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SCHOOL ROCKS...
in our annual Spotlight on University Venues. In February '08 we will publish our annual Spotlight on University Venues. This edition has an in-depth chart of university venue construction and addresses the unique issues that

Greetings April,

Welcome to VT Pulse, the redesigned e-newsletter from Venues Today. Keep your eye on us over the next couple of weeks as we find new ways to bring you "The News Behind the Headlines." For further information or to subscribe, visit us at www.venuestoday.com.

VT NEWS

Michael Rapino



TICKETS
LIVE NATION TO USE PROMOTER CLOUT TO LEVERAGE TICKET PLATFORM

Live Nation gave investors their first peek at the company's new ticketing platform this week, unveiling a \$20 million ticketing system built and licensed by German-based CTS Eventim.

Live Nation's Ticket Director Nathan Hubbard said the new system will go beyond replacing Ticketmaster and will compete on the open market for ticketing contracts to non-Live Nation facilities.

Hubbard said Live Nation will be competitive when matching against the guarantees Ticketmaster offers contracted venues, but the company's real edge will be the technology behind the system. CTS software will empower Live Nation to offer a variety of delivery systems to customers including tickets via cell phone and RFID readers, three-dimensional seating charts and scaled pricing models; none of which Ticketmaster currently offers across the board.

More importantly, Live Nation could leverage its clout as the world's largest concert promoter to entice third-party buildings to sign ticketing contracts with Live Nation once their Ticketmaster contract expires.

"We have many relationships with non-Live Nation facilities as promoters and we plan to leverage those relationships when implementing our ticketing system," CEO Michael Rapino said during the Monday conference call.

Many secondary market venue operators are wondering if that means Live Nation will try to squeeze small facilities when their ticketing contracts go out to bid. Michael Marion of the Alltel Arena in North Little Rock, Ark., said he wondered if a Live Nation ticket contract was akin to guaranteed bookings at the facility?

Quote of the Week

"That's the hidden message. If you sign with Live Nation, does it mean you get their shows and if you don't sign with Live Nation, are you not going to get their shows?"

— Michael Marion of Alltel Arena in North Little Rock, Ark. on Live Nation's new ticket platform.

ROCK GETS 'EM ROLLIN' AT THE GARDEN

HOT Tickets

HOT TICKETS is a weekly summary of the top acts and ticket sales as reported to VT PULSE. Following are the top 20 concerts and events, the top 5 in each seating capacity category, which took place since Aug. 8, 2006.

To submit reports, e-mail HotTickets@venuestoday.com or fax to (714) 378-0040.

15,001 or More Seats

1) Trans-Siberian Orchestra
Gross Sales: \$1,940,907; Venue: Quicken Loans Arena, Cleveland; Attendance: 40,475; Ticket Range: \$47-\$37; Promoter: Live Nation, In-house; Dates: Dec. 30-31, 2007; No. of Shows: 3

2) Widespread Panic
Gross Sales:

these venues encounter.

This issue will also be our first annual Spotlight on Las Vegas and our annual focus on Performing Arts Centers.

Deadline: Jan. 18th



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"That's the hidden message. If you sign with Live Nation, does it mean you get their shows and if you don't sign with Live Nation, are you not going to get their shows?" Marion asked.

Hubbard said the company's ticketing system, expected to fully launch in mid-2008, could generate \$25 million in fees annually by 2010, just from Live Nation venue ticket sales alone. Live Nation's ability to leverage consumer data from the ticket sales for marketing, sponsorship, premium tickets and merchandising could result in tens of millions of additional dollars.

Hubbard said third-party ticketing deals could also be a major revenue generator — based on public information and Ticketmaster's own statements, Hubbard said he believed Ticketmaster issues about 74 million domestic tickets annually, with approximately 10-15 percent of their ticketing contracts going up for renewal each year. If Ticketmaster averages \$2-\$2.25 in profit on each transaction, as Hubbard estimated, approximately \$29 million in profit from ticketing contracts are up for grabs each year.

"We believe we'll be able to generate meaningful incremental profit for our ticket business," Hubbard said.

Marion said he and other third-party venue operators will have to wait to see what type of deal Live Nation offers, but that hasn't stopped building operators from sifting through the implications of the deal.

"The real vulnerable venues will be the secondaries. Live Nation could have zero ticketing contracts in Houston and an artist still won't skip that market — but a town like Little Rock, Arkansas could find itself very vulnerable," Marion said.

Darren Davis of the Orleans Arena in Las Vegas said his building is contracted to use the proprietary Coast Ticketing Platform, powered by Paciolan and UNLVtickets. He said he has been able to resist independent promoters who "beg, barter and plead" to have their tickets placed on Ticketmaster because of the exposure it brings, but he wonders how that dynamic will change when Live Nation enters the game. Live Nation has brought a number of events to the Orleans Arena and the facility is very active at competing for shows, especially in a crowded market like Las Vegas.

"I have a feeling Live Nation will be very aggressive with their ticketing system," he said. "Why sub it out when you can generate all the revenue yourself?"

The Live Nation ticketing system might change the way venues negotiate their primary contracts, leaving more wiggle room for third-party ticketing companies to ticket individual shows.

"If Live Nation came to me with a show and wanted to use their own platform, we'd have to negotiate something," said Daren Libonati of the Thomas and Mack Center, also in Las Vegas. The Thomas and Mack Center owns its own software platform and has the flexibility to work with other providers, he said. And while many venues might not have the volume to operate their own platform, facilities might begin looking for more negotiating space in their ticketing deals.

"Ticketmaster has said it over and over again. Not everyone can handle that type of business. Some will want a third party, some will want to self-manage and some will want pieces of both," Libonati said. — Dave Brooks

Interviewed for this story: Michael Rapino and Nathan Hubbard, (310) 867-7100; Michael Marion, (501) 340-5660; Darren Davis, (702) 365-7469; Daren Libonati, (702) 895-1003

\$1,222,403; Venue: Philips Arena, Atlanta; Attendance: 24,869; Ticket Range: \$49.50; Promoter: Live Nation, In-house; Dates: Dec. 30-31, 2007; No. of Shows: 2

3) Chris Rock
Gross Sales: \$1,164,970; Venue: Madison Square Garden Arena, New York; Attendance: 13,966; Ticket Range: \$125-\$45; Promoter: Live Nation; Dates: Dec. 31, 2007; No. of Shows: 1

4) Trans-Siberian Orchestra
Gross Sales: \$1,040,162; Venue: The Palace Of Auburn Hills (Mich.); Attendance: 22,182; Ticket Range: \$49.50-\$39.50; Promoter: Live Nation, Palace Sports & Entertainment; Dates: Dec. 26, 2007; No. of Shows: 2

5) George Strait
Gross Sales: \$1,032,050; Venue: Frank Erwin Center, Austin, Texas; Attendance: 16,160; Ticket Range: \$64.50-\$54.50; Promoter: Varnell Enterprises; Dates: Jan. 10, 2008; No. of Shows: 1

10,001-15,000 Seats

1) Trans-Siberian Orchestra
Gross Sales: \$412,454; Venue: iWireless Center, Moline, Ill.; Attendance: 10,316; Ticket Range: \$44-\$34; Promoter: Live Nation; Dates: Jan. 4, 2008; No. of Shows: 1

2) Dancing With The Stars!
Gross Sales: \$305,320; Venue: iWireless Center, Moline, Ill.; Attendance: 4,393; Ticket Range: \$167.50-\$49.50;

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Heineken Hall, Amsterdam



INTERNATIONAL LIVE NATION SCOOPS UP AMSTERDAM VENUE

The latest jewel in the Live Nation international crown is the Heineken Music Hall in Amsterdam, a 5,500-seat venue that is the largest room of its kind in Holland. Live Nation recently announced the purchase of the company that manages and holds the 20-year lease for the Music Hall.

"It's a great purpose-built, mid-size venue in what is a thriving live music market," explained Alan Ridgeway, CEO of International Music for Live Nation, who declined to discuss the purchase price.

With more than 145 events a year, including recent shows by Lou Reed, the Arctic Monkeys, Bob Dylan and Kaiser Chiefs, the purchase of the Hall makes the Netherlands Live Nation's third largest international market behind the United Kingdom and Belgium and Ridgeway said it's part of the drive to diversify the company's holdings in the European market.

It helped that the Hall is in the world's 10th largest market for the purchase of recorded music, in a city that is one of the largest metropolitan areas in Europe, with over 6.7 million people in and around the vicinity of Amsterdam.

The Hall deal also complements a secondary ticketing deal with Viagogo.com that Live Nation signed last year in the Netherlands. Live Nation's Dutch promoter arm Mojo Concerts inked a deal to support Viagogo as its exclusive official reseller.

Geert Van Itallie, the associate director of Amsterdam's Paradiso, a non-profit venue with a capacity of 1,500, said he didn't think the LN deal would alter the local music programming landscape. "In practice it won't change much," he said. "I think the larger concerts were already going there and Live Nation will always look for the best venue and capacity for an artist. And since there's no other venue with the capacity like Heineken in Holland, I don't think it will change much. If an artist can sell more than 2,000 tickets and less than 6,000, Heineken is the only venue in Holland suitable for these kinds of show."

Itallie said when the capacity drops below 3,000, the cost of playing Heineken is such that it's hard to cover costs with a reasonably priced ticket, so he doesn't worry that the dynamics of the local market will change much as a result of the new ownership. And since his venue and the other major hall in Amsterdam, the Melkweg, are both subsidized by the local government and there is no talk of Live Nation taking them over, he did not think there would be much impact in the short term. "Both our venue and the Melkweg are subsidized and well run for a non-profit organization, so I don't see any urgency because of this," he said.

John van Luyn, the Melkweg's promoter, was unequivocal as well in his thoughts on what impact the purchase would have on his venue, which has a small room with a

Promoter: AEG Live;
 Dates: Jan. 12, 2008; No. of Shows: 1

3) R Kelly
 Gross Sales: \$190,020; Venue: Jacksonville (Fla.) Veterans Memorial Arena; Attendance: 2,880; Ticket Range: \$85-\$45; Promoter: Rowe Entertainment; Dates: Dec. 30, 2007; No. of Shows: 1

4) Indoor Midget Car Races
 Gross Sales: \$187,374; Venue: Allen County War Memorial Coliseum, Fort Wayne, Ind.; Attendance: 8,258; Ticket Range: \$21.50-\$18.50; Promoter: Classic Motorsports, Inc.; Dates: Dec. 28-29, 2007; No. of Shows: 2

5) Harlem Globetrotters
 Gross Sales: \$83,469; Venue: iWireless Center, Moline, Ill.; Attendance: 4,035; Ticket Range: \$75-\$17; Promoter: Harlem Globetrotters; Dates: Dec. 27, 2007; No. of Shows: 1

5,001-10,000 Seats

1) Disney's High School Musical
 Gross Sales: \$732,354; Venue: Tucson (Ariz.) Convention Center; Attendance: 15,375; Ticket Range: \$56-\$20; Promoter: Nederlander; Dates: Jan. 2-6, 2008; No. of Shows: 8

2) Kings Of Leon
 Gross Sales: \$630,200; Venue: Hordern Pavilion, Sydney, Australia; Attendance: 10,776; Ticket Range: \$65.05; Promoter: Chugg Entertainment; Dates: Jan. 3, 9, 2008; No. of Shows: 2

3) Wildlife NYE 2007

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New Orleans -
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office procedures
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ticketing operation
for...

University of South
Carolina, Columbia
- The Department of
Sport and
Entertainment
Management invites
applications and...

Clarín, Lake Bluff,
Ill. - Salesperson
for College Market -
Clarín, the leading
manufacturer of
premium portable
seating for the
Sports...

New Era Tickets,
Wayne, Pa. -
Director of New
Business
Development -
Position Summary -
New Era Tickets is
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quota driven...

Casino Regina (SA,
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Buyer - The
Assistant Buyer
under the direction
of the
Entertainment Buyer
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Manager in North
West -Staff Pro, Inc.
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700-person capacity, as well as a larger, 1,500-capacity room. "I can assure you that nothing will change, not even a little bit," said van Luyn.

As for the future, though Live Nation is always looking for new opportunities, Ridgeway admitted that, "within Europe there are very few venues of the type and caliber of the Heineken Music Hall." — Gil Kaufman

Interviewed for this story: Geert Van Itallie, 011-31 20 6264521; John van Luyn, 011-31 20 5318181; Alan Ridgeway, 011-44-20-7009-3274



Pam Simon; Greg Kinder; Dana Armanino; and Ed Scofield



FAIRS AND FESTIVALS

'GREEN' WAS A RECURRING THEME AT WFA CONVENTION

SAN DIEGO - There are sponsor dollars and partner programs galore and a surprisingly diverse roster of stage shows available to fairs and festivals, in fact any event, that is looking for green programming ideas.

That was the topic of discussion at "Green with Envy: Green Programming Ideas to Steal," during the Western Fairs Association convention Jan. 7-10.

The Minnesota State Fair, St. Paul, is one of the more aggressive and experienced in the green game, having introduced its Eco Experience in 2006. The first exposition cost about \$200,000 to stage and recouped about \$30,000 in sponsor money, said Pam Simon, concessions and exhibits manager there.

Simon's main message to WFA attendees is that there are a lot of partners and agencies to tap into to make these exhibits happen and, more importantly, it's an edutainment topic the fair audience is eager to learn.

Since the fair can "recycle" some of the start-up costs, the second Eco Experience cost about \$100,000 to stage in a 240,000 square foot building that had once housed the fair's high tech exhibits, a theme that "walked itself out" after 10 years, Simon said.

A centerpiece of the Eco Experience is a 123-foot tall wind turbine blade that was donated and erected as a signature sculpture at the expense of Windustry, the trade association for wind farmers. It cost about \$250,000 after the blade, concrete, re-bar and labor to install it was accounted for, Simon estimated.

The Eco Experience solicits exhibitors of all types of environmentally friendly services and products. In exchange for free booth space, exhibitors agree to stifle sales pitches and inform and educate only.

The California State Fair, Sacramento, themed their 2007

Gross Sales:
\$330,553; Venue:
Hordern Pavilion,
Sydney, Australia;
Attendance: 3,409;
Ticket Range:
\$109.84; Promoter:
Fuzzy; Dates: Dec.
31, 2007; No. of
Shows: 1

4) The Mars Volta
Gross Sales:
\$293,865; Venue:
Bill Graham Civic
Auditorium, San
Francisco;
Attendance: 5,875;
Ticket Range: \$55;
Promoter: Live
Nation; Dates: Dec.
31, 2007; No. of
Shows: 1

5) Fergie
Gross Sales:
\$194,400; Venue:
Borgata Hotel and
Casino, Atlantic
City, N.J.;
Attendance: 3,103;
Ticket Range: \$75;
Promoter: Live
Nation, In-house;
Dates: Dec. 29,
2007; No. of Shows:
1

5,000 or Fewer
Seats

1) Radio City
Christmas
Spectacular
Gross Sales:
\$3,820,656; Venue:
Civic Center of
Greater Des Moines
(Iowa); Attendance:
75,554; Ticket
Range: \$62-\$33;
Promoter: MSG
Entertainment;
Dates: Dec. 6-30,
2007; No. of Shows:
46

2) Van Morrison
Gross Sales:
\$909,772; Venue:
Nob Hill Masonic
Center, San
Francisco;
Attendance: 5,990;
Ticket Range:
\$199.50-\$89.50;
Promoter: Live
Nation; Dates: Dec.
27-28, 2007; No. of
Shows: 2

3) Annie
Gross Sales:
\$820,803; Venue:
Fox Theatre,
Atlanta;
Attendance: 17,340;
Ticket Range: \$59-
\$20; Promoter:
Theater of the



Green Dream Expo as “it starts with you,” and put together a revenue producing exhibit, said Greg Kinder, fair exhibit supervisor. The expo budget included over \$130,000 in sponsorships and \$30,000 in expenses, Kinder said.

The California Integrated Waste Management Board worked closely with the fair on use of recycled tires, reimbursing them for using the product as a paver, and the board was given exhibit space as a thank you, Kinder said.

Dana Armanino, green business coordinator and energy specialist for the Community Development Agency, County of Marin, San Rafael, Calif., said the July 2-6, 2008 Marin County Fair in that city will be themed “The Greenest Fair on Earth.”

Since 1990 the fair has been host to the Bay Area Environmental Education Resources Fair. Since 2004, it has hosted the H2O How-2 Fair on water conservation. Last year, it drew participation from 68 organizations, Armanino said. It was set up so that smaller organizations could afford to participate timewise, allowing some to book booth space for 1-3 days rather than for the entire fair – the exhibit was always fresh for the repeat visitors.

Each exhibitor was required to have an interactive event, and there were daily and grand prizes. One exhibitor, for instance, had a ring toss in which people threw recycled material through a tire. Kids won tokens equivalent to their age; adults were required to visit every booth to qualify for a prize.

Environmentally friendly elements to the fair also included a beach trash sculpture contest, which required people to pick up trash to participate, and a healthy foods program, which gave nutritional guidelines to vendors and required that they include healthy choices on the menu. In 2006, the fair took the unheard of step of banning all beer and alcohol sponsorship, she said, to “wow’s” from the audience. Next year, they will introduce solar-panel ATMS and solar-panel restrooms.

Ed Scofield, CEO, Nevada County Fair, Grass Valley, Calif., noted that environmental exhibits are a big and sometimes expensive effort that might seem frustrating and costly to smaller fairs, “but there are small things you can do.” The Nevada County Fair had no budget or manpower to send around a second trash crew to pick up recycled materials, so they “hired” a second crew paid mostly in materials.

“Even with the frustrations, we can become greener,” Scofield said. - Linda Deckard

Interviewed for this story: Greg Kinder, (916) 263-3033; Dana Armanino, (415) 499-3292; Ed Scofield, (530) 273-6217; Pam Simon, (651) 288-4004

Stars; Dates: Jan. 9-13; No. of Shows: 17

4) Katt Williams
Gross Sales: \$721,150; Venue: Arie Crown Theater, Chicago; Attendance: 11,915; Ticket Range: \$75.50-\$50.50; Promoter: EXI Entertainment Express Inc., Live Nation; Dates: Dec. 29-31, 2007; No. of Shows: 3

5) Umphrey’s McGee
Gross Sales: \$487,055; Venue: Aragon Ballroom, Chicago; Attendance: 11,625; Ticket Range: \$62.50-\$27.50; Promoter: Jam Productions; Dates: Dec. 29-31, 2007; No. of Shows: 3

Compiled by Rob Ocampo
HotTickets@venuestoday.com

SHORT TAKES

>> AEG LAUNCHES “COACHELLA” ON THE EAST COAST - AEG Live and its subsidiary Goldenvoice Entertainment have announced plans to launch an East Coast version of the popular Coachella Valley Music and Arts Festival, which takes place each April in Indio, Calif. The East Coast concert is slated for Aug. 8-10 and will take place at Liberty State Park, N.J. The event will compete directly with the Vineland Music Festival, a concert by promoters C3 and Live Nation, slated for the same weekend in Vineland, N.J. Contact: Michael Roth, (213) 742-7155

>> CENTERPLATE GETS ORANGE COUNTY CONVENTION CENTER - Centerplate has

THE BEAT

FACES AND PLACES

JON STOLL PASSES; STOVER NAMED GM OF RED BULL; DAVIS TO IEBA; MURPHY LAUNCHES BPI; HYMAN TO HELM ALERUS

Jon Stoll



Indie promoter **Jon Stoll**, one of the last rock and roll pioneers to hold out during the SFX buyouts, died Saturday after an extended illness. He was 54 years old.

Stoll was the founder of **Fantasma Productions**, a large Florida based promotion company that did work in Miami and Fort Lauderdale, as well as Las Vegas. Started in 1985, the

company quickly grew and by 1987 employed 50 people, promoting over 500 concerts per year.

Michael Marion at the Alltel Arena said he first met Stoll when Marion was working as an agent for Triad in the 1980s.

“He was smart, stubborn and somebody who had a real sense of the reality of the business. When I sold him a show, I never worried about it being done right,” said Marion, who best remembers watching Stoll resist the regional buyouts during the SFX promoter roll-up that eventually helped form promotional giant Live Nation.

“It seems for whatever reason, it would have never worked for Stoll. It’s really hard for me to think of Jon in a corporate role, he was a fiery independent person.”

Allen Johnson, Amway Arena and Orlando venues, said he first met Stoll 30 years ago at the now-defunct Tupperware Convention Center in Kissimmee. Johnson said as their show concluded, Stoll tried to negotiate the parking revenues away from the building.

“That was Jon, never content to end the deal. If he lost money on a deal or made money, he was always trying to negotiate a little bit more,” said Johnson. “Jon was an acute businessman and always a gentleman and a friend.”

Stoll was a graduate of Bryant College in Smithfield, R.I., and first begun staging shows at the age of 18 at small South Florida drive-in theaters. Eventually he went on to book acts for SunFest, Minzer Park Amphitheater in Boca Raton, Fla., and the Seminole Hard Rock Hotel and Casino in Hollywood, Fla. In 2007, he was elected to serve as president of the National Association of Concert Promoters.

Survivors include his wife, Lori, and his adult children, Jesse and Lauren, from his first marriage. He also is survived by three children from his marriage to Lori - L.J., 12; Jack, 8; and Liana, 4.

Red Bull New York has named **Erik Stover** as vice president of Operations and general manager of **Red Bull Park** in Harrison, N.J. Stover begins his duties with Red Bull New York on March 3.

Stover joins Red Bull after serving as the manager of Qualcomm Stadium in San Diego since 2005. Prior to his tenure at Qualcomm, Stover spent nine years with the New Jersey Sports and Exposition Authority where he served in a number of positions rising to the position of assistant vice president of Stadium Operations of Giants Stadium in East Rutherford.

Tiffany Davis will join the **International Entertainment Buyers Association** as executive director effective Jan. 22. She replaces Patti Burgart, who left in November. Davis said her first priority is strategic planning.

Tiffany Davis



She had worked for the Academy of Country Music for five years as director of membership programs. Focusing is a big lesson for everyone in this industry and IEBA in particular is in a transition period, with a goal of becoming the trade association for live entertainment nationally, Davis added.

Kevin Murphy has launched his new firm - **Basketball Products International (BPI)** - a distributor of basketball equipment that has earned the “official” designation from several sports governing bodies, including the National Basketball Association and the National Collegiate Athletic Association. His first order came from the University of North Texas Coliseum-Gateway in Denton, Texas.

Murphy worked for the original BPI, which was founded in 1981 and was sold to American Athletic Inc. in 1996. He then worked for AAI, which was subsequently purchased by Spalding in 2004. The BPI brand was phased out, but the name still holds awareness.

Steve Hyman



Steve Hyman is the new executive director of the **Alerus Center**, Grand Forks, N.D., for VenuWorks, effective Feb. 18. Hyman is best known for his 14 years managing the Mark of the Quad Cities, which is now the iWireless Center, Moline, Ill. After leaving Moline, he managed the Sears

won the catering rights at the Orange County Convention Center in Orlando, Fla. Center Commissioners voted Tuesday to scrap the center’s current deal with Levy Restaurants and award the \$300 million contract to Centerplate for a 10-year term. Aramark was said to have also bid for the deal, which ended with a controversial 5-2 vote to select Centerplate as the concessionaire. Contact: Jamie Estes, (502)721-0335

>> **JOHNNY CASH TRIBUTE CONCERT SCRAPPED** - A concert marking the 40th anniversary of Johnny Cash’s famous concert at Folsom State Prison in Northern California has been scrapped. The tribute concert, scheduled for Jan. 6, was to have been staged in the same prison cafeteria where Cash performed before inmates on Jan. 13, 1968. Prison officials called off the show late Monday, citing problems over filming rights, media access and security concerns. Contact: Max Lemon, (916) 985-2561

>> **LIVE NATION TO BUY CHICAGO VENUE** - Live Nation has entered into negotiations with city officials with an eye towards acquiring the historic Uptown Theater. The promoter has expressed an interest in restoring the 82-year-old theater, which has been little used in the last 25 years, a project that by some estimates would carry a \$40 million pricetag. Live Nation is looking into converting the space into a branded

Centre in Hoffman Estates, Ill., for two years.

Hyman's job will be to break even or make a profit, part of the deal Steve Peters, VenuWorks CEO, has made with the Alerus Center commissioners. Hyman sees the conference center as key to that happening at the 21,000-seat regional arena.

Interviewed for this story: Michael Marion, (501) 340-5660; Allen Johnson, (407) 810-3055; Tiffany Davis, (615) 251-9000; Kevin Murphy, (757) 626-3865; Steve Hyman, (630) 728-1366

NAMING RIGHTS REPORT

Progressive Field, Cleveland (formerly Jacobs Field)

Date Announced: Jan. 11

Terms: Facility naming rights for 16 years at approximately \$3.6 million annually. The deal runs through 2023, the same year the Indians' current lease with the Gateway Economic Development Corporation runs out. Luxury boxes and other details are still being worked out.

Buyer: Progressive, the 70-year old automobile insurance company founded and headquartered in Cleveland

Tenant/Ownership: Cleveland Indians of Major League Baseball/Gateway Economic Development Corporation

Comments: The Indians have been looking for a naming rights partner since 2006, when the deal expired with former owner Dick Jacobs whose name had been on the park since its opening in 1994. Cleveland-based IMG assisted in the search. Before opening day on March 31, the Indians will need to replace nearly 1,000 references to Jacobs Field throughout the 40,000-seat park. The replacement cost is near \$1.2 million.

"Every single inch of the facility isn't expected to be finished for March 31," Bob DiBiasio, vice president of public relations for the Indians, said. "But by All-Star break, it will be finished."

Contact: Bob DiBiasio, (216) 420-4200.

XL Center, Hartford, Conn. (formerly Hartford Civic Center)

Date Announced: Dec. 18

Terms: Exclusive naming rates for a six-year deal disclosed only as a "seven-figure agreement." XL also has first right of refusal for use of the Director's Suite and have use of another luxury box as well.

Buyer: XL Insurance Co., headquartered in Hartford.

Tenant/Manager/Ownership: The Hartford Wolf Pack American Hockey League team and the University of Connecticut Huskies basketball team. Northland AEG, LLC, a joint partnership between Northland Investments and AEG Facilities, manages the venue. The owner is the Connecticut Development Authority.

Comments: Northland AEG took over management of the venue five months ago, after being awarded the contract by the CDA, and began seeking a naming rights partner. "Hartford is the insurance capital of the world, so it preserves that heritage," said Tracy Shirer, manager of marketing and public relations.

As part of the deal, logo changes are being made on the basketball and hockey playing surfaces, tickets, uniforms and stationery.

"Every consumer touch point will be changed to reflect the new logo," Shirer said. A new xlcenter.com website will be launched, and all event and facility marketing will also feature the XL Center logo.

Contact: Tracy Shirer (860) 246-7825

INTRUST Bank Arena/Cessna Aircraft Plaza/Spirit AeroSystems Concourse, Wichita, Kan.

Date Announced: Jan. 9

Terms: \$8.75 million over 25 years from INTRUST Bank; \$3 million each over 20 years from Cessna Aircraft Company and Spirit AeroSystems, Inc. Each company will receive a suite.

Fillmore club.
Contact: John Vlautin, (310) 867-7127

>> DOLICH MAKES 'NINERS STADIUM HEARING FOURTH DAY ON JOB - Andy Dolich, who took over as COO of the San Francisco 49ers of the National Football League Jan. 11, spent the evening of Jan. 15 at a hearing of the Santa Clara City Council regarding negotiations that could move the NFL team to the Great America parking lot. The city council voted 6-1 to move forward with talks. Contact: Andy Dolich, (408) 562-4949



Buyer: INTRUST Bank is a financial institution based in Oklahoma City; Cessna Aircraft Company is a small aircraft and jet manufacturing company based in Wichita; Spirit AeroSystems is the world's largest first-tier aerostructures manufacturer, also based in Wichita

Tenant/Ownership: Wichita Thunder of the Central Hockey League/Sedgwick County Government

Comments: Part of \$205 million arena scheduled to open in 2010. INTRUST Bank will have their name and logo on public entrances, the roof and exterior of the arena, all playing surfaces and flooring and on the overhead scoreboard. In addition, event tickets, cups, and staff uniforms will feature the INTRUST logo.

Superlative Group of Cleveland, Ohio, negotiated the deal, after winning a competitive bidding process in 2005. They will continue to pursue other premium sales opportunities, including suite sales and other premium seating.

Contact: Tim Norton, (316) 660-9393.

— Liz Boardman

TRAVELOG

WESTERN FAIRS ASSOCIATION REVISITED - AWARDS & OFFICERS

Colby Sullivan, Haas & Wilkerson; Rick Frenette, Utah State Fair, Salt Lake City, and chair of the International Association of Fairs & Expositions; Ryan Wilkerson, Haas & Wilkerson; Steve Edwards, WFA Hall of Fame winner; and Jim Tucker, IAFE president. IAFE meets Dec. 15-18 in Las Vegas, two weeks later than has historically happened.



SAN DIEGO - The final attendance total for the Jan. 7-10 Western Fairs Association meet came in at 950. Next year's gathering will be Jan. 25-28 in Reno, Nev. During awards ceremonies Jan. 10, the following standouts were recognized:

- WFA Hall of Fame Award, for outstanding service to the industry, to Steve Edwards, retired manager of the Calgary (Alta.) Stampede. Edwards also spent countless hours serving industry associations, WFA, the Canadian Association of Fairs & Exhibitions and the International Association of Fairs & Expositions.
- WFA Hall of Fame Award, for outstanding service to the industry, to the late Al Mall, concessionaire extraordinaire who ran the Midway Souvenir Co. Mall died this year while playing the Kern County Fair, Bakersfield, Calif., at the age of 77. His varied career included ringmaster, magician, souvenir salesman, and WFA volunteer.
- Barham Award, for deserving businesses, to Ernie and Marylee Guderjahn for their innovations in fairgrounds entertainment from the Walking Puppet Stage to the Traveling Game Show.
- The Lou Merrill Award for outstanding achievement to the Los Angeles County Fair, Pomona, for its Fairview Farms project and the Marin County Fair, San Rafael, Calif., for its 2007 Children's Program.

Officers for the upcoming year include: Rick Pickering, Alameda County Fair, Pleasanton, Calif., president; Jon Baker, Pima County Fair, Tucson, Ariz., vice president; Judy Hostetter, Salinas Valley Fair, King City, Calif., treasurer. - Linda Deckard

Interviewed for this story: Steve Chambers, WFA executive director, (916) 927-

3100

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