruent? The research tells us that the more congruent you are than the more likely you are to get the desired outcomes.

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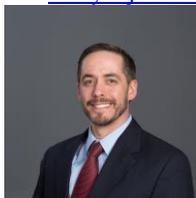
In order to realize the full benefits of being a servant leader we have to consider a couple of things. First, what is this relationship you have with your follower(s)? At the center of the leader-follower relationship is the leader's belief in the intrinsic value of each individual. The leader should understand the value of recognition, acknowledgment, and the realization of each of their followers' abilities and what they can still learn. (Greenleaf, 1998). For example, a leader should show humility by acknowledging that they don't have all the answers. This accepting attitude will help create an environment where their subordinates feel safe and trusted. (Van Dierendonck, 2014)

In order to build this we must consider the second part: the structure of the leader-member relationship. The leader-member exchange theory (Dansereau, Graen, & Haga, 1975) suggests that the quality of the leader-member relationship can have a direct impact on those outcomes we discussed earlier. A good relationship is characterized by mutual trust, respect, and obligation. Furthermore, a servant leader who provides the right mixture of autonomy and direction is more likely to have a high-quality relationship with their follower.

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This means that if you as a leader focus on developing a high-quality relationship with your followers based on helping them succeed (mutual respect and trust) and learn (autonomy and direction) than you are more likely to achieve greater levels of job satisfaction, team effectiveness, organizational commitment while decreasing their turnover intentions.

In the end I firmly believe that when you work to help others succeed they will work harder for you. I'm sure many of you can think of examples where you worked harder for someone that you felt work hard for you or that cared about your success. This is the essence of servant leadership. As always, if you have any questions, comments, or want a copy of my references please feel free to contact me at sdaly@jwu.edu.



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Berry Center was Lady Gaga's Secret rehearsal site for the halftime show!



Last fall, the production team for Lady Gaga's halftime show reached out to the Berry Center to see if we were available to be used as the rehearsal location for the week. Lady Gaga, the dancers, background vocalists, wardrobe, hair, makeup, and the rest of the crew needed a space to use when NRG Stadium was not going to be available to them for the complex show.

Initially, it looked like all of the dates for the week were not going to be available. Then, as luck would have it, the show that we had planned had to cancel, because they could not get enough hotel rooms due to the Super Bowl festivities. Now that we would have all six days they wanted, we started preparation for a fun week hosting the secretive event in our arena and dressing rooms.

The production team took over the entire arena floor with our bleachers pushed in to build a mock-up of the halftime show stage for the rehearsals. Security was tight, but we kept the entire team well fed (and away from the media!) while they finalized preparations for the show.

It was an exciting time for our staff to have Lady Gaga, her entire crew, dancers, band, backing vocalists, and Live Nation in the facility.

Events At Cox Business Center Were Hot in January!

Tulsa Remodel & Landscape Show came to Tulsa and Cox Business Center Friday, January 13, Saturday, January 14, and Sunday, January 15 in Exhibit Hall C. This comprehensive and expansive home show brought together homeowners and the area's best building and remodeling experts. From top quality exhibits and informative seminars to insightful demonstrations, over 2150 attendees discovered thousands of smart, stylish and cost-effective ways to design or renovate their homes.

On January 19 – 21 the **Oklahoma Music Educators Association Winter In-Service Conference** was held in Exhibit Hall A, Assembly Hall, and Conference Hall at Tulsa's Cox Business Center. OMEA's Mission: to ensure that every student in grades K-12 receives a high-quality, sequential music education, provided by a certified music educator, to provide professional development for pre-service and in-service music teachers, to create a better awareness of the value of music education, and to recognize outstanding student musicians in Oklahoma through OMEA All-State organizations. OMEA is the unifying voice of Oklahoma music educators. More than 3520 people attended this event.

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Tulsa Regional Chamber Annual Meeting & Inauguration was held, Thursday, January in the Tulsa Ballroom, N&E Galleries at Cox Business Center with 1300 people in attendance. Phil Albert will serve as the 2017 Chair of the Tulsa Regional Chamber. He is President of Pelco Structural, LLC, an infrastructure manufacturing company located in Claremore, Oklahoma. Pelco Structural manufactures, designs, and provides logistics solutions for steel infrastructure products used in electrical transmission and distribution, traffic and lighting, sports lighting, cellular transmission, signing, and substation structures. This will mark the first time in Chamber history that the Board Chair's business is located in a regional partner community outside Tulsa.

Saturday, January, 21 brought 575 people to the Parent Child Center of Tulsa's annual signature fundraising event, the **Toyland Ball**. This black tie gala with a whimsical theme offered an elegant evening of dinner and dancing, along with a live auction. Every year the Toyland Ball is singly responsible for raising approximately 16% of the agency's total operating budget. Highlights of the evening included the presentation of the Guardian Angel Award and the honoring of retiring Executive Director, Desiree Doherty. Toyland Ball was held at Cox Business Center in Tulsa Ballroom, N&E Galleries.

Christ in Youth Believe Conference came to Tulsa and Cox Business Center January 27 -28 in Exhibit Halls B&C, Conference Hall A. Believe was a high-energy weekend event for Jr. high students only. It's structured specifically for Jr. high students and is packed with powerful worship and teaching from God's Word. While at Believe, students not only worshiped together but also engaged in life-challenging discussions with their peers and adult leaders. As they went through the weekend, they discovered ways in which God is calling them to be Kingdom workers in their schools, communities, and the world. More than 5100 people attended this event.

National Cheerleaders Association, Oklahoma Classic 2017 was held January 28 in the Arena of Cox Business Center and brought in over 1223 attendees. NCA is the world's most original cheerleading company. With a dedication to innovation and a passion for leadership, NCA has paved the way for modern-day cheerleading. The forefather of many cheerleading "firsts" Lawrence Herkimer is the pioneer of the most prestigious cheerleading company in the world—The National Cheerleaders Association.

Cox Business Center & BOK Center hosted the first **International Association of Venue Managers Region 6 Future Industry Leaders Conference** on Monday, January 30 and Tuesday, January 31 in Tulsa, OK. Around 90 Members & Non-Members attended this conference. Attendees received credit toward their CVP if IAVM members. Day Two attendees received a certificate of completion from the AVSS Weather School.

SMG Oklahoma City Promotes Abrego



SMG Oklahoma City is pleased to announce the promotion of Angela Abrego to Manager of Guest Relations and Event Security. Angela began her employment with us in 2002 as a part-time event security representative and in 2011 was promoted to Assistant Manager of Guest Relations and Event Security. She has a whatever-it-takes attitude, strong work ethic and has been an invaluable member of our team. Congratulations Angela!

Broadmoor World Arena and Pikes Peak Center Updates

Congratulations to Jillian Taylor who was promoted to Event Manager!



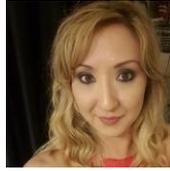
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Welcome to the following staff who have recently joined our team:

Teresa Drew, Director of Sales, Marketing and Promotions. Chanda Chatham, Group Sales/Marketing Manager. Mike Pasquerella, Event Coordinator. Mike Ahmay, Housekeeping Manager.



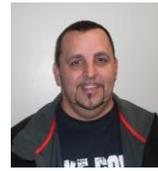
Teresa Drew



Chanda Chatham



Mike Pasquerella



Mike Ahmay

The Broadmoor World Arena was awarded the El Pomar Foundation's highest recognition for serving its community – The Award of Excellence!

Eisemann Center Completes Ninth Residency with UT Dallas *Arts & Humanities students work with Shakespeare Dramaturg, Tina Packer*



Above: Tina Packer in rehearsal with UT Dallas theater students.



Above: Tina Packer speaking to a group at UT Dallas on Shakespeare, Women and Power.

For nine years, the Eisemann Center has partnered with UT Dallas to offer a performing arts residency with one of the touring artists or companies in their presenting series. Typically, the students work with the artist for a number of days and offer a showcase at the Center for the public, demonstrating how an intensive work environment can lead to inspirational performances. The showcase directed by Tina Packer featured eight pairs of students doing a scene from one of Shakespeare's plays prior to the public performance of *Women of Will*.

Through master classes and talks, Packer offered a number of insights to the UT Dallas School of Arts and Humanities: from complex, sculpture-like descriptions of characters, to historical rabbit holes of seemingly endless knowledge and nuggets of wisdom for the aspiring actor. She makes Shakespeare approachable, not just through her mastery of the subject but the manner in which she guided these young actors to enter into Shakespeare's text.

Packer's workshops encouraged the actor to first be completely present and in touch with their whole physical self. Speaking the text comes later. "What I found most meaningful is that while Packer has a lifetime of knowledge, she opens every workshop by listening to the group—when I'm sure every participant would just as easily listen to her for our full three-hour block of rehearsal time," observed Shelby-Allison Hibbs, clinical adjunct professor and UT Dallas liaison for the residency.

Dennis Kratz, Dean of the School of Arts and Humanities said, "Among the many benefits that our partnership with the Eisemann Center has brought to UT Dallas, none has been more important or valued than the opportunity it has afforded our students to learn from and perform with internationally renowned artists. Our students have danced with members of the Lily Cai Ensemble, Paul Taylor 2 Dancers and Pilobolus. They have performed on stage with The King's Singers. They have attended a Master Class in classical guitar with The Romeros. Our actors have rehearsed with and performed for Tina Packer. Engagement with greatness has given a new dimension to the education of these students – most of whom are not "arts" majors but rather students in the sciences and engineering.

An essential aspect of the educational philosophy of our School is "to integrate the arts into the education of students so that our graduates will integrate the arts into their lives." The Eisemann Center-UT Dallas partnership has helped us achieve that aspiration. We anticipate that it will continue to enhance the learning and the lives of students for years to come."

Frank Erwin Center Promotes Raymond Hernandez to Facility Crew Leader



The Frank Erwin Center is proud to announce the promotion of Raymond Hernandez from Facility Worker to Facility Crew Leader. Raymond was hired full time in 1995 as a Facility Worker and worked part time for three years prior to that. He will be responsible for set up of events and manage six full time staff members and up to 12 part timers.

“Raymond is a very valued Frank Erwin Center staff member. He has a very keen knowledge of our operation and is very dedicated. We’re pleased that he has accepted this position,” says Senior Associate Director Jimmy Earl, CFE.

Smart Financial Centre at Sugar Land Makes Debut

Smart Financial Centre at Sugar Land made its official debut on Saturday, January 14 with two sold-out performances by legendary comedian, Jerry Seinfeld who performed to over 12,000 fans. Opening night kicked off with an invitation-only cocktail reception, presenting attendees with an exclusive first look of the audience chamber and stellar light and laser show on the stage before the doors opened to the public. Following an evening of nonstop laughs, Smart Financial Centre surprised Seinfeld with a \$10,000 donation to the Good + Foundation, which was founded by Jessica Seinfeld.

Classic rock legend, Don Henley closed the Grand Opening Weekend with a sold-out performance on Sunday, January 15. The venue also presented Henley with a \$10,000 donation to the Walden Woods Project, which he founded in 1990.

In addition to its high-profile entertainment schedule, Smart Financial Centre also hosted the famed MAXIM Party on Saturday, February 4, before the Super Bowl LI. Featuring performances by DNCE featuring Joe Jonas, hip-hop recording artist Travis Scott and DJ Khaled, the venue transformed its 6,400-seat audience chamber into a dance floor for over 4,500 guests, including Ludacris, Fergie, Nick Cannon and many more.

Now with a month under their belt, Smart Financial Centre at Sugar Land will welcome some of the industry’s leading entertainers, including:

- Sting: 57th & 9th Tour, February 23
- Billy Crystal, February 25
- The Lumineers: Cleopatra World Tour 2017, March 2
- Bill Maher, March 4
- Tony Bennett, March 14
- Duran Duran, March 22
- The Avett Brothers, March 31
- Bastille: Wild, Wild Tour 2017, April 6
- Steve Martin & Martin Short: An Evening You Will Forget for the Rest of Your Life, April 7
- Chris Rock: Total Blackout Tour 2017, May 13
- Santana, July 3
- Idina Menzel, July 26
- Journey, July 12
- Rod Stewart with Cyndi Lauper, August 12
- Anderson Cooper and Andy Cohen, December 2

Forty and Fabulous



In a league of its own, the Don Haskins Center stands as a historical landmark in the fabric of collegiate athletics facilities and concert halls. Looking fabulous at forty, this beloved venue has faithfully served the University and the Paso del Norte region since opening its doors for the first time.

The Don Haskins Center, initially called the Special Events Center, opened Feb. 3, 1977. It is home to the UTEP men's and women's basketball teams, but its 130,000 square feet of floor space is used throughout the year for academic and entertainment activities by the University and community. The venue books dozens of special events as well as over 90% high school and college graduations every year.



The arena was named after UTEP's legendary Hall of Fame basketball coach Don Haskins, whose 1966 men's team won the NCAA championship. That team, which made history by starting five African-Americans in a championship game, was immortalized in the 2006 Disney film, "Glory Road." The center was renamed in 2008 to honor Haskins upon his death.

The venue's grand opening featured legendary showman Lawrence Welk and his orchestra. Since then, the auditorium has played host to entertainers of all genres to include The Eagles, Elton John, Juan Gabriel, Cirque du Soleil and many more.



"Since its inception, the Don Haskins Center has been a community landmark," said Jorge Vazquez, UTEP's executive director of Special Events. "Without a doubt, it is and will continue to be the premiere arena in the region. A lot of memories have been made within these walls. This center is embedded in the fabric of our community."



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Thank you to our newsletter contributors this month!

- Jinger Belcher – Cox Business Center
- Meghan Blood – BOK Center
- Kyla Bryant – Verizon Arena
- Brent Buchanan – Berry Center
- Rich Carollo – Colorado Convention Center
- Sean Daly – Johnson and Whales University
- Marissa Dionne – Pinnacle Venue Services
- Teresa Drew – Broadmoor World Arena and Pikes Peak Center
- Wanda Huerta – Cintermex International Convention and Exhibition Center
- Katie Jernigan – Dancie Perugini Ware Public Relations
- Sarah Nesbit- Eisemann Center for Performing Arts
- Hannah Newman – Colorado Convention Center
- Kerry Painter – COX Business Center
- Tom Paquette – Pinnacle Venue Services
- Julie Scheff – Colorado Meetings and Events magazine
- Allie Stites – Cox Business Center
- Riley Thomas – SMG Chesapeake Energy Arena/Cox Convention Center
- Julian Valdez – University of Texas at El Paso Don Haskins Center
- Anna Wong – Frank Erwin Center

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