

MANAGER REGISTRATION

LEADERSHIP

President & College /
University Director
Mark Burk
Director
Rice-Eccles Stadium

Past President &
Director At Large
Joe Abernathy
Vice President, Stadium Operations
Busch Stadium

Vice President
Tony Pereira
Sr. Director Ballpark Operations
Safeco Field

Treasurer / Secretary
Troy Brown
Vice President, Stadium Operations
Cleveland Browns

Director At Large
James Minish
Executive VP & Chief Operating Officer
New Jersey Sports & Exposition
Authority

Director At Large
Mike McFaul
Director, Engineering & Maintenance
B.C. Place Stadium

Corporate Director
Troy Hoberg
Vice President of Business
Development
Hunt Construction Group

Ex-Officio - Annual Seminar Chair
Rick Nafe
Vice President of Operations
Tampa Bay Rays

Ex-Officio Annual Seminar Vice Chair
Jim Folk
Vice President, Ballpark Operations
Cleveland Indians

Ex-Officio - Legal Counsel
Mike McCormick
Principal
MCMcCormick & Associates

Emeritus Director & Historian
Bill Wilson
Retired Stadium Manager

Welcome to one of the most fascinating cities in the world ... where magic is created every day for the small and big screens. And since we're talking magic here ... we will now enlighten you about the 41st Stadium Managers Association Annual Meeting and Seminar ... February 1st through the 4th at the Loews Hollywood Hotel ... in the heart of Hollywood.

"Round up the usual suspects."

As a member of the Association, we welcome you with open arms, because without you, we can't make the great memories and have the fun that we all share each and every year.

"All right Mr. DeMille, I'm ready for my close-up."

Let's take a close up look at our plans for Hollywood 2015:

Another year of strong programming begins with an exciting Keynote address (it's a surprise) before we hear from the top people representing the National Football League, Major League Baseball, Major League Soccer, NCAA, Department of Homeland Security and the College Football Playoff. And that's just the first day! We will have tours of the iconic Rose Bowl and Dodger Stadium. There will also be an evening of fun and entertainment on the back-lot of the world famous Warner Brothers studios

"Go ahead, make my day."

I think I just did.

I promise you that you will not want to miss the 2015 Stadium Managers Annual Meeting and Seminar. Call Mary or Randi in our management offices at 515-282-8192 or visit them on-line via email.

"Carpe Diem. Seize the day...make your lives extraordinary!"

See you in Hollywood.

"You had me at hello."



Rick Nafe
Seminar Chair



Name: _____

Title: _____ Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Country: _____ Cell Phone: _____

Work Phone: _____ Email: _____

**REGISTRATION DEADLINE IS JANUARY 10, 2015
PLEASE MAKE COPIES FOR EACH ADDITIONAL REGISTRANT**

- Stadium Manager - Member \$445.00 1st Person from Org. \$: _____
- Stadium Manager - Additional Staff \$395.00 Per Additional Staff \$: _____
- Stadium Manager - Non Member \$600.00 Per Person \$: _____
- Faculty Member \$395.00 Per Person \$: _____
- Student \$100.00 Per Person \$: _____
- (full registration for all Seminar and student events)
- Spouse/Guest (not a stadium employee) \$375.00 Per Person \$: _____

Guest Name _____

- Sunday Strike It Rich Fundraiser \$125.00 Per Person \$: _____
- Sunday Super Bowl Party
- Monday Rose Bowl visit, Dodger Stadium tour and Reception
- Tuesday Night Dinner and back lot tours - Warner Bros. Studio
- Wednesday Lunch and Prize Lottery
- Donation to Stadium Managers AssociationSM Scholarship Fund = \$ _____

TOTAL PAYMENT = \$ _____

Badges are required for all seminar functions, including tours, and will be provided to paid registrants & registered guests only! Complimentary transportation provided for all off-site events.

Method of payment - (Registration received without payment will not be processed)

- Payment by check (enclosed) Make payable to SMA
When you provide a check as payment, you authorize us either to use the information from your check to make a one-time electronic fund transfer from your account or to process the payment as a check transaction
- Please charge my credit card AMEX VISA MasterCard Discover

Credit Card Number: _____ Exp Date: _____

Name on card: _____ Signature _____

If you choose to fax your registration, DO NOT send the original by mail. Doing so may result in duplicate charges on your credit card. You may choose to return this form with your complete credit card number via our secure fax (515-282-9117). Please do not return this form via email with a complete credit card number. To preserve the integrity of your account, you will be contacted by phone to acquire the remaining digits.

CANCELLATIONS/REFUNDS

Cancellations must be received in writing no later than January 15, 2015. There is a \$50.00 fee for all cancellations. Refunds will not be issued for cancellation requests received after January 15, 2015. Mail refund requests to the address below. Refunds will not be issued for Bowling costs.

SPECIAL NEEDS

The Stadium Managers Association wishes to take steps to ensure that no individual with a disability is excluded, denied services, segregated, or otherwise treated differently than the other individuals because of the absence of auxiliary aids and services. If you require special services identified in the Americans with Disabilities Act, or any assistance in registering for this seminar, please contact the SMA office listed below.

**PLEASE RETURN REGISTRATION AND PAYMENT AS SOON AS POSSIBLE.
REGISTRATIONS WILL BE CONFIRMED BY E-MAIL.**

Stadium Managers Association | 6919 Vista Drive, West Des Moines, IA 50266
Telephone 515/282-8192 | Fax: 515/282-9117 | E-mail: mmycka@assoc-mgmt.com

SPONSOR REGISTRATION

Name: _____
 Title: _____ Company: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Country: _____ Cell Phone: _____
 Work Phone: _____ Email: _____

You must be a current SMA member to attend. Please make a copy for your second sponsor to have their own form. Corporate Sponsor membership includes two (2) registrations.

REGISTRATION DEADLINE IS JANUARY 15, 2015

Category (Please check) Fees	Fees
<input type="checkbox"/> Sponsor Registration (First & Second Sponsors)	\$0.00
<input type="checkbox"/> Third Sponsor Registrant	\$950.00
<input type="checkbox"/> Fourth Sponsor Registrant	\$1050.00
<input type="checkbox"/> Fifth and above Sponsor Registrant	\$1100.00

PLEASE MAKE COPIES FOR EACH ADDITIONAL REGISTRANT

<input type="checkbox"/> Spouse/Guest (not an employee of your company)	\$375.00	Per person X _____ = \$ _____
Guest Name _____		
<input type="checkbox"/> Corporate Member (one time only)	\$1100.00	Per person X _____ = \$ _____
<input type="checkbox"/> Sunday Strike It Rich Fundraiser	\$125.00	Bowling Partner: _____
<input type="checkbox"/> Sunday Super Bowl Party		Bowling Partner: _____
<input type="checkbox"/> Monday Rose Bowl visit, Dodger Stadium tour and Reception		Bowling Partner: _____
<input type="checkbox"/> Tuesday Night Dinner and back lot tours - Warner Bros. Studio		Donation to Stadium Managers Association SM
<input type="checkbox"/> Wednesday Lunch and Prize Lottery		Scholarship Fund = \$ _____
		TOTAL PAYMENT = \$ _____

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 Telephone 515/282-8192 | Fax: 515/282-9117 | E-mail: mmycka@assoc-mgmt.com

SUNDAY FEBRUARY 1

9:30am – 11:30am | SMA Board Meeting

12-2pm | SMA Scholarship Foundation
 Bowling Tournament

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

3:15-9:30pm | Super Bowl Party
 Technology sponsored by Enseio, Panasonic, Peerless, Daktronics

MONDAY FEBRUARY 2

8:45-8:55am | Welcome Remarks
 Technology sponsored by Enseio, Panasonic, Peerless, Daktronics; Internet access sponsored by 5 Bars Inside

8:55-9:30am | Keynote Address
 Sponsored by Mortenson Construction

9:30-10:45am | "Concerns and State of the Business"

10:45-11:00am | Break
 Sponsored by Terraplas and Covermaster

11:00am-12:30pm | Facility Breakouts
 1. NFL/CFL/MLS 2. MLB/MiLB
 3. College/University 4. Corporate Sponsors

12:30-12:45pm | Break
 Sponsored by Terraplas and Covermaster

12:45-1:45pm | Professional Development
 Breakout Sessions

3:00-6:00pm | Off Site Tours
 Rose Bowl and Dodger Stadium
 Sponsored by eVerifile; Transportation sponsored by SP+ Gameday

6:30-8:30pm | Sponsor Appreciation
 Reception at Dodger Stadium
 Sponsored by MillerCoors, AwareManager, Irwin Seating

TUESDAY FEBRUARY 3

8:30-8:45am | Opening Remarks

8:45-9:30am | "Off the Wall Concessions Concepts"

9:30-10:15am | "The Culture of Service for Enhancing the Guest Experience"

10:15-10:30am | Break
 Sponsored by Terraplas and Covermaster

10:30-11:15am | "Department of Homeland Security Update for Stadiums"
 Sponsored by Mortenson Construction

11:15am-12:00pm | "Sustainability Focus for 2015"

12:00-12:30pm | Box Lunch Break
 Sponsored by Burke Flooring

12:30-1:30pm | Breakout Sessions
 1. 5x5x8 (including 5 new MLS stadia)
 2. Legal / Litigation Update
 3. Stadium Technology Strategic Task Force

1:30-2:30pm | Breakout Sessions repeated

5:00-9:00pm | Warner Bros. Studio
 Dinner Event
 Sponsored by Anheuser Busch, Daktronics and Knight FM;
 Transportation sponsored by SP+ Gameday

WEDNESDAY FEBRUARY 4

8:45-9:00am | Opening Remarks

9:00-9:45am | "Super Bowl 2015 Review"

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

10:00-10:45am | "Didja Know? Stadiums in the Movies"

10:45-11:30am | SMA Annual
 Business Meeting

11:30am-1:30pm | Brunch, Gift
 Exchange and Prize Lottery
 Sponsored by Populous and Mitsubishi

Full agenda available online at
www.stadiummanagers.org



41ST ANNUAL SEMINAR 2015

Stadium Managers Association
February 1-4

Highlights:

- League reports from key leadership in MLB, NFL, MLS, NCAA, CFP
- In-depth review of 2015 Super Bowl – successes and challenges
- Dodger Stadium Tour
- A look at 5 new soccer stadium projects
- Distribution and discussion of latest resources from Department of Homeland Security
- Stadium Technology Strategic Task Force



6919 Vista Drive
West Des Moines, IA 50266
515-282-8192



SAVE THE DATE
February 7 – 10, 2016
Marriott Harbor Beach Fort Lauderdale

THANK YOU SPONSORS

SMA is grateful to these leading industry suppliers who support the Seminar and Foundation with their financial contribution and volunteer time.



<http://tinyurl.com/sma-sponsors>

THE AGENDA

SUNDAY

- Scholarship Foundation Bowling Event - right next door to our host hotel at Lucky Strike Bowling. Help the SMA Foundation Scholarship Fund strike it rich, and start your week with a fun networking event
- Super Bowl Party with a view of the Hollywood Hills, and just steps from your room at the Loews Hollywood Hotel

MONDAY

- General sessions and breakouts that focus on current trends and relevant concerns
- Visit to the iconic Rose Bowl and tour of Dodger Stadium
- Incredible views from the Top of the Park at our Sponsor Recognition Reception at Dodger Stadium



TUESDAY

- Sessions planned by facility managers that share your challenges
- Dinner on the Brownstone Street Stage set at Warner Bros. Studio. Browse the museum and take the back lot tour to see some of the amazing TV and movie sets. No lines, no waiting, hosted food and beverage – this is the SMA way to see an attraction!



WEDNESDAY

- Super Bowl 2015 wrap up from NFL
- Gift exchange and Prize Lottery – be there to win!

THANK YOU SPONSORS

SMA is grateful to these leading industry suppliers who support the Seminar and Foundation with their financial contribution and volunteer time.

360 Architecture Inc. | 5 Bars Inside | AAA Flag & Banner | ABM | Amano McGann Inc. | American Seating Company | Anheuser-Busch, Inc. | Anthony James Partners, LLC | Aramark Sports & Entertainment | Arena Americas | Arena Maintenance Solutions, LLC | AstroTurf AwareManager | BASF Construction Chemicals | BASF Performance Floors | Bigelow Companies, Inc. | Bird Doctor Nationwide | Birdair, Inc. | BOCA Group International | BOSS Electrostatic Painting Inc. | Burke Flooring | Buro Happold Consulting Engineers, Inc. | Caddy Products, Inc. | CEIA USA | Centerplate Clarin by Hussey Seating | Comcast Business | Contemporary Services Corporation | Corsair Display Systems, LLC | Covermaster, Inc. | Crossroads Consulting Services | Crown Castle | Daktronics, Inc. | Dant Clayton Corporation | Delaware North Companies SportService | Desso Sports Systems | DTZ EMSEAL Joint Systems LTD | Enseo, Inc. | eps America | eVerifile | Excel Dryer Inc. | FabriTec Structures FieldTurf USA Inc. | Gensler | Gilbane Building Company | Goodman Networks | Hardesty & Hanover, LLC | HKS, Inc. | HNTB Architecture, Inc. | Hunt Construction Group | imageOne Uniforms Impark | Independent's Service Company | Interstate Restoration | Irwin Seating Company | ISS 24/7 | ITW American Safety Technologies | Jani-King International, Inc. | Johnson Controls, Inc. | Knight Facilities Management, Inc. | Landmark Event Staffing Services, Inc. | Langan Engineering & Environmental Services | LogoHooks Worldwide Inc. | MCMcCormick & Associates, LLC | MetroMedia Technologies, Inc. | Millennium Sports Technologies, Inc. | MillerCoors | Mitsubishi Electric Power Products, Inc. | Diamond Vision Division | Mortenson Construction | NEC Corporation of America Neogard | Osborn Engineering | Panasonic System Communications Company of North America (PSCNA) | PC Sports | Peerless-AV | Performance Clean, LLC | Pioneer Athletics | Populous | Pritchard Sports & Entertainment | Safway Services, LLC | SC Railing Company | Schuff Steel | Securitas Security Services USA Inc. | Sentry Event Services, Inc. | SGL | Show Pros Entertainment Services Signature Systems Group, LLC | Skanska | SP+ Gameday | Staff Pro | StageRight Corporation Stantec | Structural-Heavy Steel Construction, a division of Canam Steel Corporation | SubAir Systems TEAM Coalition, Inc. | Terraplas USA, Inc. | The Shade Experts | THP Limited, Inc. | UBU Sports | UCS, Inc. | V S G | Van Wagner Sports and Entertainment | Walter P Moore | Western Construction Group Whelan Security | World Class Athletic Surfaces, Inc. | Wrightson, Johnson, Haddon, & Williams, Inc.

VENUE

HOST HOTEL

Loews Hollywood Hotel
1755 N Highland Ave.
Hollywood, CA 90028
(323) 856-1200 | (800) 266-9432

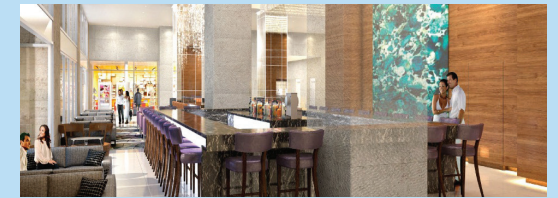
This hotel has been completely remodeled since our last visit in 2006, with a new, open lobby bar and restaurant. It still has the postcard views of the city, from the rooftop pool or your room, and SMA has a super reasonable room rate at \$229.

At the famed intersection of Los Angeles' most dynamic neighborhoods: Hollywood & Highland. Adjacent to the Dolby Theatre, where the Academy Awards® are held, the hotel is the centerpiece of the Hollywood & Highland Center, where guests have direct access to over 80 shops, 26 restaurants and eateries, 12 bowling lanes, and seven movie screens.

Just steps from our door, experience easy access to Hollywood's most exciting and popular attractions. Explore the Jimmy Kimmel Live! show, TCL Chinese Theatre, the historic Hollywood Walk of Fame, Pantages Theatre, Hollywood Bowl and so much more.

Reserve your room now on our Loews reservation page: <https://aws.passkey.com/g/19361275>.

You must make your reservation before January 15, and ask for the SMA discounted rate of \$229 for stay between Saturday and Thursday.



TRANSPORTATION

These airports are convenient to the Hollywood area:

Los Angeles International Airport	LAX	12 miles
Bob Hope Airport	BUR	12 miles
Long Beach/Daugherty Field/Airport	LGB	17 miles
John Wayne Airport - Orange County Airport	SNA	33 miles

SEMINAR REGISTRATION

Register on-line at www.stadiummanagers.org or use the enclosed registration form and mail or return by secure fax to 515-282-9117 **before the registration deadline of January 15, 2015.**

Registration fees include all Seminar sessions, transportation to social events and tours, breakfasts, breaks, Wednesday brunch, and all evening events. Guest fees include social events, meals, and breaks. Guests may not represent any corporate entity, member or not.

DRESS CODE

Meetings are casual dress. We will be outdoors during the Dodger Stadium tour and reception on Monday, and for dinner on the Brownstone Street stage set at Warner Bros. Studio on Tuesday evening.

NEW MEMBER INITIATIVE

Are you a stadium or ballpark manager that has never been to an SMA Seminar? SMA offers complimentary registration to first-time attendees, and hotel reimbursement to new member facility managers. Call us for information on how to qualify!

STRIKE IT RICH FUNDRAISER

The SMA Foundation will host its first Bowling Tournament Fundraiser at the Lucky Strike Bowl in Hollywood, CA on February 1, 2015 at 12:00 noon to 2:00 PM. This Super Bowl pre-party will get your Sunday afternoon started with a bang.

As a prelude to the Super Bowl Party 2015, you won't want to miss the food, fun, and games, along with prizes and surprises!