

Spectrum Connection

Issue 118 | January 2019

from the desk of **Dave Smalley**



Founder | CEO

2019

Cheers to 2019, the New Year! To many, this signifies a new beginning, hence the new year often depicted by a baby in swaddling. The outgoing year, depicted by an old bent over man. Contrary to popular belief, that is not a characterization of me!

January 1st is indeed the new fresh start for our financial year. All successes and shortcomings from 2018 are now behind us; we have a fresh clean slate. So, who do we want to be in 2019? What do we want to be in 2019? Certainly, we don't want to stay the same, repeating the same old things over and over. A message that is very clear to me is that keeping the status quo is the kiss of death.

I am sure you are aware of the list of the 500 largest companies in the US, the FORTUNE 500. Did you know that of all the companies on that list from around 50 years ago, all but 65 of those companies are now out of business? That's right, 435 of the 500 largest companies in the US are kaput! I think it is fair to say that those 435 bankrupt companies focused inwardly on growth and not outwardly on the customer and market changes. They didn't evolve, they just kept doing the same old thing. Trotting out the same product and expecting the same acceptance and result. They were wrong and became extinct.

I am a fan of the writings and thoughts of Charles Darwin, especially his theory of "survival of the fittest." Note that it is not the survival of the biggest, the strongest, the richest, or the smartest. It is in essence the survival of the most adaptable; *the fit-test*. Survival of who can be flexible in their approach

to the elements at hand. I just know this applies to business as much as it applies to nature and mankind. Those that adapt and change, move on. Those who arrogantly and lazily push out the same product, time and time again, get eaten by the competition, no matter how large they are.

Smaller companies are often thought of as more nimble, more flexible. I respectfully disagree. Flexibility is a *mindset*. It is a choice to be made, we will be flexible or we will not. Size does not determine that choice, the LEADER decides that choice. People equate decision making to that proverbial big ship that needs to be turned. Hogwash. We are not a ship, we are a company of professionals that has the free will to change direction. To layer onto that, just because Spectrum is now perceived as a big company, that does not change our dedication to our fundamentals that have served us so well. We aren't going to get dumb, just because we got big.

In closing, as we adapt and evolve our business we must focus on the main thing. That would be the customer. While I do NOT believe that the customer is always right; I do know that when critiquing customer satisfaction there is only one vote that counts, and that is the vote of the customer. We need to love our customers, and we need to love our customers more than we love our product. Meaning, provide a product that pleases the customer, not the product that pleases you. Love your client more than you love your product, but ALWAYS save plenty of love for your **brand**.

Cheers to 2019 and all that is before us. Treat all with respect, and humbly accept the many good graces bestowed upon us. I am grateful to be sharing this wonderful beautiful journey with each of you.

With great respect,
~Dave

cheers

from the desk of

Melanie Parker



President

20 TIPS FOR A POSITIVE NEW YEAR. 2019!

By Jon Gordon

1. Stay positive.

You can listen to the cynics and doubters and believe that success is impossible, or you can know that with faith and an optimistic attitude all things are possible.

2. When you wake up in the morning complete the following statement:

My purpose is _____.

3. Take a morning walk of gratitude.

I call it a "thank you walk." It will create a fertile mind ready for success.

4. Instead of being disappointed about where you are... ...think optimistically about where you are going.

5. Eat.

Eat breakfast like a king, lunch like a prince, and dinner like a college kid with a maxed out charge card.

6. Remember that...

...adversity is not a dead-end, but a detour to a better outcome.

7. Focus on...

...learning, loving, growing, and serving.

8. Believe that everything happens for a reason.

Expect good things to come out of challenging experiences.

9. Don't waste your precious energy on gossip, energy vampires, issues of the past, negative thoughts, or things you cannot control.

Instead invest your energy in the positive present moment.

10. Mentor someone...

...and be mentored by someone.

11. Live with the 3 E's.

Energy, Enthusiasm, Empathy.

12. Remember.

There's no substitute for hard work.

13. Zoom focus.

Each day when you wake up in the morning ask: "What are the three most important things I need to do today

that will help me create the success I desire?" Then tune out all the distractions and focus on these actions.

14. Implement the NoComplainingRule.

Complaining is like vomiting. Afterwards you feel better, but everyone around you feels sick.

15. Read more books than you did in 2018.

I happen to know of a few good ones!

16. Get more sleep.

You can't replace sleep with a double latte.

17. Focus on "Get to" vs "Have to."

Each day focus on what you get to do, not what you have to do. Life is a gift not an obligation.

18. Each night before you go to bed complete the following statements:

I am thankful for _____.

Today I accomplished _____.

19. Smile and laugh more.

They are natural anti-depressants.

20. Enjoy the ride.

You only have one ride through life, so make the most of it and enjoy it.



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Wicked Whisk Catering provided catering to the Latham & Watkins 500 person Holiday Party at Discovery Green on Sunday, December 16th. Delicious food, face painting, cookie decorating, ice skating, and flipbooks were the treats for the day. What a fun opportunity to work with a past client in their new position!
~Sandra Bell

LATHAM & WATKINS ^{LLP}

Ice Skating
at Discovery Green

December 16, 2018

Ice Skating at
Discovery Green

LATHAM & WATKINS ^{LLP}

Employee Profile

Jason Reed



How did you get introduced to Spectrum? In 2004, Spectrum was awarded the venue business in Boston where I was the Assistant Bar Manager for the Charles Playhouse, Colonial Theatre, and Wilbur Theatre. I was acquired by Spectrum in the transition, and

together we opened the Boston Opera House on July 16, 2004. Over the past 14 years, I have grown with our company as we are awarded more and more venue contracts. Today, I am the Vice President of our Venue Division; overseeing 35 venues across the country.

What do you love most about your job? The best part of my job is the difference I get to make in the lives of other newly acquired team members. There is a lot of anxiety that comes with a new company beginning to operate the business you have been managing for many years. Sharing my experiences of how I began to work with Spectrum, I believe calms anxiety enough for new team members to trust us while they wait to see the positive results of working for Spectrum. My position also allows me the opportunity to be a part of some of the most renowned rock and theatrical venues in the country. While once having a desire to be on stage; this helps fill a special place in my heart. Seeing great shows is a perk too!



Tell us about your family! I have a caring, loving, and understanding family filled with all girls. My wife, Kathlyn, and I met at the Opera House. We have two beautiful girls together; Abigail is 5, and Charlotte is 2. Our hearts are in Boston where Kathlyn grew up, and I have lived since I was 19. However, in the past 6 months we have decided to move back to where I grew up in Amherst, NH. It's a cute, little New England town that has charm, great schools, and most importantly is close to my mum, sister, and extended family.



What are your interests when time permits away from our crazy world? When I am not on the road, my time is spent with my girls playing at the park, heading to the pool for a swim, or getting away to our vacation house in Greenwood, Maine. It is a beautiful spot on a small pond close to skiing, hiking, and swimming in lakes and waterfalls. I also have a passion for the ocean. As a kid, I spent weeks each summer on my father's sailboat. As I grew up, my father and I continued sailing together and began going offshore with many trips from Baltimore to Maine.

Why Spectrum? Why not? It is a company with great people that have great morals and is making a difference in people's lives. Not too many people can say that about the people they work alongside of.



Do you have a favorite event, if so, which one and why? Every opportunity I get to sit and see a show in one of our Broadway Theatre style venues, I take it. I truly enjoy how live theatre allows you to escape for just a moment and immerses you in the story.

I will say, I would not be in the position I am today if I wasn't supported by an incredible team. Over the years that team has grown from one member, Josh Murray, to 50+ passionate and dedicated team members. Spectrum is strong with you all a part of it.

Introducing...

Franklin Music Hall / N7th / Electric Factory.

Call it what you will, this venue has been around for over 22 years, and it's been a huge part of the Philadelphia music scene. I've been a part of it for the last 10+ years. My name is Keith, and am one of the newer Spectrum employees. That's me in the front left in the picture. I have an amazing, very understanding wife. I am a proud step father to a 21 year old Army Ranger. I also have two younger boys; 7 and 5 years old, along with an 8 month old baby girl. Besides making this place run, I like to think being a dad is what I am best at. I have an amazing staff, who've been with me for several years. There are about 40 team members who are always willing to come in early, work late, and get what needs to be done, done.

-Ugly Christmas Sweaters, for our last show before Christmas.-

~Keith Mooney

_ Keith _



Arizona Catering

Hi my name is Stephanie Sallie. I am originally from Sioux Falls, South Dakota, but after college decided to make Arizona my home. I joined Arizona Catering in August of 1997, working the now defunct 'Horde Festival'. Today, I am the VP of our Backstage Catering Division. In my spare time, I fight for room in my bed with my 10 pound rescue dog, Frankie, take care of my 90 year old mother, reading, listening to music, and dreaming of the ocean. I am also currently waiting for Pearl Jam to tour again.

~Stephanie Sallie



_ Stephanie _

Arizona Catering

Hello! My name is Keith, and I am from Nashville, TN. I started working for Arizona Catering on August 18, 2005. I got the job the same way most people do, I had a friend that worked here. Today, I am the Primary Operations Manager and Assistant to Stephanie. The little one in the picture is my beautiful daughter. I still don't know how something that cute came from my DNA, but I swear she's mine. Outside of this luxurious job of which I have so much down time, I like to throw darts, hang out with friends, cook, and binge watch the Food Network. I swear I could compete on Chopped! I hope to meet most of you in the years to come.

~Keith Seay

_ Keith _



Good News!



For those of you that may not know, there has been a new addition to the ever growing list of locations that Spectrum Catering manages. Arizona Catering!

On June 11, 2018, Spectrum Catering purchased and merged with Arizona Catering / Epicurean Events based in Mesa, Arizona (a Southern Suburb of Phoenix). Arizona Catering was founded in 1986 by Mitch Katz. In it's infancy, Mitch assumed every perceivable role of the operation; from Chief Shopper to Executive Chef, Lead Dishwasher, and Dining Room Manager. He focused on the aspects of food service that he believed to be most important: attentive customer service and providing the highest quality



food at competitive prices. In the over 30 years of it's existence, Mitch blazed an unsurpassed trail of excellence within the backstage catering and local event catering industry in the Southwest. His name is synonymous with the company advertisement of offering "Exceptional Quality with Impeccable Service." The names on the list of frequently served and satisfied clients would blow your mind. The Rolling Stones, Metallica, Madonna, U2, Beyoncé, All the Boy Bands of the 90's and 2000's, Andre Boccelli, Paul McCartney, The 3 Tenors, Elton John, and Billy Joel. Mitch's resume of providing unparalleled service and quality to the most discerning guests and clients in the world is undeniable. How did we come about acquiring this famed company and industry leader? Spectrum and Arizona Catering have worked in conjunction on a few occasions in the past. Those of you that have been in the Spectrum Family for a while know that Shelly acted as the Hospitality manager for The Eagles World tour many years ago. It was during that time that our two great companies first worked together. Shelley was responsible for ensuring that all aspects of the Eagles catering was perfect to the T. From dressing rooms to crew catering. Shelley saw a company that operated with as much professionalism and with as much care as she managed her own business and comparable to how Dave was directing Spectrum. The two companies would work together several more occasions as the years went by. When the time arrived that Mitch decided to retire and enjoy the fruits of his decades of labor and unshakeable focus, he and Dave came to an agreement, and Arizona Catering has found a place within the Spectrum Family Tree to continue on its path of excellence.



I am so very fortunate and humbled by Dave to be granted the opportunity to serve as Arizona Catering's President. It's a role I do not take lightly. Obviously, the shoes I am left to fill are enormous. The reputation is sterling and the existing staff of professionals here are willing and more than capable. I am so excited to be a part of this growth and honored to be in the role that I am. Several members of the Arizona Catering team will be visiting the Houston home office January 3-5. I am very excited to show them around and introduce them to all of the amazing people and support we have to the East. Please help me in welcoming the over 40 employees that are now part of the family. WELCOME ARIZONA CATERING!

~Brian Strom

a Grateful Heart sees many Blessings

Dear Spectrum Family,
As many of you know, 3 years ago I was diagnosed with Congestive Heart Failure due to previous chemotherapy treatments. My only choice of survival was to receive a heart transplant. On December 10, 2018, I received a donor heart right here in The Texas Medical Center. It is truly a gift from God. I have been with Spectrum for 23 years, and my journey has now come to an end as I stay home to recuperate. As I fade into retirement with my dear friend Dianne Holmes, all I can say is that it was a pleasure to meet every one of you. I am grateful for all the prayers and support from all of you, especially Dave and Mel, who stood with me through this journey. In closing, I encourage all of you to consider becoming organ donors (www.organdonor.gov), as the heart of someone's child saved my life. I will live the rest of my life for both of us. God Bless!
~Peggy Koza



It has been an honor to work for Dave Smalley and my Spectrum Family for the past 19 ½ years. What began as a part-time accounting position that included a payroll for about 50 employees, eventually turned into heading up the People Department that took care of the needs of over 850 employees.

In August of 1999, I started my employment in what was previously a small bedroom working side by side with Peggy, soon to become my dear friend and partner in our many Spectrum adventures both near and far from home. We were the money counters for many golf and music events in various east coast cities over the years. Although our days and nights were long, I always enjoyed the camaraderie we had with our fellow Spectrum coworkers. There is no better way to get to know your fellow employees than to spend 18 hour days, and sometimes longer, working side by side with them!

A few years later, Kim and Brenda joined our Accounting Department, and together the four of us worked hard to keep up with Spectrum's rapid expansion. Those were the good old days! Dave gave us our own little house across the railroad tracks where we enjoyed working together and taking care of the occasional little critter that appeared at our door.

About 9 years ago, it became apparent that our little Accounting Department needed a young and talented person to lead us into the future. That young and very talented person was Derek, and as Dave likes to say "he was the best hire Spectrum ever made!" He was kind and patient with the "hens" in the house, and we all loved working for him. He is truly a wonderful young man, and it has been a pleasure to know him and work for him!

I have been blessed to have such a great place to come to work every day. I will be forever grateful to Dave for giving me the opportunity to work for him. He is an honorable and kind person who I consider a dear friend. He has done many amazing and generous things for me and my family over the years, and I know that I am not the only one on the receiving end of his kindness and love for his Spectrum Family.

I remember he told me on the day he hired me that he liked to hire people for the long haul! I hope he knows that I have loved being a part of the Spectrum Family every day over the "long haul!" I will be retiring in a few days, and I am excited to start a new chapter in my life. Henry and I are going to be grandparents soon, and we look forward to spending lots of time with our family and doing some traveling to far away places.

Thank you, Dave, Mel, and my wonderful Spectrum Family for 19 ½ years of working with a truly amazing group of people!
~Dianne Holmes



The Secret Santa Gift Exchange at
our Main Office.
-2018!-



Happy Holidays!

Welcome January

Coming Up

Oasis Championship	2/4—2/10
Kaaboo Cayman Music Festival	2/15—2/16
Honda Classic	2/25—3/3
Arnold Palmer Invitational	3/4—3/10
Hoag Classic	3/4—3/10
Valspar Championship	3/18—3/24
BB&T Woodlands CrawPHish Festival	3/23
Bayou City Arts Festival— Memorial Park	3/29—3/31
McDonald's Houston Children's Festival	3/30—3/31
Valero Texas Open	4/1—4/7
Woodlands Waterway Arts Festival	4/13—4/14
High Water Music Festival	4/13—4/14
Trondossa Music & Arts Festival	4/13—4/14
Insperty Invitational	4/29—5/5
Shaky Knees Music Festival	5/3—5/5
Charles Schwab Cup	5/20—5/26

Wishes

Brenda Johnson	01/01
Dianne Ramirez	01/01
Alexander Van Hamme	01/06
James Wilson	01/06
Dave Smalley	01/07
Nicole Baughan	01/09
Mason Denton	01/11
Denzil Pitts	01/11
Eduardo Ventura	01/12
Aldo Chavez	01/13
Ronny Smeink	01/17
Tracy VanNostrand	01/18
Juan Ayala	01/21
Barry Dawkins	01/23
Martha Martinez	01/23
Velma Tarin	01/23
Andy Dunaway	01/26
Andrew Hagen	01/30

Congrats

Denzil Pitts	01/01/2013
Courtney Holleman	01/03/2017
Barry Dawkins	01/03/2018
Brian Strom	01/05/2009
Jamilla Dorsey	01/08/2009
Tracy VanNostrand	01/08/2018
Melanie Parker	01/12/1998
Jeannelle Rossano	01/14/2019
Walter Ventura	01/15/1999
Ryan Dobrota	01/15/2013
James Wilson	01/19/2016
Michael McCurry	01/22/2013
Eddie Nguyen	01/31/2017

Cheers
TO THE
NEW YEAR

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