

SUNDAY AGENDA

- 10am-9pm Registration Open**
Rancho Las Palmas Ballroom Foyer
Badge Lanyards – UBU Sports
Membership Directory – Central Parking
Bottled Water – BASF
Agenda – Wellspring Info
Meeting Materials sponsors – Covermaster, Impark, Bird Doctor Nationwide
Gift – Wireless Carpark
- 11am-1pm SMA Board Meeting**
Rancho Las Palmas Ballroom
- 1-1:30pm SMA Board & SMA Foundation Meeting**
Rancho Las Palmas Ballroom
- 3pm-8pm Super Bowl Party**
Rancho Las Palmas Sunrise Terrace & Tranquility Pool
Staging Concepts
Enseo
BMS Cat
-

MONDAY AGENDA

- 10am-9pm Registration Open**
Rancho Las Palmas Ballroom Foyer
Badge Lanyards – UBU Sports
Membership Directory – Central Parking
Bottled Water – BASF
Agenda – Wellspring Info
Meeting Materials sponsors – Covermaster, Impark, Bird Doctor Nationwide
Gift – Wireless Carpark
- 8am-10am SMA Foundation Board Meeting**
Rancho Las Palmas Ballroom
- 9:30-10am “How to Work the Seminar”**
Rancho Las Palmas Ballroom
New members, both manager and corporate, are invited to join the Board for a short orientation session on SMA membership.
- 12pm-5pm Golf Tournament to Benefit the SMA Scholarship Foundation**
Rancho Las Palmas Country Club
MillerCoors
Daktronics
- 6:30-8:30pm Opening Reception**
Rancho Las Palmas Courtyard & Sunrise Terrace
Irwin Seating
Cellular Specialties, Inc.

TUESDAY AGENDA

- 8-8:45am Breakfast**
Rancho Las Palmas Ballroom
Caddy Products
American Seating
Sony
- 8:45-8:55am Keynote Address:**
“Uncrapify Your Life”
with Jeff Havens
Mortenson Construction
Education Focus: Leadership
- 9:30-10:45am General Session:**
“Concerns and State of the Business”
Rancho Las Palmas Ballroom
Audiovisual Sponsor – Delaware North Companies SportService
Backdrop Created by – MetroMedia Technologies
Education Focus: League Business, Leadership, Event Operations
- 10:45-11am Break**
Rancho Las Palmas Ballroom Foyer
Terraplas
Covermaster
- 11am-12:30pm Sponsor Breakout**
Rancho Las Palmas Ballroom
Education Focus: Membership Management
- 11am-12:30pm Facility Breakouts**
Rancho Las Palmas Ballroom
1. NFL/MLS
2. MLB/MiLB
3. College/University
Education Focus: League Business, Management Skills, Event Operations, Networking
- 12:30-12:45pm Break**
Rancho Las Palmas Ballroom Foyer
- 12:45-1:30pm Breakouts**
Rancho Las Palmas Ballroom
1. 5x5x8 with Liz Zimmer, THP, Ltd. And Jim Folk, Progressive Field
2. The Art of Procurement with Mike Grindle, BASF
3. “Risk Self Assessment Tool and Infrastructure Protection Update” with Andrea Schultz, Department of Homeland Security
Education Focus: Vendor Management, Design & Construction, Risk Management, Security

- 1:45-2:30pm** **Breakouts (Repeat of Previous Sessions)**
Rancho Las Palmas Ballroom
- 2:30-4:30pm** **ARROW Meetings**
Rancho Las Palmas Ballroom
Education Focus: Event Operations, Leadership
- 2:30-5pm** **3rd Annual SMA Scholarship Foundation Student Workshop**
“Dynamics of Event Operations: Chesney & Swift in Stadiums”
Rancho Las Palmas Ballroom
with Todd Stewart, ShowPros Entertainment
“Emergency Preparation of a College Stadium Venue following the collapse of the Vikings Stadium Roof” with Scott Ellison, TCF Bank Stadium
“The History of Architecture of Stadiums” with Ron Labinski
Mortenson Construction
Education Focus: Customer Service, Event Operations
- 5:30-7:30pm** **Sponsor Reception**
Rancho Las Palmas Courtyard
AwareManager

WEDNESDAY AGENDA

- 8-8:30am** **Breakfast**
Rancho Las Palmas Ballroom
Caddy Products
American Seating
Sony
- 8:30-8:45am** **Opening Remarks**
Rancho Las Palmas Ballroom
- 8:45-9:30am** **General Session:**
“What’s Going On in Our World ... Or What in the World is Going On? A Legal and Illegal Update” with SMA Legal Counsel, Mike McCormick and Carla Varriale, Partner, Havkins, Rosenfeld, Ritzert, & Varriale, LLP
Audiovisual Sponsor – Delaware North Companies SportService
Education Focus: Legal, Risk Management
- 9:30-10:15am** **General Session:**
“New Construction/ Renovation: Something Old, Something New, Something Borrowed and Something Blue ... Like a Cloud” with Earl Santee, Senior Principal, Populous
- Wrigley Field Renovation
- Marlins Stadium

- London Olympics 2012
- MLS Review: Livestrong Sporting Park – Houston Dynamos
- Artificial Cloud
Education Focus: Design & Construction, Technology

**10:15-
10:30am**

Break
Rancho Las Palmas Ballroom Foyer
Terraplas
Covermaster

**10:30-
11:15am**

**General Session:
"All Things Green"**
Moderated by Joe Abernathy, VP – Stadium Operations, Busch Stadium, and
Allen Hershkowitz, Ph.D., Senior Scientist, Natural Resources Defense Council
Education Focus: Sustainability, Leadership

**11:15am-
12:00pm**

**General Session:
"Elevate Your Game: Technology Techniques and Tools for 2012"** with
the Stadium Technology Task Force
Education Focus: Risk Management, Technology, Event Operations,
Management Skills, Vendor Management

**3:15-
4:15pm**

Buses Leave for Gala

**4:30-
10:30pm**

Lifestyles of the Rich & Famous
Exhibition Polo Match, Gala Dinner, and Dancing to "Over the Wall," and the
SMA Lifetime Achievement Award
Empire Polo Club
LA Award – Mortenson Construction
Hot Air Balloons – Knight FM
Anheuser Busch

- - - - -

THURSDAY AGENDA

8-8:45am

Breakfast
Rancho Las Palmas Ballroom
Caddy Products
American Seating
Sony

8:45-9am

Opening Remarks
Rancho Las Palmas Ballroom

9-9:45am

**General Session:
"Frank Talk II – A Look at Super Bowl: The Upside to Worst Case
Planning"** with Frank Supovitz, Senior Vice President, Events, National
Football League
Rancho Las Palmas Ballroom
Audiovisual Sponsor – Delaware North Companies SportService
Education Focus: Event Operations, Leadership

- 9:45-10am** **Break**
Rancho Las Palmas Foyer
Terraplas
Covermaster
- 10-10:45am** **General Session:**
"Did Ya Know..." with David Broughton, Research Director, Sports Business
Journal
Rancho Las Palmas Ballroom
Education Focus: Operations Management
- 10:45-
11:30am** **SMA Annual Business Meeting**
Rancho Las Palmas Ballroom
Education Focus: Membership Management
- 11:30-
1:30pm** **Brunch, Gift Exchange, and Prize Lottery**
Rancho Las Palmas Ballroom
Populous
Mitsubishi