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VT PULSE

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Quote of the Week

“What I like about this manure expo is you gotta find what fits. You have to think about your area, your market, and find things that work for the space.”

— Andy Long of the Iowa Events Center in Boone, on bringing the Manure Handlers Show to his facility.

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Greetings Naz,

Welcome to VT Pulse, your weekly guide to the “News Behind the Headlines.” There will be no VT Pulse next week, and most of our staff will be attending the IAAM convention in Boston. Come by booth 671 and say hello and make sure to attend our Women of Influence Awards party at the Westin Harbor Ballroom from 5:30-7:30 p.m. this Sunday.



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[IAAM Brings Conference To Non-Attendees Through Social Networking](#)

[Las Vegas Venue Manager Finrock Dies](#)

DEPARTMENTS
Short Takes

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SHORT TAKES

>> **SHOWARE GOES GOLD** —The ShoWare Center, Kent, Wash., has been awarded LEED Gold by the U.S. Green Building Council. The SMG-managed arena is the first in North America to receive the high ranking. *Contact: Beth Sylves, (253) 856-6705*

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For more information, contact Harold Hansen, IAAM's Director of Life Safety & Security, at: 773.973.2049; or e-mail: harold.hansen@iaam.org.

VT NEWS

FAIRS & FESTIVALS

BEASTIES CANCEL TOUR FOLLOWING 'ILL COMMUNICATION'

Adam Yauch, right, of the Beastie Boys tells fans he has cancer and plans to cancel his summer touring schedule. He's joined by fellow Beastie Adam Horowitz. To watch the announcement on YouTube, click on the image.



Beastie Boys singer and rapper Adam Yauch has a tumor in his parotid gland and will have to cancel a large-scale tour that could have reached over 300,000 people. The cancellation affects many large regional promoters because of the scope of the band's festival plans -- five more major events to go, more than any other band on the road this summer.

"That presents a real challenge, but gosh, it's such a tough situation and really just a part of life," said Ashley Capps from AC Entertainment, co-producer of the Bonnaroo Music & Arts Festival, which featured the Beastie Boys on June 11. Still to go are the Lollapalooza Festival in Chicago, the All Points West Festival on Liberty Island in New Jersey, the Oshega Festival in Montreal, the Outside Lands Festival in San Francisco and the Austin (Texas) City Limits Festival, all of which had the hip hop trio scheduled to headline their mega-festivals.

"In this case, you just gotta roll with the punches and hope for a speedy recovery. I have no doubt the Beastie Boys will be back on the road again," Capps said.

The announcement has left many regional promoters scrambling to find

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Acer Arena, Sydney - 1.
Assistant Presentation Services
Manager 2. Presentation
Services Coordinator

replacements. C3 productions, which promotes ACL and Lollapalooza, said there was still a gap for the Austin festival.

"But for Lollapalooza, we made a fan announcement today that the Yeah Yeah Yeahs will be filling in for them," said spokesperson Marcy Fitzpatrick. Gregg Perloff from Another Planet Entertainment, which is hosting the Outside Lands Festival, said his team had still not reached a decision on how to make up for the lost booking. No other replacement lineups have been announced from other festivals.

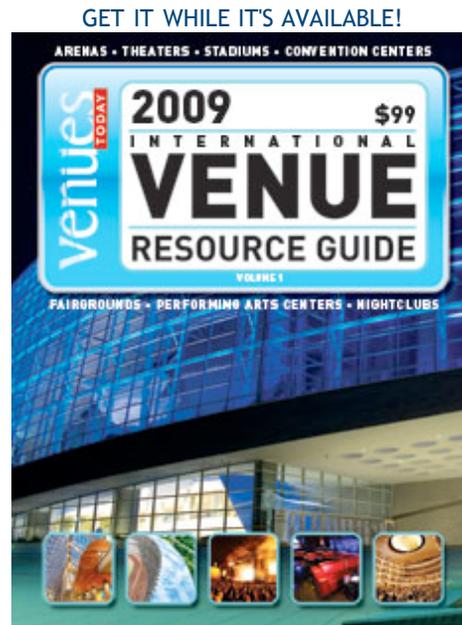
"The lineup for all those events is very strong," Capps said. "I can imagine that this news is very difficult, but these guys are all professionals and they will soldier on."

As for finding a replacement, Capps said that it will be difficult to find available talent that could match both the legacy, demand and availability of the Beastie Boys.

"If the band is not on the road right now, it's going to be very difficult to jump right in there," he said.

Since January 2007, the Beastie Boys has played 23 shows grossing \$5.2 million in ticket sales for 99,573 tickets sold, as reported to Venues Today's Hot Tickets report. — Dave Brooks

Interviewed for this article: Ashley Capps, (865) 523-2665; Marcy Fitzpatrick, (310) 313-7200; Gregg Perloff, (510) 548-3010



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TRAVELOG

FLORIDA FACILITY MANAGERS SHARE PRACTICAL, ACTIONABLE IDEAS

Wayne Malaney, FFMA lobbyist and general counsel, with Roger Englert, Tallahassee-Leon County Civic Center.



The overall theme of the 2009 Florida Facility Managers Association annual conference in Palm Beach June 21-23 was "Helping Each Other Through Difficult Times," said Kim Stone, American Airlines Arena, Miami, who was program chair. "We are competitors sometimes, but in other areas, like operations, you can work together," she noted.

One of the highlights was a presentation by Bill Sutton, who used to be a senior VP in the National Basketball Association, and is now a consultant and a professor at the University of Central Florida. Stone took away the vivid image of a rendering of a luxury suite owned by Harley Davidson which had seats that were Harley seats, handlebars turned into tabletops and every other environmental touch that would mean experiencing Harley's product.

Bill Sutton, William Sutton & Associates, told Venues Today that there are more such suites under consideration right now. All are still proposals. The Orlando Magic of the NBA are working on a proposal for a suite with Airtrans which would use actual airline seats - business class. "

These concepts illustrate a trend, Sutton said. "If we keep making suites look like living rooms, no one is going to pay for them. They need to look like a business activation center. They need to tell the story of your brand."

Three tax exemptions for Florida venues saw sunset, meaning that as of July 1, those items are now taxed. None is a major cost to the venues nor much of a revenue generator for the state, but the situation throws a wrench into doing deals in an already competitive market, said Wayne Malaney, FFMA lobbyist and general counsel.

First off, Florida's government-owned buildings and sports commissions or sports authorities holding events in government buildings where there is no co-promoter are no longer exempt from admissions taxes. Promoters have always been taxed unless they are a 501(c)3.

The real issue is that the 501(c)3 is still enjoying the admissions tax exemptions but government-owned buildings are not, so competition for events becomes an issue, Malaney said. Performing arts centers and presenters tend to be 501(c)3 organizations in Florida. The tax, he added, is on the revenue, not the ticket, and does not affect the ticket buyer.

The second sunset was on novelty concessions - programs, T-shirts and hats. If the contract with the venue calls for some compensation from novelties, like a percentage of sales, that income was not taxed. It was part of the rental of the building and not a taxable item, Malaney said. However, now the Department of Revenue has determined that if in your contract, you are receiving compensation from sale of novelties, then that income is part of the rental component and is taxable as rent.

The third tax is on services provided relative to the show, such as ushers, ticket takers, onsite security and cleanup. Malaney said that previously in Florida, these services were not taxable. However, the Department of Revenue's interpretation now is that these things are part of the rental agreement. If the building collects for those services, it pays taxes on those services as part of the rent.

No one knows what impact these taxes will have, Malaney said. He thinks it will have more of an adverse effect on the smaller markets and on those marginal tours, which can play Florida or pass.

Like California, Florida is in a major state budget crisis and the reaction has been to gather income wherever possible. The fact that the sports and entertainment industry has a \$25 billion economic impact on the state and that these new tax assessments on admissions alone will probably generate less than \$2.5 million did not deter the Department of Revenue, Malaney said.

The FFMA and Malaney are working diligently to reinstate the exemptions and meeting with the Department of Revenue about interpretation. Meanwhile, he is advising everyone to collect the tax to avoid the possibility of interest and penalties. "The Department has said it's on a case by case basis; they will look at the language of the contract," Malaney said. — Linda Deckard

Interviewed for this story: Kim Stone, (786) 777-4771; Wayne Malaney, (850) 906-9069; Bill Sutton, (321) 246-8452

Kim Stone, American Airlines Arena, Miami, with Ticketmaster's Donna Dowless, Tim O'Leary, Tonya Coldiron and Jared Smith.



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BOOKINGS

MANURE HANDLERS DUMP INTO IOWA

Scene from the Manure Applied Field Day through the University of Iowa, Ames. The school was able to help bring the Manure Handling Expo to the Iowa Events Center in Boone.



VenuWorks scored a poo coup this month after luring a group of regional manure handlers to hold their annual confab at the Central Iowa Expo Center in Boone.

The Manure Handling Expo is being held in Iowa for the first time this year, opening on Wednesday and carrying the theme "SET for Fall: Safety, Efficiency, and Technology." The event is being presented by Iowa State University, Ames, in conjunction with the Iowa Commercial Applicators Association and will feature a series of new equipment demonstrations as well as several educational seminars. Organizers are expecting 1,500 to 2,000 attendees, which is higher than any previous year for the event.

The center, which opened last August, boasts 106 acres of outdoor exhibit space with \$6 million worth of infrastructure. The Manure Handling Expo has never been hosted by an Iowa venue, despite the state's reputation for being a farming and agriculture area.

"It's the first time it is being held in Iowa because it is the first time a group has stepped up to take it on," said Lara Moody with Iowa State University's Department of Agricultural and Biosystems Engineering.

The show rotates between Midwestern states and Moody said they were lucky to get a chance to host the show and utilize the Central Iowa Expo Center.

She said that, in the past, the Manure Handling Expo has been held at university experiment stations or farms and this is the first time the

show has had the amenities that the center offers, such as gravel roads, several gravel exhibit lots, real bathrooms and electricity available to vendors in the exhibit field.

In his dual role as general manager of the Central Iowa Expo Center and national director of Business Development for VenuWorks, Andy Long said that it's important to find shows and events that mesh well not only with the venue, but also with the region's needs and interests.

"One of the things VenuWorks does is look outside the box to find unique ways of utilizing the space," he said. "What I like about this manure expo is you gotta find what fits... You have to think about your area, your market, and find things that work for the space."

Long said that the Manure Handling Expo is the largest event scheduled for the center this summer, but VenuWorks is looking at a number of possibilities for the future of the venue.

"We are looking at all kinds of events to play the facility," he said. "Everything from outdoor public events to major concert festivals, sporting events to political rallies, dog shows to equestrian events, flea markets to carnivals." — Lindsay Sandham

Interviewed for this article: Andy Long, (515) 232-5151; Lara Moody, (515) 294-7350

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 June 30, 2009.

CHESNEY CLEARS \$2M WITH SF BALLPARK SHOW

15,001 or More Seats	10,001-15,000 Seats	5,001-10,000 Seats	5,000 or Less Seats
<p>1) Kenny Chesney Gross Sales: \$2,516,347; Venue: AT&T Park, San Francisco; Attendance: 36,258; Ticket Range: \$225-\$29.50; Promoter: AEG Live, Giants Enterprises, LLC, The Messina Group; Dates: July 18; No. of Shows: 1</p> <p>2) Kenny Chesney Gross Sales: \$1,363,796; Venue: Marcus Amphitheater, Milwaukee; Attendance: 22,643;</p>	<p>1) Def Leppard Gross Sales: \$625,710; Venue: Nikon at Jones Beach Theater, Wantagh, N.Y.; Attendance: 11,374; Ticket Range: \$117.50-\$17.25; Promoter: Live Nation; Dates: July 8; No. of Shows: 1</p> <p>2) Kenny Chesney Gross Sales: \$606,723; Venue: Taco Bell Arena, Boise, Idaho; Attendance: 9,679; Ticket Range: \$82.50-\$32.50; Promoter: AEG Live, The Messina</p>	<p>1) Celtic Woman Gross Sales: \$598,941; Venue: Red Rocks Amphitheatre, Denver; Attendance: 9,930; Ticket Range: \$110-\$21.50; Promoter: Live Nation; Dates: July 1-2; No. of Shows: 2</p> <p>2) Jay-Z Gross Sales: \$597,936; Venue: Charter One Pavilion, Chicago; Attendance: 6,960; Ticket Range: \$191.50-\$20.50; Promoter: Live Nation; Dates: July 7; No. of Shows: 1</p>	<p>1) Legally Blonde - The Musical Gross Sales: \$872,477; Venue: Fox Theatre, Atlanta; Attendance: 16,890; Ticket Range: \$67.50-\$20; Promoter: Theatre of the Stars; Dates: July 14-19; No. of Shows: 8</p> <p>2) Duran Duran Gross Sales: \$227,893; Venue: Marymoor Park Amphitheater, Redmond, Wash.; Attendance: 4,012; Ticket Range: \$79.50-\$49.50; Promoter: Live</p>

Ticket Range: \$82-\$37;
Promoter: AEG Live,
Milwaukee World
Festivals, Summerfest,
The Messina Group;
Dates: July 1; No. of
Shows: 1

3) Def Leppard
Gross Sales: \$883,319;
Venue: **Molson
Amphitheatre,
Toronto**; Attendance:
14,260; Ticket Range:
\$125-\$10; Promoter:
Live Nation; Dates: July
4; No. of Shows: 1

**4) Kid Rock, Lynyrd
Skynyrd**
Gross Sales: \$676,973;
Venue: **Cynthia Woods
Mitchell Pavilion,
Houston**; Attendance:
13,675; Ticket Range:
\$126-\$36; Promoter:
Live Nation, In-house;
Dates: June 30; No. of
Shows: 1

**5) American Idols Live
2009**
Gross Sales: \$665,086;
Venue: **ARCO Arena,
Sacramento, Calif.**;
Attendance: 10,937;
Ticket Range: \$69.50-
\$40.50; Promoter: AEG
Live; Dates: July 10;
No. of Shows: 1

Group; Dates: July 14;
No. of Shows: 1

**3) American Idols Live
2009**
Gross Sales: \$595,294;
Venue: **San Diego
Sports Arena**;
Attendance: 9,381;
Ticket Range: \$69.50-
\$40.50; Promoter: AEG
Live; Dates: July 18;
No. of Shows: 1

4) No Doubt
Gross Sales: \$442,286;
Venue: **John Labatt
Centre, London,
Ontario**; Attendance:
6,317; Ticket Range:
\$85.69-\$51.23;
Promoter: Live Nation;
Dates: June 30; No. of
Shows: 1

5) Keith Urban
Gross Sales: \$438,633;
Venue: **Kansas
Coliseum, Valley
Center, Kan.**;
Attendance: 7,768;
Ticket Range: \$61-\$20;
Promoter: Outback
Concerts; Dates: July
10; No. of Shows: 1

3) Warped Tour
Gross Sales: \$400,361;
Venue: **Time Warner
Cable Amphitheater at
Tower City, Cleveland**;
Attendance: 12,136;
Ticket Range: \$37.25;
Promoter: Live Nation;
Dates: July 9; No. of
Shows: 1

4) John Legend
Gross Sales: \$339,307;
Venue: **Chastain Park
Amphitheatre, Atlanta**;
Attendance: 5,400;
Ticket Range: \$69-\$39;
Promoter: Live Nation;
Dates: July 5; No. of
Shows: 1

5) 311
Gross Sales: \$248,789;
Venue: **Festival Pier at
Penn's Landing,
Philadelphia**;
Attendance: 5,651;
Ticket Range: \$49.50;
Promoter: Live Nation;
Dates: June 30; No. of
Shows: 1

Nation, The Lakeside
Group; Dates: July 5;
No. of Shows: 1

3) Incubus
Gross Sales: \$214,209;
Venue: **The Joint, Las
Vegas**; Attendance:
3,879; Ticket Range:
\$146-\$51; Promoter:
AEG Live; Dates: July
11; No. of Shows: 1

4) Incubus
Gross Sales: \$195,937;
Venue: **Santa Barbara
(Calif.) Bowl**;
Attendance: 4,723;
Ticket Range: \$49-\$36;
Promoter: Nederlander;
Dates: July 10; No. of
Shows: 1

5) Chelsea Handler
Gross Sales: \$182,000;
Venue: **The Joint, Las
Vegas**; Attendance:
2,653; Ticket Range:
\$65-\$45; Promoter: AEG
Live; Dates: June 30;
No. of Shows: 1

Compiled by Rob Ocampo and Riley Camarillo. To submit reports, e-mail HotTickets@venuestoday.com or fax to (714) 378-0040.

THE BEAT

TRAVELOG

COLD TICKET SALES MAKE FOR A HOT TOPIC AT TICKETSUMMIT



Brokers Jonathan Radler of American Tickets NY, Nick Bisho from QuintEvents and Leor Zahavi from AdmitOne gather at TicketSummit 2009 in Las Vegas.

LAS VEGAS -- Ticket resale margins are softening, but sales volume remains high as more brokers fight for a shrinking piece of the pie, according to Don Vaccaro, organizer of the annual TicketSummit in Las Vegas.



Vaccaro is the owner of TicketNetwork, the brokerage and software firm that has put on the ticketing confab for four years. This year's dates were in direct competition with the National

Association of Ticket Brokers, although TicketSummit didn't seem to suffer from the conflicting schedules. Organizers said the annual convention enjoyed a record attendance with over 500 attendees including representatives from rival resale platforms including StubHub and RazorGator, as well as representatives from the National Basketball Association and Broadway.

And while grumblings over the proposed merger between Ticketmaster and Live Nation continued to stir emotions, mostly negative, the dominant topic this year continued to be the drop in average ticket resale prices.

"We're seeing our ticket volume increase by approximately 30 percent, but on average, ticket prices are down about 15 percent," Vaccaro said, adding that his company's own revenue was projected to hit \$110 million in 2009, up \$25 million from the previous year. He estimated the employee-owned company might sell \$400 million worth of tickets by the end of the year.

"From our view, the fastest growing segment of tickets are those priced below face value," Vaccaro said. "The demand for the absolute best tickets is softening."

And while he did notice a small resurgence of ticket prices during mid-spring, average ticket prices softened back to their early-year lows.

StubHub President Chris Tsakalakis noticed a similar trend in ticket sales, noting that beginning in August, approximately one month before the financial crisis reached its full blown stage, the average price of tickets began to drop between five to 20 percent each month on their year-over-year average.

"What that has meant is that the media has begun describing StubHub as a better way to purchase tickets," he said. "These price deals have allowed us to reshape the thinking of the public when it comes to purchasing tickets from the secondary market."

And that has led to an increase in overall transactions, although Tsakalakis was quick to admit that the shift was surely not great for brokers who use the site to sell tickets.

"It's not sustainable and brokers tell you that they sell things below face value all the time because it's better than not getting anything at all," he said. "You can't build your business that way. If everything is a loss leader then you will just end up with losses."

Dave Wilkenson from Excellent Seats said he can still get premium seats for a premium price if he holds tight, although competition is becoming increasingly cannibalistic. Confusion and fear in the market are pushing many brokers into a sell-off, which often drives down the price for everyone else.

"I'm in the business to make money and I don't think it's a good business model to sell things cheaper than what you paid for them," he said. "There are some brokers who believe that getting 50 percent of your money back is better than nothing. But if you do that, then you're training the customer to wait until the end; people will panic and they can buy tickets at half price. As a business model, that is akin to suicide." — Dave Brooks

Interviewed for this story: Don Vaccaro, (860) 870-3400; Chris Tsakalakis, (415) 222-8400; Dave Wilkenson, (212) 575-9265

IAAM

IAAM BRINGS CONFERENCE TO NON-ATTENDEES THROUGH SOCIAL NETWORKING

With attendance anticipated to be down as much as 30 percent for IAAM, organizers are planning to utilize social networking tools as a means of staying connected with members who are unable to attend. The International Association of Assembly Managers Conference and Trade Show opens this Friday at the Boston Convention and Exhibition Center, running through July 28.

Organizers have dubbed this year's Annual Conference Planning Committee as the "session champions," combining IAAM active and allied members with a team of interns to make the conference the most interactive ever with the help of social media outlets like Facebook, LinkedIn and Twitter. These sites are being utilized for both social and educational functions and will help to build attendance and awareness of the topics covered at this year's conference.

Facebook and LinkedIn users are encouraged to join the IAAM groups and share any notes, quips and related photos and videos. Although Facebook and LinkedIn users will be able to get some news and updates on panel sessions, the emphasis seems to be on Twitter. Members who do not already use Twitter are being encouraged to join and those already "Tweeting" can follow the session champions through the Twitter ID iaam09champs.

"The goal is to use Twitter before, during and after each session," said Tammy Koolbeck, VenuWorks vice president of Venue Services. For those attendees who do not have Internet access during the conference, they can follow the conference agenda via their cellphones. For the first time attendees can choose to receive conference updates via text message on an SMS system powered by GuestAssist. Attendees can text ALERTS to 78247 to sign up. GuestAssist allows guests to receive instant mobile alerts, but also allows them to ask questions and request conference agenda information. Attendees can request agenda information by texting AGENDA to 78247 and they can ask various questions by texting GUIDE to 78247.

"GuestAssist will help to communicate basic details that need to be highlighted. Twitter and Facebook will be more interactive," said Dana Glazier, IAAM director of Education. — Vanessa Bentley

Interviewed for this article: Tammy Koolbeck, (319) 929-5755; Dana Glazier, (972) 538-1020

FACES & PLACES

LAS VEGAS VENUE MANAGER FINROCK DIES



Dennis Finrock, who was the first executive director of the Thomas & Mack Center, Las Vegas, died July 18 at the age of 62.

Finrock was an honored sports and entertainment business leader in that city, and in the industry, having been an active member and past president of the International Association of Assembly Managers as well.

He began his career at UNLV as the head coach of the wrestling program. After four successful seasons he was named the assistant athletic director, which led to an executive position at the new arena, the Thomas & Mack Center. To turn the new arena into a multi-purpose facility, he had the first nine rows of seats jack hammered out to make room

for retractable seating. This would allow the arena to be fluid and appealing to entertainment promoters.

He also turned the Silver Bowl, which had been a revenue-losing stadium, into a money maker by installing a one-of-a-kind retractable turf, that would allow the stadium to hold diverse events.

He was a member of the group that orchestrated the move of the National Finals Rodeo from Oklahoma to Las Vegas, solidifying the arena as a Vegas-strip partner and an important community treasure.

In 1992, he became vice president of special events at MGM Grand Hotel, helping secure Mike Tyson as the arena's biggest draw and turning the MGM Grand Garden Arena into a major player.

In 1995 the Review Journal named him most the influential person in local sports, and in 2007 he was inducted into the National Wrestling Hall of Fame and the Professional Bull Riders Hall of Fame.

Dennis has gifted his body to MERIN (Medical Education & Research Institute of Nevada) for research of diseases by UNLV students. The family requests that in lieu of flowers, any donations be made in his name to MERIN, 847 American Pacific Dr. #120, Henderson, NV 89014. At his request no funeral services will be held.

Contact: Dawn Sousa, (702) 278-3388

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