



Newsletter

Colorado New Mexico Oklahoma Arkansas Texas Kansas Mexico

May 2019

Spring Is In The Air And On Our Minds. Shouldn't VenueConnect Be On Your Mind As Well?

A Message From Jeff Davis, Region 6 Director

Happy May, Region 6! This time of year is very refreshing for me – warmer temperatures have returned, the grass is nice and green and the landscape is filling with colors. And in the office, we are beginning a long run of college and high school graduation ceremonies, where we celebrate accomplishments with graduates and their friends and families! Despite the busyness, it is a great time of year to refocus and renew.

There's another thing that is good to get done this time of year, and that is registering for VenueConnect. On the recent IAVM Board of Directors call, the IAVM staff shared that registrations are outpacing those from the past couple of years and the hotel blocks are filling. If you have not registered yet, now is the perfect time to do so. Just like the spring rains being refreshing for the environment, the professional development and networking with peers at VenueConnect can be rejuvenating in your career.

So, while you are stopping to smell the roses and admire the colors of spring, take a few minutes to register for VenueConnect and join us in Chicago this July. - Jeff

Save The Date For Region 6 Biennial Conference - Fayetteville - April 2020!



TULSA'S CONVENTION CENTER EXECUTIVE SOUS CHEF MEDALS IN NATIONAL CULINARY COMPETITION

Chef Sarah Leavell, Executive Sous Chef at Cox Business Center and BOK Center, won a silver medal in the Hot Food Division of the American Culinary Federation (ACF) competition and placed third overall in the division. The competition took place during the Oklahoma Food & Equipment Expo in Oklahoma City.



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Leavell isn't new to culinary competitions. She won a bronze medal in the same competition and category last year and received top honors in the Oklahoma Restaurant Association Culinary Cup competition in 2017. Leavell has also represented Oklahoma twice in the Chain des Rotisseurs Young Chef Southwest Regional competition.

"We're proud of Chef Sarah for both her winning medals and her winning heart," said Assistant General Manager Angie Teel, CMP. "Beyond creating wonderful meals for performing artists, convention attendees and gala guests at Cox Business Center and BOK Center, she also manages to find the time to pursue her passion for culinary competitions and give back to the community by mentoring young people."

An 11-year member of the ACF, Leavell is the secretary of the Tulsa chapter and a member of Phi Theta Kappa Society and National Technical Honor Society. She is a graduate of the OSU-IT Culinary Program and the Indian Capital Technology Center's ProStart Program. She now serves on both the ProStart and OSU-IT Culinary Program Advisory committees, and also mentors with the Nathan Hale High School Culinary program and recently taught basic culinary skills to a local Girl Scouts troop.

More Dropbox pictures here: <https://www.dropbox.com/sh/ypu9uphhtbifib5/AAATmlaDDXkJo9TJRijV0I8la?dl=0>

Topeka Performing Arts Center Seeks Director of Marketing

SUMMARY

The Director of Marketing will provide the leadership and management for all venue marketing efforts. This may include, but is not limited to, design and fulfillment of marketing and promotional materials, media buys, public relations, social media, website maintenance, event sponsorships, and other general marketing functions.

ESSENTIAL DUTIES

Refer to the following. Other duties and responsibilities may be assigned:

Create effective marketing materials to increase awareness of the venue including: preparation of annual membership campaign materials, coordination of marketing & PR campaigns for touring artists, design and implementation of venue marketing campaigns, taking a visible role in the community to enhance the image of the venue. Oversee design of advertising and promotional materials. Prepare marketing agendas and attend meetings as necessary within the role. Rotate as Manager on Duty and be present for other events as required. Develop marketing plans for the building and its events. Create and maintain marketing budget per fiscal year. Establish annual marketing goals and objectives. Gather, record, and compare event attendance monthly, quarterly, and year-to-date. Summarize monthly attendance, events, and economic impact for Commission. Forecast event attendance and economic impact to develop the annual budget. Direct public relations for events. Manage website development and maintenance. Develop and executive social media strategy and campaigns for the building and its events. Promote and sell event sponsorships and specialty seating. Perform other duties, functions and special projects as assigned by Executive Director.

Interested? Send resume and cover letter to: jwelch@topekaperformingarts.org

COX BUSINESS CENTER ANNOUNCES JENNIFER THORNTON AS DIRECTOR OF SALES

Cox Business Center is pleased to announce **Jennifer Thornton** has been appointed Director of Sales. Thornton will be responsible for attracting conventions, meetings, trade and consumer shows to the downtown Tulsa venue. She will also coordinate sales programs with VisitTulsa and the Tulsa Sports Commission, as well as key hotel partners to generate economic impact for the community.



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Thornton is a Tulsa native who joins the convention center—managed by SMG and owned by the City of Tulsa—from Colorado where she founded and operated a full-service event and marketing communications firm specializing in non-profit associations. An Oklahoma State University graduate who began her career in telecommunications before moving over to event planning and marketing, Thornton brings over 16 years' experience to the position.

“Cox Business Center will benefit from Jennifer’s sales and event experience,” said Assistant General Manager Angie Teel, CMP. “And the venue’s clients will benefit from her experience on the planner side. She’s joining an already successful team at the perfect time to spearhead more state and national meetings and conventions at the venue with the \$55 million VISION Tulsa renovation nearing completion.”

South Padre Island CVB Welcomes New Staff, Is Renovating, and Gearing Up

It’s a busy time here at the CVB as we roll out the welcome mat to new staff. If you happen to see them, please say “hello” and welcome them to the CVB family.



Ed Caum



Gene Rios



Elizabeth Rivera

Ed Caum: The City of South Padre Island and staff welcomed their new Director, Ed Caum, to the organization. Caum succeeds former Director Keith Arnold. Caum will lead the destination marketing organization and its marketing efforts in promoting South Padre Island to attract regional, state, and national convention and leisure visitors through creative sales, marketing and communications efforts. The South Padre Island Convention and Visitors Bureau is a division of the City of South Padre Island and the primary sales and marketing organization for the South Padre Island Convention Centre.

Gene Rios: With over 30 years’ experience, Gene Rios joins the CVB Sales team as the **Group Business Development Director** who will enhance the client experience through excellent customer service before, during and after their conference or meeting.

Elizabeth Rivera: With over 10 years’ experience, Elizabeth Rivera joins the CVB Sales team as the **Rio Grande Valley (RGV) Sales Manager** who will spearhead all ongoing efforts to continue and build new events, conferences and group meeting business across the Valley.

Teri Murphy (Not pictured): Our most recent hire and yet to start her role is Teri Murphy, who joins the CVB Sales team as the **Austin Sales Manager** and will also help build new events, conferences and group meeting business. She will be based out of the Convention Centre and cover the Austin Market.

New Renovations: South Padre Island Visitors Center

Small updates to equipment are taking place. AC, overhead lighting, carpeting, restroom, indoor/outdoor painting. Kiosks and touchscreens in the lobby are being evaluated and priced for the best possible user experience. Expected completion Summer 2019.

Events

South Padre Island and ProWatercross have partnered up for a 2019 National event this June! The City anticipates more than 1,000 participants, competitors and spectators and hopes to establish the southernmost beach destination in Texas as a 2020 championship event location. Thanks to our sponsors and we invite everyone out to enjoy this high-octane competition. For more information on ProWatercross South Padre Island, and all of our Summer events, visit www.sopadre.com/events.

Frank Erwin Center Staff Members Receive Two Awards at the Austin AWM Trailblazer and Excellence in Media Awards Gala

The Frank Erwin Center won two awards at the Alliance for Women in Media (AWM) Trailblazer and Excellence in Media Awards Gala on April 25. AWM began the Trailblazer and Awards of Excellence event in 1997 as a way to honor exceptional individuals in Austin media and its allied fields who have shown support for the organization. The Erwin Center won for Local Agency and staff member Melissa Taylor won the award for Local Agency Production Staff.



Melissa Taylor



L to R: Associate Director Liz Land with the Frank Erwin Center marketing staff; Melissa Taylor, Anna Wong and Romina Jara

The Erwin Center’s marketing team acts as an advertising agency for all public ticketed events at the venue. They conduct market research, develop marketing campaigns, place media buys, traffic spots and ads, create display materials and evaluate the effectiveness of campaigns. Members of the marketing staff include Romina Jara, Melissa Taylor and Anna Wong.

Melissa Taylor was recognized individually by AWM as the winner for Local Agency Production Staff. She studied advertising at the Academy of Art University and Communication Design and Art History at Texas State University. Melissa joined the Erwin Center marketing team in 2014 as a Graphic Designer and supports marketing and advertising efforts through graphic design and production.

“Our marketing team is extremely dedicated and talented and I am so proud of their awards from the Alliance for Women in Media,” said Liz Land, Associate Director for the Frank Erwin Center. “They are consummate professionals and work constantly to develop their skills and excel in their fields. We know how hard they work and it’s great to see their peers recognize this as well.”

The Frank Erwin Center, which celebrated its 40th Anniversary in November 2017, has served Central Texans with some of the best in live entertainment. The multi-purpose facility, located on The University of Texas at Austin campus, hosts a variety of events including concerts, theatrical performances, family shows and sporting events. It also serves as the home court for the Texas Longhorns Men’s and Women’s basketball teams.

Kenny Chesney and Red Neck Boots at Chesapeake Energy Arena (CEA)

Chesapeake Energy Arena in Oklahoma City hosted a packed house for Kenny Chesney’s Songs For The Saints Tour on Saturday, May 4. Combining the country genre with tropical island vibes, SMG management team gifted Kenny and MTG’s Louis Messina with a custom pair of Red Neck Boots – or cowboy boot-sandals!



Kenny Chesney



L to R: CEA Assistant General Manager Michael Owens, Kenny Chesney, CEA General Manager Chris Semrau, Goldenvoice’s Stacy Vee, and Messina Touring Group’s Louis Messina

Walmart AMP Launches Largest Season to Date



The Walmart AMP's season is heating up as legendary acts, returning artists and new music start to take the stage. The 2019 season is going to be the largest run of concerts to date.

To date, 33 concerts have been announced, and the concert season kicked off in April with Chris Tomlin and Santana shows. Music greats including Alabama, Earth, Wind & Fire, Yes – The Royal Affair Tour, and Maze featuring Frankie Beverly will grace the Walmart AMP stage this season. Other popular shows include Luke Combs, Hootie and the Blowfish with Barenaked Ladies, Chris Young, and Nelly, TLC and Flo-Rida.

The lineup also includes three cine-concerts featuring a live orchestra performing the scores. The AMP continues with the third installation of the *Harry Potter* series. New to the venue this year is the original Star Wars film, *Star Wars: A New Hope in Concert* and the *Game of Thrones Live Concert Experience*.

At the end of this concert season in November, construction for the expansion of the venue will begin. The expansion demonstrates Walton Arts Center's continued commitment to provide the best possible patron and artist experience. Work will be complete in time for the 2020 concert season. To see more images visit the [Walmart AMP Dropbox](#).

Much to Share and Celebrate About at the Eisemann Center

As the Eisemann Center enters the upcoming 2019-2020 season, there are many things to celebrate. In March, Custodial Supervisor Glenn Brown retired after 25 years of service to the City of Richardson. Glenn worked at the Eisemann Center prior to the building's opening in March of 2002, and kept the building in pristine condition for seventeen years, until his retirement in March. Since the first of the year, three full-time managers have been hired in various departments of the building. In January, Maryann Wegloski was hired as House Manager at the Eisemann Center, focusing on volunteer recruitment. In February, Roni Carrasco was hired as the Assistant Marketing & Development Manager, and in April, Caron Grant joined our staff as our second Full-Time Assistant House Manager.



L to R: Roni Carrasco & Maryann Wegloski

The Eisemann Center is partnering with the School of Arts, Technology and Emerging Communication (ATEC) at the University of Texas at Dallas, on a new project, Eisemann Edge. This is a special initiative we are undertaking thanks to the generosity of Ann and Charles Eisemann, through their newly established Eisemann Edge Endowment Fund. The Eisemann Edge project will be a collaborative effort to create innovative arts and technology programs and exhibits, allowing the North Texas community an opportunity to explore culture, technology and the Arts, in a new and exciting way. The first project of what will be a multi-year interactive arts experience will launch in March of 2020.

Two Allen Event Center Employees Earn IAVM 30|UNDER|30 Distinction



ROSS GIROUARD



CAITLIN SEVENER

Ross Girouard, assistant general manager of Allen Event Center, and Caitlin Sevener, event specialist at Allen Event Center, have been named members of the IAVM Foundation's 30|UNDER|30 Class of 2019. Each year, the foundation honors 30 of the best and brightest young professionals, 30 years of age and under, in the venue management industry.

Ross Girouard has excelled in multiple roles at Allen Event Center over the past six-and-a-half years and was recently promoted to Assistant General Manager.

"This recognition is well-deserved for Ross," said Bill Herman, general manager of Allen Event Center. "His expertise, professionalism and leadership have played an important role in the venue's success."

Caitlin Sevener has been with Allen Event Center for two years and has proven to be a quick learner. Recently, Sevener worked closely with clients and sponsors of the first-ever Overwatch League Home Games. The sold-out esports event drew international attention and brought over 9,000 fans to Allen Event Center.

"Caitlin has grown at such an incredible pace," said Kimberly Marriott, director of booking and events for Allen Event Center. "This recognition and the educational benefits that come from it will pay great dividends for Caitlin, the arena and our clients."

Girouard, Sevener and the rest of the Class of 2019, will convene for the first time at IAVM's *VenueConnect* Annual Conference and Trade Show in Chicago, July 21-24.

Allen Event Center Hosts First-Ever Overwatch League Home Games



Allen Event Center recently had the distinction of hosting the first Overwatch League home games in esports history. *The Bud Light Homestand Weekend* was held April 27-28 and drew the largest spectator crowd ever (9,000+) to watch a live regular-season Overwatch League event. The weekend featured 100 of the world's best esports players from eight international teams including the hometown Dallas Fuel.

"With teams coming in from across the globe including London, Paris and Seoul, we knew that Allen Event Center would be in the international spotlight," said Bill Herman, general manager of Allen Event Center. "Our staff began focusing on this event as soon as it was announced in December and put in countless hours to meet and exceed the high expectations of the league and the team."

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With a focus on communication and coordination, Allen Event Center staff worked closely with several event partners including production companies, labor providers, television broadcast teams, game server and networking crews and a pyrotechnics team.

“More coordination was required on this event than pretty much any other event we’ve done at Allen Event Center,” said Ross Girouard, CVP, assistant general manager of Allen Event Center. “Our Event Leads stayed in constant communication with their contacts at all the various organizations and agencies involved to make sure everything was covered and accounted for.”

To accommodate the event’s tech-savvy and mobile-driven fan base, Allen Event Center provided ten times its usual internet capacity to help with increased demands for streaming and social media connectivity.

The social buzz and economic impact of the event were felt throughout the city of Allen as fans patronized area restaurants, bars and especially hotels which saw a 25% occupancy pickup over the weekend.

More than a first-of-its-kind event, *The Bud Light Homestand Weekend* at Allen Event Center proved to be an experience to remember.

“Working with the Dallas Fuel, Overwatch League and their partners was a fantastic experience,” said Girouard. “Their professionalism and execution of their work is on par with professional leagues like the NFL or NBA and it showed in the event.”

“This was an incredible weekend on a number of levels,” said Geoff Moore, president of the Dallas Fuel. “We showcased this region’s passion for esports and delivered a high-energy, unique debut among the storied Dallas sports franchises.”

Fair Park/Spectra Seeking Sr. Irrigation Technician and Plumber

Spectra is seeking a **Sr. Irrigator Technician** for our operation at Dallas Fair Park, located in Dallas, TX. Performs journey level work in the installation, repair, and maintenance of irrigation systems on Dallas Fair Park property to ensure effective sprinkler system watering of park areas and playing field. The Sr. Irrigator Technician will also be responsible for designing sprinkler systems and studying design plans to determine layout and locations of proposed sprinkler heads and pipe locations, verifying design plans with topography to ensure consistency of blueprints with actual requirements of the location. Find the full job description here: <https://internal-comcastspectacor.icims.com/jobs/4404/sr.-irrigation-technician---fair-park/job>

Spectra is seeking an experienced **Plumber** for our operation at Dallas Fair Park, located in Dallas, TX. This is a highly skilled position requiring the incumbent to be responsible for all aspects of the installation, maintenance, inspection, operation and repair of the plumbing systems in the facility. The full job description can be found here: <https://internal-comcastspectacor.icims.com/jobs/4193/plumber---fair-park/job?mobile=false&width=1200&height=500&bga=true&needsRedirect=false&jan1offset=-360&jun1offset=-300>.

Located just two miles east of Downtown Dallas, Fair Park is the largest historical landmark in Texas and boasts one of the nation’s largest collections of 1930s art and architecture. The 277-acre campus is home to the State Fair of Texas, museums, The Cotton Bowl, an outdoor amphitheater, Music Hall at Fair Park (Broadway shows, ballet, opera), and over one thousand events each year.

Spectra, an industry leader in sports, entertainment and venue management, is dedicated to recruiting and developing individuals with the skills, experience, desire, and values to contribute to the continued growth and success of our organization. Together, with our 250+ sports & entertainment venue partners, we transform events into experiences! These experiences create excitement, turn heads, and make memories. Join us! You can learn more about Spectra at www.spectraexperiences.com.



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Thank you newsletter contributors this month!

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Larry Gawronski – Topeka Performing Arts center
Brian Nickerson – Allen Event Center
Jennifer Wilson - Walton Arts Center & Walmart AMP
Anna Wong – Frank Erwin Center
Alisha Workman - City of South Padre Island Convention & Visitors Bureau

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