

Stadium Managers AssociationSM
40th Annual Seminar Agenda
Omni Rancho Las Palmas, Palm Springs, CA



Sunday February 2

SPONSORS

12:00pm-8:00pm	Registration Open <i>Rancho Las Palmas meeting foyer</i>	Badge lanyards - UBU Sports Bottled water – BASF Intern Program – American Seating and StageRight Directory – WJHW and WP Moore
10:00am-12:00pm	SMA Board Meeting	
12:00pm-2:00pm	SMA Scholarship Foundation Board Meeting	
3:30pm-9:00pm	Super Bowl Party <i>Rancho Las Palmas Courtyard</i> Our industry expert sponsors collaborate to bring in their best technology and equipment for you to see the game – poolside instead of New York in February!	SC Railing Company (Staging Concepts) Enseo Peerless Daktronics Panasonic ISS 24/7

Monday February 3

SPONSORS

9:00am-8:00pm	Registration Open <i>Rancho Las Palmas meeting foyer</i>	Badge lanyards - UBU Sports Bottled water – BASF Intern Program – American Seating and StageRight Directory – WJHW and WP Moore Gift - ImageOne
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 <i>Rancho Las Palmas Ballroom</i>	
12:00pm-5:00pm	Golf Tournament to Benefit the SMA Scholarship Foundation <i>Rancho Las Palmas Golf Club</i> 11AM putting contest and tips from the pros 11:30AM lunch 11:45AM driving demonstration by Ryan Gearhart 12:30PM shotgun start	MillerCoors Daktronics Hunt Construction
6:30pm-8:30pm	Sponsor Recognition and Opening Reception <i>Rancho Las Palmas Courtyard</i>	Irwin Seating AwareManager

Preliminary Seminar Agenda



Tuesday February 4

EDUCATION FOCUS

SPONSORS

8:00am-8:45am	Breakfast <i>Rancho Las Palmas Ballroom</i>		NEC Corporation
8:45am-8:55pm	Welcome Remarks <i>Rancho Las Palmas Ballroom</i> Rick Nafe, SMA Program Chair		Wireless access sponsored by 5 Bars Inside
8:55am-9:30am	Keynote Address <i>Rancho Las Palmas Ballroom</i> James Yacone, Assistant Director, Critical Incident Response Group, Federal Bureau of Investigation	As a Silver Star recipient for piloting a Black Hawk helicopter in a mission in Somalia that has been memorialized in the book and movie “Black Hawk Down,” and an 18 year veteran of the FBI, Jim is uniquely qualified to speak on issues of leadership and teamwork in times of crisis, and lessons learned that will help facility operators plan for and minimize risk.	Mortenson Construction
9:30am-10:45am	General Session <i>Rancho Las Palmas Ballroom</i> “Concerns and State of the Business” Jeffrey Miller , Vice President and Chief Security Officer, National Football League Ray Whitworth , Vice President of Operations & Security, Major League Soccer Dan Mullin , Senior Vice President, Major League Baseball Michael Kelly , COO, College Football Playoff Jeff Jarnecke , NCAA, Associate Director, Championships	Top officials in the NFL, Major League Baseball, MLS, the NCAA, and CFP 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.	Audiovisual – Enseo, Peerless, Panasonic, Daktronics Intern Program – American Seating and StageRight
10:45am-11:00am	Break <i>Rancho Las Palmas Foyer</i>		Terraplas Covermaster
11:00am-12:30pm	Sponsor Breakout <i>Rancho Las Palmas Ballroom</i>	Open forum for all sponsor and corporate members	
11:00am-12:30pm	Facility Breakouts <i>Rancho Las Palmas Ballroom</i> 1. NFL/MLS 2. MLB/MiLB 3. College/University	Breakout topics for members, discussed by members	
12:30pm-12:45pm	Lunch Break <i>Rancho Las Palmas Ballroom</i>		Burke Flooring

<p>12:45pm-1:30pm</p>	<p>Breakouts <i>Rancho Las Palmas Ballroom</i> 1. 5x5x8 Moderated by Jim Folk, VP Operations, Cleveland Indians, and Bob White, Director of International Marketing, Populous</p> <p>2. Legal/Litigation Update Mike McCormick, MCMcCormick & Associates, LLC, SMA Legal Counsel</p> <p>3. Stadium Technology Strategic Task Force, Moderated by Mark Burk, Director, Rice-Eccles Stadium</p>	<p>1. “Renovate...Reno-wait...Reno-contemplate” A look at 5 major renovation projects including Lambeau Field, Dodger Stadium, Arrowhead Stadium, Coors Field, and the Cal Berkley football renovation</p> <p>2. “I’m Not a Lawyer...but I play one on T.V.” We have real lawyers...</p> <p>3. The SMA Operations Committee offers a continuation of a comprehensive technological task force of SMA</p>	
<p>1:45pm-2:30pm</p>	<p>Breakouts (Repeat of previous sessions) <i>Rancho Las Palmas Ballroom</i> 1. 5x5x8 Moderated by Jim Folk, VP Operations, Cleveland Indians, and Bob White, Director of International Marketing, Populous</p> <p>2. Legal/Litigation Update Mike McCormick, MCMcCormick & Associates, LLC, SMA Legal Counsel</p> <p>3. Stadium Technology Strategic Task Force, Moderated by Mark Burk, Director, Rice-Eccles Stadium</p>	<p>1. “Renovate...Reno-wait...Reno-contemplate” A look at 5 major renovation projects including Lambeau Field, Dodger Stadium, Arrowhead Stadium, Coors Field, and the Cal Berkley football renovation</p> <p>2. “I’m Not a Lawyer...but I play one on T.V.” We have real lawyers...</p> <p>3. The SMA Operations Committee offers a continuation of a comprehensive technological task force of SMA</p>	
<p>2:30pm – 3:30pm</p>	<p>Publicly Owned Stadium Workshop Kelly Kraft, Illinois Sports Authority Greg Kuehl , Lambeau Field</p>	<p>Meet with other managers of publicly owned stadiums to discuss ownership provisions, capital improvements, operations and maintenance, insurance and indemnification issues. Also discussed will be challenges faced and goals, managing budgets/bond issues, attracting concerts and special events, and charitable donations/Charitable events.</p>	
	<p>Open Evening</p>	<p>Enjoy one of the many fantastic area restaurants – check our mobile site for suggestions</p>	

Preliminary Agenda



Wednesday, February 5

EDUCATION FOCUS

SPONSORS

8:00am-8:30am	Breakfast <i>Rancho Las Palmas Ballroom</i>		
8:30am-8:45am	Opening Remarks <i>Rancho Las Palmas Ballroom</i> Rick Nafe, SMA Program Chair		Wireless access sponsored by 5 Bars Inside
8:45am-9:30am	General Session <i>Rancho Las Palmas Ballroom</i> “ ADA - Emerging Issues for Online Media and Stadiums ” Kevin McGuire, CEO, McGuire Associates	For over 20 years, Kevin has made his mark by helping make stadiums and ballparks more accessible. He will discuss: Overview of Captioning Rules for IP-Delivered Programming and Devices and a timeline for implementation and adoption of rules. Stadium Best Practices: Update on new ADA Standards for Ticketing/Emergency Evacuation, Segways, Security Bag Policies/ADA, Stadium construction/renovation	Audiovisual – Enseo, Peerless, Panasonic, Daktronics Intern Program – American Seating and StageRight
9:30am-10:15am	General Session <i>Rancho Las Palmas Ballroom</i> Targets of Opportunity – Exploring the Steps to Protect Your Facility from the “New Bad Guys” Jonathan Richeson, Security Specialist, Office of Infrastructure Protection, Department of Homeland Security	Department of Homeland Security illustrates an informal model of tabletop exercises on active shooter/bomb threats and how you can produce one for your facility. Know what is available to you for the education and awareness of your building.	Mortenson Construction
10:15am-10:30am	Break <i>Rancho Las Palmas Foyer</i>		Terraplas Covermaster
10:30am-11:15am	General Session <i>Rancho Las Palmas Ballroom</i> “Controlling the Message – How Not to Say the Wrong Thing” Emily Turner, Spaeth Communications	How to avoid being on the “BIMBO” list, and thoughts on fan-generated misinformation via social media.	
11:15am-12:00pm	General Session <i>Rancho Las Palmas Ballroom</i> “Maximizing Alcohol Sales Revenue Through Responsible Service” Jill Pepper, Executive Director, TEAM (Techniques for Effective Alcohol Management) Coalition	From beer tastings pre and post-game (and sometimes on non-game days) to “all you can drink” ticket packages to serving through the bottom of the cup and right in the can, stadiums are serving more and more alcohol. The good news is that incidents of negative fan behavior connected to alcohol are NOT increasing at the same rate. How is this possible? How	

12:00pm-12:15pm	<p>can your facility join the party? Find out how TEAM Coalition is working with alcohol companies and sports facilities to ensure responsibility is a significant part of alcohol service.</p>		
	<p>Break <i>Rancho Las Palmas Foyer</i></p>		<p>Terraplas Covermaster</p>

12:15pm - 1:15pm	<p>Optional Sessions –Professional Development Breakouts <i>Rancho Las Palmas Ballroom</i></p> <p>1. Emergency Evacuation and Shelter in Place Plans Moderated by Dr. Lou Marciani, Director, NCS4 Mark Glaser, Senior VP Operations, Contemporary Services Corporation Scott Meyers, VP Sales & Marketing, ISS 24/7 Jeff Spoerndle, Director Special Services, Whelan Security Paul Penzone, Director of Program Development, ABM Security Services</p> <p>2. Field Conversion Moderated by Chris Hunter, Senior Director Ballpark Operations, PNC Park Mike Beane, CEO, Terraplas USA, Inc. Mark Nicholls, CEO, UBU Sports Jason Frew, VP Rentals, Signature Systems Jeff Schultz, VP StageRight Corp. Pete Kranske, President, Landmark Event Staffing Services</p>	<p>1. Emergency evacuation planning and training are critical objectives at all public assembly facilities and the larger the facility, the more complex the planning becomes. Proper EVP/T reduces liability risk, improves coordinated public service response and ensures public safety in the event of unforeseen natural and manmade emergencies.</p> <p>2. Successful practices for switching your venue between events. The 4 important aspects covered will be coordination of field protection, staffing, rentals, and code/safety issues involved in a conversion between professional/college games and between events like ballgames and concerts.</p>	
1:15pm - 2:15pm	<p>Optional Sessions –Professional Development Breakouts (repeat) <i>Rancho Las Palmas Ballroom</i></p> <p>1. Emergency Evacuation and Shelter in Place Plans Moderated by Dr. Lou Marciani, Director, NCS4 Mark Glaser, Senior VP Operations, Contemporary Services Corporation Scott Meyers, VP Sales & Marketing, ISS 24/7 Jeff Spoerndle, Director Special Services, Whelan Security Paul Penzone, Director of Program Development, ABM Security Services</p>	<p>Sessions will be repeated and certificates of attendance awarded</p> <p>1. Emergency evacuation planning and training are critical objectives at all public assembly facilities and the larger the facility, the more complex the planning becomes. Proper EVP/T reduces liability risk, improves coordinated public service response and ensures public safety in the event of unforeseen natural and manmade emergencies.</p>	

	<p>2. Field Conversion Moderated by Chris Hunter, Senior Director Ballpark Operations, PNC Park Mike Beane, CEO, Terraplas USA, Inc. Mark Nicholls, CEO, UBU Sports Jason Frew, VP Rentals, Signature Systems Jeff Schultz, VP StageRight Corp. Pete Kranske, President, Landmark Event Staffing Services</p>	<p>2. Successful practices for switching your venue between events. The 4 important aspects covered will be coordination of field protection, staffing, rentals, and code/safety issues involved in a conversion between professional/college games and between events like ballgames and concerts.</p>	
<p>4:00pm</p>	<p>Buses leave for Palm Springs Air Museum</p>	<p>We will depart together, so please plan to leave at 4pm</p>	
<p>4:30pm - 8:30pm</p>	<p>Gala Dinner and Presentation of the Lifetime Achievement Award Palm Springs Air Museum</p>	<p>You will have time to explore one of the world's largest collections of WWII aircraft, including a tour of their B17. Dinner and entertainment on the tarmac overlooking the mountains</p>	<p>Air Museum sponsor - KnightFM LA Award - Mortenson Construction Beverage sponsor - Anheuser Busch Dinner Sponsor - Aramark Transportation – SP Plus Gameday</p>

Preliminary Seminar Agenda



Thursday February 6

EDUCATION FOCUS

SPONSORS

Time	Activity	Education Focus	Sponsors
8:00am-8:45am	Breakfast <i>Rancho Las Palmas Ballroom</i>		
8:45am-9:00am	Opening Remarks <i>Rancho Las Palmas Ballroom</i> Rick Nafe, SMA Program Chair		Wireless access sponsored by 5 Bars Inside
9:00am-9:45am	General Session <i>Rancho Las Palmas Ballroom</i> “Frank Talk” Frank Supovitz, Senior Vice President, Events, National Football League	An in-depth look at Super Bowl XLVIII in New York by the man who produces it.	Audiovisual – Enseco, Peerless, Panasonic, Daktronics
9:45am-10:00am	Break <i>Rancho Las Palmas Ballroom Foyer</i>		Terraplas Covermaster
10:00am-10:45am	General Session <i>Rancho Las Palmas Ballroom</i> “Did Ya Know...” David Broughton, Research Director, Sports Business Journal	A look back at the news, views, and miscues of 2013 in the world of stadia and sports	
10:45am-11:30am	General Session <i>Rancho Las Palmas Ballroom</i> “Sustainability Update – A Panel Discussion on LEED and ISO Certification” Moderated by Joe Abernathy, VP Operations, St. Louis Cardinals	A panel of facility managers who have achieved certification for their building will discuss their experience and answer your questions.	
11:30 – 12:00pm	SMA Annual Business Meeting <i>Rancho Las Palmas Ballroom</i>	Membership Management	
12:00pm-2:00pm	Brunch, Gift Exchange and Prize Lottery <i>Rancho Las Palmas Ballroom</i> Bring one gift per person to participate in the Gift Exchange. All attending managers and sponsors eligible for THREE Grand Prize drawings from Mitsubishi. You must be present to win, so plan a late flight out or stay and finish your day at the pool.		Populous Mitsubishi