

SMA 43rd ANNUAL SEMINAR
Hyatt Huntington Beach
February 5 – 9, 2017

AGENDA

SUNDAY FEBRUARY 5

- 11:00am – 1:00pm **SMA Board Meeting**
Driftwood Room
- 1:00pm – 1:30pm **SMA / SMAF Board lunch**
Driftwood Room
- 1:30pm – 3:00pm **SMAF Board Meeting**
Driftwood Room
- 12:00pm – 8:00pm **Registration open**
Lighthouse Courtyard Foyer
**Membership directory sponsored by Wrightson,
Johnson, Haddon, & Williams, Inc. and Walter P
Moore**
Bottled water sponsored by BASF
Seminar mobile app sponsored by PSAV
**Guest registration sponsored by Hunt
Construction and THP Limited, Inc.**
Lanyards sponsored by TURFalliance
**Intern program co-sponsored by Osborn
Engineering**
- 3:00pm - 8:00pm **Super Bowl Watch Party**
Hyatt Huntington Beach Resort
Grand Ballroom Foyer and South Terrace
Sponsored by ISS 24/7, Promats Athletics, SC
**Railing/Staging Concepts, and Integrated
Dispense Systems**
Beverages sponsored by Anheuser Busch
**Technology and production sponsored by PSAV,
Panasonic, peerless-AV, and Stratacache**

MONDAY FEBRUARY 6

8:00am – 8:00pm

Registration open

Huntington Ballroom Foyer

Membership directory sponsored by Wrightson, Johnson, Haddon, & Williams, Inc. and Walter P Moore

Bottled water sponsored by BASF

Seminar mobile app sponsored by PSAV

Guest registration sponsored by Hunt Construction and THP Limited, Inc.

Lanyards sponsored by TURFalliance

Intern program co-sponsored by Osborn Engineering

9:00am – 3:00pm

SMA Scholarship Foundation Golf Tournament

Buses leave 8:00 and 8:15 from Hyatt convention porte cochere to SeaCliff Country Club

<http://www.seacliffcc.net/>

Sponsored by Hunt Construction, imageOne, Schuff Steel, KnightFM

Transportation sponsored by SP+Gameday

Stadium Managers still play free at this SMAF event. We play for fun, prizes, and a great cause to support college scholarships for students in our industry.

4:00pm - 5:00pm

“How to Work the Seminar”

Driftwood Room

With Mark Burk, Director, Rice-Eccles Stadium

Sponsored by Rustoleum

President Mark Burk welcomes all new stadium manager, corporate sponsor and member, and students to the Stadium Managers Association. He'll introduce the Board of Directors, and give new members a few tips on making the most of this conference.

5:00pm - 7:00pm

Sponsor Appreciation Reception

Hyatt Huntington Beach, Lighthouse Courtyard

Sponsored by AwareManager, Petrone Risk, and Terraplas, a division of Checkers Safety Group

Beverages sponsored by Anheuser Busch

7:00pm - 8:00pm

Bonfires and S'mores

The Beach, Surf City, USA

Sponsored by Delaware North Sportservice

Gift sponsored by Barton Malow

TUESDAY FEBRUARY 7

7:00am – 4:00pm

Registration open

Huntington Ballroom Foyer

Membership directory sponsored by Wrightson, Johnson, Haddon, & Williams, Inc. and Walter P Moore

Bottled water sponsored by BASF

Seminar mobile app sponsored by PSAV

Guest registration sponsored by Hunt Construction and THP Limited, Inc.

Lanyards sponsored by TURFalliance

Intern program co-sponsored by Osborn Engineering

8:00am - 8:30am

Breakfast

Huntington Ballroom Foyer

Sponsored by Sentry Event Services

8:30am - 8:45am

Opening Remarks

Huntington Beach Ballroom

Technology and production sponsored by PSAV, peerless-AV, and Stratacache

8:45am - 9:30am

Keynote Address

Huntington Beach Ballroom

With Joie Chitwood III, Chief Operating Officer,
International Speedway Corporation

Sponsored by Mortenson Construction

Joie was one of our most highly rated speakers last year, talking about the DAYTONA Rising project. His leadership of that project while simultaneously operating the facility, led to his promotion shortly following the 2016 Seminar. He now oversees ISC enterprise facility operations, along with strengthening key initiatives. He'll have great stories to tell of his transition, and an update on their transformation of Daytona International Speedway into the world's first motorsports stadium.

9:30am - 10:45am

“Concerns and State of the Business”

Huntington Beach Ballroom

Top officials in the National Football League, Major League Baseball, Major League Soccer, the National College Athletic Association, NASCAR, and College Football Playoff will update us on the ‘Business We Have Chosen’ and give us insight, as well as their own personal thoughts, on factors and concerns affecting the leagues and governing bodies that play in our facilities.

10:45am - 11:00am

Break

Huntington Ballroom Foyer

Sponsored by Covermaster and Pritchard Sports

11:00am - 11:45am

International Warfare and the SAFETY Act

Huntington Beach Ballroom

With Andrea Schultz, CPP, Deputy Director, Office of SAFETY Act Implementation, Department of Homeland Security

Sponsored by Mortenson Construction

Keep up with the new methods of terrorism, and learn how many of our facilities are making the SAFETY Act key to their risk management plan.

11:45am - 12:30pm

“Swimming with Bricks”

Huntington Beach Ballroom

With Phil Bruno, Founder, Treat ‘Em Right,” the Total Customer Experience

Being charged with producing fan experiences that exceed expectations while conforming to current security procedures can be like trying to swim a mile with a 10lb brick on your hip! You can get it done, but it sure makes life more difficult...

To lighten your load, this presentation will go beyond the basics of staging experiences and reveal newly found practices from other industries for you to consider so that you can backstroke your way to that mile marker.

You will learn:

- How to reduce customer sacrifice during the “Threshold Experience.”
- Engagement techniques for your supervisors and front line
- How to drive this effort as a leader from a strategic position.

12:30pm - 12:45pm

Box Lunch Break

Huntington Ballroom Foyer

Sponsored by Quick Bridge Systems

12:45pm - 2:00pm

Facility Breakouts

MLB/MiLB

Driftwood

NFL/College/MLS

Fountain West

Faculty

Fountain East

These league-specific, member directed roundtable sessions are not open to corporate attendees. The faculty session will lead directly into the research breakout.

12:30pm - 2:00pm

Sponsor Member Breakout

Huntington Beach Ballroom

Corporate sponsors and corporate members meet with your Board of Directors representative.

2:00pm - 2:15pm

Break

Huntington Ballroom Foyer

Sponsored by Covermaster and Pritchard Sports

2:15pm - 3:00pm

Breakout Sessions

1. “Sports Facilities Management Academics and the Sport Industry”

Fountain East Room

Moderated by Dené Williamson, Assistant Professor of Sport Business, Saint Leo University and B. Nalani Butler, Assistant Professor of Sport Management, University of Tampa

Academicians in the sports business field will share their latest research on stadium and arena management.

Agenda

Why are you here? Prioritizing Sport Industry Conferences and Maximizing Your Experience
(Butler, Williamson)

Determinants of Engagement in Environmental Responsibility in the Public Assembly Facility Sector
(Walker, Salaga, Mercado)

Synergy and Research: Patron Experience Measurement in Collegiate Stadium Management
(Mahoney, Studwell)

Risk Management Strategies and Indicators of its Effectiveness for Athletic Facility Managers of NCAA Divisions I, II and III (Hayslett, Anaza)

An Overview and Comparison of Stadium Evacuation Models and Simulations; Real and Perceived Benefits to Emergency Evacuation (D. Spaulding-Yeoman, E. Yeoman)

2. “5 x 5 x 8”

Huntington Beach Ballroom

Moderated by Jim Folk, Vice President, Ballpark Operations, Cleveland Indians

Five stadium managers have five slides and eight minutes each to talk about innovative work in their facility.

3. Green Stadiums Update

Driftwood Room

Moderated by Joe Abernathy, Vice President, Stadium Operations, St. Louis Cardinals

Joe will review the results of a recent survey by the Department of Energy examining opportunities to advance energy and water performance in stadiums.

3:00pm - 4:00pm

Professional Development Series

Attendees will have a choice between two expert panel discussions.

1. “Emerging Trends in Stadium Security”

Fountain East Room

Moderated by Rob Gatto, Tim Hortons Field, City of Hamilton

Panelists:

Scott Meyers, Vice President, Sales, ISS 24/7

Ed O'Brien, Head of Sports Division, CLEAR

John Pearce, Director of Operations, AMK9

Russell Mucklow, AwareManager

Steve Sandoval, Tyco SimplexGrinnell

Best practices and current technology keeping our guests safe and our buildings secure.

2. "Safer, Smarter, More Sustainable Stadiums"

Driftwood Room

Moderated by Matt Kastel, Manager, Baseball Operations, Maryland Stadium Authority / Oriole Park

Panelists:

Len Moser, Vice President, Barton Malow

Sumeet Kishnani, Senior Associate, Stantec

Sam Shapiro, Able Services

Elle Valois, CMP/CHA, Vice President, Sports & Entertainment Division, PSAV

Michael Pagano, CEO, IronHide Seating Solutions by GSR

Strategies for optimizing your investments to maximize your customer experience and revenue roadmap.

4:30pm - 6:00pm

Women's Leadership Initiative

The Red Chair Lounge, Hyatt Huntington Beach

SMA Women's Leadership Committee invites female members to discuss how we can support women leaders in the stadium industry.

Open Evening

9:00pm - 11:00pm

SMA AFTER HOURS

The Red Chair Lounge, Hyatt Huntington Beach

WEDNESDAY FEBRUARY 8

7:30am – 1:30pm

Registration open

Huntington Ballroom Foyer

- 8:00am - 8:45am **Breakfast**
Huntington Ballroom Foyer
Sponsored by Irwin Seating
- 8:45am - 9:00am **Opening Remarks**
Huntington Beach Ballroom
- 9:00am - 10:00am **“Super Bowl: A 2017 Review”**
Huntington Beach Ballroom
Sponsored by ParkHub
- With Peter O’Reilly, Sr. Vice President of Events,
National Football League
- The man in charge of the Super Bowl for the National
Football League, will join us via Skype from his New
York office to offer a behind the scenes look at the
happenings of the 2017 Super Bowl, and a preview
ahead.
- 10:15am – 11:15am **“The Future of Stadium Design / Rebuilds”**
Huntington Beach Ballroom
Moderated by Cori Smith, Vice President, Client
Services, Hunt Construction Group
Panelists:
Derek Cunz, Senior Vice President, Mortenson
Construction
Bill Johnson, HOK
Bruce Miller, Senior Principal, Populous
Ron Turner, FAIA, LEED AP, Principal, Gensler
Sports
- 11:15am - 11:30am **Break**
Huntington Ballroom Foyer
Sponsored by Covermaster and Pritchard Sports
- 11:30am - 12:15pm **“What’s Our Vector, Victor?”**
Huntington Beach Ballroom
Moderated by Mike McCormick, MCMcCormick &
Associates
Panelists:
Charles Raley, Senior Attorney Enforcement Division,
Federal Aviation Administration
Tracy D. Taylor, Partner, William & Jensen, PLLC

Sorting out the drone phenomenon. How should you respond to encroachments? What's the future of your airspace? And what about using drones for your own purposes? The FAA's chief UAS enforcement attorney and others are here to help. Really.

1:00pm

Buses leave for Big A
Hyatt Convention Porte Cochere
Transportation sponsored by SP+Gameday

1:30pm - 3:30pm

Anaheim Stadium Tour and Lunch
Sponsored by Hunt Construction, HOK, Whelan Event Services, and Legends

3:30pm

Bus leaves Hyatt for Disneyland®
Hyatt Convention Porte Cochere
Transportation sponsored by SP+Gameday

3:30pm

Buses leave Big A for Disneyland®
Transportation sponsored by SP+Gameday

4:00pm - 8:00pm

Enjoy time with your family and SMA friends at Disneyland Park and Disney California Adventure
Sponsored by Daktronics

The first and only theme park designed and built under the direct supervision of Walt Disney PLUS the newest California themed park – tickets and transportation are complimentary for registered attendees.

7:00pm – 8:00pm

Buses return to Hyatt
Transportation sponsored by SP+Gameday

8:30pm - 10:00pm

Drinks and Dessert Reception
Hyatt Huntington Beach Resort, California Courtyard
Sponsored by Knight Facilities Management, Inc.
Beverages sponsored by Anheuser Busch

THURSDAY FEBRUARY 9

8:30am – 10:00am

Registration open
Huntington Ballroom Foyer

9:00am - 9:30am

SMA Annual Business Meeting
Huntington Beach Ballroom

9:30am - 10:15am

“Did’ja Know”

WHAT’S IN YOUR DIRT?

A Closer Look at What Your Stadium Sits On

Huntington Beach Ballroom

With David Broughton, Research Director, Sports Business Journal

Sports Business Journal’s crack research director goes subterranean (where he does his best work) and looks at the skeletons, the ruins, the garbage, and other general stuff our facilities sit on.

10:15am - NOON

Brunch, Gift Exchange and Grand Prize Giveaway

Huntington Beach Ballroom

Bring a gift to participate in the exchange. Stay for brunch to see FOUR lucky attendees win big!

Daktronics is raising the bar on grand prizes AGAIN this year, and you must be present to win.

Someone will go home with \$1000 CASH!

Someone else will leave this event with \$1000 CASH!

A third attendee will leave Huntington Beach with \$1000 CASH!

A fourth winner will have, shipped to their home, a 55” TV from Panasonic and a peerAir Pro wireless av multi-display system from peerless-AV

And everybody gets a great meal – thanks to Populous!

Prizes sponsored by Daktronics

Brunch sponsored by Populous