

Celebrating **75** Years
Since 1937

THE COMPANY CONNECTION

Special Anniversary Editions

v2012.1



The Hyatt Regency Denver Team utilized more than 50 conventional and 16 Vari-Lite moving fixtures, two complete Nexo line-array systems, a Yamaha M7CL digital mixing console and three I-MAG cameras.

STRUT YOUR STUFF

Hyatt Regency Denver Team Puts on Charity Fashion Show

The Hyatt Regency Denver Team was instrumental to the success of the 2011 "Be Beautiful, Be Yourself" fashion show and fundraiser, which raised more than \$1.4 million for Down syndrome research and medical care.

Technical Director **Beau Guest** and Sales Manager **Karen Veith** led the team, which included **Nick Moore** (Technical Director), **Ross Swirling** (Technical Coordinator), **Matt Jones** (Coordinator), **Chris Martinez** (Technician), **Andrew Mackay** (Technical Director), **Britta van der Merwe** (Audio Visual Concierge), **Trey Simmons** (Technical Coordinator), **Henry Schueller** (Director of Operations), **John Gross** (Technician), **Clint Phye** (Technician), **Chip Lutz** (Area Technical Director), **Tim Tucker** (Director), **Matt Nigro** (Technician) and **Cory Evertz** (Technician).

The fashion show featured clothes by designer Brunello Cucinelli and celebrity appearances by musician Quincy Jones, actor John C. McGinley (Dr. Perry Cox on *Scrubs*) and Jamie Foxx, who appeared alongside his sister DeOndra Dixon, who serves as Global Down Syndrome Foundation's 2011 Ambassador. "But, the 25 guest models who happen to have Down syndrome really stole the show," said Tim.

The client definitely noticed the Swank difference: "This is the first year that our production went flawlessly — THANK YOU, SWANK!" ■

IN THIS ISSUE

SwankDraw 2.0	2	Milestone Anniversaries	3
Fit for Royalty	2	New Hotel Partnerships	3
Season of Giving	2	Team Member Promotions	4
Fitness Champion	2	Bravo! Team Recognition	4
Best in the Industry	2	Curtain Closer	4

SWANK CELEBRATES 75 YEARS!

...of Turning Ordinary Meetings into Extraordinary Events

Swank Audio Visuals turns 75 in 2012, and the celebration will last all year! Celebratory plans are currently underway to commemorate this special occasion, and those details will be announced as soon as they become available. As we honor Swank's impressive history, we will hear from Swank's longest-serving veterans. This month, Arthur Clyne Jr., Senior Vice President and General Manager, shares a story from 34 years ago when he first joined the Company.

"When I first joined Swank Audio Visuals, I was given a company car. On my very first day in December of 1977, my assistant John Franklin asked where I lived. I told him West County, so he asked if I could deliver some cases of equipment to The Cheshire on my way home. I said, 'Sure,' so he loaded up my car for me. By the time I left, which was about 7 p.m., it was dark outside, and I couldn't see the car very well. I could tell it was a white station wagon though and very dirty. I dropped off the equipment, parked my car outside my home, and went inside. It wasn't until the next day when I saw the station wagon in daylight that I noticed it had narrow, simulated wooden side panels. It was so hideous that from then on, when I was asked to make a delivery, I either used our van or had someone else do it because I wouldn't be caught dead in that American Motors '76 Rambler! Six months later I was able to get rid of it, and the rest is history!" ■



Arthur Clyne (1977)



Truss is just one of the many new objects added to the expanded SwankDraw 2.0 Objects Library.

SWANK RELEASES SWANKDRAW 2.0!

Revolutionizing the Rendering Process

Due to its practicality, the success of SwankDraw 1.0 abounded, leading Swank to realize that investing in its expansion would be invaluable. With SwankDraw 2.0, renderings can be emailed directly from the application, objects are easier to manipulate and the objects library has been vastly expanded.

Billy "Skip" Hughes, the founder of SwankDraw as well as Audio Visual Concierge at the Westfields Marriott, is thrilled with the new version. "I've been amazed at the development of SwankDraw into 2.0," said Billy. "Swank has taken it so much further than I ever could have! We have features in this thing that I once dreamed about, woke up and realized it could never happen. My favorite new feature has to be the improved user-interface while navigating through the objects. It has bigger images, easier menus, and oh yeah, a good 700 new objects. I'm trying to push myself through all the new features so I can start thinking of things for the next version, but I can't get past the excitement of everything we've added in 2.0!"

Currently, Hughes is putting the final touches on a new SwankDraw video to ensure users take full advantage of the 2.0 enhancements. ■

PARTICIPATING IN THE SEASON OF GIVING

Team Members Provide Audio Visuals, Donate to, and Participate in Charity Run

Swank Audio Visuals, in cooperation with the Hyatt Regency Grand Cypress, supported a charity run by providing the sound system, stage and risers. The event raised almost \$50,000 for Give Kids The World Village, a nonprofit resort that provides free vacations to children with life-threatening illnesses. Swank Team Members **Michael Marchant** (Sales Manager) and **Jorge Garcia** (Director) demonstrated their personal support by organizing "The Misfits" team to participate in the Give Kids The World Gingerbread 5K Run. ■



Michael Marchant, Swank Sales Manager at the Hyatt Regency Grand Cypress, completed his first 5K in 30:44.



The highly publicized affair featured a performance by Pete Wentz's, formerly of Fall Out Boy, new band, Black Cards.

FIT FOR ROYALTY

Hard Rock Hotel Chicago Team Amplifies Angels & Kings Club Opening

For the grand opening of the prominent nightclub Angels & Kings in its new location at the Hard Rock Hotel Chicago, Swank Audio Visuals worked closely with the club owners and hotel team to transform the event into a world-class celebration.

Swank's crew included **Nate Dillon** (Area Technical Director), **Kenny Fernandes** (Project Manager), **Kyle Lewsader** (Coordinator), **Brian Kutanovski** (Assistant Director), **Joe Canham** (Technical Coordinator), **Kregg Barney** (Area Manager), **Robert Asselmeier**

(Director), **Marcus Hebda** (Regional Technical Director) and **David Sanders** (Coordinator).

Among other equipment, the event featured two Midas Heritage 3000 mixing consoles, four Meyer UPA-1P loudspeakers, six Meyer UPJ-1P loudspeakers, two Meyer 600-HP subwoofers, two Meyer USW-1P subwoofers, two Meyer 650-P subwoofers, eight MAC 2000 Profile luminaires, four MAC 600 wash lights, four PARNel floodlights and 54 WinVision 16MM panels to create LED display modules. ■

SWANK FITNESS CHAMPION

Brown Wins Summer Swank Wellness Challenge

Congratulations, **Mariana Brown**, Administrative Assistant at the Southern California Regional Office, for winning the 12-week Summer Swank Wellness Challenge! By losing a high percentage of body weight and for her essay content, Mariana received a Wii and Wii Fit. ■



BEST IN THE INDUSTRY

Storm Named UHLA Allied Member of the Year

Congratulations to **Michael Storm**, Swank Audio Visuals Director at the Radisson Salt Lake Downtown, for winning the Utah Hotel & Lodging Association's Allied Member of the Year award! ■

MILESTONE ANNIVERSARIES



Colin Adams
 Timothy Allen
 Justin Anderson
 Joe Beninato
 Brock Bradley
 Kevin Brown
 Derek Chibroski
 Jerry Chu
 Bridgette Daly
 Cedric Daniels
 David Dickerson
 John Egersheim
 Eric Eskildsen
 Andrew Foote
 Ken Formales
 Bereket Godsey
 Hart Hall
 Melissa Harris
 Todd Hummel
 David Kopecki
 Gary Krantz
 Nick MacDonald
 Drew Mann
 Gregory Miller
 Mario Monastero
 Jorge Moreno
 Zan Nichol
 Blake Ogilvie
 Leif Olson
 Stanford Passwater
 Mark Pollard
 Lance Richard
 Max Rivers
 Ismael Rodriguez
 Jeremy Sneller
 Paul Stark
 Daniel Tetzlaff
 Matthew Tunney
 Nichole Weeks
 Tucker Wolf

Gulf Coast
 Southwest
 Southwest
 Human Resources
 Southern California
 Southern Atlantic
 Northern California
 Northern California
 Human Resources
 Red River
 Eastern
 New England
 North Central
 Southwest
 Event Services
 Washington DC
 New York
 Washington DC
 Orange County/Palm Springs
 Northern California
 Eastern Canada
 New England
 Southwest
 Mid-Atlantic
 Eastern Canada
 Alamo
 Eastern Canada
 Gulf Coast
 Southwest
 Mid-Atlantic
 Northern California
 Mid-Atlantic
 New York
 South Central
 South Central
 Southwest
 North Central
 Eastern Canada
 Accounting
 Southwest



Rick Barnes
 Gary Bick
 Rogers Braxton
 Joe Castro
 Arthur Clyne
 Darin Dana
 Anthony De La Cruz
 Greg Diekemper
 Harry Doolittle
 Aaron Dryden
 Randy Fyfe
 Jerry Golenor
 Todd Gresham
 Patrick Harris
 James Hartmann
 Ted Hennings
 Taffy Hux
 Mark Kettler
 Chad Kinney
 Joe Lutes
 Jeff Mackey
 Michael McHugh
 Linda Pickering
 Mike Pico
 Jim Price
 Liseanne Rolwing
 Nancy Schofield
 Tim Tucker

Southeast
 National Inventory Control
 Gulf Coast
 Northern California
 Headquarters
 Hotel Development Team
 Northern California
 Headquarters
 South Central
 Southwest
 Southwest
 Hotel Development Team
 South Central
 South Central
 South Central
 Northern California
 Accounting
 National Inventory Control
 Southwest
 Gulf Coast
 Information Technology
 New England
 Washington DC
 Southwest
 Washington DC
 Marketing Department
 Payroll Department
 Rocky Mountain

Congratulations, Team!

Anniversaries listed are from October - December 2011



NEW HOTEL PARTNERSHIPS

Hyatt Regency New Orleans (New Orleans, LA)
 Loews Lake Las Vegas (Henderson, NV)
 Four Seasons Hotel Baltimore (Baltimore, MD)
 The Ritz-Carlton Orlando, Grande Lakes (Orlando, FL)
 JW Marriott Orlando, Grande Lakes (Orlando, FL)



Area Technical Director

Jeff Smith

Assistant Director

Andrew Appel
James Borrelli
Atwood Coleman
Eric Eskildsen
Dylan Flores
Edward Hewitt
Sean Hipsh
Darius Hodges
Dirk Hooley
Jeffrey Montgomery
Jason Osborne
Michael Sanchez
Ronald Schleper
Chad Smith
Karl Smith
Daniel Vaccaro
Carlos Claros Valdez
David Ziegenhagen

Associate Sales Manager

Tiffany Dees

Audio Visual Concierge

Benito Noriega
Elizabeth Primiano
Paul Stark

Coordinator

Jeremy Brooks
Joshua Everett
Renee Goudreau
Demetrius Howard
Kimberly Jefferson
John Kereny
Hasan Lengel
Christopher Letelier
Kyle Levesque
Alejandro Mejia
Philip Perry
Gerardo Sanchez
Douglas Schesser
Jillian Storez
Ryan Sullivan
Joshua Vang

Director

Lorna Albarillo
Daniel Baker
Michael Bandin
Matthew Briggs
Christian Cisneros
Angel Corcuera
Sarah DeAsis
Christopher Graves
Beatris Kovacevic
Anthony LaMagna
Marc-Andre Lebon
Zan Nichol

Mark O'Neill
Christopher Owen
Wesley Van Treeck
Kevin Wilson
Terrence Uzzell

Director of Operations

Shawn Hyde

Director of Sales

Timothy Hardman

E-Learning Coordinator

Adam Wylie

Marketing Coordinator

Candice McManus

Operations Manager

Joseph Hauptman
Graham Hood

Project Manager

Andrew Crothers

Regional Technical Director

Justin Mack

Sales Manager

Benjamin Andersen
Justin Anderson
Jeremy Judy
Drew Lanning

Sales Coordinator

Kenneth Dentley
Alec Fenton
Ulvio Lamar

Team Leader

Jason Dietrich
Donald Deen
James Dooley
Todd Yoshida

Technical Coordinator

Sara Brooks
Patrick Forrest
Bryan Minnick

Technical Director

Eric Armstrong
Jared Bueng
David Laake
Daniel Longfellow

Technician

Isaac Green
Jason Kamimura
Matthew Meyers

VP & Chief Learning Officer

Roy Scardina

Mina Boney, Colin Breton & Adam Chilcote: Hotel Sofitel Minneapolis

"I just wanted to let you know the fantastic job your team did with our UnitedHealth Group event last week! Colin, Adam and Mina were so knowledgeable and calm in a chaotic environment! I could not have pulled off my presentation without their expertise and troubleshooting. Their help was critical to the success of our event... I wanted to let you know how much my team appreciated them and how helpful they were!"

UnitedHealth Group

Ryan Cooke: Sugar Land Marriott Town Square

"I found myself in a serious jam — in your business center. Enter Ryan Cooke... who saved the day! Ryan helped me get my last-minute things done, quickly, efficiently, and cheerfully. I left for my meeting very well-prepared and feeling VERY appreciative of Ryan, and of Marriott, for having him there. Hence, I wanted to take time from a very busy schedule to thank you, Mr. Newbrand, and to tell you of the helpful heroics of Ryan Cooke. I will plan on staying with you again, in large part because of Ryan."

Direct Commerce, Inc.

Alan Genova: Hyatt Regency Denver at Colorado Convention Center

"ELCAN elected to bring our own LCD projector. However, in transit the bulb did not function, and we were unable to purchase a replacement. Alan promptly provided us with a projector from Swank and assisted us. Thank you."

Raytheon ELCAN Optical Technologies

Tony Jordana: Loews Annapolis Hotel

"Tony Jordana set our concerns of being able to play our video to rest quickly. I quote, 'Bring your laptop, and we will make it happen.' That's testament to the exact way it unfolded. We brought just our laptop, and he made the presentation look and feel professional. He even offered slight edits to our presentation to make it even more turn-key for when our President introduced the short videos."

Thompson Creek

Andrew Mackay, Tom Sofka & David Swift: Event Services

"Swank has always matched good employees to our event. We have worked with David Swift for a long time and could not be more delighted at his continued advancement. Andrew Mackay is knowledgeable, organized and has a great sense of humor. Tom Sofka is a gentle soul who is quick to respond and quick to come up with solutions. I trust Swank primarily because of the people we have worked with over the years."

American Film Market

Seamus McKenzie: Hyatt Regency St. Louis at The Arch

"Jeff Mlynski of USA Track & Field had many positive things to say about the service each department provided to his attendees and his staff. Jeff took the time to send John and I a very nice email this morning thanking everyone for their professionalism and assistance. USA Track & Field has awarded Gold Keys to: ...Seamus McKenzie...this is Seamus' 6th Gold Key! ...Congratulations!"

USA Track & Field

Tim Saxton: Northern California Regional Office

"Once again, thank you for all your help. You are one of the biggest reasons why this show was a success. I promise that because of you, I will always recommend SWANK to every one of my customers. Anyone can bring a microphone and a flat-screen TV at a discounted price, but you brought 'heart' to this show and for that we will be eternally grateful. Kudos to your entire team for executing a flawless production!"

USA Track & Field

Greg Pulse: Hotel Monaco Alexandria

"Don't know if you heard, but during a recent employee luncheon, we decided to honor Greg Pulse as an Honorary Employee of the Month. He's been incredibly helpful in not only his role, but also helping to improve our service scores by keeping in-tune with where we are from a service standpoint and what service initiatives we're focusing on. His contribution has been so valued here that we wanted to say thank you in the best way we could, so we invented the Honorary Employee of the Month award, and he was the first recipient."

Hotel Monaco Alexandria

CURTAIN CLOSER



Fulfilling Christmas Dreams

The Swank Leadership Team took time out of their busy annual meeting to build bicycles and donate them to children of the Boys & Girls Clubs of Southeast Louisiana's National Football League (NFL) Youth Education Town (YET) Club in New Orleans. Swank Team Members divided into teams and answered trivia questions to earn a helmet and matching bike parts that they then assembled. Following the team-building component, children from NFL YET arrived to enjoy some treats and about three hours of playing games with Swank management. Swank team leaders then helped the children select a bike to keep and ride around the ballroom. The entire project is valued at an estimated \$7,200! Darrell Guy Sr., Director of Special Projects for NFL YET, said a 6-year-old girl was so overjoyed to receive her Christmas wish, a bike, that she cried at the news. ■