



## SMA SEMINAR 2011 PRELIMINARY AGENDA

### SUNDAY FEBRUARY 6

- 12pm-8pm Registration open  
*Hyatt Grand Foyer East*
- 12pm-2pm SMA Board Meeting  
*Hyatt Regency, Seaciff room*
- 3pm-8pm Super Bowl Party  
The party starts at 3:00 for the 3:30 kick off. Thanks to our sponsors, there will be extra screens for great views anywhere in our area. SMA Corporate Sponsor Enseo has upgraded and added features to enhance the game experience!  
*Hyatt Grand Foyer and South Terrace*  
[Sponsored by Ellerbe Becket, Inc., an AECOM Company, Staging Concepts, Sports Construction Group, and Promats Athletics Technology by Enseo](#)

### MONDAY FEBRUARY 7

- 9am - 8pm Registration open  
Pick up your badge and meeting materials, buy your raffle tickets, and sign up for text agenda alerts. SMA regular members may vote before Wednesday morning for 3 open Board positions. All events and meetings require an SMA name badge.  
*Hyatt Grand Foyer East*  
[Text agenda alerts provided by GuestAssist](#)
- 9:30am-10:00am **"How to Work the Seminar"**  
New members - both manager and corporate are invited to join the Board and Past Presidents for a short orientation session on how to make the most of the Seminar and your SMA membership  
*Hyatt Regency Grand Ballroom*
- 9:30am-10:15am Shuttle transportation from Hyatt to SeaCliff Country Club  
*Conference Porte Cochere, lower level*  
[Sponsored by BMS Cat](#)
- 11:00am-5:00pm Golf Tournament to benefit the SMA Scholarship Foundation

Box lunch will be available for golfers at the course, and beer carts are sponsored by MillerCoors.

Buy mulligans from our student interns to support the yearly SMA Foundation Scholarship for students in a Sports Business Management program.

*SeaCliff Country Club*

[Sponsored by Daktronics and MillerCoors](#)

[Holes sponsored by Able Services](#)

6:30-8:30pm

Opening Reception

*Lighthouse Courtyard*

[Sponsored by Irwin Seating and THP, Ltd.](#)

8:30pm

Beach Bonfire

SMA local sponsor Staff Pro will show us how their company makes unique events happen, and we'll end our evening enjoying s'mores on the beach in front of a crackling fire. Bring your beach shoes! Sponsor Knight FM will help keep you warm by the fire. Don't miss this memorable evening!

[Sponsored by Staff Pro](#)

[Special Gift sponsored by Knight Facilities Management](#)

## **TUESDAY FEBRUARY 8**

7:30am - 7:00pm

Registration open

*Hyatt Grand Foyer East*

8:00-8:45am

Breakfast

*Hyatt Regency Grand Ballroom*

[Sponsored by American Seating and Caddy Products](#)

8:45-8:55am

Welcome Remarks

All Seminar sessions and optional programming will be held in the Grand Ballroom.

*Hyatt Regency Grand Ballroom*

8:55-9:45am

**Keynote Address "From the Boardroom to the Ball Field- Experiences of a Negotiator"** Ron Shapiro, Chairman, Shapiro Negotiations Institute

[Sponsored by Mortenson Construction](#)

Mr. Shapiro has negotiated on behalf of, or served as deal coach to, Fortune 500 companies, government agencies, as well as sports, entertainment and news personalities. Ron Shapiro is frequently cited by parties representing each side in a negotiation as the ultimate "Win-Win" negotiator.

USA Today called Ron Shapiro "one of baseball's most respected agent-attorneys," and The Sporting News named him one of the "100 most powerful people in sports." His impressive list of clients includes more Hall of Famers than any other agent, including Cal Ripken, Jr., Jim Palmer, Brooks Robinson, Kirby Puckett, and Eddie Murray, and 2009 AL MVP, Joe Mauer, who have benefited from the more than one billion dollars in contracts that Mr. Shapiro has negotiated. In addition, Mr. Shapiro is the Special Advisor to the owner of

the NFL Baltimore Ravens and to the General Manager of the NBA San Antonio Spurs.

*Hyatt Regency Grand Ballroom*

9:45-10:00am

Break

*Hyatt Grand Foyer South and Terrace*

[Sponsored by Terraplas USA and Covermaster](#)

10:00-11:00am

General Session

**“Concerns and State of the Business”**

Milt Ahlerich, Vice President, National Football League

Dan Mullin, Senior Vice President, Major League Baseball

Greg Shaheen, Executive Vice President, NCAA

Bill Hancock, Executive Director, BCS

*Hyatt Regency Grand Ballroom*

11:00-11:30am

General Session - Stadium Managers only

**“Issues from Within: A Joint Discussion of All Stadium Managers”**

SMA President Joe Abernathy will lead this discussion on overall objectives for the organization and highlight several initiatives that will benefit the membership.

*Hyatt Regency Grand Ballroom*

Please plan to attend only the session designated for your group. Discussions within each group are confidential and are relevant only to that group.

11:00-12:30pm

Sponsor Breakout

Moderated by Mike Grindle, BASF, and SMA Corporate Director

*Hyatt Regency Grand Ballroom*

11:30-12:30pm

Facility Breakouts

1. NFL

Moderated by Brian McMurtry, Executive Director, Edward Jones Dome, St. Louis Rams

2. MLB/MiLB

Moderated by Troy Brown, Senior Director of Event Operations, US Cellular Field, Chicago White Sox

3. College/University

Moderated by Mike Seamon, Asst. VP University Events & Protocol, Notre Dame University

*Hyatt Regency Grand Ballroom*

12:30pm-12:45pm

Break

A light lunch will be available to bring into the breakout sessions.

*Hyatt Grand Foyer South and Terrace*

[Sponsored by Terraplas USA and Covermaster](#)

12:45pm-2:00pm

Power Lunch

**“Negotiating with POWER and NICE”**

Ron Shapiro

Shapiro’s signature program is based on the philosophy that “the best way to get what you want is to help the other side get some of what they want.” He

shares his systematic process to negotiating with suppliers, vendors, customers, and peers that helps to maintain an ongoing business relationship long after “the deal is done.”

*Hyatt Regency Grand Ballroom*

This special added session and lunch is made possible by SMA Corporate Sponsor support

*Optional Additional Programming*

2:00pm – 4:30pm

SMA University

**“Becoming a Remarkable Coach – Bringing out the Potential in Others”**

Kevin Eikenberry, CPO, The Kevin Eikenberry Group

Is everyone on your team working to their potential? If not, do you know how to support and influence them to achieve their goals (both personal and organizational)? If you answered “no” to either of these questions – this session will be worth your trip! In this fast paced, interactive and practical session Leadership expert and bestselling author Kevin Eikenberry will help you identify and develop the skills required to bring out top performance in others. You will leave with both information and inspiration that you can immediately apply as a coach to those you lead.

*Hyatt Regency Grand Ballroom*

2:00pm – 4:30pm

ARROW Meetings

*Hyatt Regency Grand Ballroom*

5:30pm-7:30pm

Sponsor Reception

Get together for hors d’oeuvres sponsored by AwareManager and make your dinner plans at one of the great restaurants in this area. Beer sponsored by Niagara Dispensing. You’ll get to see their innovative dispensing system.

*Lighthouse Courtyard*

Sponsored by AwareManager and Niagara Dispensing

**WEDNESDAY FEBRUARY 9**

7:30am - 5:00pm

Registration open

*Hyatt Grand Foyer East*

VOTING FOR REGULAR BOARD MEMBERS ENDS TODAY AT 10:30. STADIUM MANAGER MEMBERS ARE ELIGIBLE TO VOTE.

7:30am - 8:30am

Networking breakfast for student members

*Hyatt Regency Grand Ballroom*

8:00-8:30am

Breakfast

*Hyatt Grand Foyer South and Terrace*

Sponsored by American Seating and Caddy Products

8:30-8:45am

Opening Remarks and Special Breakfast Presentation

**“ What It Looks Like When Your Roof Collapses”**

Steve Maki, Director of Facilities & Engineering, Metrodome

*Hyatt Regency Grand Ballroom*

8:45-9:30am

General Session

**“A Pictorial History of Stadium Accidents, Tragedies and Disasters.”**

David Broughton, Research Director, SportsBusiness Journal  
*Hyatt Regency Grand Ballroom*

9:30-10:15am

General Session

**“Reducing Risk For Your Facility: DHS Update”**

Andrea Schultz, Department of Homeland Security

The Office of Infrastructure Protection within the Department of Homeland Security has developed several programs to assist managers in reducing risk for their facility, including the Risk Self Assessment Tool, Active Shooter - How to respond awareness materials, Evacuation Planning Guide, and many others.

*Hyatt Regency Grand Ballroom*

10:15-10:30am

Break

*Hyatt Grand Foyer South and Terrace*

[Sponsored by Terraplas USA and Covermaster](#)

10:30-11:15am

General Session

**Frank Talk - a Super Bowl Update”**

Frank Supovitz, Senior Vice President, Events , National Football League

Jerry Anderson, Senior Principal, Populous

Ken Johnson, Hunt Construction

Highlighting the discussion will be the intense competition between cities/facilities to host the game... the “Haves” vs. the “Used to Have.” Is there a rotation in the future? Frank will introduce Super Bowl architect Jerry Anderson to discuss the stadium transformation needed to host the Super Bowl, and what it was like performing in a billion dollar plus facility this year. Ken will highlight the possible changes at Sun Life Stadium including adding a roof!

*Hyatt Regency Grand Ballroom*

11:15am-12:00pm

General Session

**“TEAM Coalition Asks: What Else About Alcohol Management Could There Possibly be to Discuss?”**

Jill Pepper, Executive Director, TEAM Coalition

Well, glad you asked. TEAM Coalition has a brand new trick up its beer-soaked sleeve and it's all about tailgating. If binge drinking in your parking lots before an event in your venue is a re-occurring problem for you, TEAM has a solution...SERVE MORE BEER!!!!

As you can imagine, there is a catch.

But that will cost you a trip to Huntington Beach...

*Hyatt Regency Grand Ballroom*

12:00-12:15pm

Break

A light lunch will be available to bring into the breakout sessions.

*Hyatt Grand Foyer South and Terrace*

[Sponsored by Terraplas USA and Covermaster](#)

12:15-1:15pm

Breakouts

**1. 5x5x8**

Moderated by Liz Zimmer, Principal, THP Limited, Inc.

5 stadium managers will each have 8 minutes to highlight their facility or best practice service scenario.

## 2. **“Plan It, Scan It, Park It, and Grow \$\$\$”**

Moderated by Bill Squires, New York Football Giants/New Meadowlands Stadium

With Jeff Becker, Vice President, Amano McGann: Revenue Control Systems

Todd Nevill, Vice President Business Development, Central Parking System: Parking Operator

Sumeet Kishnani, Project Manager, Langan Engineering and Environmental Services: Transportation and Traffic Engineers

Dr. Brian Crow, Associate Professor of Sport Management, Slippery Rock University: Conducted parking survey of NFL and MLB facilities.

This panel of leading parking providers will discuss operations staffing and policies including addressing common complaints, pricing options, preventing theft/fraud, and new technology.

## 3. **“Who’s on First? Who’s in Your Space?”**

Caren Dana, Director of Event Bookings, Tampa Bay Rays/Tropicana Field

Meghan Maloney, Event Coordinator/Technical Support, Tampa Bay Rays/Tropicana Field

New technology on booking and tracking space in your facility, and the true cost to you.

## 4. **“It’s Not Easy Being Green...or is it?”**

Moderated by Joe Abernathy, Vice President, Stadium Operations, Busch Stadium, and SMA President

Come to this session to get an update on what your Stadium Managers Association is doing to help your stadium get green. Learn ...trash talk...

*Hyatt Regency Grand Ballroom*

1:15-2:15pm

Breakouts

### 1. **“The Art of Procurement”**

Moderated by Mike Grindle, BASF, and SMA Corporate Director

With Bob Hallas, Miller Park – Milwaukee Brewers

Susan Darrington, Quest Field – Seattle Seahawks

Todd Argust., Cleveland Browns Stadium – Cleveland Browns

Tony Pereina, Safeco Field – Seattle Mariners

Bram Reynolds, Citizens Bank Park (Global Spectrum) – Philadelphia Phillies

The purpose of the program is to educate managers and sponsors on the procurement and purchasing of goods and services at five different stadiums. The format is a one hour, question & answer session involving a panel of five stadium managers.

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### 4. "Fulfilling the Demand for Wireless Networks in Stadiums"

Moderated by Kelley Carr, CSI, President, Custom Solutions Group  
With Neil Manning, VP, Strategic Sales Development, MobileAccess  
Danny Agresta, VP, Sales & Business Development, American Tower Corporation

Eric Ellis, Consultant, Capital Connect Wireless

Jeff Funderburg, AT&T

Stuart Hamilton Sr., Director Sports & Entertainment, Cisco Systems

This panel will include representation from the service providers that come together to make it happen in your facility, including a consultant, a manufacturer, a carrier representative, and a WLAN organization.

- How do you stay in control of bandwidth and security policies while still providing open access to the internet and other services?
- Can cost savings be found when implementing wireless solutions?
- How can your facility finance (and recover the costs) for implementing a wireless environment
- Understanding the contractual, business and technical issues when working with the wireless service providers
- Discover how different technologies can affect the cost of a system

*Hyatt Regency Grand Ballroom*

#### *Optional Additional Programming*

1:00 - 4:15pm

SMA Foundation Session for Student Members

#### **"The Visions, Preparations, and Decisions: The Business of Stadium Management"**

Workshop Topics/Speaker:

"Historical Aspects of the Stadium" with Ron Labinski, FAIA

"Dynamics of Super Bowl Planning" with Bruce Schulze, Schulze Corporation

"Security & Safety of Stadium Goers" with Damon Zumwalt, Contemporary Services Corporation

"Stadium Transportation & Parking" with Desmon Brown, Jamaica World Cup of Cricket

Roundtable discussions to follow will include additional facilitators Sherry Dye, ExtremeTix, and Dr. Michael Jackson, Temple University  
*Hyatt Regency Grand Ballroom*

- 3:15pm First bus leaves for Queen Mary and Russian submarine guided tours  
*Conference Porte Cochere, lower level*
- 4:30pm Final bus leaves for Queen Mary
- 4:00pm Optional guided tour of Queen Mary or submarine  
You must be preregistered for the guided tour - check with SMA registration desk. Self tours are complimentary. Check the Queen Mary map in your meeting materials to plan your tour.
- 4:30pm Cocktails and group pictures on Deck
- 5:30 - 9:30pm Gala Dinner and Show in Queen's Salon onboard Queen Mary  
Presentation of the Lifetime Achievement Award  
SMA celebrates industry innovator and longtime member Ron Labinski with the Lifetime Achievement Award. Our dinner in this historic ballroom on the Queen Mary is sponsored by, and will highlight the services of member Delaware North Companies SportService. Our beverages are sponsored again this year by Anheuser Busch, serving SMA since the 70's, and likely the Queen Mary since the 30's! Sony joins these sponsors to host your evening entertainment, familiar faces in the Queen's Ballroom.  
[Sponsored by Delaware North Companies SportService](#)  
[Beverages sponsored by Anheuser Busch, Inc.](#)  
[Entertainment sponsored by Sony](#)
- 8:45pm-9:30pm Buses return to Hyatt Regency

**THURSDAY, FEBRUARY 10**

- 7:30am - 11:00am Registration open  
*Hyatt Grand Foyer East*
- 8:00-8:45am Breakfast  
*Hyatt Grand Foyer South and Terrace*  
[Sponsored by American Seating and Caddy Products](#)
- 8:45-9:00am Opening Remarks  
*Hyatt Regency Grand Ballroom*
- 9:00-10:00am General Session  
**"Sports Litigation Alert"**  
Carla Varriale, Partner, Havkins Rosenfeld Ritzert & Varriale, LLP  
Carla will update the group on recent industry-related cases and outcomes.  
*Hyatt Regency Grand Ballroom*
- 10:00-10:15am Break  
*Hyatt Grand Foyer South and Terrace*



[Sponsored by Terraplas USA and Covermaster](#)

10:15am-11:00am

SMA Annual Business Meeting

Meeting agenda items will include a report and call for participation from the SMA President, a review of past fiscal year finances, and announcement of newly elected Board members.

*Hyatt Regency Grand Ballroom*

11:00am-1:00pm

Brunch and Prize Lottery

We listened to you, and have moved this event up for those of you making afternoon flight connections. Be sure to pick up your raffle ticket at the registration desk and make a donation to the SMA Foundation Scholarship Fund for the 50/50 cash raffle.

Look in your badge holder for your prize lottery ticket to win great gifts from our sponsors including (3) three 46" MITSUBISHI - LT-46164 46" UNISEN LED TV - LED flat panel displays. These are very high-end, highly featured TVs,

You could be a big winner this year! Need to be present to win!

*Hyatt Regency Grand Ballroom*

[Lunch sponsored by Populous](#)

[Grand Prizes sponsored by Mitsubishi](#)