

Stadium Managers Association
39th Annual Seminar Agenda
Eden Roc Renaissance, Miami Beach

Sunday, February 3

3:00pm-9:00pm

Registration Open - Eden Roc meeting foyer

Badge lanyards - UBU Sports

Bottled water – BASF

Intern Program – American Seating and StageRight

Gifts – Wireless Carpark, Corsair Display Systems, Bird Doctor, Covermaster

Directory – SP Plus Gameday

12:00pm-2:00pm

SMA Board Meeting

3:00pm-5:00pm

SMA Foundation Board Meeting

6:00pm-11:00pm

Super Bowl Party - Eden Roc Ocean Garden

You can watch the Super Bowl and the ocean from this unique space. Our industry experts collaborate to bring in their best technology and equipment for you to see the game.

Staging Concepts

Enseo

Peerless

Panasonic

Monday, February 4

9:00am-8:00pm

Registration Open - Eden Roc meeting foyer

Badge lanyards - UBU Sports

Bottled water – BASF

Intern Program – American Seating and StageRight

Gifts – Wireless Carpark, Corsair Display Systems, Bird Doctor, Covermaster

9:30am-10:00am

“How to Work the Seminar”

All new members – manager, student, 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

Mona Lisa Ballroom

12:00pm-5:00pm

Golf Tournament to Benefit the SMA Scholarship Foundation and Marlins Foundation - Miami Beach Golf Club

Managers still play free thanks to our sponsors. More hole promotions and competitions this year! Play for fun or challenge our best in the putting and driving competitions.

MillerCoors

Daktronics

Thornton Tomasetti

6:30pm-8:30pm

Opening Reception - Eden Roc Ocean Garden

Irwin Seating

Traffic Safety Service

Tuesday, February 5

8:00am-8:45am

Breakfast - Promenade Ballroom

Sony

Securitas

UCS, Inc.

8:45am-8:55pm

Welcome Remarks - Pompeii Ballroom

Rick Nafe, SMA Program Chair

8:55am-9:30am

Keynote Address - Pompeii Ballroom

David Samson, President, Miami Marlins

David Samson enters his 14th season in Major League Baseball and 12th as President of the Miami Marlins. As Club President, Samson oversees all aspects of the team's day-to-day business operations, including sales, marketing, operations and personnel matters. He also oversaw the successful completion of Marlins Park in Miami. Under Samson's leadership Marlins Park was completed on budget and on schedule while also earning Gold LEED certification, officially making it the greenest ballpark in America and the world's first-ever retractable roof facility to earn such distinction.

Leadership

Mortenson Construction

9:30am-10:45am

General Session - Pompeii Ballroom

“Concerns and State of the Business”

Jeffrey Miller, Vice President and Chief Security Officer, National Football League, Dan Mullin, Senior Vice President, Major League Baseball, Michael Kelly, COO, Bowl Championship Series, Mark Lewis, NCAA Executive Vice-President for Championships, Nelson Rodriguez, Executive Vice President of Competition, Major League Soccer

Top officials in the National Football League, Major League Baseball, the NCAA, BCS and Major League Soccer 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.

League Business
Leadership
Event Operations

Audiovisual – Enseio, Peerless, Panasonic
Intern Program – American Seating and StageRight

10:45am-11:00am

Break - Mona Lisa Ballroom

Terraplas

Covermaster

11:00am-12:30pm

Sponsor Breakout - Ocean Tower II
Membership Management

11:00am-12:30pm

Facility Breakouts - Pompeii Ballroom

1. NFL/MLS
2. MLB/MiLB
3. College/University

League Business
Management Skills
Event Operations
Common Focus

12:00pm-12:45pm

Lunch Break - Mona Lisa Ballroom

Burke Flooring

12:45pm-1:30pm

Breakouts - Pompeii Ballroom

1. 5x5x8

Moderated by Liz Zimmer, THP, Ltd. and Jim Folk, VP Operations, Cleveland Indians

Five managers with at least 5 slides get 8 minutes to talk about what is new in their facility this year.

2. SAFETY Act for Facilities

Moderated by Andrea Schultz, Office of Infrastructure Protection, DHS, with Mike Tobia, Service & Technology Directorate, DHS, and Akmal Ali, Catalyst Partners

Support Anti-Terrorism by Fostering Effective Technologies – this Act offers liability protection for your use of anti-terrorism technologies, with the goal of protecting lives.

3. Stadium Technology Strategic Task Force II

Moderated by Mark Burk, Director, Rice-Eccles and Mike McFaul, BC Place Stadium

The sequel to last year's birth of a comprehensive technological task force of SMA

Design & Construction

Risk Management

Event Operations

Technology

Management Skills

1:45pm-2:30pm

Breakouts - Pompeii Ballroom

1. 5x5x8

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Risk Management

Event Operations

Technology

Management Skills

5:00p

Buses leave for Marlins Park

5:30pm-7:30pm

Sponsor Appreciation Reception - Marlins Park

Tours of the beautiful new Marlins Park, with food and beverage by Levy Restaurants

AwareManager
Hunt Construction
Levy Restaurants

Wednesday, February 6

8:00am-8:30am

Breakfast - Promenade Ballroom

Sony
Securitas
UCS, Inc.

8:30am-8:45am

Opening Remarks - Pompeii Ballroom

Rick Nafe, Program Chair

8:45am-9:30am

General Session - Pompeii Ballroom

“Disney’s Approach to Quality Service”

Tom Madden, Programming Manager, Disney Institute

The Walt Disney Company has never lost sight of its founder’s edict: “Give the public everything you can give them.” From this simple statement, everyone at Disney strives to exceed customer expectations every day. For more than 80 years this singular pursuit of excellence in delivering consistent quality service has earned the Disney organization a world-renowned reputation and ongoing business success.

Leadership
Management Skills

Audiovisual – Enseo, Peerless, Panasonic
Intern Program – American Seating and StageRight

9:30am-10:15am

General Session - Pompeii Ballroom

“Legal and ADA Update”

Mike McCormick, MCMcCormick & Associates, LLC, SMA Legal Counsel

Carol Lumpkin, Esq., K&L Gates

Mike will review what has happened in the legal world over the year and how it affects you. Carol will bring you up to date on recent ADA cases, and bring an architect member of her team to discuss the practicality of new ADA regulations

Legal
Risk Management

10:15am-10:30am

Break - Mona Lisa Ballroom

Terraplas

Covermaster

10:30am-11:15am

General Session - Pompeii Ballroom

“Sustainability Progress 2013”

Joe Abernathy, VP Stadium Operations, St. Louis Cardinals

In this session you will learn about the SMA member stadia that were featured in the NRDC Report on the sport industry and the environment. You will learn how MLB is tracking sustainable operating data. The St. Louis Cardinals will show how this data collection helps them operate Busch Stadium. And finally representatives from the Green Sports Alliance will report their progress to date and outline the GSA 2013 plan for helping stadia operate in an efficient and environmentally sustainable fashion.

Sustainability

Leadership

Event Operations

11:15am-12:00pm

General Session - Pompeii Ballroom

“15 Years of Crisis Management...Lessons Learned”

Rich Powers and Joe DesPlaines, American Specialty Risk Management Services

The presenters have extensive experience dealing directly with a variety of critical events, ranging over a 20 year period. They have analyzed their experiences and developed a presentation describing the most important lessons learned from responding to these catastrophic events. These lessons have direct applicability to venue managers as they develop, update and refine their emergency management plans.

Legal

Security

Risk Management

12:00pm - 1:00pm

Optional Sessions –Professional Development Breakouts - Ocean Tower I & II

1. Wireless Technology Panel Discussion

Moderated by Mike Altman, CSI, with Josh Bedouin, WJHW, Scott Meyers, ISS 24/7, and Shawn Tsetsilas, CSI

This vendor panel will answer your questions and discuss DAS systems, video surveillance, game day mobile apps, and upgrades mandated by the NFL this year

2. Best Practices 2013 – Security and Crowd Management

Moderated by Dr. Lou Marciani, National Center for Spectator Sports Safety and Security, with Mark Glaser, CSC, Pete Kranske, Landmark, Tom Hauck, Securitas, Sumeet Kishnani, Langan, and Russ Simons, VSG

Dr. Lou and the panel will focus on evacuation route procedures, security staff policy, and review recent NFL mandates. There will be time for your questions and take-away resources.

Event Operations
Technology
Management Skills
Security

1:00pm - 2:00pm

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Event Operations
Technology
Management Skills
Security

3:30pm

Buses leave for Bayfront Pier

4:00pm - 8:30pm

Dinner Cruise on the South Beach Lady, departing from Bayfront Pier

Off-shore dinner cruise into the sunset and turning back for the best views of the spectacular lights of Miami and Miami Beach

Cruise sponsor – KnightFM
Beverage sponsor – Anheuser Busch

Thursday February 7

8:00am-8:45am

Breakfast - Promenade Ballroom

Sony
Securitas
UCS, Inc.

8:45am-9:00am

Opening Remarks - Pompeii Ballroom
Rick Nafe, SMA Program Chair

9:00am-9:45am

General Session - Pompeii Ballroom
“Frank Talk: Making the 10th New Orleans Super Bowl a Whole New Ballgame”
Frank Supovitz, Senior Vice President, Events, National Football League
Inside look at Super Bowl XLVII

Event Operations
Leadership

Audiovisual – Enseio, Peerless, Panasonic

9:45am-10:00am

Break - Promenade Ballroom
Terraplas
Covermaster

10:00am-10:45am

General Session - Pompeii Ballroom
“Did Ya Know...Featuring Fenway Turns 100”
David Broughton, Research Director, Sports Business Journal
David will take us through a pictorial tour of Fenway Park’s first 100 years, and will peek ahead at a number of other significant stadium milestones due to be celebrated in 2013
Event Operations

10:45am-11:30am

SMA Annual Business Meeting - Pompeii Ballroom
Membership Management

11:30am-1:30pm

Brunch, Gift Exchange and Prize Lottery - Mona Lisa Ballroom
Bring one gift per person to participate in the Gift Exchange. All attending managers and sponsors eligible for Grand Prize drawings from Mitsubishi. You must be present to win, so plan a late flight out or stay and finish your day on the beach!

“Designing a Sustainable Legacy for London”
Jeff Keas, Principal, Populous
Jeff’s pictorial essay will take you through the process of designing the 2012 London Olympics experience - from evaluating available venues, through energy reduction efforts, and the legacy transformation of Olympic Park

3 lucky members will win a 73” Home Cinema TV, sponsored by Mitsubishi, which will be shipped to your home (continental US)

Event Operations

Design & Construction

Populous
Mitsubishi