

A MEMORABLE

When the International Ticketing Association gathers in Texas later this month for its 40th Annual Conference and Exhibition, it will be a celebration for certain. It will also be a sharing of ideas, a chance to learn, a rekindling of friendships, the presentation of awards, an opportunity to network and all the other things that have helped INTIX generate the participation and loyalty that have brought it to this milestone.

To commemorate the occasion, we asked a range of members — some of whom were there as far back as the first conference in Milwaukee in 1980, when the group was known as Box Office Management International, and others who have joined as part of subsequent generations — about their thoughts on both the organization and the ticketing business. Their answers are presented here, abbreviated for space, but you can find their full responses on our website at www.venuesnow.com.



Patricia G. Spira
INTIX founder and former president and CEO

40 years!

It seems just like yesterday that a group of ticketing people from Europe, Australia, Canada and the United States came to Milwaukee and unanimously voted “YES, we vote for an association.”

Although it was freezing outside in January 1980, the temperature inside couldn't have been warmer or more enthusiastic. Talking, in several languages, went on morning, noon and night, and reluctantly stopped only for much needed sleep — and it has continued like that for 40 years.

If there is anything we've learned in ticketing, it is that everything changes, but stays the same. Staying the same: The ticket goes out and something of equal value must replace it — a coupon, money, a credit card, I even heard of a Crisco can at one time. Everything changes: The way the ticket is produced, marketed and sold. These changes were introduced, implemented, developed and improved, in a major way, through BOMI/INTIX.

I don't know what the ticket will look like in 40 years, but one thing I am confident about is that INTIX will be in the forefront of innovation and leadership for the fascinating ticket industry.

Congratulations to 40 years of outstanding Boards, Committee Chairs and Members for making ticketing a valued profession, and for providing the expertise, knowledge and experience that moves our industry forward.



WHAT'S YET TO COME

**MAUREEN ANDERSEN,
PRESIDENT, INTIX**

What a fantastic time of change we are seeing in our industry today! Much has been written this year about the transformative change that is occurring in our industry. Simply put, we're in for a real eye opener in the year(s) ahead. There is a feeling of electricity in the air as we prepare for the next great wave of change to sweep over us. And, I'm excited that the INTIX community has once again come together to discuss these and other industry trends at INTIX's 40th Anniversary Conference and Exhibition.

As entertainment industry professionals we access and manage the backend more efficiently, but we will also do far more on the frontend to engage with the consumer. This extends to events themselves, where the proliferation of Wi-Fi and RFID has led to fully integrated mobile experiences that improve fan engagement — from minimum-click mobile purchasing to VIP package options that get fans closer to the artists, athletes and teams they love. #INTIX2019 is moving to RFID — we'll have a custom lead-retrieval system to connect attendees and exhibitors provided by Microcom Corp.

As we look to our future blockchain technology and associated words such as "cryptocurrencies" remain a "distant" and mysterious concept, still not fully understood by most people and likely to raise the question: "Is this real?" Not only is it real, but it's about to have an impact on everything we do. Just as wireless led to a paradigm shift in our industry, so will the blockchain; a shared public ledger of information that many believe can create efficiencies and build positive fan sentiment and engagement. While the sports industry is abuzz with the possibilities of blockchain technology, the looming question is how far into the industry will it reach? We'll find out soon enough. At INTIX 2019, we'll help demystify blockchain, with panels on how it and open-source software will revolutionize ticketing plus impacts for the user experience and the ticketing professional.

One thing we must remain focused on is hospitality and service, the hallmark of our long and noble industry. We need to find ways to use all this wonderful technology to better engage, communicate and welcome guests to our venues. In a sense, we are returning to moment-to-moment sales and person-to-person relationships, but we're doing it in new and exciting ways. Let's keep doing that in 2019 as we continue to embrace change, ensuring that our venues remain open, accessible, safe and hospitable for all.

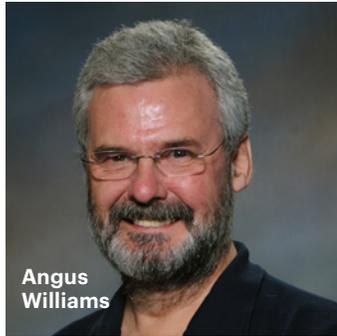
It is worth pausing for a moment to reflect on what the 40th anniversary of INTIX means. We gather annually for our moment-to-moment and person-to-person relationships, to share our stories, to learn from each other and to celebrate our elders and our past. We are so grateful for those that have led us to this point; we relish the excitement of today; and we embrace a bright future and all of the opportunities and challenges with open arms. I am reminded that it takes a village to do this great work of INTIX or in our case a "tribe" of professionals who are collectively driving the Future of Ticketing and Entertainment!

Celebrate with us in Texas Jan. 29-31 but mark your calendars NOW for our spectacular #intix2020, back where we belong, in NYC Jan. 21-23, 2020. 



Jack
Lucas

WHAT'S AN INTIX MEMBERSHIP BENEFIT THAT HAS BEEN ESPECIALLY HELPFUL TO YOU?



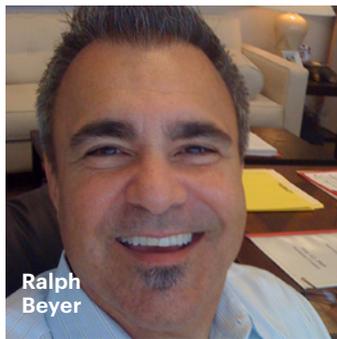
Angus
Williams

Without a doubt the annual conference. ... The Texas conference will be the 33rd that I have attended. INTIX is family, and INTIX members include many of my closest friends.

Angus Williams
Ravinia Festival (retired)

By far, the value to me has been the global footprint of the organization. As a vendor, if you want to participate in this space, you have to belong to this organization.

Fred Maglione
The Maglione Group



Ralph
Beyer

Meeting other people who do what I do and are always willing to share what they know. I have friends that I count on for help, get advice and most importantly a good laugh (or cry) as needed.

Gail Anderson
Minnesota State Fair

The ability to make connections. To me INTIX was LinkedIn before there was such a thing, and it still is.

Gary Lustig
LusTicks Consulting Services

The ability to network with other ticketing professionals. It is amazing how much information is shared and learned from just networking with "like minds" from the industry. Also, INTIX has had a very strong reputation for providing outstanding educational tracks for the membership at conference time.

Jack Lucas
WestCoast Entertainment

It's such a blessing to be able to pick up the phone and ask colleagues around the country how they're handling the latest thing, or suggestions they have on this or that topic. I also work on shows that tour the country, so I get to work with people I know through INTIX on a regular basis, which makes the working process much smoother and more fun.

Jenifer Thomas LaMorte
Disney Theatrical Group

I used to comb through the membership directory when I needed help. I know I am dating myself, but they were invaluable to me as a newcomer to the industry. I still have some of them, I am sorry that I do not have more — I love

going down memory lane, seeing a name and remembering something they did or said and smiling.

Linda Forlini
Ticket Philadelphia

I've met so many smart, willing and helpful people here. The ideas they have given me; the encouragement they have shown and the support through tough times has been fantastic!

Joseph Carter
L.A. Philharmonic Association

One of the most important benefits from the very beginning was you felt you had found a sense of place, a group you could identify with. ... We learned and helped one another.

Ralph Beyer
Ticketmaster

The trade shows, seeing what our support industry was doing to simplify the box office daily work. The ticketing support industry learned from the attendees what worked and did not.

Richard Carter
RDC Consulting

Meeting people, then being able to call with questions is a great benefit. Many of the people I have met over the years are now friends.

Russ Stanley
San Francisco Giants

WHAT BUSINESS CHALLENGE HAS KEPT YOU AWAKE AT NIGHT THE MOST OVER THE COURSE OF YOUR CAREER?

Promoters not honoring the agreed-upon seat allotments and ticket prices, changing the facts after the remainder of the tickets were sold. Dead Heads are extremely fussy about their seat locations!

Frankie Accardi-Peri
GDTS TOO Inc.

Technology advancements have made some amazing things possible, but there's never a status quo.

Gary Lustig

An engineer who worked for IBM that I had met when we worked for the Naval Oceanographic Office telling me in 1980

that tickets could be dispensed from an ATM or identified by some other device, at that time a credit card. That future is today. What is a "ticket"?

Jim Walcott
Weldon, Williams & Lick Inc.

Balancing the needs of the organization with the needs of the customer.

Jo Michel
Michel Consultancy

Keeping up with emails. I get about 150 a day — it is unrelenting. That on top of everything else just compounds the stress levels of late nights, early mornings.

Linda Forlini



Paciolan

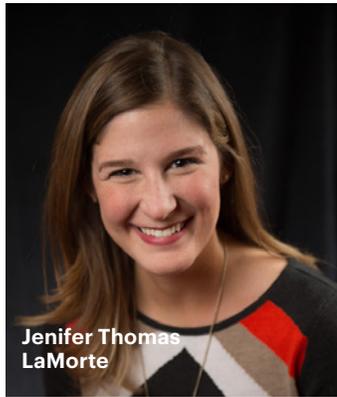
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Jenifer Thomas
LaMorte

WHO IS A MENTOR YOU MET THROUGH INTIX? HOW DID THAT PERSON HELP BETTER YOU PERSONALLY AND PROFESSIONALLY?

Pat Spira, always raising the bar higher, making me realize I could achieve feats I never thought possible!

Frankie Accardi-Peri



Jo
Michel

At my very first Conference, Pat Spira came over, pulled me out of the corner I was hiding in, introduced me to some people who are now lifelong friends and colleagues (Angus Watson and Fred Maglione come to mind) and stuck me on a committee. I never looked back from there. Her devotion to the organization and industry were inspirational.

Gary Lustig

Patricia "Pat" Spira, one of the founding members of BOMI/INTIX. Here I am, Jack Lucas, starting a computerized ticketing company from ground zero, with very little actual knowledge of the marketplace, very little knowledge about the ticketing business overall, the only thing I had was a strong will to succeed. Pat, for

whatever reason, decided that she was going to help mentor me, and that started a lifetime friendship that still is there today.

Jack Lucas

I've met a lot of mentors through INTIX, but the most influential one to me is Steven Roth. His guidance has been incredibly impactful to me personally and professionally, and I'm so grateful for him.

Jenifer Thomas LaMorte

June LeBlanc taught me, after she expressed dissatisfaction with Weldon, Williams & Lick in a BOMI session, that it is how you respond and learn from failure that makes you better. I made it a point to become a real friend of June's.

Jim Walcott

The person who was influential in me joining INTIX was Keith Robinson, ticketing manager at the Sydney Opera House. Keith

extolled the benefits of a shared experience and one of his many practical ideas was arranging a small group of people within the Sydney area to meet over lunch and just talk about and share their experiences, stories and ideas.

Jo Michel

Jena Hoffman: Taught me to stand up for myself and my team. Maureen Andersen: Taught me to be open to new opportunities and different voices, and take those risks you believe in. Russ Stanley: Taught me to try new things, and if they don't work, try something else.

Joseph Carter

The first person that helped me navigate the waters was Aspen Olmsted. He was with Select Ticketing. We were both so young then and he was the programmer for the system. It was and still is a relationship I value and feel fortunate to have worked with him from 1985 to 2016. He is now a professor and has left the industry.

Linda Forlini

Hands down, Dan DeMato. He took me under his wing, introduced me to some great people, answered all my questions when I called and to this day he still provides guidance as our consultant.

Russ Stanley

WHAT'S YOUR FAVORITE INTIX MEMORY?



Fred
Maglione

Chief Leonard George's keynote address in Vancouver. The humanitarian message that he gave that day has stayed with me as a guide in my personal and business path through life. Thank you, INTIX.

Frankie Accardi-Peri

Too many fun nights in the hotel bar after the day's events were completed. Some things are better left unsaid.

Fred Maglione

My favorite memory happens every year, when INTIX gives out its awards. Seeing all of the amazing and inspiring professionals each year energizes me for my work and makes me proud to be a member.

Gail Anderson

Being presented with the Patricia Spira Lifetime Achievement Award in 2013 was the high point of my ticketing career. Because Pat was such an important part of my professional life, this brought my career full circle. I was humbled then and I am still humbled.

Jack Lucas

Visits to my room at the rehab hospital by attendees of the 1991 conference.

Jim Walcott

In 2017 at the New Orleans conference ... Angela Gahan and I decided to try and bring a conference back to Australia. We formed a company and I am proud to say that in November 2019 the Australian Ticketing Professionals Conference will take place.

Jo Michel

The New Orleans conference in 1993. We had a fabulous gala and costume party. ... The next day I woke up and there were 10 Hurricane glasses — they had to be 18 inches tall — in my hotel room. ... I made it down to the conference at lunchtime and came across Pat in the lobby, and she was complaining about the attendance at the morning sessions and she vowed in the lobby very loudly — INTIX will NEVER host another conference in New Orleans. And that edict held true until 2017.

Linda Forlini

At the Royal York Hotel Ballroom in Toronto. Pat Spira was placed in a throne-like chair of honor for a ceremony of Native American Indians presenting Pat with a lovely carving.

Richard Carter

HOW DO YOU SEE INTIX LEADING THE WAY INTO THE FUTURE OF TICKETING?



Joseph Carter

The future of ticketing rests on the shoulders of those starting out in the profession today. They need to be valued and supported.
Angus Watson

With the advancement of technology, the face of the ticket industry has completely changed in decades that I have been involved. I expect that it will keep changing at an excellent rate. INTIX will be there on the roller-coaster ride.
Frankie Accardi-Peri

As time has passed, what you and I call ticketing (manage the inventory, set prices, distribute tickets and collect payment) has morphed into marketing, fan communication, security, ticket resale, the list goes on. More and more I'm seeing vendors from those industries participating at INTIX.

Fred Maglione

I would love to see a certification program similar to what

IAFE has developed and continue to bring the best speakers in technology fields to us.
Gail Anderson

The number of ticketing people who now sit at the executive levels of their organizations is growing dramatically. This is partly driven by INTIX leadership over the past few years. The status of ticketing professionals will continue to grow driven by the value that INTIX is providing to its membership organizations.
Gary Lustig

As an International member, I learn from other members daily and we share the differences in our cultures and ways of working. What better way to ensure the future?
Jo Michel

We as companies and employees are constantly having to reinvent ourselves. INTIX helps us watch the trends, learn how to best enact those changes and

be surrounded by smart and fun people who inspire and encourage us to keep moving forward.
Joseph Carter

Partnering with our technology providers. They are on the leading edge, and INTIX needs to be there to support and be on the journey with them.
Linda Forlini

INTIX is an International Ticketing Association — its membership is worldwide and spans all segments of entertainment and sports. As long as we have an association and membership where we can meet and exchange information, ideas and issues, the profession will continue to grow.
Ralph Beyer

INTIX meets once a year. We lose personal contact and open discussion over that span of time. I would like to see the return of the regional conference. There have been a number of local

INTIX New York 2020

41st Annual Conference & Exhibition January 21-23, 2020
New York Hilton Midtown



INTIX is Driving the Future of Ticketing and Entertainment!