



# Newsletter

Colorado New Mexico Oklahoma Arkansas Texas Kansas Mexico

November 2019



## Blaze YOUR TRAIL

Region 6, get ready for our Biennial Conference!

April 5 - 8, 2020

Fayetteville, Arkansas

We have exciting things in the works for this year including cutting-edge educational sessions, state of the art facility tours and networking opportunities; all in the beautiful backdrop of the Ozark region. Read on to see more about what is planned for April 2020.

We have an exceptional line-up including relevant topics to help you succeed at work. The following list is a sneak peek of some of the topics you can expect:

- [Arts & cultural growth of NW Arkansas](#)
- [Diversity, equity, and inclusion](#)
- [Marketing and social media](#)
- [Guest services for those with special needs](#)
- [Young professional career development](#)
- [Sustainability efforts in venues](#)
- [Keynote speaker focusing on the mental health of employees in the venue management industry](#)

Northwest Arkansas has lots facilities and we will be able to tour several of those relevant to the area:

- Walton Arts Center
- Donald W. Reynolds Razorback Stadium, home of the Arkansas Razorbacks
- Faulkner Performing Arts Center
- Walmart Arkansas Music Pavilion (AMP), featuring a renovation construction tour
- The Momentary, a brand new modern art museum and live performance venue, scheduled to open February 2020

There will be many opportunities to network including two evening receptions at the breathtaking Walton Arts Center and Crystal Bridges Museum of America Art.

The Graduate Fayetteville <http://www.graduatehotels.com/fayetteville> is offering affordable rates of \$119/night for April 3-4 and \$99/night for April 5-8, this is the perfect time to book your hotel. You can also extend your stay for \$99/night through April 12. Come early to check-out the beautiful Ozark region! With lots of activities available we are also planning on offering optional excursion activities, on top of your registration, for Sunday, April 5.

We hope you join us in Fayetteville this April! Be on the lookout for [registration information](#), coming soon!



Be sure to follow IAVM Region 6 on social media!

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## Write Your Own Chapter!

Happy (Finally) Fall, Region 6!! Yes, fall is *finally* in the air. The sounds of football, brisk mornings, fall colors, shorter days and pumpkin spice *everything*.... It's the time of year where my focus shifts towards the upcoming holidays, and I start looking forward to the many gatherings with family and friends.

Speaking of friends and family... my Region 6 friends and family... there are many opportunities for us to spend time together and network through chapter meetings. For a few years, many of us in the Dallas-Fort Worth area have been talking about starting chapter meetings back up, but for one reason or another, it hadn't happened. This fall, I challenged my staff to host a meeting with the goal to help re-launch chapter meetings in the area. This past month they did just that, and I was excited that within a couple days following the meeting, three venues in the DFW area reached out and expressed interest in hosting a future chapter meeting!

Chapter meetings do not have to be complicated. We chose a short program, focusing on a single topic followed by a happy hour. (You'll find more details later in the newsletter on our program.) Other options could be a half-day or even a full-day program with a couple different sessions, panel discussions or presenters. They can be formal or informal, and they provide a great way to introduce non-IAVM members in your area to some of the education and networking opportunities available through IAVM and our region.

If the idea of a chapter meeting for your area sounds interesting, I challenge you to take the lead and be a host. I, or any of our region officers, would be happy to provide some guidance and ideas for hosting, and IAVM has some great online resources on chapter meetings – just look under the Region 6 page. Be sure to let me know if you decide to host one – we'd love to share the details with others in the region and provide some IAVM resources that can be shared with attendees.

And speaking of spending time with our Region 6 friends... don't forget the Region 6 Conference in Fayetteville, April 5-8, 2020. The conference planning committee has been hard at work organizing what will be a phenomenal program, and I look forward to seeing each of you there!

Happy Fall,  
Jeff Davis, CVE  
Region 6 Director

## College Park Center Hosts IAVM DFW Chapter Meeting



On October 16, the staff at The University of Texas at Arlington's College Park Center welcomed over 30 IAVM representatives from all across DFW for an afternoon of networking and sharing of knowledge (along with snacks). Jeff Davis, Executive Director of UTA's Special Events Facilities, addressed the members in the College Park Center hospitality suite and gave updates on the DFW chapter.

Jeff then introduced Danny Whittington, who gave an informative presentation about autism awareness. Danny used firsthand examples to emphasize the importance of event venues being able to recognize and appropriately respond to incidents during events involving persons with autism spectrum disorder (ASD). Danny has trained police and fire departments across the country on best practices in interacting with persons with ASD.

The meeting concluded with a reception in the College Park Center Parkview Concourse where members enjoyed conversation and refreshments.

## TWO WINS IN A WEEK FOR TULSA'S COX BUSINESS CENTER

Cox Business Center has been honored with *ConventionSouth's* annual Readers' Choice Award, and celebrates a seven-time win as one of the best meeting sites in the South. The downtown Tulsa venue also celebrates similar recognition from trade show and corporate event planners with its inclusion in *EXHIBITOR Magazine's* "2020 Centers of Excellence" award and declaration as a top 20 convention center in North America.



"What an honor to be selected seven times by meeting planners as a 'Best Meeting Site' and to also receive recognition this week as a top 20 convention center in North America," said **Cox Business Center General Manager Casey Sparks**. "These honors are a testament to both the dedication and expertise offered by our staff, and the hospitality offered to meeting planners and attendees by the entire city of Tulsa."

The industry recognition comes as the ASM Global managed facility nears completion on its \$55 million renovation to further accommodate state and national trade shows and corporate meetings.

## CINTERMEX WAS RECOGNIZED FOR ITS CORPORATE SOCIAL RESPONSIBILITY



We'd like to share with you that on October 9, we received recognition as an institution of corporate social responsibility, which was awarded by the Mexican Philanthropic Association CEMEFI (Centro Mexicano para la Filantropía). This took place in the context of the 3<sup>rd</sup> International Forum for Socially Responsible SMES ("3er Foro Internacional de PyMES Socialmente Responsables"), where more than 800 Mexican and Latin American companies received awards.

This award is a great achievement for CINTERMEX and all our collaborators because it implies a commitment to the society and environment, from the inside of our organization to the external public.

We hope you will join us in the diverse activities that we are offering through CINTERACCIÓN, a movement in which we encourage and promote social responsibility. At the same time, we'd like to invite everyone to register in the introductory workshop for RSE 2020, which will be hosted at CINTERMEX and, more importantly, to adopt this culture in your organizations, to promote an inclusive community in every way.

## **Frank Erwin Center Staff Takes 7 Star Service Training Program**



*7 Star Service Founder Ruby Newell-Legner  
and Frank Erwin Center Director Jimmy Earl*

Last month, the Frank Erwin Center brought customer service expert Ruby Newell-Legner to train staff in her 7 Star Service Training Program. Training focused on teamwork and creating a service-centric culture for employees and fans. With insight, enthusiasm and humor, Ruby motivated staff to improve the customer experience with an interactive and fun learning process.

“Customer service is one of the biggest priorities of the Frank Erwin Center. We are extremely grateful to have consummate professional Ruby Newell-Legner share her techniques for creating a next-level experience for everyone who enters the building,” said Erwin Center Director Jimmy Earl. “Our staff was very receptive to her 7 Star method, and we are excited to enhance the world-class service at our facility.”

## **Midland County Horseshoe Welcomes Rosie Garcia as Associate Director of Administration**



Rosie Garcia joined the Midland County Horseshoe Team on October 1, 2019. Garcia has been a Midland resident for over 30 years. Prior to joining the team, she worked for the City of Midland Code Enforcement Department for 23 years. Garcia has successfully managed several entrepreneurial businesses where she shares her passion for people and community. As Associate Director of Administration, Garcia will streamline management systems, manage financial standings, and oversee day-to-day logistics.

## **Midland County Horseshoe Congratulates Vanessa Ramos on her Promotion to Associate Director of Marketing, Promotions, and Sponsorship Sales**



Vanessa Ramos has been with the Horseshoe since July 2015. Ramos began as Event Technician and most recently served as Associate Director of Administration. Ramos' dedication, commitment, and expertise make her the perfect candidate to manage this role. In this position, Ramos will become further involved with her hometowns' continuous growth and enhancements for all locals and visitors. Ramos will be responsible for coordinating marketing strategies, manage social media efforts, and the Horseshoe's sponsorship programs.

## Allison McNamara Receives CVP Designation



The City of Fort Worth's Public Events Department is proud to announce that Allison McNamara has recently received the Certified Venue Professional (CVP) designation through the International Association of Venue Managers. The CVP designation says three important things about an individual: he or she is a capable professional, is committed to the industry, and is pledged to continued professional growth and development. Venue professionals who earn the CVP designation are recognized, by those inside and outside the industry, as skilled in their profession. Allison has served as a Public Events Coordinator and Senior Account Technician in her 13 years of service at both Will Rogers Memorial Center and the Fort Worth Convention Center. Please join us in congratulating Allison this accomplishment.

## Coppell Arts Center brings VARIDESK to the table as a Cornerstone Sponsor & expands its team while gearing up towards a May 2020 Grand Opening



On October 16th, Alex Hargis, managing director of the Coppell Arts Center, announced the Center's first corporate partner sponsor, VARIDESK of Coppell, TX. The Center is a new entertainment venue for live music, theatre, dance, art exhibitions, and more. Designed by Corgan Associates, the Center will feature two performance spaces, an art gallery, a reception hall, an outdoor stage, and an education wing. VARIDESK will become the naming sponsor of the education wing of the new Center, now called the VARIDESK Studio Workspace.

VARIDESK is a workspace innovation company with headquarters in Coppell, TX. "As a longtime Coppell resident and a parent of some very artistic children, I look forward to bringing our philosophy to the way people experience the arts at the new Center and working with other great companies along the way," said founder and CEO, Jason McCann. "The success of the Center will be determined by how effectively we engage with our community," said Alex Hargis. "Jason McCann has been an incredible champion, and the VARIDESK contribution will help us provide artists with the resources they need to create and present incredible work." This is the first of many partnership announcements to come for the Center.

As the Coppell Arts Center gears up for its May 2020 opening, the team is growing. In October, the Center hired Bryan Nortin as the production supervisor and Ginene Delcioppo as the marketing and ticketing supervisor.



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Bryan is a native Houstonian who relocated to Dallas in early 2019. His expertise derives from working in technical theatrical production for over 18 years. He will be managing all the technical details of the Center's performances, events, and exhibits. Bryan has 2 children, Bennett and Madeleine, and he is thrilled to be joining this team and creating a beautiful new home for the arts in Coppell. Ginene Delcioppo is also new to Texas, relocating in July 2019 from New York with her family. Bringing over 20 years of working experience in theme parks, Broadway, television and film, she is excited to share her expertise in marketing to be a part of the team opening a brand-new Arts Center that will bring world class entertainment right to Coppell's doorstep.

### **Coppell Arts Center is seeking more talented individuals to join their team.**

- **Event Services Supervisor** is a Full-Time position that will provide professional client services in the planning, organizing, and managing of internal and external events that include private rentals, presenting ticketed performances, and the food and beverage program.
- **Patron Services Supervisor** is a Full-Time position that will be responsible for managing front of house staff and the resources necessary to ensure excellence in service, safety, and comfort for all individuals who attend performances and events at the Center. This position will also oversee custodial and parking vendors.

To learn more about these positions and apply, please visit our Career page: <https://www.coppellartscenter.org/careers>

## **Walton Arts Center Names Taylor Harrison Speegle Vice President of Development**



Taylor Harrison Speegle has been promoted to fill the position of vice president of development at [Walton Arts Center](#). Speegle has served as the interim director since January 2019.

Speegle is responsible for leading the Walmart AMP and Walton Arts Center's development team as they work to increase contributed income to more than \$7 million to fund arts education and community programming at Walton Arts Center.

"We are thrilled to have Taylor leading our development team," said Peter B. Lane, Walton Arts Center president and CEO. "His experience in a variety of jobs with the organization is invaluable, giving him a deep understanding of and commitment to our mission."

Previously, Speegle served as director of development for the Walmart AMP and later as director of corporate relations for Walton Arts Center and the Walmart AMP. Under his leadership the total number of corporate sponsors grew by 30 percent in three years. He has also played a key role in producing Walton Arts Center's three fundraisers – Art of Wine, Masquerade Ball and AMP Fest. Speegle will continue to lead Walton Arts Center's Corporate Leadership Council in his new capacity.

Speegle was named to *Arkansas Business Journal's* 2018 40 Under 40 Class, a recognition that honors the state's rising leaders in business and politics. He also completed the inaugural *Arkansas Business* Executive Leadership Academy in 2018.

Speegle earned his bachelor's degree from the University of Arkansas in drama. He worked for Walton Arts Center from 2008-10 before leaving to pursue a master's degree at Carnegie Mellon University in production management and technology.

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“It is truly an honor to work with such an incredible team of people at Walton Arts Center and Walmart AMP. I am thrilled to be taking on this new leadership role within the organization,” Speegle shared. “I’ve enjoyed bringing people and businesses together to support Walton Arts Center, the Walmart AMP and the arts in Northwest Arkansas over the past few years. As we look ahead to the future of our organization, it is critical that we think creatively and deepen our relationships to ensure that we continue to serve our community with access to great performing arts.”

He is married and lives in Fayetteville with his wife, Jill, and two daughters, Ollie and Mia.

## **SPECTRA ADDS FOUR INDUSTRY VETERANS TO FAIR PARK STAFF**

Spectra, managers of Fair Park—a 277-acre National Historic Landmark in Dallas, recently added four industry veterans to the Fair Park team: Andrew Klingsporn as Senior Manager of Operations, Bryan Shearon as Senior Box Office Manager, Robin Martin as Staff Accountant, and Samuel Saenz as Audio Visual/Operations Coordinator.



Andrew Klingsporn



Bryan Shearon



Robin Martin



Samuel Saenz

Andrew Klingsporn comes to the Spectra family from the Cotton Bowl Athletic Association (CBAA), where he most recently served as the Vice President of Operations at AT&T Stadium. In this role, he oversaw team operations for all neutral site games at AT&T Stadium, and worked with major events, such as Super Bowl XLV, Goodyear Cotton Bowl Classic, Dr. Pepper Big 12 Football Championships, NCAA Men’s Basketball Final Four, the NFL Draft, as well as the inaugural College Football Playoff National Championship Game. As the Senior Manager of Operations at Fair Park, he is involved in the daily park operations, including the horticulture and audio/visual capacities of the park. Klingsporn holds a B.S. in Sport Management from the University of Texas and an M.S. in Sport Administration from the University of Florida.

Bryan Shearon is the new Senior Box Office Manager. Shearon will oversee the implementation of a new campus-wide ticketing platform, powered by Paciolan, and will manage the ticketing operation at Fair Park and its venues, including the historic Cotton Bowl@ Stadium. The five-year Spectra employee comes to Dallas from Amherst, MA, where he was the Box Office Manager at the Mullins Center on the campus of the University of Massachusetts – Amherst. Before becoming the Box Office Manager at the Mullins Center, Shearon was the Assistant Director of Tickets at the Chartway Arena at ODU in Norfolk, VA, and Box Office Manager at the Stride Bank Center in Enid, OK. He also has a background in Collegiate and Minor League Baseball Ticketing & Sales and Team Operations. Shearon received his B.A. in Management from the University of Central Florida in 2013.

Robin Martin is the new Staff Accountant at Fair Park for Spectra. Martin recently worked in the same role at the Kay Bailey Hutchison Convention Center in Dallas. Prior to her move to Dallas, she was Spectra’s Director of Finance at the Hill Country Youth Event Center in Kerrville, TX. Martin is originally from Minnesota, where she worked for 20 years in the accounting department of Thomson Reuters.

Samuel Saenz, the new Audio Visual/Operations Coordinator at Fair Park, comes to Spectra from the City of Dallas Office of Cultural Affairs, where he was responsible for all building maintenance at the Morton H. Meyerson Symphony Center in Dallas. Before this, Saenz was the Technical Director at the Latino Cultural Center and the Majestic Theatre. Saenz recently retired from the U.S. Army Reserve, where he served as a Helicopter Mechanic for 24 years. In his new role, Saenz will assist with all audio and visual initiatives at Fair Park.

## Nestle Toll House Cafe by Chip Opens at College Park Center

College Park Center at UT Arlington has expanded their concessions offerings by adding the new Nestle Toll House Café by Chip. Adding to fan favorites Ted E's Grill, Tex Mex and BBQ, the Nestle concept offers various cookies, cupcakes, ice cream sandwiches and other sweet treats.



Former Dallas Cowboys player Charlie Williams and wife Sharonda Williams bring the franchise to College Park Center. The Nestle concept opened for business at the first UTA Men's Basketball game against UT Dallas on November 5, and will be offered for every basketball game in the Mavericks' 2019-20 season as well as for concerts and other events held at College Park Center.

## ASM Global - DESTINATION EL PASO SEEKS TO FILL VARIOUS POSITIONS

**ASM Global**, the leader in privately managed public assembly facilities has an immediate opening for the following positions at Destination El Paso, featuring nationally recognized venues including: El Paso Convention Center, Abraham Chavez Theatre, Plaza Theatre Performing Arts Centre, McKelligon Canyon and Pavilion.

### Facility Sales and Catering Manager

*Position Summary:* The Facility Sales and Catering Manager is responsible to enhance economic and social growth in El Paso by marketing, promoting and developing new business for Destination El Paso and the City through networking and developing sales in order to obtain goals.

*Education and Experience:* Bachelor's degree in Hotel, Marketing and/or Business Administration, or closely related field. Two years of sales experience (preferably in catering sales), Equivalent in directly related work experience may be substituted. Have a proven record of accomplishment of successful meeting and convention selling, as well as a steady progression of increased responsibilities or college education or equivalent combination of education and experience.

### Food and Beverage Catering Manager

*Position Summary:* The Facility Sales and Catering Manager is responsible for overseeing full time, part-time and contract employees performing food and beverage services for the facility and events by performing the following duties personally or through subordinate supervisors/employees which manages the El Paso Convention & Performing Arts Center, the El Paso Convention & Visitor's Bureau, McKelligon Canyon Amphitheater, The Plaza Theater, and the El Paso Film Commission.

*Education and Experience:* Three to five years of related experience and/or training or equivalent combination of education and experience. Previous supervisory experience in a similar venue. Strong communicator: must be able to communicate clearly. Demonstrate ability to control costs, generate increased revenue and manage accounts payable/receivable and financial reporting. Strong written, verbal and interpersonal skills needed. Ability to function in a fast paced, team-oriented environment. Ability to manage several direct reports. Working knowledge of Excel, Word and POS Systems. TACB certified. Management Food Handler Certified.

**For the complete job descriptions or to apply, visit:** <http://www.elpasolive.com/contact/jobs> or contact Emilio Velez, Human Resources Manager at: [EVelez@destinationelpaso.com](mailto:EVelez@destinationelpaso.com)

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

## Gulf States Toyota Celebrates 50 Years At Toyota Center



Gulf States Toyota celebrated their 50<sup>th</sup> anniversary at Toyota Center on October 12. The spectacular celebration included performances by Chuck Wicks, Goo Goo Dolls and Flo Rida. The event was attended by Gulf States Toyota and Friedkin Group employees. Since opening in 2003, Toyota Center and Gulf States Toyota have built a strong partnership that includes the naming rights to the building. Toyota Center congratulates Gulf States Toyota on 50 years and look forward to their continued partnership.



## Toyota Center Welcomes Back Doug Hall



Toyota Center is excited to welcome back Doug Hall as Senior Vice President and General Manager. Hall returns after serving as Vice President and General Manager from 2002-2009, which included successfully opening the building. Since leaving in 2009, Hall went on to serve as the Executive Director of the 2011 Houston Final Four Local Organizing Committee, General Manager of BBVA Compass Stadium, President and CEO of the 2016 Houston Final Four Local Organizing Committee, Executive Vice President of Operations for the 2017 Houston Super Bowl Host Committee and most recently as the Vice President of Special Projects at the Harris County Houston Sports Authority. With over 25 years of experience in the facility and event operations industry, Toyota Center is excited for the future with Hall back at the helm. Toyota Center looks forward to an exciting 2020 that already includes world-class concerts, the NCAA Men's Basketball South Regional and the finish of another strong Houston Rockets season.

B.B.F.N! Bye-bye for now!



Jeff Davis – CVE, CMP

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**Thank you newsletter contributors this month!**

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Julian Bowman – Spectra, Fair Park

Jonathan Carroll - College Park Center — Texas Hall — UTATickets, The University of Texas at Arlington

Jeff Davis - Region 6 Director, College Park Center — Texas Hall — UTATickets, The University of Texas at Arlington

Ginene Delcioppo – Coppell Arts Center

Elyssa Garza – Frank Erwin Center

Wanda Huerta – Cintermex International Convention Center

Meredith Imes – United Supermarkets Arena – Region 6 Assistant Director

Melinda Landry – Amarillo Civic Center Complex

Ashley Peacock – Cox Business Center

Vanessa Ramos - Midland County Horseshoe Arena-Pavilion-Amphitheater

Hunter Segesta – Toyota Center

Emilio Velez - ASM Global -DESTINATION EL PASO

Jennifer Wilson - Walton Arts Center & Walmart AMP

Anna Wong – Frank Erwin Center

Andrea Wright - City of Fort Worth – Public Events Department

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