

Celebrating **75** Years
Since 1937

THE COMPANY CONNECTION

Special Anniversary Editions

2012.9



Swank team members and employees from A:live Communications, Staging Solutions and eWave Pro celebrate their success. (Back row) **Ramon Diaz**, **Proxxy Rodriguez**, Peter Carpentier, Todd Thee, Shane Smith, **Kelly Cook**, Chuck Baughn, **Christina St. Amant**, Sherrie Austin, Nigel White, Dan Elders, Miles Kapper, Rachel Higgs, Max Chowen and “virtual” Lud Romano. (Front row) Dan Takayama, **Kirby Lee**, **Mark Pollard**, **Ryan Göllner** and Kevin Harrington.



Designed by **Ryan Göllner** and **Ted Hennings**, the outdoor gala featured a massive truss structure, which served to stabilize the equipment in Maui’s windy climate.

SHOW WITH THE MONEY

Swank’s Grand Wailea Team Breaks Revenue Record

The Swank Team at the Grand Wailea, A Waldorf Astoria Resort, accomplished an amazing feat by producing the highest-ever revenue-generating event for the Resort and also for Swank’s Hawaii Region!

The American Express Pacesetters event, an annual incentive trip for AMEX’s top travel agents, spanned four days and called for the Swank Team, **Ryan Göllner**, **Dave Hakes II**, **Christina St. Amant** and **Michael Valvo**, to assemble team members from all over Hawaii and the West Coast, including **Kelly Cook** (Four Seasons Resort Maui at Wailea); **Ramon Diaz** and **Mark Pollard** (San Francisco Marriott Marquis); **Adam Hallacher** (The Modern Honolulu); **Steve Heuseveldt** (Rosewood Sand Hill); **Kirby Lee** (San Diego Outside Services); **Proxxy Rodriguez** (Four Seasons Hotel Austin); and **Ted Hennings** and **Tim Saxton** (Northern California Regional Office).

Produced in collaboration with A:live Communications, a UK-based event management company, Swank provided audio visual support for the entire event, which used every square foot of the Resort’s meeting space. Tim Saxton and Dave Hakes even took the lead when the event’s main producer’s arrival was delayed.

The General Session featured L-ACOUSTICS audio, 20K Barco HD DLP projector, Elation Professional movers, five HD cameras, four simultaneous language translation booths, a teleprompter and a Flypack portable live video production system.

An A:live Communications employee praised the Swank Team for their hard work: “Thank you for all you did to help us make it a world-class event. The Team you provided was outstanding — lovely people with patience, humor and skill. It was a real pleasure working with you all, and I hope we get the chance to do it again.” ■

SWANK CELEBRATES 75 YEARS!

...with Stories from Our Veterans

Angie Burton, Divisional Inventory Manager in Alexandria, VA and 30-year Swank veteran, shares a story from her days as Director.



Angie Burton (1980s)

“In the 1980s, when I was Director at the Omni Shoreham Hotel in Washington, D.C., the Knights of Columbus held a week-long convention. The night of the big banquet, the Hotel set as many tables in the ballroom as they could. We set up our soundboard in the back of the room, directly across from the head table. However, there were no power outlets nearby, so we ran an extension cord about 50 feet to the nearest outlet.

In the middle of the Archbishop of Washington’s keynote address, the microphone cut off! As panic set in, I ran down from the spotlight booth above the ballroom to determine the problem. When I reached the audio technician, he said, “We lost power.” I traced the extension cord to the outlet and discovered that a guy, who was leaning back in his chair, had slightly unplugged the cord from the outlet. I asked him to please sit up, and I secured the plug back into the outlet. Voilà — the audio came back up, and the crowd applauded! From that instance on, I have always taped my power cords into the outlet, a detail I learned the hard way.

I have seen many changes and great growth in my years with this Company — from orders written by hand to our wonderful computer systems. I enjoy and applaud the growth and strides Swank Audio Visuals has made during my tenure.” ■

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The Doral Golf Resort & Spa Team executed their largest technical production ever with the Harms Software User Group Conference.

A SPA-TACULAR CONFERENCE

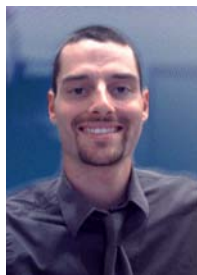
Produced by the Doral Golf Resort & Spa in Miami

When Harms Software Inc. brought their annual spa and salon User Group Conference to the Doral Golf Resort & Spa in Miami, the Swank Team not only dazzled the new Trump management, but also executed the property's largest technical production ever!

The main session's central piece was a 10' x 30' rear-projection blended screen animated by two Panasonic HD DLP 10K projectors. Two 10' x 17' screens rear-projected by two Eiki 7K projectors flanked the center screen. An Analog Way Di-VentiX II high-resolution video switcher and two Barco ScreenPro-II HD advanced signal processors turned the separate components into a blended ensemble.

Black velour draping provided cosmetic appeal, and a combination of conventional and intelligent lights highlighted a grand entrance and fashion show. Multiple Meyer UPAs, UPMS and two USWs delivered a beautiful pallet of sound.

The client adored the final result and praised the Team for exceeding expectations. Regional Technical Director **Jon Robinson** was extremely proud that such a complex event was executed flawlessly by Swank technicians/coordinators with no outside freelance assistance. The team members who carried out this successful production included **Patrick Forrest**, **Alejandro Mejia**, **Michael Risco**, **Zoila Rivera** and **Jon Robinson** (Doral Golf Resort & Spa); **Jon Fuller** (Loews Miami Beach Hotel); **Kristopher Puertas** (Eden Roc Renaissance Miami Beach); and **Jesse Yurman** (Epic Hotel: A Kimpton Hotel). ■



Jeremy Brooks

WIN \$1,500

Through Swank's Employee Referral Program

Congratulations, **Jeremy Brooks**, Coordinator at the Sheraton Austin Hotel at the Capitol, for winning \$1,500 through the quarterly Employee Referral Program (ERP) drawing!

Visit http://www.swankitup.com/erp/job_search.asp to learn how you can refer a successful hire and qualify to win the next referral bonus. ■

NEW M3 RECORD

Team Member Sells Two Apps in One Day



Michael Krichinsky

How do you sell more than one Swank Mobile Meeting Manager® (M3) 'The Works' package in the same day?

"Well, some of it was pure scheduling luck," said **Michael Krichinsky**, Sales Manager at the Hyatt Regency Chesapeake Bay Golf Resort, Spa and Marina. "I had the opportunity to share my enthusiasm for Swank's newest technology, M3, with two high-energy clients during back-to-back

site visit/pre-planning meetings. In my initial conversation with the first client, the Government Technology Research Alliance (GTRA) said they were looking to be more 'green.' This immediately gave me an edge in detailing the perks and 'green' benefits of M3.

I grabbed my smartphone and asked the meeting planner to do the same. I emailed her the link to our Hotel Landing Page, while bringing up the demo on my phone. She was intrigued to say the least. But then came a challenge: she uses group-specific agendas. But after a call and email from both **James Roché** [M3 Director of Mobile App Customer Service] and **Dana Sprehe** [Content Coordinator], we were all set with client one.

Immediately after that successful sale, I met with the second group, BASF, another state-of-the-art technology client. Using the momentum from the previous client's comments and enthusiasm, I had another successful sale, resulting in the client saying she was impressed with the demo and that our ability to work within their special needs would make the app practical.

Simple as that — two M3 'The Works' sales orders in less than 90 minutes. You, too, can do it with the trust and enthusiasm for this amazing time and paper-saving app." ■

GOING THE DISTANCE

Team Member Reaches Platinum in Vitality

"Vitality has given me the extra incentive to hit the road each day for my training runs and adjust my diet to more healthy foods!" said **Mark Kettler**, National Inventory Control Manager. "Since starting the wellness program, I have increased my weekly run mileage and lost eight pounds. I really enjoy recording my weekend race results and getting those Vitality points for the effort. Can't wait until the fall marathon race season starts!" ■



Mark Kettler, an avid runner, proudly displays his running medals.

Vitality



Swank team members utilized wafer panels and five strategically placed screens to ensure that each of the 400+ seats could enjoy an unobstructed view.

SOUND EXECUTION

The Westin Lake Las Vegas Resort & Spa Team Amplify Seven-Day Event

The Swank Team at The Westin Lake Las Vegas Resort & Spa recently provided impeccable audio visual services for the seven-day Thoratec Corporation Users Conference.

The extensive setup included iPad stations, Audience Response Systems (ARS), Mobile Meeting Manager® (M3) supported by enhanced Wi-Fi coverage, more than 120 scenic wafer panels, Image Magnification (IMAG) content rolling on five screens and two Folsom ScreenPro-IIs in tandem with a Folsom controller. The outdoor pool deck event (mapped out on the M3 app) featured 12 plasma display stations, custom-lit exhibitor tables at each of the 12 cabanas and vast outdoor lighting with several moon balloons and lighting towers.

Swank team members, **Tim Allen, Paul Metaxas, Lee Moriwaki, Amy Oberg, William Shank** and **Nicholas Tullock** (The Westin Lake Las Vegas Resort & Spa); **Nicholas Needham** (Four Seasons Hotel Las Vegas); **Ray Otero** (Resort at Squaw Creek in Olympic Valley, CA); **Thomas Mohr** (Mandarin Oriental, Las Vegas) and **Ty Willoughby** (Four Seasons Hotel Denver) worked together to make this event a booming success!

Paul Metaxas, Director of Audio Visual Services, exclaimed, "This event took everything our Team had to pull off, and we all delivered tremendously! ...Thoratec's planners have already reached out with an interest in a national contract with Swank as a result of the spectacular service we provided." ■

MILESTONE ANNIVERSARIES

August 2012



Steve Charouhas	Southern California Region
Brandon Fay	Southeast Region
Rickey Hayes	Southern Atlantic Region
TJ Heaton	South Central Region
Laura Otto	Information Technology
Charlie Scherling	Pacific Northwest Region
Trey Simmons	Rocky Mountain Region
Joel Valades	Rocky Mountain Region
Chad Wilson	Hawaii Region



Brian Dillman	Southern Atlantic Region
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Kenneth Armstrong	Gulf Coast Region
Tim Black	Southern California Region
Angie Burton	National Inventory Control
Fernando Camacho	Mid-Atlantic Region
Lee Malone	Alamo Region
Tom Marshall	Gulf Coast Region
Bob McGill	Event Services
Scott Vengels	Southeast Region
Billy Wilson	North Central Region

TEAM MEMBER PROMOTIONS

August 2012

Assistant Director

Ryan Gunn

Coordinator

Zander Beetge
Peter Copeland
Jason Gray
Josiah Porter

Director

Andrew Bell
Vincent Martinez

Director of Operations

Adam Lopez

Director of Sales

Mark Johnson

Team Leader

David Kelch

Technical Director

Jeremy Erickson
Federico Gonzalez
Martin Vyenielo



TECH TIP

Learn Video Mapping from the Experts

Swank's National Training and Development Center now offers a hands-on course in video mapping. "The new video mapping class focuses on the Modul8 and MadMapper software," said **Kevin Denzel**, Technical Director and one of the instructors for the course. "By attending the class, you will learn more than how to use the software. The class will cover a multitude of elements, such as content resolution, computer output resolution, projector input resolution, shadow-casting, projection beam angle concepts, keystone and warping, content modification, selling the service, and file management, among others. The equipment for the class is transportable, so the video mapping is done on boxes, but don't let this fool you on the complexity. Once you've attended this class, you'll be able to successfully video map any surface or room. Did you know FLEXnet already has a 'VMAP' code to track the revenues from this service?"

If you are interested in attending this class, please talk with your Director about scheduling a session in your area. ■

From left, students **Brady Carlock, Michael Pittman, Ike Green, Michael Sanchez, John Gomez** and **Charlie Rickman** and instructors **Kevin Denzel** and **Tony Durand** proudly display their video mapping achievements.



BRAVO!

Zaki A. Raheem: The Westin Abu Dhabi Golf Resort & Spa
 "Dear Mr. Zaki A. Raheem, From the bottom of my heart, I would like to thank you for the awesome hospitality and service you showed. I highly appreciate your support during my event. I will definitely ask for Swank Audio Visuals if I have any events coming up in the future."

Hessa Sharara Graduation Party

Jackie Minor: San Francisco Marriott Marquis
 "At the American Montessori Conference held at the San Francisco Marriott... your technician Ms. Jackie Minor was extremely helpful to me in setting up the audio visual equipment... [She] made sure everything was working, helped me with my PowerPoint questions and checked back in at the beginning of the workshop... I really appreciated her help, friendliness and expertise."

American Montessori Society

Jeff Montgomery: Fairfax Marriott at Fair Oaks
 "This was our first time working with Jeff at the Marriott, and he was outstanding from start to finish. He was a true collaborator, suggesting creative solutions to the challenges we faced, always listening to our needs, and being calm and professional during high-pressure segments of our show. ...Jeff's positive attitude and attentiveness helped ensure that the event ran smoothly. He's a true pro. I applaud you for investing in employees of the caliber of Jeff. He makes Swank and the Marriott look their very best."

Pixel Workshop

"I will definitely ask for Swank Audio Visuals if I have any events coming up in the future."

Nic Bradley, David Hughes, Mark Morse, Amy Reeves & Leigh Ripka: The Peabody Memphis
 "I would like to thank the Swank Audio Visuals staff at The Peabody Memphis for making my event go so well. Amy was a delight to work with to coordinate the meeting. David made sure we understood all the AV specs, and on-site, Mark, Leigh and Nic were punctual in setup, responsive to any requests, and overall very helpful!"

International Association of Chiefs of Police

Ric Crawley & Johnny Macias: Renaissance Denver Hotel; and **Scott Walker:** Sheraton Denver Downtown Hotel

"The audio visual staff at the Renaissance Denver Hotel was exceptional. This was our seventh conference, and the best audio visual Team we have ever worked with... We are a conference for families with special needs children, and the Swank staff embraced our kids and became a part of the events! We truly appreciated not only their professionalism and expertise, but also their sensitivity with our families. The Swank Team was absolutely WONDERFUL! Scott Walker was our main contact and a true expert! He was amazing to our families, and I hope he is recognized for his fantastic work! Please also recognize Ric Crawley and Johnny Macias."

Parents and Researchers Interested in Smith-Magenis Syndrome (PRISMS)

"He was a true collaborator, suggesting creative solutions...always listening to our needs...and being calm and professional..."

Michael Storm: Radisson Hotel Salt Lake City Downtown

"I really appreciated the ease of working with Michael Storm in that facility. He was absolutely great. We could locate him easily, and he checked in with us several times a day without us having to seek him out. He acted quickly with the few issues we faced and got us back on track seamlessly. I have never been so impressed with the professionalism of an AV person in any hotel I have worked with."

American Woman's Society of Certified Public Accountants

Tom Knox, Robert Meeks & Chris Smith: Embassy Suites Northwest Arkansas – Hotel, Spa & Convention Center

"I would like to recognize the professionalism and upbeat spirit of Chris Smith, Robert Meeks and Tom Knox. They were all a pleasure to work with and VERY instrumental in the overall production. ...I look forward to working with you in the future. It was a rare, flawless event that only a team effort can accomplish. Thank you very much for having us, and again it was a sincere pleasure to work with your people."

SJX Production Associates

"It was a rare, flawless event that only a team effort can accomplish."

"We truly appreciated not only their professionalism and expertise, but their sensitivity with our families."

David Franks, Ronald Jones & Russell Laake: Hyatt Regency Austin

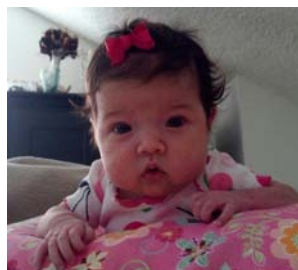
"...two individuals working for you are, in my opinion, some really great employees. They are David Franks and Russell Laake. Despite my numerous technical changes and last-minute adjustments, these two employees were extremely knowledgeable and professional in their delivery of some really first-class technical service... Also, Ronald Jones did a great job managing the floor the night before the event... Thank you very much for our successful event!"

Austin Community College

NEW HOTEL PARTNERSHIPS

August 2012

Shangri-La Hotel Toronto (Toronto, ON, Canada)



SWANK'S TINIEST ADDITION

Congratulations, **Lorena Magaña**, Sales Coordinator at the Hyatt Regency Huntington Beach Resort & Spa, on your baby girl! Born February 13, 2012, to Lorena and

Hector Magaña, Juliette Bayah weighed 8 pounds, 10 ounces and was 21 inches long. ■

CURTAIN CLOSER

Swank's Arizona Team Named MPI Supplier of the Year



Rochell Planty, left, 2011-2012 Chapter President of the MPI Arizona Sunbelt Chapter, awards Swank Audio Visuals the 2011-2012 Supplier of the Year award, which is accepted by Steve Dumond, right, Divisional Sales Manager.

Swank's Arizona Team produced the Meeting Professionals International (MPI) Arizona Sunbelt Chapter's 33rd Annual Gala and took home the 2011-2012 Supplier of the Year award.

Steve Dumond, a member of the Chapter's Monthly Program Committee and Annual Gala Committee, accepted the award on behalf of Swank. Steve said, "I would like to acknowledge **Mike Bergin** and **Ben Reynolds** and all of the other Arizona teams that helped put together very creative monthly programs and who ensured a high and consistent level of audio visual support for each meeting! Also, thank you to our Event Services brothers, **Alan Bergquist**, **Troy Boyer**, **Sean Clark** and **Ken Formales**, who came to the rescue and provided additional lighting and audio systems to make the Annual Gala a huge success... It was truly an honor to receive this award from our MPI Chapter... This was a collaborative effort... We'll be going for the repeat in 2013!! Thanks, Team AZ/Vegas!" ■