



41st ANNUAL
SMA SEMINAR

STADIUM MANAGERS ASSOCIATION

SUNDAY FEBRUARY 1

7:30am - 9:30am **SMA Scholarship Foundation Board Meeting**

Hancock Park, Loews 3rd Level

9:30am - 11:30am **SMA Board Meeting**

Hancock Park, Loews 3rd Level

"You can't fight in here, this is the war room!"

Peter Sellers, Dr. Strangelove

11am - 8:30pm Seminar Registration open

Loews Mezzanine foyer

Attendee gift sponsored by Image One

Badge lanyards sponsored by UBU Sports

Intern staff sponsored by American Seating and StageRight

12pm - 2pm **SMA Scholarship Foundation Bowling Tournament**

Lucky Strike Hollywood

(next door to Loews)

"Donnie, you're out of your element"

John Goodman, The Big Lebowski

The setting is Lucky Strike Bowling, Hollywood Blvd., and the goal is to raise dollars for the SMA Foundation Scholarship Fund. Come participate in Fun, Food, and Prizes at the 1st ever SMAF Bowling Tournament!

On-site registration available until 11:30 am Sunday February 1st at the SMA registration area. After that time, sign up at the Lucky Strike Bowling Alley to bowl. Cost is \$125 per bowler. Complimentary food and soft drinks will be served.

Sponsored by Schuff Steel and Hunt Construction Group

Cut to:

Loews Hollywood Ballroom

2:30pm-3:00pm **"How to Work the Seminar"**

Nichols Room, Loews Mezzanine Level

"This one time at band camp..."

Alyson Hannigan, American Pie

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.

3:15pm-9:30pm **Super Bowl Party**
Loews Annex, Hollywood & Highland
 "Win one for the Gipper"
Ronald Reagan, Knute Rockne, All-American

We move to the Loews Annex, between the elephants, at Hollywood & Highland, for a casual, but high tech set up for a Super Bowl party with great friends and new business colleagues.

Sponsored by SC Railing, IDS, and ISS 24/7. Technology sponsored by Stratacache, Enseo, Panasonic, Peerless

MONDAY FEBRUARY 2

Scene: Day opens with loaded tables of breakfast items in the general session meeting room on the first day of the Seminar.

7:30am - 2:00pm Seminar Registration open
Loews Mezzanine foyer
Attendee gift sponsored by Image One
Badge lanyards sponsored by UBU Sports
Intern staff sponsored by American Seating and StageRight

8:00-8:45am **Breakfast**
Studio A/B, Loews Mezzanine
Sponsored by Sentry Event Services

8:45am-9:00am **Welcome Remarks**
Studio C/D, Loews Mezzanine
 "Listen to him. He's in Pre-Med"
 Tim Matheson, Animal House
Technology sponsored by Stratacache, Enseo, Panasonic, Peerless,
Internet access sponsored by 5 Bars.

9:00 - 9:45am

"Off the Wall Concessions Concepts"

Studio C/D, Loews Mezzanine

*"A census taker once tried to test me. I ate his liver with
some fava beans and a nice Chianti"*

Anthony Hopkins, Silence of the Lambs

Moderated by Chris Bigelow

Hear the three latest innovations in stadium food and beverage that are making a positive impact, and how you might adopt them for your own facility.

9:45-10:30am

"Enhancing the Guest Experience With a Culture of Service"

Studio C/D, Loews Mezzanine

"Go ahead...make my day."

Clint Eastwood, Sudden Impact

With Dr. Brian Crow, Professor - Slippery Rock University,
Dr. Tamara Madensen, Professor - University of Nevada, Las Vegas,
and Bob Laskowski, Director of Stadium Experience, Chicago Bears

Much attention has been given to the concept of "fan experience" in the context of technology upgrades. This program will focus on how game-day staff contribute to a positive fan experience, and how leaders can develop this culture of service in their venue.

10:30-11:00am

Break

Mezzanine Foyer

Sponsored by Terraplas and Covermaster

11:00am-12:30pm

Facility Breakouts

"Who are these guys?"

Paul Newman, Butch Cassidy and the Sundance Kid

League-specific, member directed roundtable sessions. They are open only to those who manage a league team.

NFL/CFL/MLS in the Doheny Room

MLB/MiLB in the Runyon/Laurel Rooms

College/University in the Beachwood Room

11:00-12:30pm

Corporate Sponsor Breakout

Studio C/D, Loews Mezzanine

Open Forum for all sponsor and corporate members, led by
SMA Corporate Director, Troy Hoberg, Hunt Construction

12:30pm-1:45pm

Optional Programming

**Professional Development Breakout
Sessions**

**"Your New Stadium is Not So New
Anymore - How to Extend Its Life for Years
to Come"**

Runyon/Laurel Rooms, Mezzanine Level

Moderated by Mike Grindle, BASF, with panelists Jay Parker,
Daktronics, Jack Krebs, Osborn Engineering, Rich Fiorino,
Peerless AV, and Chris Przywara, THP, Ltd.

Success stories to help Operators maintain their facility
on a budget

"Opening a New Stadium"

Doheny/Beachwood Rooms, Mezzanine Level

Moderated by Russ Simons, VSG, with panelists Lanson
Nichols, HNTB, Don Jordan, SP + Gameday, Bob Hart, AECOM

How to avoid the "OH NO" moments on opening day

The scene changes to ...

3:00pm

**OFF SITE TOURS - Rose Bowl visit and
Dodger Stadium tour**

*"Roads? Where we're going we don't need
roads"*

Christopher Lloyd, Back To The Future

All buses leave from Loews Hotel, returning between 7:30 -
8:30pm.

Sponsored by eVerifile

Transportation sponsored by SP+ Gameday

5:30pm-8:30pm **Sponsor Appreciation Reception at
Dodger Stadium**

Stadium tours will be offered between 5:45pm and 8pm
Sponsored by MillerCoors, Hunt Construction, AwareManager

TUESDAY FEBRUARY 3

7:30am - 2:30pm Seminar Registration open
Loews Mezzanine foyer

Attendee gift sponsored by Image One
Badge lanyards sponsored by UBU Sports
Intern staff sponsored by American Seating and StageRight

8:00-8:30am **Breakfast**
Studio A/B, Loews Mezzanine
Sponsored by Irwin Seating

8:30-8:45am **Opening Remarks**
Studio C/D, Loews Mezzanine
"You'll shoot your eye out"
Bunch of people, A Christmas Story

**Technology sponsored by Stratacache, Enseio, Panasonic,
Peerless**
Internet access sponsored by 5 Bars.

8:45-9:30am **Keynote Address**
"College Football and Life As We Knew It"
**Bill Hancock, Executive Director, College Football
Playoff**
Studio C/D, Loews Mezzanine

Bill Hancock has achieved a unique trifecta in college athletics: he was the first director of the NCAA Final Four, first director of the Bowl Championship Series (BCS) and the first director of the College Football Playoff, which just finished its inaugural season.

Come to hear stories of the first College Football Playoff, and the unique perspective of the man who has held some of the most exciting positions in our industry.

Sponsored by Mortenson Construction

9:30-10:30am **"Concerns and State of the Business"**
 Studio C/D, Loews Mezzanine
 "Carpe Diem! Seize the day, boys!"
 Robin Williams, Dead Poet's Society

Moderated by Rick Nafe, Tropicana Field, with officials Jeffrey Miller, Senior Vice President and Chief Security Officer, National Football League, John Skinner, Director of Security, Major League Baseball, Ray Whitworth, Vice President of Operations & Security, Major League Soccer, Mark Lewis, Executive VP of Championships & Alliances, NCAA, Bill Hancock, Executive Director, College Football Playoff

Our panel 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.

10:30-10:45am **Break**
 Mezzanine Foyer
Sponsored by Terraplas and Covermaster

10:45-11:30am **"Emerging Threats to Stadiums and Effective Mitigation Strategies"**
 Studio C/D, Loews Mezzanine
 "May the force be with you"
 Bunch of people, Star Wars

Topics: Use of Patron Screening Techniques, Dealing with Drones, and SAFETY Act Benefits

With Jonathan Richeson, Security Specialist, Commercial and Government Facilities Section, Department of Homeland Security

Sponsored by Mortenson Construction

11:30am-12:15pm **"The Green Sports Alliance Green
Cleaning Playbook"**

Studio C/D, Loews Mezzanine

"I am not going to be ignored"

Glenn Close, Fatal Attraction

Moderated by Joe Abernathy, St. Louis Cardinals with Steve Ashkin, President, The Ashkin Group

The latest developments in green cleaning for sports venues, including the Green Cleaning Playbook currently in development.

Sponsored by HOK and Buro Happold

12:15-12:30pm **Break**

Loews Mezzanine Foyer

Sponsored by Burke Flooring

12:30pm-1:30pm

Breakout Sessions

1. 5x5x8

Studio C/D, Loews Mezzanine

"Bueller? Bueller?"

Ben Stein, Ferris Bueller's

Day Off

Moderated by Jim Folk, Progressive Field, with Brad Mohr/Cleveland Browns on the First Energy Stadium Renovations,

Matt Kenny/Chicago Cubs on Concert Experience,

Matt Hunter and Andy Major /Buffalo Bills - Ralph Wilson Stadium

on the impact of the November snow storm AND on their off-season renovation/LED lighting upgrade

**2. "What in the Wide, Wide World of Sports
is Going On Here? A Legal and Probably
Illegal Update"**

Doheny/Beachwood Rooms, Mezzanine Level

*"I'm out of order? You're out of order! This
whole court is out of order!"*

Al Pacino, And Justice for All

Moderated by Mike McCormick, MCMcCormick & Assoc., with Sam Fernandez, Senior Vice President and General Counsel, Los Angeles Dodgers, and Bill Squires, Right Stuff Consulting

3. **"Stadium Technology Strategic Task Force (TSTF)"**

Runyon/Laurel Rooms, Mezzanine Level

"Say hello to my little friend"

Al Pacino, Scarface

Moderated by Mike McFaul, B.C. Place, with panelists John Clarey, 5 Bars, Russell Mucklow, AwareManager, and Bob Jordan, Van Wagner Sports and Entertainment

This panel of industry experts will discuss recent innovations and applications in the areas of DAS/WiFi and database management systems.

4. **"SMA Foundation Student Session"**

Solano Room

"I have a sentimental weakness for my children, and I spoil them as you can see"

Don Corleone, The Godfather

1:30pm-2:30pm **Breakout Sessions 1 - 3 repeated**

4:00pm **Warner Bros. Studio Dinner Event**
"I'm Batman"

Michael Keaton, Val Kilmer, George Clooney... and a couple of new guys

Buses leave together from Loews Hotel, returning between 8pm and 9pm.

Access to the studio is controlled, and only those on the SMA buses will be admitted, unless you have confirmed with the registration staff that you will be driving. Attendee names will be checked at the gate. If you drive, every passenger will need to produce a driver's license at the gate to be admitted - no exceptions. This is a secured facility and not open to the public during our function. Best to get on the bus for this one. Our sponsor,

SP+Gameday will take care of us with a luxury ride, that will drop you off at the red carpet!

Browse the museum featuring original costumes and set pieces from the Batman movies. Take the back lot tour to see some of their amazing TV and movie sets. Enjoy dinner on the Brownstone Street Stage set at Warner Bros. Studio. No lines, no waiting, hosted food and beverage - this is the SMA way to see an attraction!

Sponsored by Daktronics and Knight FM
Transportation sponsored by SP+ Gameday
Beverage sponsor Anheuser Busch

WEDNESDAY FEBRUARY 4

8:00-8:45am **Breakfast**
Studio A/B, Loews Mezzanine

8:45-9:00am **Opening Remarks**
Studio C/D, Loews Mezzanine
"You can't handle the truth!"
Jack Nicholson, A Few Good Men

Technology sponsored by Stratacache, Enseio, Panasonic, Peerless,
Internet access sponsored by 5 Bars.

9:00-9:45am **"Super Bowl 2015 Review"**
Studio C/D, Loews Mezzanine
"You talkin' to me?"
Robert DeNiro, Taxi Driver

With Peter O'Reilly, Senior Vice President of Events, National Football League.

9:45-10:00am **Break**
Sponsored by Terraplas and Covermaster

10:00am-10:45am **"Didja Know? Stadiums in the Movies"**
Studio C/D, Loews Mezzanine

"All right, Mr. DeMille. I'm ready for my close-up"
Gloria Swanson, *Sunset Boulevard*

David Broughton, Research Director, Sports Business
Journal, with a star-studded review of the major roles
stadia has played in the movies.

10:45am-11:30am

SMA Annual Business Meeting

Studio C/D, Loews Mezzanine

*"Wait a minute. You ain't heard nothin'
yet!"*

Al Jolson, *The Jazz Singer*

11:30am-1:30pm **Lunch, Gift Exchange and Prize Lottery**

Studio A/B, Loews Mezzanine

*"Listen, I don't mean to be a sore loser,
but when it's done, if I'm dead, kill him"*

Paul Newman, *Butch Cassidy and the Sundance*

Kid

Be present to win the memorable prizes. Is it your turn
this year???

Sponsored by Populous and Mitsubishi