



Newsletter

Colorado New Mexico Oklahoma Arkansas Texas Kansas Mexico

September 2019

Smart Financial Centre welcomes its one millionth customer!



L to R: Smart Financial CEO Larry Seidl, Maureen Kersten (the one millionth fan) with husband, Smart Financial Centre GM David Skinner, Sugar Land Mayor Joe Zimmerman

On Thursday August 29th, the one millionth ticket buyer came through the doors at Smart Financial Centre, just two years and seven months since its opening in January 2017. A special ceremony was held prior to Rascal Flatts taking the stage in which Sugar Land's Mayor Joe Zimmerman issued a City proclamation touting this milestone. Joining him were Smart Financial Centre GM David Skinner, Smart Financial CEO Larry Seidl and the one millionth fan Maureen Kersten. Maureen was presented with an autographed Rascal Flatts guitar and a suite for a future show.

Smart Financial Centre is currently ranked 7th in the world for venues under 10,000 seats and has consistently been a top 10 venue since it's opening. Smart Financial Centre was recently brought into the Ambassador Theatre Group's portfolio of North American venues adding to an impressive and growing stable of venues throughout the world.

Smart Financial Centre has provided a state-of-the-art venue for live performances in Sugar Land, Texas (a southwestern suburb of Houston) and has hosted a wide array of programming, including nationally and internationally celebrated musicians and comedians— including Dave Matthews, Sting, Rod Stewart, Kiss, Jerry Seinfeld, Steve Martin, The Killers, Anita Baker, Lionel Richie and many others—along with family shows, theatrically staged Broadway productions and cultural performances. The 200,000-square-foot venue's moveable walls allow for intimate performances for 2,000 guests or theater seating for up to 6,400 guests.

“Since we opened, Smart Financial Centre has continued to raise the bar in Sugar Land and the greater Houston area by providing popular and diverse programming, creating a place for all people,” **said David Skinner, general manager of Smart Financial Centre.** “Being ranked consistently in the top 10 in the world for ticket sales is a source of great pride and a testament to the hard work and dedication of the staff, our incredible relationship with the City of Sugar Land and community leaders and our invaluable partners such as Smart Financial, Mercedes Benz of Sugar Land, Memorial Hermann, Silver Eagle Distributors-Bud Light, Engie, Xfinity and Pepsi. Looking forward, we will continue to work hard to bring the best talent in the world to our stage and further ingrain ourselves in this vibrant and diverse community.”

In addition to the festivities on stage, Smart Financial Centre used this milestone celebration as a way for key sponsors to participate and increase visibility. Naming rights sponsor Smart Financial Centre printed commemorative t-shirts for the 1st 500 fans and a pre-show party was held in the suite level with Crown Royal tastings, Mercedes Benz of Sugar Land and Luminess activations and a shoe shine stand to spiff up patron's cowboy boots in time for Rascal Flatts taking the stage!

More information about Smart Financial Centre can be found at the press kit here: <http://bit.ly/31w5jvj>

Retirement celebration to honor Feleshia Cochran



A retirement celebration honoring Feleshia Cochran was held on **Aug. 23** at the Fort Worth Convention Center Beltbuckle Lobby.

Cochran began her career with the City of Fort Worth 22 years ago in the HR Department. In 2001, she was hired as the Public Events operations manager and then was promoted to assistant director of sales and eventually to general manager at the Convention Center.

Director of Operations, Cynthia Serrano, will be the acting GM.

Feleshia's retirement plans are to focus on her granddaughter and pursue her passion for baking.

Cochran has requested that any donations for her retirement celebration be given to the **Public Events Heart Walk team, the PED - Clot Busters**. For more assistance with donating, contact **Vicki Mitchell** at 817-392-2740.



Investing in the IAVM foundation always goes to a great cause, including supporting outstanding industry leaders, women in leadership, diversity in leadership, and the development of young professionals. Giving through the **#T4T** giving campaign specifically goes toward ensuring the young professionals which hold the keys to the future of our industry are able to obtain the training and education they need to succeed.

The young professionals of today and tomorrow are the future of IAVM, our Region, the Foundation, and of our industry. To support the development of young professionals in the future and on behalf of **#MillennialsEngage: INVEST IN YOUR FOUNDATION TODAY!**

The process is quick and easy, and you can *make a donation in whatever amount you're comfortable giving*. Can you only spare the cost of a coffee purchase? No problem - donate \$5! Are you able to give a larger sum after being paid? Great - drop \$50 or \$100! Aren't able to give right now? That's alright - *share this campaign with your friends, family, and colleagues* who may be able to contribute! If everyone gives a small amount and gets just three more people to do the same, we can meet our goals in **NO TIME!**

We appreciate you investing to young professionals and encourage you to please share this campaign. Thank you for all that you do IAVM Region 6!

[CLICK HERE TO INVEST IN YOUR FOUNDATION TODAY!](#)

#MillennialsEngage #T4T #Today4Tomorrow #IAVM

Position Opening – University of Denver - Ritchie Center Events & Facility Operations Manager

The Ritchie Center Events & Facility Operations Manager is responsible for delivering an excellent customer experience for all Ritchie Center guests with an emphasis on small events, facility rentals (excluding ice rentals) and facility operations. This includes, but is not limited to: execution of events and rentals, developing client and prospective client relationships and proposals, ensuring events and rentals are properly supervised, resolving customer service issues and concerns, handling incidents and accidents in a professional manner, ensuring compliance with Ritchie Center operational protocols and facility sets and operating within approved University budget parameters. This position is responsible for managing to a level of excellence in all areas including Customer Service, Staff Management, Risk Management, Program/Event Execution, Planning and Professionalism.

Interested applicants should apply at jobs.du.edu and search for the position title or search under Division of Athletics and Recreation. All applicants must apply online. Interested applicants with questions should contact Ali Houlis, Assistant Director of Scheduling, Events, & Retail at Alexandra.Houlis@du.edu or 303.871.7577.



BOK CENTER CLOSES OUT FISCAL YEAR AS ONE FOR THE RECORD BOOKS

BOK Center has a reputation of breaking records and being considered one of the world's busiest concert destinations. The venue recently ended their 2018-2019 fiscal year with their second busiest and most profitable year to date, falling short only to 2015 when BOK Center hosted Garth Brooks for seven sold-out performances.

Over the past year, the award-winning arena not only continued to make headlines for ticket sales, but also hosted and produced many "firsts" for Tulsa.

- First ever NHL pre-season game with the Dallas Stars versus the Florida Panthers
- Selling out three, first-time arena headliners with rising country music superstars: Chris Young, Cody Johnson and Luke Combs
- Cirque Du Soleil's first ice show, "Crystal"
- Hosted first major Latin show with global icon, Ozuna
- Kicked off both Fleetwood Mac's Fall Tour and Zac Brown Band's Spring Tour

"We are so thankful for the concert promoters and agents who continue to believe in the Tulsa market and the fans that continue to sell out shows," said BOK Center General Manager Casey Sparks. "It is an honor that one of the world's top arenas is in Tulsa and that is testament to our regional ticket buyers, sponsors and corporate partners that have supported this venue from day one."

BOK Center had its hands full with many of these first time events, but also ended up saying "Farewell" to two global music icons, Elton John and Bob Seger. Both icons each performed in Tulsa one last time in the first half of 2019. In addition, BOK Center's regularly scheduled programming featured blockbuster events with Imagine Dragons, Def Leppard/Journey, Panic! At The Disco, Bruno Mars (2 sold-out shows), Travis Scott, Trans-Siberian Orchestra, Kelly Clarkson, James Taylor/Bonnie Raitt, Jeff Dunham, Snoop Dogg, Kevin Hart, NCAA Men's Basketball Tournament and so many more. One highlight, was of course the return of Metallica after 10 years, where the world renowned metal group broke a single-show attendance record at BOK Center of 19,288.

BOK Center also took home the gold when named "Arena of the Year" at the International Entertainment Buyers Association (IEBA) conference in Nashville. The venue beat out an elite group of nominees that included Allstate Arena (Rosemont, IL), Golden 1 Center (Sacramento, CA), Madison Square Garden (New York, NY), The O2 (London, UK), Prudential Center (Newark, NJ) and T-Mobile Arena (Las Vegas, NV).

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“We have some of the most dedicated and engaged staff I could ever hope for,” Sparks went on. “Our busy season is a grind for everyone involved, but the buy-in we have from our employees and the commitment we see on a daily basis to continually serve the Tulsa community is what makes BOK Center the best in this region. The attitude in our office isn’t complacent with what we have done in the past, but it is about where we can go in the future.”

Sparks, who took over the General Manager role of SMG Tulsa in January, has the arena’s next fiscal year off to a hot start already. After three sold-out shows in July with Michael Buble, Shawn Mendes and Cardi B, BOK Center is already projected to have the busiest Fall in venue history.

“I remember feeling determined, yet nervous when BOK Center first opened because of all of the naysayers who objected against building this arena,” Sparks remarked. “It’s eleven years later, and we’re still breaking records and leading the charge for arenas all around the globe. It’s remarkable.”

BOK CENTER CONTINUES LEGACY OF EXCELLENCE WITH MORE INDUSTRY NOMINATIONS

BOK Center continues to generate national industry recognition and maintain a legacy of excellence with more industry nominations. Recently, the International Entertainment Buyers Association (IEBA) announced that Casey Sparks, BOK Center general manager, was nominated for “Venue Executive of the Year” and Joe Giordano, BOK Center assistant general manager, was nominated for “Young Professional of the Year.” Winners will be announced at the Honors & Awards Ceremony of IEBA’s 49th Annual Conference on Tuesday, October 29, which will be held in Nashville and are voted on by IEBA members.

This is Sparks' first time being nominated for "Venue Executive of the Year" since taking over the reins at BOK Center just six months ago. This award recognizes the top venue professionals in the industry and BOK Center has a long standing history of general managers that have been nominated for this award in the 11 years the building has been open. John Bolton, the venue's first general manager from 2008 - 2014, was nominated for this award twice and was named "Venue Executive of the Year" in 2011. Jeff Nickler, the venue's second general manager from 2014 - 2018, was nominated for the award in 2015 and 2016.

“As cliché as it may sound, it truly is an honor to be nominated, especially when you look back at the legacy both GM’s before me have set with their multiple nominations,” commented Sparks. “I also know that while my name may be the one that is officially on the ballot, this nomination is only possible because of the incredible team we have in Tulsa.”

Sparks most recently served as the assistant general manager for BOK Center for five years where she oversaw all arena business operations. She was instrumental in BOK Center's grand opening in 2008 when she was the director of marketing.

This is Giordano's third overall time being nominated for "Young Professional of the Year," but first time being nominated since becoming assistant general manager in March. He was previously nominated for the award in 2017 and 2018. Giordano most recently served as the director of booking for BOK Center since 2016. As assistant general manager, Giordano oversees all arena business operations relating to booking, event marketing, business development, event management, customer service, media relations, project management, premium seating and employee development.

“I’m truly humbled and grateful to be nominated again by my industry peers for Young Professional of the Year at IEBA in Nashville,” said Giordano. “It has been a special year for all of us at BOK Center and I’m truly excited to continue to tell the Tulsa story and represent our amazing community at one of the biggest Music Industry Conferences of the year this October.”

IEBA is one of the leading non-profit trade organizations for live entertainment industry professionals. Founded in 1970 and based in Nashville, IEBA provides networking, showcasing and educational opportunities to strengthen relationships, foster growth and increase revenue for the live entertainment industry.

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



Colorado to host global Music Cities Convention in 2020



Civic leaders, government representatives, members of the music industry and academics from around the world will gather in Denver Sept. 23-25 and in Fort Collins Sept. 25-26, 2020 as the ninth Music Cities Convention brings an international conversation about building vibrant music communities to the Mile High City.

“Denver is known for our vibrant arts and cultural scene, diverse neighborhoods, and exceptional parks and open spaces,” Mayor Michael B. Hancock said. “Through initiatives like the Denver Music Study and the Denver Music Advancement Fund, we’re continuing to expand Denver’s role as a global music city, and hosting the global Music Cities Convention will elevate that work even higher.”

The event will welcome 300 delegates from around the world, including experts who will join a series presentations and panel discussions on topics ranging from music’s economic value to its role in urban and rural development, cultural growth and social change.

“Colorado is known for its iconic music venues and festivals and we welcome the opportunity to share our music assets and creative districts with the international community at the Music Cities Convention,” said Margaret Hunt, Colorado Creative Industries executive director.

This is the ninth global edition of the Music Cities Convention. Four previous conventions have been hosted in the United States, with additional editions in the UK, Germany, Australia and China.

“We’re delighted to be taking Music Cities Convention to Colorado for its ninth edition,” commented Shain Shapiro, founder and president of Sound Diplomacy. “Denver and Fort Collins are great examples of cities proactively taking steps to improve their music ecosystem. There are so many incredible initiatives from Denver and Colorado that we’ve showcased at previous events; we’re delighted to be able to bring our international delegates to Colorado to see those initiatives in person and to further the music cities conversation.”

The Music Cities Convention will take place in Denver Sept. 23-25, 2020 at the McNichols Civic Center Building and at the Music District in Fort Collins Sept. 25-26, 2020. The Music Cities Convention is hosted by Denver Arts & Venues, University of Colorado Denver, Colorado Creative Industries, The Music District, Sound Diplomacy and Music Cities Events.

Speakers will be announced in October 2019. More information and tickets are available at www.MusicCitiesConvention.com. Prices go up Dec. 1.

About Denver Arts & Venues: www.ArtsandVenues.com

About Music Cities Convention: www.musiccitiesconvention.com/denver-2020

About Sound Diplomacy: www.sounddiplomacy.com

Updates From Fort Worth

Andrea Wright, Interim Assistant Facilities & Public Events Director for the Public Events Department of the City of Fort Worth, was appointed to the IAVM Convention Centers committee. Andrea is excited to contribute to the continued success of the committee and looks forward to the 2020 Venue Connect. Andrea has been with the City of Fort Worth for 7 years and has spent 6 years at the Convention Center. She manages fiscal and administrative functions and staff. The Public Events Department is responsible for a combined \$73M operating budget for FY2020 and has five capital funds.

Joy Bradley, National Sales Manager at the Fort Worth Convention Center, has received the Distinguished Affiliate Award from TSAE (Texas Society of Association Executives). The accolade recognizes outstanding professionalism and exemplary service to the association community. Joy's markets include Texas associations, as well as all markets in the Northeast U.S.

Affiliate Award recipients have made a significant contribution to TSAE and its members through exceptional service to associations. Exemplary contributions to the employing organization and to professional organizations further characterize the Affiliate Award recipient.

Joy has been with the City 20 years and Public Events 19 years. Well done, Joy. You are an awesome ambassador for the City of Fort Worth!

Cynthia Serrano, Fort Worth Convention Center Director of Operations, was recently made Acting Assistant Facilities and Public Events Director (GM) over the Convention Center to replace the retired Assistant Director Feleshia Cochran who retired on August 30, 2019. Cynthia has been with the City of Fort Worth for 20 years of which 13 years have been in Public Events.

Public Events is recruiting for the General Manager of the Fort Worth Convention Center and Will Rogers Memorial Center position. Inquiries can be made with SearchWide Global at www.searchwideglobal.com or email info@searchwideglobal.com

The FEI announced on 9/4/2019 the named qualifiers for the next three seasons of the Longines FEI Jumping World Cup North America League. Following a very competitive bidding and evaluation process, the FEI has allocated the eight qualifiers of this prestigious league for seasons 2020 – 2023.

The Will Rogers Memorial Complex in Fort Worth, Texas will be a part of the 2020-2022 seasons!

Chesapeake Energy Arena and Cox Convention Center Seeking Marketing Manager

Oklahoma City has an immediate opening for a full-time Marketing Manager for Chesapeake Energy Arena and Cox Convention Center.

This position will work within the Marketing department to build creative campaigns and promotions, oversee digital marketing, place media buys and advertisements, and support all efforts to boost events and revenue. Experience in the industry and Ticketmaster systems is preferred.

For any questions on the position, contact Lucy Albers, Director of Marketing, at lalbers@smgokc.com. To apply: <https://recruiting.adp.com/srccar/public/RTI.home?c=1152751&d=ExternalCareerSite&r=5000520212306&fromPublish=true#/>

BIG IS GETTING BIGGER AT TULSA'S COX BUSINESS CENTER



The renovation of Tulsa's convention center is has reached its midway point and the progress was shared with board of the Tulsa Public Facilities Authority and members of the media during recent tours. The tours showed the disappearance of the downtown venue's previous arena and the emergence of Grand Hall – a 41,470 square foot multi-use event space with 38' ceilings. The tour also included the new lower level, back of house areas, and the Grand Gallery with its future three-story glass atrium and 4,800 square foot of pre-function space.

The \$55 million renovation allows Cox Business Center to better accommodate state and national conferences which create economic impact throughout the city. The IAVM Venue Excellence Award winning facility is open during the entire renovation and continues to host meetings, galas, athletics and gaming events, and national conferences.

“Big is getting bigger at Cox Business Center,” said Assistant General Manager Angie Teel, CMP. “We will be offering over 275,000 square foot of rentable space in 2020 and a deeper connection to the Arena District and all of downtown Tulsa.”

Beside the east side renovation, the venue is also updating and renovating throughout the building, including new lighting systems, renovated meeting and dressing rooms, and both the Conference Hall and Assembly Hall are receiving technical and cosmetic upgrades. The project is scheduled for completion in August 2020.

It's Still Fun and Games at Allen Event Center

Even with its main sports tenants, the Allen Americans Hockey Club and Dallas Sidekicks Soccer Club, in between seasons, Allen Event Center continues to attract sports fans with exciting events.

Recently, the venue hosted the Zimmerer Kubota PBR Challenge. The bull riding event featured some of the world's best riders and rankest bulls from PBR's Touring Pro Division. Attracting guests from nearby Oklahoma and Louisiana, the event provided an economic boost to Allen restaurants, shops and hotels.



Allen Event Center also hosted the Professional Futsal League International Challenge. Futsal is an exciting, fast-paced 5-a-side hard-court soccer game that's taking the world by storm. The event featured an exciting doubleheader between members of the Dallas Sidekicks against Team Australia and the FC Barcelona U23 Futsal Team against PFL Team USA.



Allen Event Center Provides the Perfect Finish to Dude Perfect Tour



Allen Event Center hosted back-to-back sold-out audiences for the final two shows of Dude Perfect's *Pound It Noggin* tour. Over 13,000 fans came out to see the trick shot sensations and YouTube stars in person. Allen Event Center was one of the first venues on the tour's itinerary to sell out, earning a second show which quickly sold out as well.

The shows had an extra element of excitement as it was a homecoming of sorts for Dude Perfect who hail from nearby Frisco, Texas. Allen Event Center extended its hometown hospitality by providing Dude Perfect with a congratulatory end of tour banner, customized Allen Americans hockey jerseys and commemorative tour plaques.

CINTERMEX International Convention and Exhibition Center STAGE 4 EXPANSION AND NEW MEMBERS MONTERREY, MEXICO



CINTERMEX launches a new expansion consisting of:

Hall A1 which, when combined with A2, add 87,187.67 ft² (8,100m²), Without columns (both halls), Free height of 39.37 feet (12 m), Stand capacity: 466, considering booths of 96,875 ft² (9m²), Platform area with 14 parking spaces, Ramp with 6% inclination (lowboys), LED Lighting, Fire Protection Network, Air Conditioning, New registration areas, Roofed access from the street, Lobby up to 55.77 feet high (18 m), Hall A1 built on firm ground, which allows to have a floor resistance of up to 1,434 lb./ft² (7,000 kg/m²) in this space.

NEW FACES

Joining this new expansion stage, the collaborating management team whose objective and commitment is to enrich, through their experience, the services and products that CINTERMEX has, is integrated.



Carlos Cantú, CFO

The newest member of our CINTERMEX team. Carlos is a Civil Engineer graduated from the Tecnológico de Monterrey. He has a master's degree in Finance and International Business Administration; In addition to having 11 years of experience in the area of Finance, Comptroller and Administration.

(Continued, next page...)



Lisette Sierra, new position as Director of Exhibitions

Member of the CINTERMEX family for 20 years, Lisette has a degree in International Studies at the Universidad de Monterrey (UEM); In addition to an extensive experience in the organization and development of trade shows and consumer shows.



Gerardo Lozano, new position as Conventions Director

Member of the CINTERMEX family for 18 years, Gerardo has a Master in Tourism Business Management; as well as 30 years of experience in the Meetings Tourism industry.

Blue Man Group Holds Technical Rehearsals and First Performances of Newest Tour at Walton Arts Center



Walton Arts Center has been hosting Blue Man Group, a global entertainment phenomenon, for the creation, technical rehearsals and the first 11 performances of the newest Blue Man Group tour, *Speechless*.

The company moved into the theater in mid-August and started the task of building the show from the ground up and rehearsing. During the tech and show run, the company has a positive impact on the local economy. With 95 company members spending 1,500 room nights in hotels and employing 75 local crew, they have already contributed more than \$425,000 to the local economy. This does not take into account rental cars, supplies to build the show and for the tour or individual crew members as they purchase food, drinks, supplies or services (haircuts, massages, chiropractor appointments) during their stay here.

This is Blue Man Group's second national tour to tech and launch from Walton Arts Center. The last tour launched in September 2010.

Known for its award-winning theatrical productions, iconic characters and multiple creative explorations, Blue Man Group performances are euphoric celebrations of human connection through art, music, comedy and non-verbal communication. Since debuting at New York's Astor Place Theatre in 1991, the live show has expanded to additional domestic residencies in Boston, Chicago, Las Vegas and Orlando, an international residency in Berlin, and multiple North American and World tours, reaching more than 35 million people worldwide.

For downloadable photos, visit the [Blue Man Group Dropbox](#).

SMG-DESTINATION EL PASO SEEKS TO FILL VARIOUS POSITIONS

SMG, 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.

Director of Convention Development

Position Summary:

The Director of Convention Development manages and leads convention sales and services, convention marketing and communications. Responsible for identifying market opportunities; developing long and short-term marketing and sales strategies and development of training programs for staff with the objective of attracting conventions, meetings, and events securing hotel room nights.

Education and Experience: Bachelor's Degree, 5 years of Hospitality and Tourism industry sales management experience, 5 years of supervisory experience and Certified Meeting Planner certification desired. Ability to adjust work schedule to coincide with events and travel up to 20%.

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.

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

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

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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Holly Beal – Cox Business Center, SMG Tulsa

Meghan Blood – BOK Center

Feleshia Cochran – Fort Worth Convention Center

Katherine Ganoung – Walton Arts Center & Walmart AMP

Kelly Graham - Denver Performing Arts Complex, Arts and Venues

Stuart Halsall – University of Denver Athletics & Recreation

Andrew Huang – Smart Financial Centre

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Ashley Peacock – Cox Business Center

Madison Sowell – CKP Group, Smart Financial Centre

Emilio Velez – Destination El Paso

Andrea Wright – Fort Worth Public Events Department

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