



Newsletter

Colorado New Mexico Oklahoma Arkansas Texas Kansas Mexico

May 2018

Focus On What Is Important: Our People

By: Sean Daly

Johnson & Wales University – Denver

In all my years of being a member of the IAVM I have noticed that we spend a great deal time and energy on planning and achieving organizational goals. We devote resources to understanding our consumer, designing our venues and events, being up to date on the legal issues and risk management, and making sure we understand industry best practices in areas like food and beverage and talent buying just to name a few. The problem is that if you consider who we are and what we really do than why aren't we devoting an equal or greater amount of time to our own people.

The big question is: if your employees are constantly worrying about how they serve you (management) than how will they be able to serve the customer?

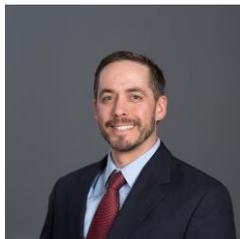
In essence it seems that we are often times more concerned about our financial bottom line than our people.

We know that people will spend more than 40 hours per week working and traveling to and from work. This will account for almost 30% of their life; and I'm sure this number is much larger when you take into account our industry and how many 60 – 80 hours per week we put in. Because people spend this much time at work they want and need it to be a place where they can be happy. I know that the term happy is not technically an HR term and I also know that we can't paint each person with the same happy brush; each individual enjoys different things. However, what we can do is **create a workplace that makes these people excited to come to.**

Creating a workplace that people are excited to come to is a critical piece to being a leader. Happy employees are more productive, manage stress and conflict better, and retain at a higher rate than those who are unhappy. But, what are you doing to make happy employees? Have you taken the time to get to know them to find out what makes them happy? Personally, I love my job, but what makes me happy isn't my pay. I'm not saying that I'd do it for free; I do understand my market value. I'm saying that if my employer wants me to be a happy employee it'll take more than just a paycheck.

I challenge all of you reading this essay to take the time to get to know what makes your employees happy and then follow through with your commitment to them. If you choose to disregard or dismiss this note as being hogwash than ask yourself this question: What impacts my bottom line more, poor productivity, a toxic culture, high employee turnover OR providing Monday morning donuts?

As usual, these thoughts are my own and don't reflect my employer's opinions or views. If you have any comments and/or questions please feel free to reach out to me for a chat!



Sean Daly, M.Ed.
Associate Professor & Director
Sports/Entertainment/Event Management
College of Management
Johnson & Wales University – Denver
sdaly@jwu.edu

SMG TULSA ROCKS! FOOD DONATIONS HELP SCHOOL CHILDREN DURING RECENT TEACHER WALKOUT AND COMMUNITY AT LARGE



The Cox Business Center kitchen crew produced food for the Community Food Bank of Eastern Oklahoma used on food trucks operated by the food bank to feed Tulsa area students during the recent two-week long teacher walkout. The SMG Tulsa staff made grilled chicken pasta with roasted vegetable marinara, garlic bread, and brownies for the students. Additionally, the team hosted the Community Food Bank “Empty Bowls” gala in April and donated over 19,000 pounds of food to the community through John 3:16 outreach efforts in 2017.

COX BUSINESS CENTER WELCOMES CHAS T. EMERSON AS SALES MANAGER AND MADISON DOBBS AS EVENT RELATIONS COORDINATOR



Chas T. Emerson has joined the Outrageously Excellent SMG Tulsa team as a Sales Manager. Emerson joins the team with over a decade of experience in hospitality, including serving as Director of Meetings and Catering Sales Manager at Crowne Plaza, and as a Sales Account Executive for Marriott. Emerson will focus on non-profit, government, corporate and social events and clients.



Madison Dobbs has joined the Event Services team at Cox Center Tulsa as an Event Relations Coordinator. Dobbs studied Hospitality and Tourism Management at Northeastern State University in Tahlequah, OK, and assisted, interned, and volunteered at her local Chamber of Commerce throughout her college years. Shas completed internships with both Hilton Worldwide and American Junior Golf Association.

COX BUSINESS CENTER EXECUTIVE SOUS CHEF SARAH LEAVELL WINS BRONZE MEDIA IN ACF COMPETITION



Left to Right: The bronze medal winning plate and Leavell (far right) during the cooking competition.

(This story continued on page 3...)

Cox Center Tulsa Executive Sous Chef Sarah Leavell recently competed in the American Culinary Federation (ACF) Competition in the “Hot Food Wildcard” category and earned a bronze medal. Leavell was presented with Cheshire pork loin and pork cheek as her featured ingredients in the hour-long competition hosted by Ben E. Keith and required to produce four identical plates. Her plate (pictured below) included Cajun Cheshire Pork Loin Roulade with Molasses Candied Sweet Potato, Bourbon Cheshire Pork Cheeks, Stoneground Goat Cheese Grits, Braising Jus, Pickled Blackberries and Sautéed Green Beans.

Final Four Scores Big for Alamodome

Combine thousands of devoted college basketball fans, Chamber of Commerce weather, an outdoor music festival, and a picturesque river walk, and what you end up with is one of the most fan-friendly Final Four weekends in recent memory. On Saturday, March 31 and Monday, April 2nd the Alamodome and the City of San Antonio played host to the 2018 NCAA Men’s College Basketball Tournament. And, it was an event for the records books. According to Alamodome General Manager Nicholas Langella, 68,257 people packed the Alamodome for Saturday’s games, and 67,813 fans watched Villanova prevail in Monday’s championship final. The 2018 Final Four was largest sporting event the Alamodome has ever hosted.



Getting ready for the mammoth event was a city-wide effort. Last year, the Alamodome underwent a \$60 million renovation--expanding the concourses and concession areas, adding four new video walls, enhancing WiFi and upgrading the sound system so that it could attract marquee events like the Final Four. “These enhancements are vital to maintaining and growing San Antonio’s ability to host major marquee sporting events,” said San Antonio City Manager Sheryl Sculley. The Final Four weekend is estimated to have brought in \$185 million for the city’s economy.

The Alamo City is ready to host the big dance again. Bids for both the Men’s and Women’s Final Four tournaments are currently in the works. According to ESPN studio host Peter Burns, “there are a few things that need to be written into law when it comes to sports championship locations. The Super Bowl should never go four years without being in New Orleans. The Final Four should never go four years without being in San Antonio.” The 2019 Men’s Final Four will be held in Minneapolis at the U.S. Bank Stadium



SMG/INTRUST Bank Arena Seeking Event Manager

SMG, the leader in privately managed public assembly facilities has an opening for an **Event Manager** at INTRUST Bank Arena. The Event Manager, controls and monitors the customer contact aspect of the facility. Plan, monitor, direct and manage the event coordination, and make needed changes to the police, medical technicians, and/or fire marshal’s schedules, in accordance with the show contract. Supervisor direct report(s), three (3) years related experience and/or training through event coordination or meeting planning; or equivalent combination of education and experience. Full job description at www.intrustbankarena.com.

SMG is an Equal Opportunity/Affirmative Action employer, and encourages Women, Minorities, Individuals with Disabilities, and protected Veterans to apply. VEVRAA Federal Contractor.

Apply online at: <https://select.adp.com> OR at www.intrustbankarena.com

SMG ANNOUNCES MARKETING STAFF CHANGES AT INTRUST BANK ARENA

The SMG-managed INTRUST Bank Arena is excited to announce the promotion of Amanda Shankle and the hiring of Lyndsey Edwards, both within the marketing & sales department.

Amanda Shankle was promoted to Marketing Manager in March. Shankle previously served as the Department's Marketing & Group Sales Coordinator since December 2013. In her new role as Marketing Manager, Amanda will work directly with show promoters to develop and implement integrated marketing plans for all INTRUST Bank Arena events, manage email marketing communications for the Arena's email database and supervise the Marketing & Group Sales Coordinator.



Amanda Shankle



Lyndsey Edwards

Lyndsey Edwards has been hired as the Marketing & Group Sales Coordinator and began with SMG on April 23. Lyndsey's responsibilities will include leading the group sales efforts for all arena events, developing and delivering social media and email marketing campaigns for Select-A-Seat and managing the marketing internship program. Lyndsey earned her Bachelor of Arts in Communication from Wichita State University and will graduate with a Master of Arts in Communication later this month. Edwards also completed a semester long marketing internship at INTRUST Bank Arena in the spring of 2017.

"We're very excited about the recent changes within the marketing & sales department with the promotion of Amanda and hiring of Lyndsey," said Christine Pileckas, SMG Director of Sales & Marketing. "Amanda's promotion was a very well-deserved and hard-earned one after being with our team for the last four years. She is a team player with a very admirable work ethic. We're also thrilled to hire Lyndsey for our Coordinator position, and as a previous marketing intern of ours, we're confident that the creative energy she brings to the table will be a tremendous asset to our team."

INTRUST BANK ARENA ANNOUNCES THIRD ANNUAL CHARITY DODGEBALL TOURNAMENT



INTRUST Bank Arena is excited to announce the return of DodgeBrawl, a one-day adult dodgeball tournament, on Saturday, July 14. This event, which is returning for its third consecutive year, allows teams to compete in an effort to raise money for a charity of their choice. Each winning team's selected charity/non-profit receives a financial donation on behalf of the tournament.

DodgeBrawl is a fun, double-elimination dodgeball tournament played on the arena floor of INTRUST Bank Arena. Teams consist of 6 to 10 adults, ages 18 and over, playing for annual bragging rights and the opportunity to win money for a local charity of their choice. Teams will also have the chance to win additional prizes and earn bragging rights through unique contests such as "Best Dressed Team" and "Best Team Name". A beer garden will be open for players and fans, and a live DJ will be providing the day's entertainment.

(Story continued on page 5...)

“DodgeBrawl adds a unique and rewarding perspective to the lineup of events we have at INTRUST Bank Arena,” said A.J. Boleski, SMG General Manager. “The atmosphere at the tournament is energetic and upbeat, and to top it off, we’re able to make financial donations to three local charities at the end of the day. After two years under our belts, I think our staff would agree that this is one of the most fun events we get to work.”

Early-Bird team registration is now open. Teams can register at the price of \$25 per player, with a minimum of six players comprising a team, now through Friday, May 25. Beginning May 26, team registration will increase to \$35 per player. DodgeBrawl is a great opportunity for local businesses and organizations in the community to organize a team of employees and compete for a cause with the goal of raising money for a charity of their choice. Fans are encouraged to attend to cheer on their friends and families; admission and on-site parking to attend the event and watch the tournament is free. For more information on DodgeBrawl or to register your team online, fans can visit <http://www.intrustbankarena.com/dodgebrawl>.

In 2017, 45 teams participated in the DodgeBrawl event and \$2,250 was donated to local charities and non-profit organizations. Charities that received financial donations on behalf of winning teams included Midian Shrine Plane of Mercy, Greater YMCA of Wichita and Kansas Humane Society.

INTRUST Bank Arena is proud to partner with iHeart Media, Channel 96.3, Alt 107.3 and KAKE-TV on DodgeBrawl 2018. Become a sponsor today; additional sponsorship opportunities are available. For more information, please contact Kandace Day at kandace.day@intrustbankarena.com or 316-440-9012.

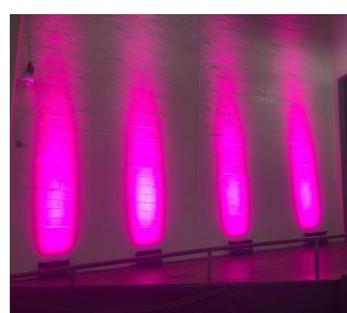
College Park Center seeks Technical Services Manager

The College Park Center at the University of Texas at Arlington is accepting applications for Technical Services Manager. This position directly oversees the planning and execution of production information for events, including sound, lighting, video broadcast and rigging; coordinates logistical information and communicates that information to stakeholders; schedules and supervises freelance crew members; oversees equipment maintenance, including developing and maintaining maintenance and replacement cycles; and provides general support to the operation of College Park Center. For a full job description and requirements, or to apply, visit the IAVM Career Center or <https://uta.peopleadmin.com/postings/5935>.

CONVERSION SPECIALIST OPENING AT ALLEN EVENT CENTER

Allen Event Center, a 7,500+ seat capacity multi-sport and entertainment arena, is accepting applications for the position of Conversion Specialist. We are looking for a dedicated, detail-driven individual to coordinate, oversee and participate in facility changeover based on events and various maintenance services. Allen Event Center hosts more than 100 events annually including concerts, graduations and tradeshow. The arena is also home to the Allen Americans ECHL Hockey Club. Become a vital part of the Allen Event Center team, go to <http://bit.ly/2rrdGZs> for more details.

WELCOMING P!NK TO A VERY PINK TOYOTA CENTER



Toyota Center welcomed back international superstar P!nk on April 27 & 28! There seemed to be a distinct color around the arena as crew and family arrived. Toyota Center staff turned the arena service level pink for the 2 sold out nights! P!nk, Carey, Willow and Jameson were also welcomed with a painting from a local Houston artist, an ice cream sandwich truck, balloons and some of their favorite wine and whiskey.

The acrobatic spectacle was met with rave reviews. For nearly two hours, P!nk entertained the Houston crowd for an incredibly fun and inspiring show. The Beautiful Trauma World Tour will return to Toyota Center for a third time on March 19, 2019.

United Supermarkets Arena Receives Top Athletic Honor



Pictured Left to Right: Eric Newell, Cindy Harper, Kent Meredith, Meredith Imes, Jarrod Trevathan, Delia Garcia, Jeremy Lunsford, Ronald Condez

The United Supermarkets Arena team was awarded the *Fearless Champion* award by Texas Tech University Athletic Director Kirby Hocutt. It recognizes a team of external employees who foster cooperation with employees internal and/or external to increase productivity and efficiency for Texas Tech Athletics and recognizes a team that has been a key part of Texas Tech Athletic success.

The 15,000 seat arena which operates 365 days a year has a fulltime staff of only nine people who work as a team to host numerous events throughout the year. This past season included a first time trip for their men's basketball team to the NCAA Elite Eight along with hosting the first ever basketball College GameDay.

According to Mike Ryan, Senior Associate Athletics Director/Facilities and Event Operations, "Their impact starts with practices such as setting up so that the basketball teams can get shots up and ensuing volleyball is ready to go. They also impact the university in a large way. Their jobs never stop. It is all of the time."

Not only does the arena team leave a large impact on the athletic teams who use the facility, but they also work to ensure that any event they host runs as smoothly as possible.

"If they are stressed, they don't show it. They must be like ducks because on the top of the water they are steady, calm, professional. Maybe underneath the water, there is a lot of stress but we don't see it, which is the sign of a really great teammate," said Robert Giovanetti, Senior Athletics Director/External Operations and Strategic Communications.

The staff enjoys the positive impact they are able to provide to those who walk through their doors, whether an athlete, guest or performer.

"Our staff doesn't do their jobs for accolades, they do it because they care; however, this award is an honor for us because one of our greatest partners, the athletic department, recognizes what we are doing behind the scenes for the overall success of so many," said General Manager, Kent Meredith.

iHeartCountry Festival Transforms the Frank Erwin Center for Fifth Consecutive Year!



Country music's biggest superstars along with over 14,000 fans came together in a live celebration of all things Country at the Frank Erwin Center on Saturday, May 15.

The Country music of the iHeartRadio app came to life with an extraordinary lineup including Luke Bryan, Keith Urban, Dustin Lynch, Cole Swindell, Maren Morris, Sugarland, Luke Combs, Billy Currington, Dan + Shay, Jon Pardi and Brett Young, with nationally-syndicated on-air personality, Bobby Bones returning as the official host of the iHeartCountry Festival main stage.

The day kicked off with the free Daytime Village at the iHeartCountry Festival Presented by Makers of Accu-Chek that featured live performances by Luke Combs, Brett Young, Ben Rue, Dylan Scott and Danielle Bradbery.

Fans were treated to surprise performances by “Yodel Boy” Mason Ramsey and Scotty McCreery and exclusive collaborations by Gavin Degraw and Brett Young, Bobby Bones and Sugarland, Cole Swindell and Luke Bryan, and Maren Morris and Keith Urban.



Call for 2019 Region 6 Future Leaders Conference Destination!

Region 6 is accepting interest in cities wishing to Host the “Future Leaders” Conference for January 2019.

This conference to be held every other year and is geared to our next-generation of facility managers. Destination must be easy to access for a drive-in attendee base, must be willing to provide facility free and F&B at cost. In exchange for F&B discount some comp registrations will be extended. **If you are interested and have the ability to meet these guidelines please send an e-mail to Kerry Painter at Kpainter@SMGTulsa.com by June 1, 2018.** And don't forget to mark your calendars to attend in January 2019!



Kerry Painter – CFE, CEM, CMP,
Region 6 Director
Assistant General Manager
Cox Business Center
KPainter@smgtulsa.com

Jeff Davis – CFE, CVP, CMP,
Region 6 Assistant Director/Vice-Director
Director/General Manager
College Park Center, University of Texas at Arlington
jeff.davis@uta.edu

Sherman Bass, CFE – Past Region 6 Director
General Manager
Amarillo Civic Center Complex
sherman.bass@amarillo.gov

Kyle Baun – Region 6 Treasurer
Vice President of Ticket Sales and Event Sales
Western Stock Show Association
kbaun@nationalwestern.com

Meredith Imes – Region 6 Scholarship Chair
Assistant Director
United Supermarkets Arena
meredith.imes@ttu.edu

Nick Zazal, CVP - Region 6 Secretary
Director, Events & Patron Services
Walton Arts Center/Walmart AMP
nzazal@waltonartscenter.org

Tim Seeberg – Region 6 Newsletter Editor/Distribution ‘Guy’
General Manager
Fort Smith Convention Center
tseeberg@fortsmithar.gov



Thank you to our newsletter contributors this month!

Holly Beal – Cox Business Center
Laura Bennett – Frank Erwin Center
Sean Daly – Johnson & Wales University
Jeff Davis – College Park Center, University of Texas at Arlington
Andrea DeLaune – City of San Antonio Alamodome
Kim Hillard – INTRUST Bank Arena
Brian Nickerson – Allen Event Center
Kerry Painter – Cox Business Center
Christine Pileckas – INTRUST Bank Arena
Hunter Segesta – Toyota Center

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