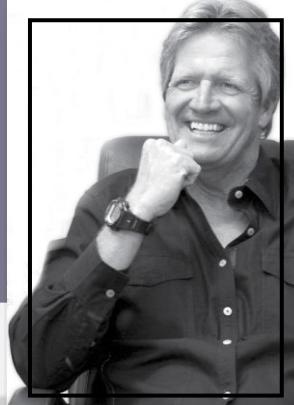


FROM THE DESK OF:

Dave Smalley

Founder | CEO

SPECTRUM CONNECTION

2022

To many, the New Year is represents a new beginning, often depicted by a baby in swaddling. The old year is typically depicted by an old, bent over man. Contrary to popular belief, that is NOT a characterization of me! I am ready for the New Year, ready to look forward, but also ready to take advantage of all I learned clawing through 2021.

One thing I was introduced to through the pandemic was Netflix. I know, late to the party once again. One of the shows Melanie and I have enjoyed is Yellowstone. While I cannot say I personally relate to any of the characters on the show, or the situation, I do feel that like the Yellowstone Ranch. We have, I have, been under siege for quite some time. I am not sure I can point to a “who” or a “what” that has us under fire, it is just a relentless feeling of constantly pushing the big rock up the steep hill. Metaphorically speaking, the rock being our company, and the steep hill being these most unprecedented times.

By “unprecedented”, I can point to government restrictions on gatherings, significant staffing shortages and challenges, a hurricane in Tennessee of all places, heart breaking business calls, the devastating tragedy of Astroworld, and the many personal challenges our associates have had to face in 2021. All of these unprecedented events may have knocked us around, even down, but didn’t even come close to knocking us out. Each a confidence builder that we can take whatever life dishes out, and still come up swinging.

I think back to October of 2003 when our warehouse burned to the ground, completely wiping out everything we own. I know we could have thrown in the towel, shut it down for good, or at least until we could get rebuilt. But the good human beings of this company would have none of it, working day and night, in the rain, we met every client’s expectation and fulfilled our every obligation. Knocked down, but far from out. Stronger for the experience.

In 2020 and 2021, we could have also thrown in the towel, but that never crossed our minds. It was one foot in front of the other, one door closes, look for what ever crack might be open elsewhere. We are strong, resilient people. These hardships have hardened us, they have allowed us to bond together, to callus our hands and hearts to all the negative things in the world, all the while keeping a soft touch for others and a pure heart full of love.

It is easier to get up when you see those around you getting up. It is easier to stand strong, when others stand strong. It is easier to thwart the siege, when others fight with you. The strength of our family is in our people. We are many hands, many hearts beating together. The strength of any family is in unconditional love and devotion. Built on trust.

We have survived so much, in fact we have even thrived in the face of uncertainty and adversity. What did we get from it? We got stronger, we got more confident, we got closer.

For each and everyone of you, and your story, and your experience, know that they are meaningful and they are real. Know that your victories in adversity will propel you far. For sure none of this has been easy; thank the Lord we all do Hard.

Know that each one of you, individually and collectively, have a Champions spirit in your heart. Go out and do great things in 2022.

With Peace and Grace,
Dave



President

FROM THE DESK OF:
Melanie Smalley

Challenge or opportunity? “Challenge” is defined as “an invitation to compete in a fight, contest, or competition.” And “opportunity” is defined as “a chance, especially one that offers some kind of advantage.” It also says that an opportunity is a combination of “favorable” circumstances or situations.

I believe that every challenge is an opportunity. We can change the way we think about problems. Instead of thinking in a negative way and complaining, start thinking from the positive side. **Every problem is an opportunity to grow and to challenge yourself.**

You’ve heard the adage, don’t bring your problem, bring your solution. I am 100% guilty of bringing my issue more so than my solution but it is something I am working diligently to see as an opportunity rather than a challenge. One of the great opportunities here is taking personal responsibility for myself, taking matters into my own hands. Even if I fail, make a mistake, or don’t get it right the first time, I still have an opportunity the next time around.

I read this statement in a recent article...

You Can’t Spell “Opportunity” Without “U” and “I”

Being part of a team, connecting to one or many communities, and having people to support and to support us always lessens the size and scope of any obstacle we face. And, often, the broader and more varied our teams and communities, the more likely our networks will provide us with different ways to think about a given challenge.

Sometimes shifting a challenge to an opportunity is all about solving a problem. But, at other times, it is all about changing our own perspective. Being part of a team is first and foremost about welcoming different perspectives; the more lenses we allow ourselves to look through, the more likely we’ll be able to see the silver lining around any cloud.

In fact, if we allow ourselves to realize it, challenges and opportunities are two sides of the same coin, and we only have to flip the way we look at things to see that. Connections with others can help us get there.

May this New Year bring you the best opportunities your heart can imagine! After all, what’s an opportunity without a challenge to make it even more meaningful?

In HEART, SERVICE, LEADERSHIP, INTEGRITY, INNOVATION.

~ Mel



WELCOME,

Hi Team! My name is Madison Hooks and I am joining the Spectrum team as a Venue accountant. I am from Brenham, TX and started my college journey in Austin at Concordia University, as a student athlete. I then transferred to Texas A&M University where I graduated with my Bachelors in Agricultural Communications and Journalism. While I was studying at TAMU, I worked part time in the Finance department at Texas A&M Engineering Extension Service (TEEX), where I joined full time after I graduated. While working as a Financial Accountant at TEEX, I worked towards my Masters of Business Administration online and graduated in May 2021.

In my free time, I play competitive slow pitch softball, spend time with family and friends, and love to travel. My favorite places to travel are either to the beaches in Costa Rica and Mexico or the ski slopes in Colorado. I have a 5-year-old Australian Shepherd that I rescued, and her name is Marley.

I am excited to be a part of the Spectrum family!

MADISON!



Howdy Spectrum team! My name is Shelbie Rascoe! I grew up in The Woodlands, Texas as the youngest of 3 girls. I played school and club Volleyball until I was 16. I attended The Woodlands High School where I was President of The Interact Club and a Member of National Charity league. After high school I attended Texas A&M (WHOOP!) where I was an active member of the Pi Beta Phi Sorority. I held numerous positions in my sorority, but what I'm most proud of was organizing an event called Pi Phi Picnic which raised money for the Boys and Girls Club of Brazos Valley. I have a heart for volunteering and giving back to the community!

While in college, I discovered my love for events and graduated May of 2020 with a degree in Communication with a Minor in Tourism Management. Along with that I have two certificates in Professional Event Management and in Hospitality.

I've been a wedding coordinator for the last 4 years and also have worked as a concierge. On a personal note I'm definitely a morning person! I have two nieces and a nephew who are my pride and joy. I'm very close with my family and spend as much time as I can with them. I am both a cat and dog person but currently have a cat named Lola. I'm calmest at the beach or really any body of water! I also enjoy traveling to new places and learning the history of the area. I look forward to getting started at Spectrum and can't wait to see what the future holds! Please come say hello!



WELCOME, SHELIE!

ARIZONA CATERING

September
16 Shows (Phoenix & Las Vegas)
1 Special Event
17 Total Events in 14 Days

October
29 Shows (Phoenix)
7 Special Event
36 Total Events in 21 Days

November
19 Shows (Phoenix & Las Vegas)
9 Special Event
28 Total Events in 18 Days

December
8 Shows (Phoenix & Las Vegas)
13 Special Events
16 Concession Events
37 Total Events in 23 Days

Total:
72 Shows
30 Special Events
16 Concession Events
118 Events in 76 Days





Arizona Catering partnered with Musically Fed, where we were able to repurpose food and feed hundreds of folks in need in the Phoenix and Las Vegas areas.

Musically Fed is a non-profit organization that works to mobilize the music industry in the fight against hunger.

They work with artists, promoters, management, and venues nationwide to donate unused, backstage meals to community organizations comprised of at least 50% veterans and who focus on feeding the homeless, hungry, and food insecure.

Musically Fed identifies the opportunities, procures the resources, and coordinates all aspects of food handling, transport, and distribution.



LLAMAS AT A WEDDING!



HAPPY
BIRTHDAY,
GEORGE!

GIVE BLOOD

.ORG

SPECTRUM EVENTS – CONROE

WEDNESDAY, JANUARY 12TH

10 A.M. – 1:30 P.M.

DONOR COACH

CONTACT OLIVIA MARTINEZ

713-897-8243

SPONSOR CODE: W567

FREE HOODIES FOR ALL SUCCESSFUL DONORS!!



Gulf Coast Regional
Blood Center

EAT. DRINK. BRING I.D.

Share your
donation story



@commitforlife | #commitforlife

MILESTONES

Denzil Pitts 1/1/2013
James Wilson 1/19/2016

BIRTHDAYS

Brenda Johnson	1/1
Dianne Ramirez	1/1
Rachael Robinson	1/1
Isidora Aguilar	1/3
Jesse Grier	1/3
Chris Nguyen	1/6
James Wilson	1/6
Dave Smalley	1/7
Erin Kendrick	1/9
Nicole Baughan	1/9
Denzil Pitts	1/11
Eduardo Ventura	1/12
Rebecca Lamey	1/13
Andrew Howe	1/14
Jeff Solomon	1/14
Melissa Whitfield	1/20
Jaquelyn Williams	1/29
Peter Keane	1/30

January

UPCOMING

GENESIS INVITATIONAL	PACIFIC PALISADES, CA	FEBRUARY 14 – 20
HONDA CLASSIC	WEST PALM BEACH, FL	FEBRUARY 21 – 27
ARNOLD PALMER INVITATIONAL	ORLANDO, FL	FEB 28 – MARCH 6
HOAG CLASSIC	NEWPORT BEACH, CA	FEB 28 – MARCH 6
INNINGS FESTIVAL	TAMPA, FL	MARCH 19 – 20
VALERO TEXAS OPEN	SAN ANTONIO, TX	MARCH 28 – APRIL 3
MARCH MADNESS MUSIC FESTIVAL	NEW ORLEANS, LA	APRIL 1 – 3
DREAMVILLE	CHARLOTTE, NC	APRIL 2 – 3
TORTUGA	FORT LAUDERDALE, FL	APRIL 8 – 10
WATERWAY ARTS FESTIVAL	THE WOODLANDS, TX	APRIL 9 – 10
VERITEX BANK CHAMPIONSHIP	ARLINGTON, TX	APRIL 10 – 16
CLUB CORP CLASSIC	IRVING, TX	APRIL 18 – 24
SUGARLAND ARTS FESTIVAL	SUGARLAND, TX	APRIL 22 – 23
HIGHWATER MUSIC FESTIVAL	CHARLESTON, SC	APRIL 23 – 24
SHAKY KNEES	ATLANTA, GA	APRIL 29 – MAY 1
INSPERITY INVITATIONAL	THE WOODLANDS, TX	APRIL 25 – MAY 1
PGA CHAMPIONSHIP	TULSA, OK	MAY 16 – 22
CHARLES SCHWAB CHALLENGE	FT. WORTH, TX	MAY 23 – 29
FORECASTLE	LOUISVILLE, KY	MAY 27 – 29
AMERICAN FAMILY INSURANCE CHAMPIONSHIP	MADISON, WI	JUNE 4 – 12
GOVERNOR'S BALL	NEW YORK, NY	JUNE 10 – 12
HIGHWAY TO HENRYETTA	HENRYETTA, OK	JUNE 11
BONNAROO	MANCHESTER, TN	JUNE 16 – 19
COUNTRY JAM	GRAND JUNCTION, CO	JUNE 23 – 25
JOHN DEERE CLASSIC	MOLINE, IL	JUNE 27 – JULY 3
AMERICAN CENTURY CELEBRITY	STATELINE (TAHOE), NEVADA	JULY 4 – 10

EVENTS

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