

# SMA SEMINAR 2019 AGENDA

## SUNDAY FEBRUARY 3

- 8:00am – 10:00am      **SMA Foundation Board Meeting**  
*Coral Reef Room, Margaritaville*
- 10:00am – 10:45am      **SMA / SMAF Board Breakfast**  
*Coral Reef Room, Margaritaville*
- 10:45am – 12:30pm      **SMA Board Meeting**  
*Coral Reef Room, Margaritaville*
- 12:00pm – 8:30pm      **Registration open**  
*Compass Rose Ballroom foyer, Margaritaville*
- 6:00pm – 10:00pm      **Super Bowl Party**  
*One Particular Harbour, Margaritaville*  
Sponsored by 24/7 Software and Trex Commercial Products  
Production created and sponsored by PSAV  
Technology provided and supported by Stratacache and Peerless-AV

## MONDAY FEBRUARY 4

- 9:00am – 6:30pm      **Registration open**  
*Compass Rose Ballroom foyer, Margaritaville*  
Bottled water sponsored by BASF  
Internship Program sponsored by Whelan Event Services  
Lanyards sponsored by TURF NATION  
Badges sponsored by ColorID  
Keycards sponsored by Barton Malow
- 11:00am                  Bus leaves from Margaritaville to Topgolf  
Transportation sponsored by SP+ Gameday
- 12:00pm – 3:00pm      **SMA Scholarship Foundation Golf Tournament**  
*Topgolf, Miami Gardens* <https://topgolf.com/us/miami-gardens/>,  
Lunch sponsored by ImageOne Uniforms
- 5:00pm-5:30pm          **“How to Work the Seminar”**

*Hemisphere Dancer, Margaritaville*

President Troy Brown 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.

5:30pm-6:30pm

**Sponsor Appreciation Reception**

*License to Chill, Margaritaville*

[Beverages sponsored by Anheuser Busch](#)

[Reception sponsored by Terraplas and Petrone Risk](#)

**TUESDAY FEBRUARY 5**

7:30am – 5:30pm

**Registration open**

*Compass Rose Ballroom foyer, Margaritaville*

8:00am-8:30am

**Breakfast**

*One Particular Harbour, Margaritaville*

[Sponsored by Flock Free](#)

8:30am-8:45am

**Opening Remarks with SMA Program Chair, Rick Nafe**

*Compass Rose Ballroom, Margaritaville*

[Production created and sponsored by PSAV](#)

8:45am-9:30am

**Keynote Address with Eugene “Mercury” Morris**

*Compass Rose Ballroom, Margaritaville*

[Sponsored by Mortenson](#)

Mercury Morris played eight seasons in the NFL (1969-1976), was a three-time Pro Bowler and two-time Super Bowl champion. He was a key member of the legendary 1972 Dolphins team that went undefeated, with the only perfect season in NFL history.

9:30am-10:45am

**“Concerns and State of the Business”**

*Compass Rose Ballroom, Margaritaville*

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.

*With:*

*Joie Chitwood III, Chief Operating Officer,  
International Speedway Corporation*

*Anthony Holman, Managing Director, Championships  
& Alliances, National Collegiate Athletic Association*

*Cathy Lanier, Senior Vice President, National Football  
League*

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

*Jeff Stonebreaker, VP Safety & Security, Major  
League Soccer*

*Andrea Schultz, CPP, Director, Strategic Security  
Programs and Policy, National Football League*

10:45am-11:00am

**Break**

*One Particular Harbour, Margaritaville*  
[Sponsored by Covermaster](#)

11:00am-11:45am

**General Session**

*Compass Rose Ballroom, Margaritaville*

“YOU HAVE TO ASK THE QUESTION:

Can you fit all of the highlights and parts of a \$4  
Billion Plus stadium into a 45-minute presentation?”

A look at the new Rams/Chargers Stadium in LA

*Moderated by Rob Aylesworth, Support Services  
L.A. Stadium and Entertainment District at Hollywood  
Park*

*With:*

*Paula Portz, COO, Legends Project Development  
Bill Rhoda, President, Legends Global Planning*

11:45am – 12:30pm

**General Session**

*Compass Rose Ballroom, Margaritaville*

“Take Inventory, Stock Your Bars with Alcohol  
Management Best Practices”

TEAM Coalition is taking stock of each sports and  
entertainment facility’s alcohol management best  
practices – from alcohol service cut-off times to ID  
checking ages to case studies of highly successful  
partnerships with law enforcement and ride share

apps. And the end result will be a searchable, web-based database sharing the results. SMA members are encouraged to participate in the research and benefit from the results. The session will help you get your bars fully stocked with alcohol management techniques to improve the guest experience.

*Jill Pepper, Executive Director, TEAM Coalition*

12:30pm- 1:00pm

**Lunch / Networking time**

**Sponsored by Ident Solutions**

*One Particular Harbour, Margaritaville*

1:00pm-2:15pm

**League Breakouts**

*Compass Rose Ballroom, Margaritaville*

These round table discussions are league specific and closed to non-league attendees. The Corporate session is a membership and new initiative update.

- Major League Baseball / Minor League Baseball / Rugby

*Moderated by Jorge Costa, Sr. Vice President Operations & Facilities, AT&T Park*

- National Football League / Major League Soccer / NASCAR / National Collegiate Athletic Association

- Faculty

*Moderated by Dr. Dené Williamson, Assistant Professor of Sport Business, Saint Leo University*

- Corporate Sponsors / Corporate Members

*Moderated by Nicole Andrews, Matrax, Inc., SMA Corporate Director*

2:15pm – 3:30pm

**Event and Facility Operations Breakouts**

*Compass Rose Ballroom, Margaritaville*

These round table discussions are grouped by area of operational focus, and open to all attendees.

- Facility Operations

*Moderated by Matt Kenny, VP of Stadium Service & Events, Kansas City Chiefs*

- Guest services / Security

*Moderated by Morgan Bucciferro, Assistant Director, Event Operations & Security, Chicago Cubs*

- Engineering / Project Management

- Municipal Owned

*Moderated by Matt Kastel, Maryland Stadium Authority/Oriole Park at Camden Yards*

3:45pm – 6:00pm

**Hard Rock Stadium Tour**

Sponsored by AECOM Hunt and Detex Corporation  
Transportation sponsored by SP+ Gameday

6:00pm – 7:00pm

**Sponsor Appreciation Reception**

*License to Chill, Margaritaville*

Sponsored by Anheuser Busch and Populous

WEDNESDAY FEBRUARY 6

7:30am – 3:00pm

**Registration open**

*Compass Rose Ballroom foyer, Margaritaville*

8:00am-8:45am

**Breakfast**

*One Particular Harbour, Margaritaville*

8:45am-9:00am

**Opening Remarks with SMA Program Chair. Rick Nafe**

*Compass Rose Ballroom, Margaritaville*

9:00am-9:45am

**“Super Bowl 2019 Review”**

*Compass Rose Ballroom, Margaritaville*

Sponsored by ParkHub

Direct from Atlanta and Super Bowl LIII... and live from the little conference room near his office on Park Avenue in New York... we welcome the NFL’s Senior Vice President of Events and the overseer of Super Bowl...Peter O’Reilly.

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

9:45am-10:30am

**General Session**

*Compass Rose Ballroom, Margaritaville*

“Department of Homeland Security: Analyzing and Anticipating Today’s Threats”

WHAT has changed and WHAT keeps these guys up at night?

*Moderated by Mike McCormick, Attorney & SMA Legal Counsel*

*With:*

*Shawn Stallworth, Department of Homeland Security  
Scott Breor, Department of Homeland Security  
Andrea Schultz, CPP, Director, Strategic Security  
Programs and Policy, National Football League*

10:30am-10:45am

**Break**

*One Particular Harbour, Margaritaville*  
[Sponsored by Covermaster](#)

10:45am – 11:30am

**General Session**

*Compass Rose Ballroom, Margaritaville*

*“Concerts: BACK TO THE FUTURE - AGAIN”  
Introduced by Todd Stewart, President, Show Pros  
Entertainment*

*Moderated by Bob Flynn, VP of Facilities and Game  
Day Operations, Tennessee Titans*

*With:*

*Tres Thomas, SVP, Global Operations, Live Nation  
Mike Dugan, President, Messina Touring Group*

11:30am – 12:15pm

**General Session**

*Compass Rose Ballroom, Margaritaville*

*“There’s No Place Like Home”*

*A review of the non-cookie cutter approach to Major  
League Soccer facilities that offers a view at the plan  
that works between the League, the teams and the  
buildings that are planned, built and sometimes  
shared.*

*With:*

*Jeff Stonebreaker, VP Safety & Security, Major  
League Soccer*

*Bruce Miller, Senior Principal, Populous*

12:15pm-12:45pm

**Lunch / Networking time**

*One Particular Harbour, Margaritaville*  
[Sponsored by Black Sage Technology](#)

12:45pm-1:45pm

**Breakout Sessions**

*Compass Rose Ballroom, Margaritaville*

1. 5x5x8 – A panel of five managers sharing their latest war stories

*Moderated by Jim Folk, Vice President, Ballpark Operations, Cleveland Indians*

2. Emergency Preparedness - Resilience Strategy  
*Moderated by John Petrone, President, Petrone Risk*

*With:*

*Kathy Lupia, Petrone Risk*

*Brad Mohr, Director Stadium Operations, Cleveland Browns*

3. Major Capital Planning

*Moderated by Joe Abernathy, VP of Facility Planning and Engineering, Busch Stadium*

2:00pm-3:00pm

**Professional Development Sessions**

*Compass Rose Ballroom, Margaritaville*

Creating a vision for your technology roadmap.

1. “Emerging Technologies – Guest Services”

*With:*

*Ken Boyle, Senior VP Strategic Operations, Stratacache*

*George Baker, Founder and CEO, Parkhub*

*Jennifer Colleran, Vice President of Sales, The Weather Company, an IBM Business*

2. “How Security Can Benefit Guest Experience”

*With:*

*Ed O’Brien, Head of Sports, CLEAR*

*Scott Meyers, Executive VP Sales, 24/7 Software*

3:00pm – 4:00pm

**Women In Leadership Networking Reception**

*Compass Rose Ballroom, Margaritaville*

5:00pm – 9:00pm

**SMA Dinner Cruise - It's 5 O' Clock Somewhere!**

*Boarding at 5:30pm from Hollywood Home dock*

[Dinner sponsored by Daktronics](#)

[Beverages sponsored by Anheuser Busch](#)

Walk across the street from Margaritaville, enjoy a beverage with your toes in the sand, and get ready to board the South Beach Lady for a sunset dinner cruise highlighting the glamorous intercoastal waterways and the homes of the rich and famous.

## THURSDAY FEBRUARY 7

9:30am-9:45am

### **SMA Annual Business Meeting**

*Compass Rose Ballroom, Margaritaville*

9:45am – 11:00am

### **General Session**

*Compass Rose Ballroom, Margaritaville*

'Don't Chu Know?'

A new stadium without HVAC? Another with no parking? A Shakespearean- inspired remodel? A \$75 burger? The return of the Great Hambino? Stick around Thursday, as David Broughton walks us through the highs and lows of what has been the most lucrative three-year period in the history of stadium construction, takes a look at our industry's year ahead and offers proof that when it comes to stadium business, it's always five o'clock somewhere.

*David Broughton, Research Director, Sports Business Journal*

11:00am-1:00pm

### **Brunch, Gift Exchange and Grand Prize Giveaway**

**Grand Prize sponsored by Daktronics**

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.

Thanks to Daktronics, one lucky member will win The Richard Petty Driving Experience!

<https://www.drivepetty.com/>, including airfare, 2 hotel nights, and a drive or ride along experience.

You must be present to win this one!