

SMA SEMINAR 2018 AGENDA

SUNDAY FEBRUARY 4

- 10:30am – 12:30pm **SMA Board Meeting**
Hotel del Coronado, Windsor Complex
- 12:30pm – 3:30pm **SMAF Board Meeting**
Hotel del Coronado, Windsor Complex
- 12:00pm – 7:30pm **Registration open**
Hotel del Coronado, Garden Room
Lanyards sponsored by TURF NATION
Bottled water sponsored by BASF
Mobile event application created by PSAV and sponsored by Mortenson Construction
Internship Program sponsored by Whelan Security
Membership directory sponsored by Wrightson, Johnson, Haddon, & Williams, Inc. and Walter P Moore
- 3:00pm - 8:30pm **Super Bowl Party**
Hotel del Coronado, Ballroom and Vista Walk
Production created and sponsored by PSAV
Food and beverage sponsored by 24/7 Software and Trex Commercial Products
Technology provided and supported by Stratacache, and Peerless-AV
Internship Program sponsored by Whelan Security

MONDAY FEBRUARY 5

- 10:00am – 7:30pm **Registration open**
Hotel del Coronado, Garden Room
Lanyards sponsored by TURF NATION
Bottled water sponsored by BASF
Internship Program sponsored by Whelan Security
Membership directory sponsored by Wrightson, Johnson, Haddon, & Williams, Inc. and Walter P Moore
- 10:30am – 5:30pm Shuttle bus runs between Hotel del Coronado and Coronado Golf Course for golfers and guests who wish to see Ryan's demonstration.
Transportation sponsored by SP+ Gameday
- 11:30am – 5:00pm **SMA Scholarship Foundation Golf Tournament**

Coronado Golf Course
<http://www.welcometocoronado.com/coronado-living/coronado-municipal-golf-course/>
Premiere sponsor ImageOne
Lunch sponsor Detex
Prize sponsor SunBrite TV

We welcome back Ryan Gearhart, World Long Drive Champion. His talent for distance, accuracy, and sheer power is fun to see, whether or not you plan to golf. Jump on the shuttle and come out to see Ryan do a short demonstration before our 12pm tee off. Ryan will be taking donations for Foundation scholarships. Let him take your tee shot, buy a few mulligans, and improve your score!

5:30pm-6:00pm

“How to Work the Seminar”

Hotel del Coronado Continental Room
[Sponsored by Rust-oleum](#)

President Tony Pereira 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.

6:00pm-7:30pm

Sponsor Appreciation Reception

Hotel del Coronado Sundeck
[Sponsored by AwareManager, TerraPlas, and Petrone Risk](#)
[Beverages sponsored by Anheuser Busch](#)

All attendees are welcome for the opening reception, honoring our sponsoring companies, and featuring a special guest from the Hotel del Coronado's past.

TUESDAY FEBRUARY 6

7:30am – 5:30pm

Registration open

Hotel del Coronado, Garden Room

8:00am-8:30am

Breakfast

Hotel del Coronado, The Coronet Room

8:30am-8:45am

Opening Remarks

Rick Nafe, SMA Program Chair
Hotel del Coronado, The Crown Room

[Event production created and sponsored by PSAV](#)

8:45am-9:30am

Keynote Address

Paul Zikopoulos, Vice President of Information Management Technical Sales and Big Data at IBM
[Sponsored by IBM](#)

In a world where Facebook is the biggest media company but creates no content, Uber is the largest taxi service but owns no cars, and AirBnB is one of the most popular places to book a place to stay but owns no buildings, data has become the new competitive advantage.

Paul will demonstrate how to use live event analytics to generate revenue and better engage the fans in your seats.

The VP of Big Data Analytics and Cognitive Systems at IBM, Paul is an award-winning speaker and writer who uses humor and incredible visuals to demonstrate how Big Data, Artificial Intelligence (AI), data science, and machine learning is not just the competitive edge, it's a survival tool that you should be using now.

9:30am-10:45am

“Concerns and State of the Business”

Cathy Lanier, Senior Vice President, National Football League

John Skinner, Vice President, Security & Facility Management, Major League Baseball

Ray Whitworth, Senior Vice President, Operations & Security, Major League Soccer

Joie Chitwood III, Chief Operating Officer, International Speedway Corporation

Top officials in our industry 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

Hotel del Coronado, The Coronet Room

[Sponsored by Covermaster](#)

11:00am-11:45am

“Spotlight Atlanta”

It’s been said that when a stadium gets dirty in Atlanta...they just build a new one! Here’s a look at the recent facility construction/renovation for:

-The Atlanta Braves

Earl Santee, FAIA, Founder and Senior Principal,
Populous

-The Atlanta Falcons

Bill Johnson, Senior Vice President and Design
Principal, HOK

John Short, IBM Sports and Entertainment

Jay Parker, Vice President Live Events and
Spectaculars, Daktronics, Inc.

-Georgia State

Dane Hawthorne, Project Architect, Heery
International

11:45am – 12:30pm

“Public Attacks, Drones, and Other Emerging Threats...The Good vs the Evil”

“Do you know how they’re gonna come at ya?”

-Tom Hagen to Michael Corleone

Dave Wulf, Acting Deputy Assistant Secretary for
Infrastructure Protection, Department of Homeland
Security

Christine Riccardi, Director, Office of Infrastructure
Protection, Department of Homeland Security

Charles Raley, Senior Attorney Enforcement Division,
Federal Aviation Administration

SMA Counsel Mike McCormick will moderate this
capsulated look at evolving methods terrorists and
lone attackers are using to attack crowded events and
places and how we can work together to secure
public gatherings.

12:30pm

Lunch

Hotel del Coronado, The Coronet Room

Attendees can pick up lunch and gather in the breakout rooms for a meet and eat session. These are league specific, informal discussion sessions, and only open to your member type.

12:30pm-2:00pm

Facility Breakouts

Major League Baseball / Minor League Baseball
Hotel del Coronado, The Hanover Room

National Football League / Major League Soccer /
NASCAR / National Collegiate Athletic Association
Hotel del Coronado, The Continental Room

Faculty
Hotel del Coronado, The Crystal Room

Corporate Sponsors / Corporate Members
Hotel del Coronado, The Crown Room

2:00pm-3:00pm

Professional Development Breakout Sessions

“Parking Technology and Transportation Alternatives”

Hotel del Coronado, The Crown Room

Moderated by John Beattie, Stadium & Facilities
Director, Arsenal Football Club

Chris Prisk, Langan Engineering
Jarrod Fresquez, ParkHub
Don Jordan, SP+ Gameday
Mark Mock, Impark

Technology and ride-sharing services have had a huge impact on transportation alternatives to your events. Learn from those who are focused on improving the guest experience.

“Sports Facilities Management Academics and the Sport Industry”

Hotel del Coronado, The Crystal Room

Moderated by Dené Williamson, Assistant Professor of Sport Business, Saint Leo University and B. Nalani Butler, Assistant Professor of Sport Management, University of Tampa

Academicians in the sports business field will share their latest research on stadium and arena management.

'Self-Interested' vs. 'Other-Interested': Investigating the Orientations and Outcomes Associated with Environmental Responsibility among Facility Managers
Dr. Matthew Walker, Chair and Associate Department Head, Texas A&M University

The Sunshine State and Sustainability Efforts; A Glance at Florida's Major Athletic Facilities
Dr. Dene Williamson, Dr. Nalani Butler, & Dr. Leon Mohan

- 3:30pm Buses leave from Hotel del Coronado to Petco Park
[Sponsored by SP+ Gameday](#)
- 4:00pm – 5:30pm **Petco Park Tour**
See the ballpark when they are in transition between the many events handled by this facility. Get the back of the house tour, and take home some best practices.
[Sponsored by Hunt Construction and HOK](#)
[Snacks and beverages by Delaware North SportService](#)
[Transportation sponsored by SP+ Gameday](#)
- 5:30pm Bus directly from hotel to Midway for those who do not attend ballpark tour
[Sponsored by SP+ Gameday](#)
- 6:00pm – 9:00pm **SMA Scholarship Foundation Benefit Gala**
The USS Midway

Enjoy a tour of a very different kind on the USS Midway. Docents will take you through the typical day of life at sea aboard the longest serving Navy aircraft carrier of the 20th century. We'll have dinner on the flight deck among meticulously restored aircraft that have been in service on this living museum.
[Dinner sponsored by Daktronics](#)
[Beverages sponsored by Anheuser Busch](#)
[Entertainment sponsored by KnightFM](#)
[Dessert by Delaware North SportService](#)
- 9:00pm – 11:00pm **SMA After Hours**
Hotel del Coronado, Garden Room
[Sponsored by Pritchard Sports](#)

WEDNESDAY FEBRUARY 7

- 7:30am – 3:00pm **Registration open**
Hotel del Coronado, Garden Room
- 8:00am-8:45am **Breakfast**
Hotel del Coronado, The Coronet Room
[Sponsored by Irwin Seating](#)
- 8:45am-9:00am **Opening Remarks**
Hotel del Coronado, The Crown Room
Rick Nafe, SMA Program Chair
[Event production created and sponsored by PSAV](#)
[Mobile event application sponsored by Mortenson](#)
- 9:00am-9:45am **“Super Bowl 2018 Review”**
[Sponsored by ParkHub](#)
- Peter O’Reilly, Sr. Vice President of Events, National Football League
- Via live feed, we’ll hear how Super Bowl LII went for the NFL and the world from the man in charge.
- 9:45am-10:30am **“Was That My Inside Voice?”**
- Emily Turner, Executive Vice President, Spaeth Communications
- In this year of presidential tweets and blurts - how do you control that and yourself?
- 10:30am-10:45am **Break**
Hotel del Coronado, The Coronet Room
[Sponsored by Covermaster](#)
- 10:45am – 11:30am **Planning and Managing the Big Event**
“Welcome Back World”
- Bill Hanway, Executive Vice President and Global Sport Leader, AECOM
- In 2028, LA will once again host the world in the 2028 Summer Olympics...without building new facilities.
- 11:30am – 12:15pm **“Renovation Design in Your “Off Season”**
- Earl Santee, FAIA, Founder and Senior Principal, Populous
Tab Baker, Project Executive, Hunt Construction
Vinnie Spataro, Director of Sports Venues, Shawmut Construction

Design-led, design built projects that you need to have done on a tight budget or in a single off-season time frame.

12:15pm-12:45pm

Break

Hotel del Coronado, The Coronet Room
[Sponsored by Covermaster](#)

Lunch on your own

12:45pm-1:30pm

Breakout Sessions

Three sessions focused on current concerns will be offered and repeated to give attendees an opportunity to attend a second session.

“5x5x8”

Hotel del Coronado The Crown Room
Moderated by Jim Folk, Vice President, Ballpark Operations, Cleveland Indians

Five stadium managers have five slides and eight minutes each to talk about innovative work in their facility.

“New Revenue Generation”

Hotel del Coronado Continental Room
Moderated by Matt Kastel, Oriole Park at Camden Yards
With Elle Valois, Vice President of Sports and Entertainment, PSAV
John Short, IBM Sports and Entertainment
Ed O'Brien, Head of Sports, CLEAR

Facility Operators are under increasing pressure to come up with new ideas for non-game revenue. SMA members will discuss operational strategies to grow your new source of revenue into a full-fledged profit center.

“A New Light on Sustainability”

Hotel del Coronado Crystal Room
Moderated by Joe Abernathy, VP of Facility Planning and Engineering, Busch Stadium

Joe brings together managers and their partners for an update on best practices and innovative ideas in sustainable operations.

1:30pm-2:15pm

Repeat of Breakout Sessions

“5x5x8”

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3:00pm – 4:30pm

Operations Committee Meeting

Hotel del Coronado Crystal Room

Review and discussion of 2017 Operations Survey

3:00pm – 4:30pm

“A League of Their Own”

Hotel del Coronado Continental Room

[Sponsored by AwareManager](#)

Career stories and tips from SMA’s Women in Leadership Committee

Open Evening

9:00pm – 11:00pm

SMA After Hours

Hotel del Coronado, Garden Room

THURSDAY FEBRUARY 8

9:30am-10:00am

SMA Annual Business Meeting

Hotel del Coronado, Ballroom

10:00am – 11:00am

“Did’Ya Know”

Hotel del Coronado, Ballroom

David Broughton, Research Director, Sports Business Journal

11:00am-1:00pm

Brunch, Gift Exchange and Grand Prize Giveaway

Hotel del Coronado, Ballroom

Bring a gift to participate in the exchange. Something that represents your facility, something that you wish you would win, or something you want to get rid of! This is a fun drawing and you are sure to go home with something unexpected.

Stay for brunch to see MANY lucky attendees win big!

Thanks to Daktronics again this year for sending so many of our members home with a smile and some cash, and, yes, you must be present to win this one.

Someone will go home with \$1000 CASH!

Someone else will leave this event with \$1000 CASH!

A third attendee will leave San Diego, or at least the brunch, with \$1000 CASH!

Two attendees will win a 50” TV from Panasonic!

Meal sponsored by Populous

Grand prizes sponsored by Daktronics

Internship Program sponsored by Whelan Security