

SMA SEMINAR 2016

AGENDA

February 7 - 11, 2016
Marriott Harbor Beach Hotel
Fort Lauderdale, Florida

SUNDAY FEBRUARY 7

- 12:00pm - 8:00pm **Registration Open**
Caribbean Ballroom Registration Desk
- 12:00pm - 6:00pm **SMA reserved ocean view cabanas open at
the pool for guest attendees**
- 12:30pm - 2:30pm **SMA Board Meeting**
Key West / Palm Beach Room
- 2:30pm - 3:30pm **SMA Foundation Board Meeting**
Key West / Palm Beach Room
- 6:00pm-10:30pm **Super Bowl Party**
Sea Level Restaurant and Harbor Beach
Pool

Dinner buffet will be open from 6pm to 8pm, and bar open throughout the game.
Sponsored by SC Railing, IDS, Promats Athletics, and ISS 24/7 Technology sponsored by Stratacache, Enseio, Panasonic, Peerless, PSAV

MONDAY FEBRUARY 8

- 6:30am - 6:00pm **Registration Open**
Caribbean Ballroom Registration Desk
- Intern Program sponsored by American Seating and StageRight**
Bottled water sponsored by BASF
Badge lanyards sponsored by UBU Sports

Folios sponsored by Whelan Event Services
Membership directory sponsored by Wrightson, Johnson, Haddon, & Williams, Inc. and Walter P Moore

6:45am - 7:15am **Coaches depart from convention entrance to Davie Golf Club**
Transportation sponsored by SP+ Gameday

8:00am - 6:00pm **SMA reserved ocean view cabanas open at the pool for guest attendees**

8:00am - 2:00pm ***A Cinderella story...***
The SMA Scholarship Foundation Golf Tournament
Held at the golf course made famous by Caddyshack.

Stadium Managers still play free at this SMAF event, held at the golf course that filmed Caddyshack,
<http://www.daviegolf.net/>
We play for fun, prizes, and a great cause to support college scholarships for students in our industry.
Tournament sponsors ImageOne, Schuff Steel, Manhattan Construction, Archaio

4:00pm-5:00pm **How to Work the Seminar**
Salon A, Harbor Beach Grand Ballroom

President Mark Burk welcomes all new stadium manager, corporate sponsor and member, and students to SMA. He'll introduce the Board of Directors, and give new members a few tips on making the most of this conference.

6:00pm-7:30pm **Sponsor Appreciation Reception**
Ocean Terrace at Harbor Beach
Sponsored by AwareManager, Rustoleum, and Petrone Risk

OPEN EVENING

TUESDAY FEBRUARY 9

7:30am - 2:30pm

Registration Open

Caribbean Ballroom Registration Desk

8:00am - 6:00pm

SMA reserved ocean view cabanas open at the pool for guest attendees

8:00am-8:30am

Breakfast

Caribbean Ballroom

Sponsored by Sentry Event Services

8:30am-8:45am

Opening Remarks

Rick Nafe, Program Chair

Caribbean Ballroom

Technology sponsored by Stratacache, Ense, Panasonic, Peerless, PSAV

Intern Program sponsored by American Seating and StageRight

Bottled water sponsored by BASF

Badge lanyards sponsored by UBU Sports

Folios sponsored by Whelan Event Services

8:45am-9:30am

Keynote Address

Great Teams Understand Their "Why"

With Don Yaeger

Sponsored by Mortenson Construction

Great teams in pursuit of continued success are aware that *why* they do what they do is just as important as how they do what they do. Don will talk about the coaches and CEOs who took their teams and companies from good to great by taking the time to understand the "WHY" behind their assignments, decisions, and goals.

Don Yaeger is an award-winning Keynote Speaker, eight-time New York Times best selling author, and team culture expert. His newest book, "The Two Most Important Days of Your Life" is a story of leadership, strength and self discovery told by three of America's greatest storytellers.

9:30am-10:45am

Concerns and State of the Business

Moderated by Rick Nafe, Tampa Bay Rays,
with

Jeffrey Miller, Senior Vice President
and Chief Security Officer, National
Football League

John Skinner, Director of Security,
Major League Baseball

Jeff Jarnecke, Association Director,
Championships & Alliances, National
Collegiate Athletic Association

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.

10:45am-11:00am

Break

Caribbean Ballroom Foyer

Sponsored by Terraplas and Covermaster

11:00am-11:45am

Department of Homeland Security

Briefing

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

Sponsored by Mortenson Construction

Patron Screening...Drones...Active
Shooters...New Threats...Old
Threats...Domestic Threats and the
support tools to deal with them.

11:45am-12:30pm

**Emergency Game Relocation: The
Baltimore Riots**

Vernon Conaway Jr., VP Safety &
Security, Camden Yards Sports Complex
Rick Nafe, VP Operations, Tampa Bay

Rays

When the Baltimore riots threatened a week-end series between the Orioles and Rays, the two teams and the two cities immediately put plans into motion to move the games to Tampa Bay. A common timeline, along with pictures from both locations, detail the efforts made to give the O's their home away from home.

12:30pm-12:45pm

Break

Caribbean Ballroom Foyer

12:45pm-2:00pm

Facility Breakouts with Lunch

Caribbean Ballroom

NFL / College / MLS

MLB / MiLB

Corporate Sponsors

Faculty

2:30pm

Coaches depart from convention entrance
Transportation sponsored by SP+ Gameday

3:00pm - 3:45pm
ROADTRIP!!

Sun Life Stadium Renovation:

Sun Life Stadium lot

Marcus Bach-Armas, Director,
Legal/Government Affairs, Miami
Dolphins

Pat Delano, Vice President, Hunt
Construction Group, an AECOM Company
**Sponsored by Hunt Construction Group,
HOK, Arena Americas, PSAV**

A road trip presentation to see and hear about the Miami Dolphins' \$400 million renovations including the first major roof addition to an existing facility.

4:30pm - 5:30pm

Goodyear Airship Base Tour

Pompano Beach

Commentary by David Broughton, Research
Director, Sports Business Journal
Sponsored by Skanska

David Broughton of Sports Business Journal hosts this visit to the Goodyear Airship base in Pompano Beach. A familiar icon at all major sporting events, **the newest and largest Goodyear Airship will take flight with 6 lucky SMA passengers. These seats are being auctioned off to benefit Foundation Scholarships. Bid now!** <https://www.stadiummanagers.org/>

OPEN EVENING

9:00pm- 12:00am

"SMA After Hours"

Caribbean Ballroom Foyer

Join us for this informal gathering after dinner.

Sponsored by Crown Castle, Gilbane, HOK, and BASF

WEDNESDAY FEBRUARY 10

7:30am - 3:00pm

Registration Open

Caribbean Ballroom Registration Desk

8:00am - 6:00pm

SMA reserved ocean view cabanas open at the pool for guest attendees

8:00am-8:45am

Breakfast

Caribbean Ballroom

Sponsored by Irwin Seating

8:45am-9:00am

Opening Remarks

Rick Nafe, Program Chair

Caribbean Ballroom

Technology sponsored by Stratacache, Enseo, Panasonic, Peerless, PSAV

9:00am-9:45am

Super Bowl: A 2016 Review

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

The man in charge of the Super Bowl for the National Football League, Peter O'Reilly, will join us via Skype from his New York office to offer a behind the scenes look at the happenings of the 50th Anniversary Super Bowl, and a preview ahead of the NFL Draft Road Show in 2016.

9:45am-10:30am
Icon

Daytona Rising: Reimagining an American

Joie Chitwood III, President, Daytona International Speedway

Daytona International Speedway is the home of "The Great American Race" - the DAYTONA 500. Though the season-opening NASCAR Sprint Cup event garners most of the attention - as well as the largest audience in motorsports - the approximately 500-acre motorsports complex boasts the most diverse schedule of racing on the globe, thus earning it the title of "World Center of Racing." DAYTONA Rising is a \$400 million reimagining of this American icon.

At the conclusion of the redevelopment, Daytona International Speedway will have approximately 101,500 permanent, wider and more comfortable seats, twice as many restrooms and three times as many concession stands. Five expanded and redesigned entrances, or "injectors," will lead fans to a series of escalators and elevators, transporting them to three different concourse levels. Each level features spacious social areas, or "neighborhoods," along the nearly mile-long front stretch. In addition, the Speedway will feature over 60 luxury suites with trackside views and a completely revamped hospitality experience for corporate guests.

10:30am-10:45am

Break

Caribbean Ballroom Foyer

Sponsored by Terraplas and Covermaster

10:45am - 11:30am

Legal Update

Mike McCormick, MCMcCormick & Associates, LLC and Marcus Bach-Armas, Director, Legal/Government Affairs, Miami Dolphins

These two come bearing insightful, inside perspectives on the most pressing issues of the day in the world of sports. They've promised to answer your legal questions at no charge.

11:30am-12:15pm

Crisis Management...Lessons Learned

Rich Powers, Sr. Vice President of Risk Services, American Specialty Insurance and Risk Services

Each crisis is unique; if you have seen one crisis, you have seen one crisis. These differences make it difficult to develop universal guidelines to provide a "recipe" for responding to a crisis. Rich Powers will explore six "big picture" lessons that can help guide the development of crisis management and response plans.

12:15pm-12:30pm

Break

Caribbean Ballroom Foyer

Sponsored by Terraplas and Covermaster

12:30pm-1:15pm

Breakout Sessions

Caribbean Ballroom

5 x 5 x 8

Moderated by Jim Folk, VP Ballpark Operations, Cleveland Indians
Panelists Sherri Privitera, Populous, Chris Hunter, PNC Park, Brad Mohr, FirstEnergy Stadium, Peter Church, BMO Field

Weather Safety for Sports Venues

Charles Woodrum, National DSS Program Manager, NOAA's National Weather Service

Weather safety best practices and preparedness plans with a focus specifically on lightning safety.

The Green Sports Alliance Current Trends in Stadium Energy Efficiency

The session will be moderated by Joe Abernathy, Board member of SMA as well as the Green Sports Alliance. Panelists John Park, Project Manager of PLANLED, Craig Storey, CEO, Shift Energy, Ryan Colker, National Institute of Building Sciences

Optimizing Energy Efficiency is a challenge we all face as stadium managers. Our partners at the Green sports Alliance have brought to our meeting three experts in this area. This session will take a look at a few of the latest trends to help you lower the amount of energy you need to operate your stadium and in turn lower your operating cost.

The topics include:

LED Sports Lighting - John Park will present a case study on the latest stadium to install LED sports lighting, Yankee Stadium. Yankee Stadium completed a conversion to LED sports lighting in December 2015.

Energy Dashboarding and Continuous Commissioning - Craig Storey will update us on the latest developments with real time energy monitoring and the opportunities that are possible with continuously commissioning your energy systems at your stadium.

Advancing Energy Performance in Stadiums - Ryan Colker, will present information on High Performance Buildings, Zero Energy Buildings and

announce a new NIBS, GSA Initiative to advance the science of stadium energy efficiency.

1:15pm-2:00pm

Breakout Sessions (REPEAT)

5 x 5 x 8

**Weather Safety for Sports Venues
The Green Sports Alliance Current
Trends in Stadium Energy Efficiency**

2:00pm-3:00pm

Sessions

Professional Development Breakout

Emerging Trends in Operations &

Engineering

Caribbean Ballroom

**Computerized Management &
Maintenance Systems**

Moderated by Russ Simons, VSG
Panelists: David Lock, AwareManager,
and Mike Wooley, VSG

Learn how Arsenal Stadium uses their event management system to optimize the security and efficiency of their operations. What if your facility does not have a building maintenance system? We'll discuss gathering and using the data that is available to you.

**Sustainable Design in New and
Renovated Facilities**

Moderated by Mike Grindle, BASF
Performance Floors
Panelists: Chris Lamberth, HOK, Lee Slade, Walter P Moore, Lanson Nichols, HNTB, and Rafael Pina, Langan Engineering

This panel will focus on planning for the stewardship of your building. What are the keys to sustainable design, construction, and operations at any size? They will discuss a range of projects at different stages in the lifecycle of the facility.

3:00pm - 4:00pm Operations Committee and respondents of the 2015 Operations Survey will meet to discuss the results of the survey. Location to be announced.

5:00pm - 10:00pm **SMA BEACH PARTY**
Follow the steel drum band sound out to the beach for a little beach volleyball, dinner and dancing, and s'mores and cigars by the bonfire. Come early so you won't miss a thing!
Sponsored by Daktronics, Anheuser Busch, Knight FM, PSAV

THURSDAY FEBRUARY 11

9:00am - 10:00am **Registration Open**
Caribbean Ballroom Registration Desk

8:00am - 6:00pm **SMA reserved ocean view cabanas open at the pool for guest attendees**

9:30am-10:00am **SMA Annual Business Meeting**
location TBD

10:00am-11:30am **Brunch, Gift Exchange and Prize Lottery**
location TBD

Brunch sponsored by Populous
Prizes sponsored by Daktronics

Daktronics is raising the bar on grand prizes this year, and you must be present to win.

Grand Prize is a 65" Sony 4K Flat Panel TV, valued at \$2100

Second prize is \$1000 CASH. Two more tickets will be drawn for \$500 each!

Be there for a chance to win these prizes. Yes, this year, thanks to our Daktronics sponsors, FOUR people will

leave very happy. And **everybody** gets a
great meal - thank you to Populous!