

The 2011 FFMA Annual Conference will be held on **June 12-14, 2011** at:

Four Seasons Resort - Palm Beach
2800 South Ocean Avenue
Palm Beach, FL 33480
(561) 582-2800
(561) 547-1374 (fax)

<http://www.fourseasons.com/palmbeach>

2011 Conference Room Rate:
\$165.00/night

Conference Schedule:

Sunday, June 12, 2011	
8:00am - 11:30am	Board of Directors Meeting <i>Sponsor: Ovations: Tom Marchetto, John LaChance</i>
1:00pm - 5:00pm	Registration <i>Sponsor: Black Onyx Event Services: Brenda Waldrop</i>
7:00pm - 8:30pm	Opening Reception Palm Beach County Convention Center 650 Okeechobee Blvd. <i>Sponsor: Ovations: Tom Marchetto, John LaChance</i>
8:00pm - 11:00pm	Hospitality Suite <i>Sponsor: Robbins Sport Surfaces: Greg Pierce</i>
Monday, June 13, 2011	
7:30am - 5:00pm	Conference Registration <i>Sponsor: Feld Entertainment: Mark Duryea, Kelly Shea, Bill</i>

	<p><i>Powell, Bob Boggess, Jason Huggler</i></p>
7:30am - 8:00am	<p>Continental Breakfast <i>Sponsor: Sentry Event Services: John Harper</i></p>
8:00am - 8:15am	<p>Morning Welcome <i>Mickey Farrell - FFMA President</i></p>
8:15am - 9:15am	<p>The Latest Cutting-Edge Technologies Get a hands-on look at the latest technologies and learn how to meet the rapidly changing demands of your customers' use of mobility and smart phones from Harris IT.</p> <p>Karl Williams - VP, Commercial Managed Services Bret Kinsella - VP, Commercial Market Department Marvin Reece</p> <p><i>Sponsor: Harris IT</i></p>
9:15am - 10:15am	<p>Dashboards & The Data That Power Them</p> <p>Dashboards are all the buzz – providing a simple solution to every organization's business information needs. They are quick, easy to use and informative. However, the real power behind a dashboard is actually in the data collection. Learn how to make your organization "dashboard ready" & transform day-to-day activities into powerful & actionable business insights.</p> <p>Catherine Carter - CEO, VenueCube</p>
10:15am - 10:30am	<p>Coffee Break <i>Sponsor: O,R,&L Facility Services - Randy Ziegler</i></p>
10:30am - 11:30am	<p>Effective Use of Incident Management Systems</p> <p>Learn the value and benefits of implementing a fully integrated venue management software platform. Such a system allows facilities to provide the best possible guest experience and respond to and track incidents in the most efficient and effective way possible. The analytics produced</p>

	<p>will help you better manage future events and provide a powerful paper trail for liability defense.</p> <p>Scott Meyers - VP, Sales and Marketing, ISS Steven Popkin - VP of Creative Development, ISS</p> <p><i>Sponsor: ISS, Richard Antonio</i></p>
11:30am - 1:30pm	<p>Lunch On Your Own</p>
1:30pm - 2:15pm	<p>How to Build a Social Media Strategy For Every Type of Facility</p> <p>In this increasingly interconnected world you can't afford to be at a distance from your patrons. Kirk Wingerson & Ryan Sheehy will cover social media platforms, content, goals and approaches. Find your audience and keep 'em coming back for more.</p> <p>Kirk Wingerson, Marketing Division Manager, Orlando Venues Ryan Sheehy - APR, UCF Nicholson School of Communications, Adveristing & PR</p> <p><i>Sponsor: OAI, Mike Garcia</i></p>
2:15pm - 3:15pm	<p>Ticketmaster Presentation</p> <p>Tim O'Leary - Senior General Manager</p> <p><i>Sponsor: Ticketmaster</i></p>
3:15pm - 3:30pm	<p>Coffee Break</p> <p><i>Sponsor: Andy Frain: Sam Mercado, Steve Zito, Jackie Rutkowski</i></p>
3:30pm - 4:30pm	<p>Newly Revised ADA Regulations & How They Impact Your Operations</p> <p>The sweeping revisions to ADA legislation that went into effect this spring have a profound impact on day-to-day</p>

	<p>operations for every building. With multi-million dollar litigation on the rise, you can't afford to miss this discussion by Washington, DC based attorney Teresa L. Jakubowski, who counsels public facilities in all facets of disability discrimination and accessibility matters.</p> <p>Teresa L. Jakubowski – Partner, Barnes & Thornburg LLP</p> <p><i>Sponsor: Hussey Seating, Chris Kucsma</i></p>
6:30pm - 7:00pm	Reception at Four Season Resort
7:00pm - 9:00pm	<p>Dinner at Four Seasons Resort</p> <p><i>Sponsor: Ticketmaster</i></p> <p><i>Tim O'Leary, Maria Ostroff, George Wood, Sean Puchta, Tonya Coldiron</i></p>
9:00pm - 11:00pm	<p>Hospitality Suite</p> <p><i>Sponsor: CleanEvent USA: Jason Brock, Todd Dyer</i></p>
Tuesday, June 14, 2011	
6:30am - 8:00am	Continental Breakfast
7:30am - 2:00pm	<p>Networking Opportunity at Atlantis Country Club</p> <p><i>Sponsor: StageRight: Matt Widenmier</i></p>
10:00am - 1:30pm	<p>Florida's Presenters Meeting <i>Lee Bell - Sr. Director, Raymond F. Kravis Center for the Performing Arts</i></p> <p><i>Sponsor: Raymond F. Kravis Center</i></p>
2:00pm - 2:30pm	FFMA Business Meeting
2:30pm - 3:15pm	<p>Facility Break Out Sessions</p> <p>Stadiums, Arenas & PAC break-out sessions to discuss best practices in pricing, crowd management, customer service,</p>

	<p>operations and much more. Each session will be facilitated by an FFMA board member with extensive experience in all building types.</p> <p>Moderators:</p> <p>Stadiums: Mickey Farrell (Raymond James Stadium)</p> <p>Arenas: Allen Johnson Amway Center) Kim Stone (AmericanAirlines Arena)</p> <p>PAC: Mary Bensel (Van Wezel Performing Arts Center)</p>
3:15pm - 4:00pm	<p>FFMA Legislative Update Ron Spencer - FFMA Board Memeber/Past President Wayne Malaney - FFMA General Counsel</p>
4:00pm - 4:15pm	<p>Coffee Break</p> <p><i>Sponsor: The Bigelow Companies: Tracy Taraski, Laurie Roark</i></p>
4:15pm - 5:15pm	<p>Agents/Promoters PanelJohn Valentino - AEG, South Bill Franzblau - Producer, Theatrical & Special Events Doug Isaac - President, Entertainment Express, Inc. Alison Spirti - President, AWA Touring Bob Boggess - VP, FELD Motorsports Orin Wolf - President & CEO, Off Broadway Booking</p> <p>Moderator: J. Lynn Singleton - President & CEO, Providence Performing Arts Center</p>
6:30pm - 7:00pm	<p>Reception at Four Seasons Resort</p> <p><i>Sponsor: Daktronics: Kyle Adams, Mike Kempany</i></p>
7:00pm - 8:30pm	<p>Dinner at Four Seasons Resort</p>

8:30pm - 11:00pm

Hospitality Suite

Sponsor: Aramark: Paul Tazar

Conference Registration:

Early Bird Registration (by May 11th)

Members	\$175.00	(Tuesday golf included)
Spouse/Other	\$100.00	(plus \$75/rnd for golf)
Non-Members	\$225.00	(plus \$75/rnd for golf)
Child	\$50.00	<i>Ages 13-18 - Ages 12 and Younger are Free</i>

Regular Registration (after May 11th)

Members	\$200.00	(Tuesday golf included)
Spouse/Other	\$100.00	(plus \$75/rnd for golf)
Non-Members	\$250.00	(plus \$75/rnd for golf)
Child	\$50.00	<i>Ages 13-18 - Ages 12 and Younger are Free</i>

Employees within member facilities, who are not FFMA members, must register at the non-member rate. Golf is extra. Golf club rental is the golfer's expense.

Florida Presenters, who are not FFMA members, must register at the non-member rate. Golf is extra. Golf club rental is the golfer's expense.

REMEMBER: Hotel reservations must be made by May 11th directly with the hotel to receive the meeting rate. The hotel will have our meeting rate on June 10-16 if you would like to come early or stay late. Make sure you mention you are with FFMA. Cancellation must be received 7 days prior to arrival in order to avoid one night's room and tax cancellation fee.