



# Newsletter

Colorado New Mexico Oklahoma Arkansas Texas Kansas Mexico

January 2018

## Register for the 2018 Region 6 Conference in South Padre Island, TX!

More details will be available and firmed up in the coming weeks, but here's an overview in this link of what's lined up so far:

<http://www.iavm.org/regions/region-6-programschedule>

Notable highlights of the program:

- \*Opening night reception/dinner cruise on an Osprey pleasure vessel.
- \*Multiple tours of venues in the region scheduled.
- \*Reception at Beach Side, Pearl Hotel/Resort <http://www.pearlsouthpadre.com/>. Beach attire encouraged!

Register here starting January 15th:

<https://iavm.ungerboeck.com/prod/emc00/register.aspx?OrgCode=10&EvtID=5076&AppCode=REG&CC=117111594641&RegType=R6D,R6,R6SC,R6STU>

More details will come your way in the coming weeks/months, so stay tuned!

## Ashley Nadeau Named TPAC Director of Marketing & Development



Ashley Nadeau has been named Director of Marketing and Development for the Topeka Performing Arts Center (TPAC) in Topeka, Kansas, Executive Director Larry Gawronski announced. She will begin her duties January 2, 2018.

“Ashley emerged as the top candidate for the position following an extensive search,” said Gawronski. “She has a strong background in community relations and donor development as well as traditional and social media that will benefit TPAC’s mission to enhance youth and educational programming and promote national acts for main stage events. Her experience in graphic design and advertising conceptualization will be utilized to its fullest extent,” Gawronski added.

Nadeau brings over seven years of work experience in fundraising, marketing, special events and volunteer management. Most recently, Nadeau was employed at Mosaic, a faith-based organization serving people with intellectual disabilities. Prior to Mosaic, Nadeau served as Director of Marketing and Membership for InterHab, a state association for providers of community services to Kansans with developmental disabilities.

A native Topekan, Nadeau is a graduate of Washburn University with a B.A. in Mass Media and a minor in graphic design. She has previously been active in the Olathe, Kansas City and KCK Women’s Chamber of Commerce and was a Topeka Top 20 under 40 nominee. Nadeau was a volunteer at Topeka Civic Theatre and Junior Achievement.

“It’s an honor to be selected to lead TPAC’s marketing and development efforts”, said Nadeau. “TPAC is a vital part of the Topeka arts community. I am confident it will continue to develop and serve its mission in a positive manner,” added Nadeau.

## Schuler Shook Announces Promotions and a New Team Member



Schuler Shook recognizes and rewards creativity, talent and dedication. We are proud to announce three recent promotions of designers who exemplify these qualities and the introduction of our newest team member. All demonstrate a stellar commitment to our clients and show leadership through example. Connect with our team and see more at <https://schulershook.com>

### **Harold “Chip” Ulich, ASTC**

Senior Theatre Consultant

Chip Ulich, ASTC, moved from the Dallas office of Schuler Shook to California where he helped grow the San Francisco Bay office. He has planned and designed scores of theatres in the West and Southwest US. Dedicated to service in the field of theatre consulting, he is the Vice President of the American Society of Theatre Consultants. Current and recent projects include Crested Butte Center for the Arts in Colorado, Oklahoma State University McKnight Center for the Performing Arts and Austin ISD Performing Arts Center.

### **Kent Conrad, ASTC**

Senior Theatre Consultant

Kent Conrad, ASTC, enhances his theatre consulting work in the San Francisco Bay office with a deep background in technical theatre. He served as production manager for multiple regional theatres and for UCLA’s department of Theatre, Film and TV, and he consulted on two venues in Tokyo for Walt Disney Entertainment. He sees each project from multiple perspectives and is a trusted collaborator and advocate. Kent’s projects include Stanford Memorial Auditorium and Pigott Theatre Rigging, Salt Lake Community College Center for Film and New Media, and Tokyo DisneySea – Broadway Music Theatre.

### **Jess Baker**

Project Lighting Designer

Jess Baker, IES Associate Emerging Professional, is based in Schuler Shook’s Chicago office. A crossover talent with a technical theatre background as well as architectural lighting design experience, Jess combines active listening skills with painstaking thoroughness to bring client’s visions to life. Recent and current projects include American University Beirut Medical Center, JPMorgan Chase Polaris Hub, and The Hyatt Headquarters.

### **Jean Gonzalez**

Theatre Specialist

Jean joins the Dallas office of Schuler Shook as a Theatre Specialist. A trained scenic and lighting designer for the theatre, Jean combines a keen eye for detail with a strong belief in the benefits of collaboration to create theatres that support the artists and the audiences. He used to bowl semi-professionally and would adopt any dog he meets, if he could.

## Fair Park Welcomes New Team Members

Fair Park is excited to introduce our two newest team members, Event Services Specialists Michael Robinson & Tuyen Nguyen. Most recently, Michael was the Operations Manager at the Curtis Coldwell Center and is an IAVM 30 under 30 recipient. Tuyen is a graduate of Louisiana State University with a background of golf operations, most recently with the Southern Texas PGA.



Michael Robinson



Tuyen Nguyen

## SMG ANNOUNCES SEVERAL PROMOTIONS AT INTRUST BANK ARENA

(Wichita, Kan.) – The SMG-managed INTRUST Bank Arena is excited to announce multiple recent promotions from within the organization that all occurred this month.

Ben Feekes has been promoted to Accounting Manager after previously serving as a Staff Accountant within the Finance Department since February 2010. As Accounting Manager, Ben will supervise payroll, accounts payable, accounts receivable, food and beverage and box office accounting and other accounting functions and personnel. Additionally, he will prepare and perform event settlements for both INTRUST Bank Arena and Orpheum Theatre.

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Jared Johnson has been promoted to Staff Accountant after previously serving as Payroll & Purchasing Accounting within the Finance Department since June 2017. In his new role, Jared will be handling all aspects of box office accounting, food and beverage accounting, while also assisting with INTRUST Bank Arena and Orpheum Theatre event settlements.

Katie Folds has been promoted to Concessions Manager after previously serving as Warehouse Manager for SAVOR... since October 2011. As Concessions Manager, Katie's main responsibilities include the training and supervising of all concessions employees in the preparation and service of food and beverage.

"We're very proud to have the opportunity to be promoting several of our employees from within SMG Wichita," said A.J. Boleski, SMG General Manager. "It's rewarding to see employees be recognized for their hard work and dedication to our facilities and we look forward to their continued career growth."

## **INTRUST BANK ARENA ANNOUNCES THE DEBUT OF FREE PUBLIC WI-FI**

The SMG-managed INTRUST Bank Arena announced today that as part of a continued effort to enhance the guest experience, a robust, free, public Wi-Fi system is now available to all fans, beginning with this Friday's Wichita Thunder home opener. The first-ever free, public Wi-Fi network in the arena is powered by Cox Hospitality Network, a division of Cox Communications, the official telecommunications provider of INTRUST Bank Arena, and includes 100% coverage of the arena property. The total cost of the project is \$1.1 million.

Fans can access this new INTRUST Bank Arena amenity by connecting to the INTRUST Bank Arena Public WiFi network. After connecting, users will be prompted to accept the network's terms and conditions before enjoying all the benefits of free, high-speed wireless access.

"We're excited to be able to offer the use of free, public Wi-Fi to all of our guests at INTRUST Bank Arena in an effort to enhance their event experience," commented AJ Boleski, SMG General Manager. "This project has been a great partnership with Cox Hospitality Network and we're proud to have worked on this project with an organization who has been a major supporter of INTRUST Bank Arena since day one."

A total of 200 wireless access points have been installed and have been setup to accommodate fans in all locations of the building, including fans who are in line directly outside of the arena. A total of nearly seven miles of Cat6 cable and 600 feet of fiber optic cable was used as part of the building-wide installation, and the installation process took more than 850 man hours.

Along with improving how fans share experiences at INTRUST Bank Arena events through their mobile devices, the addition of Wi-Fi provides SMG the opportunity to explore new ways of delivering a better fan experience and opens the door for potential future expansion of mobile and digital offers to fans that are popular in other venues.

## **Arlington Convention Center Hires Berry to be Assistant Director of Convention & Event Services**

Keri Parker Berry has been named Assistant Director of Convention & Event Services with the City of Arlington, TX. Prior to joining the team at the Arlington Convention Center, she held event and facility management positions with the Irving Convention Center and the Hurst Conference Center.



In her role as assistant director at the ACC, she will oversee day-to-day event and facility operations at the venue, will be responsible for project planning and execution, and will manage continuing renovations and upgrades to the almost 33-year-old facility. Parker Berry will work with city administration with an eye on continued growth in the Entertainment District, including the Live! by Loews hotel, the Texas Live! entertainment complex, and the new Texas Rangers baseball stadium, each currently under construction, as well as the anticipated openings of the Aloft and Drury Plaza hotels, all of which will certainly affect business in and around the Convention Center.

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“I am excited to have joined the team at the Arlington Convention Center and the City of Arlington. I’m coming into a very stable situation and successful venue model with lots of long-term employees who have worked hard to bring the Arlington Convention Center to where it is today,” Parker Berry said. “My hopes are to add to the existing success of the building, and with all the exciting developments in the Entertainment District to take our product to the next level, and I am excited to be in a position to help move us further in that new direction.”

Parker Berry resides in Denton with her husband, Sean, and their two young daughters.

## Austin Hwy Event Center Seeks Event Sales Manager



The Event Sales Manager is responsible for all aspects of recruiting events and building a sales team.

The Role:

- Responsible for overall recruiting of events
- Build high performing sales teams

Experience we are looking for:

- Minimum 2 years sales experience in an event planning environment

Qualifications: Preferred but not required

- Bachelor's Degree in Hospitality, Business, etc., or the equivalent experience
- Experience managing events and event staff
- Ability to negotiate
- Experience in sales, events, or functions
- Excellent written and oral communication skills
- Strong ability to network and recruit
- Overall knowledge of the event planning industry, and strong working knowledge of vendors and event rental companies in San Antonio.
- Multi-lingual is beneficial

Qualified candidates may send resume to: [austinhwyeventcenter@gmail.com](mailto:austinhwyeventcenter@gmail.com) or Austin Hwy Event Center, 1948 Austin Hwy, San Antonio, TX 78218.

## Allen Event Center Wraps Up 2017 with Holiday Cheer



Wrapping up a great 2017, Allen Event Center, a 7,000+ seat multipurpose arena in Allen, TX (located in the Dallas-Fort Worth Metroplex), helped spread holiday cheer across North Texas by hosting numerous entertainment and sports events throughout the month of December.

Returning for another year, the Brian Setzer Orchestra’s “14th Annual Christmas Rocks! Tour” rocked in the holiday season, receiving positive feedback from fans and tour promoters. Afterward, Allen Event Center held five fun-filled performances of Sesame Street! Live!

Annually, Allen Event Center serves as a drop-off location for the DFW Toys for Tots drive, which includes live media shots by DFW’s FOX 4 throughout the evening. This year, over 17,600 toys were collected, which is the largest amount collected by the arena in eight years of hosting the event.

Speaking of media recognition, WFAA-TV (the ABC affiliate in DFW) filmed at Allen Event Center for its “Good Morning Texas” show, including segments about taking a “one-tank trip” to Allen and how Money Magazine ranked Allen No. 2 in its “Best Places to Live in America” list.

Finally, the Allen Americans, an ECHL hockey team, held five games over nine days at the arena. Allen Event Center looks forward to a great 2018 schedule of professional sports games, national concert tours (Khalid, Newsboys) and fun tradeshow already on the books.

## FRANK ERWIN CENTER'S LIZ LAND PROMOTED TO ASSOCIATE DIRECTOR



Last month, Liz Land was named Associate Director of the Frank Erwin Center. She was previously the Assistant Director for Marketing, Sales & Digital Media and has led the marketing department, which now includes sponsorships, sales and suite operations, since 1994.

Land initially worked at the Frank Erwin Center while she was a student at The University of Texas at Austin, working part-time in the administrative offices. Upon graduation, she started a career in radio sales but found her way back to the Erwin Center in 1988, and has since advanced into new positions, each with increasing managerial duties.

Land has over 30 years of experience in marketing and communications in the Austin community. She is a current member of the City of Austin Music Commission, the Alliance for Women in Media Austin Chapter Board of Directors and The Recording Academy, Texas Chapter. She also recently graduated from the esteemed International Association of Venue Managers (IAVM) Venue Management School at Oglebay.

“We are delighted that Liz has accepted the position of Associate Director of the Frank Erwin Center,” said the venue’s Director, Jimmy Earl, CFE. “Liz has been an important asset to our team for many years. Her vast knowledge of venue operations and management combined with her professionalism and dedication to our organization will allow her to excel in this role.”

### **New Year Brings New Opportunity for Region 6 Conference Attendees**

This past January, Region 6 held its first Future Leaders conference in Tulsa, OK. Due to its monetary success and popularity, as a thank you for supporting our new endeavor, Region 6 is offering a few lucky individuals a \$500 stipend to go towards expenses for this year’s Region 6 Meeting, April 8-11 in South Padre, Texas.

The following individuals were chosen at random from those who attended the Future Leaders Conference last year:

Hayley Nath, Oklahoma State Fair Park  
Jonah Renfro, Mabee Center/ Oral Roberts University  
Sassan, Sahba, Texas Christian University  
Eric, Schleicher, BOK Center  
Aaron Scowden, Fort Smith Convention Center  
Casey Sparks, BOK Center  
Bonnie Ward, Cox Business Center, Tulsa

Congratulations to these individuals on behalf of the IAVM Region 6 Scholarship Committee!

*Keep watching for updates, in the event that one of these winners is unable to attend, we will draw another name from the Future Leaders Conference list, and it just might be you!*

### **James H. Clark Auditorium – Updates**

In the summer of 2016, the James H. Clark Auditorium in Conway, AR, came under new management after an 18+ year stint. Christopher Baker, an 8+ year music industry professional, made the jump from concert promotion to venue management. The auditorium, built in 1991, is the largest performing arts venue in Faulkner County with a capacity of 1,502. In the last year, the auditorium has taken on a few major updates.

The first major update was the first phase of an acoustical dampening treatment for the auditorium house. It consisted of the installation of large acoustical panels alongside the front bottom wall face of the balcony. This update has greatly improved acoustics that’s heard from the stage by performers.

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The next major update included updating the house mixing console from analog to digital and adding a wireless communications system to work in conjunction with the current wired system. The new audio management system consists of the Allen & Heath dLive S3000 flagship console and DM48 MixRack. The new wireless communication system is the Clear-Com DX-410, a newly designed two-channel digital wireless system that delivers an overall better experience in performance, range, and sound. All this translates to noticeably better sound in the building and a better operational experience for licensees.

## **Millennials in the Workplace and the Need for Servant Leadership**

Sean Daly

Johnson & Wales University - Denver

Over the past decade or so we have seen more and more organizations dedicate strategic spending to the development of human capital. As the human capital landscape within the American workforce continues to shift away from Baby Boomers to the Millennials organizational leadership must be prepared for a shift in values within the workplace.

Currently, the statistics show that within the next 12-14 years more than 10,000 baby boomers, many of them supervisors, will retire each day. Furthermore, as the Millennials generation begins to entire their thirty's the shift of this cohort taking a predicted 50% of the jobs out there has begun. This shift in human capital demographic will bring with it a shift in values as well. It is commonly understood that both Gen Xers and Millennials are less loyal to their organization, have a strong desire to move up in their careers, and are more than willing to seek opportunities within other organizations if the offer is deemed "better". If the research is accurate, than how ready are you and your organization to change how you manage your employees. Developing and fostering servant leadership within your organization may be the easiest and cheapest way to do so.

According to Barbuto and Gottfredson (2016) organizations can improve their ability to attract and retain top talent by promoting and training their leaders to become servant leaders. Many characteristics exhibited by servant leaders are connected with the values associated with the millennial generation. Research around Millennials in the workplace shows that they want frequent and candid performance feedback, have a lower level of knowledge out of high school than previous generations, want to view their manager as a friend, and want their manager to be supportive of their needs and interests. These values, while they are widely understood, are rarely connected with servant leadership behaviors. Servant leaders believe in putting the employees' needs above that of the organization. They focus on the needs and development of their employees above and beyond those of the organization. This makes servant leadership the perfect model for those looking to lead millennials.

A model of servant leadership developed by Barbuto and Wheeler (2006) helps us create a framework by which we can develop future training programs. Through a multidimensional research project that consisted of evaluating the behaviors of 88 leaders and collecting data from 388 of their employees they identified five behaviors that servant leaders exhibited: altruistic calling, emotional healing, wisdom, persuasive mapping, and organizational stewardship. Each of these, they explain, can aid organizations in developing a culture that millennials will enjoy and want to belong to. The following chart shows each dimension, its definition, and its connection with millennial values.

<u>Servant Leader Behavior</u>	<u>Definition</u>	<u>Millennial Value</u>
1. Altruistic Calling	A leader's demonstrated conscious choice to serve others.	A desire for their leader to look out for their best interest and provide support and development
2. Emotional Healing	A leader's ability to recognize when and how to facilitate the healing process	A desire to move up quickly in their careers.
3. Wisdom	A leader's ability to pick up cues from the environment and to recognize possible consequences and implications of their observations	A lack of organizational loyalty and propensity to move to another company

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Servant Leader

<u>Behavior</u>	<u>Definition</u>	<u>Millennial Value</u>
4. Persuasive Mapping	A leader's ability to use, and propensity to encourage other to use mental models and sound reasoning.	A desire to receive individual attention, support, and relationships from leaders.
5. Organizational Stewardship	The extent to which leaders prepare their organization to make a positive contribution in the community and society.	A desire to have meaning in their work and to be socially responsible.

source: Barbuto, J.E., and Gottfredson, R.K. (2016). Human capital, the millennial's reign, and the need for servant leadership. *Journal of Leadership Studies*, 10(2), 59-63.

In the end managers of today's venues should take into account the work of Barbuto and his colleagues. In their research they present ways in which training programs can be designed to encourage behaviors in the workplace that are attractive to top millennial talent. And when top talent, of any generation, feels connected to the culture of their workplace they will be happier, work harder, and retain at a higher level.

**Sean Daly**, M.Ed., Associate Professor Sports, Entertainment, and Event Management, College of Hospitality Management Johnson & Wales University – Denver, [daly@jwu.edu](mailto:daly@jwu.edu)

## **COX BUSINESS CENTER TULSA EXECUTIVE WINS HALL OF HEADLINES AWARD**



Kerry Painter

Cox Business Center Assistant General Manager Kerry Painter, CFE, CEM, CMP, won *Venues Today* most prestigious honor—a Hall of Headlines Award—in the leading entertainment and sports venue trade publication's annual program. Painter, who joined the SMG managed Cox Business Center in 2013, won in the Operations category and will be featured in the publication's December issue. The award is bestowed on individuals who have made a difference in the last 12 months in the facilities industry. All recipients are nominated by colleagues and peers before elected by *Venues Today* readers.

“Kerry is Hall of Headlines material, in part, because of her natural ability and desire to give back to other people – whether it's a professional in her industry needing guidance or a young person in her community at risk of losing a quality education,” said SMG Tulsa General Manager Jeff Nickler who submitted the nomination. “But, this past year she's shown Hall of Headlines material with her handling of multiple initiatives all while giving back and helping her team push forward to gain deserved recognition within its community and industry.”

## **American Airlines Center Has a New Vice President of Guest Experience**



American Airlines Center promoted Gina Chapa to Vice President of Guest Experience. In her previous 14 years at AAC, Gina held the position of Director of Guest Services.

## SMG TULSA HOLDS PREMIERE HOLIDAY EVENT IN REMODELED EXHIBIT HALL

On the heels of a successful non-profit gala in Cox Business Center's newly remodeled 102,600 square-foot, column-free exhibit hall, SMG Tulsa decided to hold its annual client holiday party to show clients the possibility of the space. The staff provided everything for the event (invitations/graphics, AV, catering, design, floral, etc.) for the "Champagne & Steel" themed event.



Past, current, and future clients were able to experience the potential of the space and SMG Tulsa was able to introduce them to new offerings for 2018, including a small plate menu and champagne bars. The space was filled with skyline images projected onto entire walls and screens, a DJ performed a set lifted above the crowd, and a variety of seating options (including soft seating in a lounge setup) were part of the "Top of the World" vibe.



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**Thank you to our newsletter contributors this month!**

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Holly Beal – Cox Business Center  
Laura Bennett – Frank Erwin Center  
Ryan Bonifas – Fair Park, Dallas Park and Recreation Department  
Kim Carmack – Austin Hwy Event Center  
Sean Daly – Johnson & Wales University  
Jeff Davis – IAVM Region 6 Assistant/Vice Director, College Park Center, University of Texas at Arlington  
Larry Gawronski – Topeka Performing Arts Center  
Justin Grimsley – Arlington Convention Center  
Meredith Imes – United Supermarkets Arena  
Melissa Koehler – American Airlines Center  
Lorna Luebbers - Schuler Shook  
Brian Nickerson – Allen Event Center  
Christine Pileckas – INTRUST Bank Arena  
Mollie Prince – Schuler Shook

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