

Spectrum Connection



from the desk of: *Dave Smalley*

Time

I shared with you that my family saved up to buy a stop watch to time me when I was swimming. I think I also mentioned that the treasured item was dropped and chipped the day we bought it, which made it all the more valuable to me now. I still have that watch. The string to keep it around your wrist is one of my dad's shoestrings, the same shoestrings he used to keep his glasses on. I keep the watch in my desk and get it out from time to time. It's feel in my hands brings back memories of races won, and races lost. I can see faces of kids and families from oh so long ago. It is about as close to time travel as I can imagine.

The irony of what I was trying to accomplish with that watch is not lost on me. You see, the whole point of a stop watch is to complete your race faster, with less ticks off the clock than you did before. One is always trying to achieve less time. But now in my life, when I hold that over 50 year old watch, I think about how I can get more time, get more ticks on the clock. How can I better spend quality time with those I love? The seconds counted big time back in the day on that watch. The seconds count even more today.

A couple close to us was having a pretty good spat. Neither was willing to invite the other to a compromise, not to mention a reconciliation. No, they dug their heels in and would not waver. This went on for some time. I asked one of them, "Do you guys ever talk about how you wish you would have found each other earlier?" With a bit of bitterness in their voice they answered, "Well, yes, we both have said that before, as we came together later in life." I looked at their faces as it slowly dawned on them what was being wasted. Their time together started later, and here they were wasting time that could be happily spent laughing and sharing.

The fact is that the issue at hand was past. Unfortunate mistakes, but past. In front of them was their future, and time is ticking. They did indeed put their differences aside and renewed their commitment to each other and to forever. I like it when things work out that way.

Yep, time. It moves on without fail, without hesitation. We are along for the ride and have the ability to make the most of every minute or waste them. I learned the value of time in the pool; I really learned the value of time in life. Our relationships deserve our attention to quality time. Our careers deserve our dedication to fulfilling our potential every minute of every day. While time may seem like it is flying or crawling, it is certainly fleeting. It is the most perishable thing on Earth. We cannot ever get time back.

Let's make a deal with ourselves, to give every minute the energy and commitment it deserves. Let's all work to cheer each other on in this endeavor, and to hold each other accountable for our initiative here. What do we have to lose? Not a darn thing. What do we have to gain? Precious time, experiences, memories, and victories. That sounds like something I want. How about you?

With Peace and Grace, Happy April!

Dave





from the desk of:

Melanie Smalley

Have you got a closed mind, or an open mind? Sort of thought provoking and soul-searching. Maybe we don't even want to go there...but think of the benefits.

- Open-minded people can see both sides of the issue and are willing to consider new ideas.
- Open-minded thinking allows one to be flexible and adaptable.
- Open-mindedness leads to creativity and problem solving.

How can we, as professionals, be more open-minded in our day-to-day relationships? It does require hard work and lots of patience. Being open-minded means to think of others, what shared goals that we have and how we can be flexible together. Being open-minded sometimes means taking a leap of faith!

“One mistake people repeatedly make is focusing on proving themselves right, instead of focusing on achieving the best outcome.” – Shane Parrish

Oh, I never try to prove myself right, ever...just ask my husband 😊 If there is one thing I have learned when attempting to prove myself right, it is 100% ego driven; I'm trying to protect that ever loving ego instead of trying to get to the best possible outcome. Maybe it's human nature to not give up on a strong point of view or set of beliefs...otherwise called stubbornness. More often than not, after a little time and a little reflection, an open mind prevails and who knew an open mind sure is easier to get along with than the alternative!

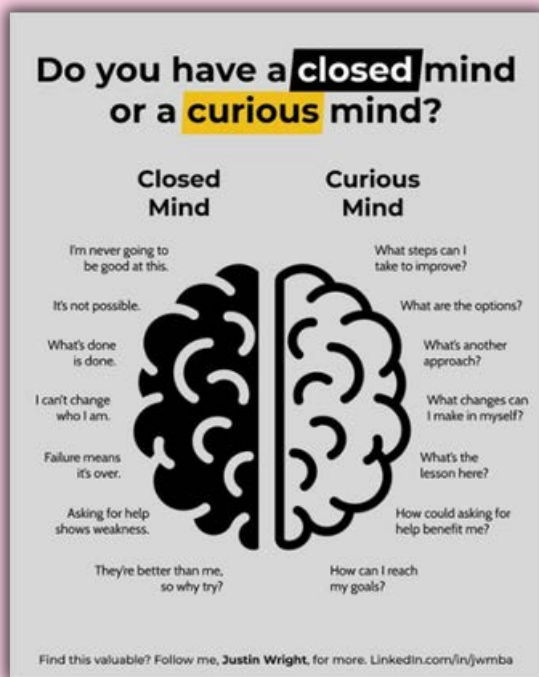
Here are four ways to tell the difference between closed and open-minded people (from writer David Timis)...

- Challenging ideas. Closed-minded people don't appreciate or want their ideas challenged; open-minded people are more curious about why there is a disagreement in the first place.
- Understanding. Closed-minded people focus more on being understood than on understanding others; open-minded people feel compelled to see things through the eyes of others.
- Shutting out. Closed-minded people block others from talking; open-minded people are more interested in listening.
- Humble. Closed-minded people lack humility; open-minded people accept and understand there is always the possibility they might be wrong.

As we continue to be disrupters in our craft, let us remember that creativity and curiosity shape what might be just around the corner. Have the conversation, listen to others, attitude and gratitude go along way to collective success. May you have an open mind and be an open mind!

In HEART, SERVICE, LEADERSHIP, INTEGRITY, INNOVATION.

Love, Mel





Players Championship



The Cognizant Classic



Texas Children's Houston Open

Wicked Whisk





Arnold Palmer Invitational



April

milestones

| | |
|-----------------------|-----------|
| Derek Mills | 4/1/2010 |
| Aisha Forde | 4/1/2017 |
| Jozlynn Summers | 4/3/2018 |
| Claudio Atilano | 4/4/2006 |
| Carlos Ambrocio Adame | 4/11/2023 |
| Jeffrey Davis-Towle | 4/11/2009 |
| Hailey Rodriguez | 4/13/2022 |
| Rafael Contreras | 4/14/2007 |
| Aja Edwards | 4/22/2022 |
| Taylor Vick | 4/30/2022 |

birthdays

| | |
|----------------------|------|
| John Ferreras | 4/2 |
| William Knockenhauer | 4/3 |
| Aaron Wilkinson | 4/4 |
| Jeffrey Davis-Towle | 4/8 |
| Jeremy Price | 4/10 |
| Kenneth Raymond Jr | 4/11 |
| Paige Johnston | 4/16 |
| Jessica Kravtsov | 4/17 |
| Nicholas Rogers | 4/20 |
| Tierell Dilligard | 4/20 |
| Arlet Guevara | 4/27 |
| Jill Nennig | 4/28 |
| Victor Sanchez | 4/28 |



Happy St. Patty's Day, Dave! Just wanted to thank you again for sending Manny down with the POS for the event here in Colorado. Manny is an awesome young man and you should be proud, as I am sure you are, of how he represents you and your company. He was a Godsend and I would highly recommend him to any project and I hope I get a chance to work with him again!!

You always have such quality people in your company, your HR team and your training team have got to be the best on the planet.

Hope all is well your way and keep taking great care of Manny, he's a keeper!

Best always,
Jim

2024 Events

| | | |
|--|-----------------------|--------------------------|
| Valero Texas Open | San Antonio, TX | April 1 - 7 |
| March Madness Music Festival | Phoenix, AZ | April 5 - 7 |
| Tortuga Music Festival | Ft Lauderdale, FL | April 5 - 7 |
| Dreamville Music Festival | Raleigh, NC | April 6 - 7 |
| Cirque du Soleil -Bazaar | Hartford, CT | April 6 - May 5 |
| Waterway Arts Festival | The Woodlands, TX | April 12 - 14 |
| Invited Celebrity Classic | Irving, TX | April 15 - 21 |
| Cirque du Soleil - Kooza | San Jose, CA | April 18 - May 26 |
| High Water Music Festival | Charleston, SC | April 20 - 21 |
| Chevron LPGA Championship | The Woodlands, TX | April 17 - 21 |
| Sugarland Arts Festival | Sugarland, TX | April 27 - 28 |
| Insperty Invitational | The Woodlands, TX | April 29 - May 5 |
| Shaky Knees Music Festival | Atlanta, GA | May 3 - 5 |
| Sol Blume | Sacramento, CA | May 3 - 5 |
| Riverbeat Festival | Memphis, TN | May 3 - 5 |
| Sweet Beats Music Festival | Sugarland, TX | May 4 - 5 |
| Big As Texas Music Festival | Conroe, TX | May 10 - 12 |
| Sugar Land Jazz Festival | Sugarland, TX | May 11 - 12 |
| Smoke Slam | Memphis, TN | May 16 - 18 |
| Cirque du Soleil - Bazaar | Minneapolis, MN | May 18 - June 16 |
| Ubbi Dubbi | Fort Worth, TX | May 24 - 25 |
| Widespread Panic | Memphis, TN | May 24 - 25 |
| Charles Schwab Challenge | Fort Worth, TX | May 20 - 26 |
| Railbird Music Festival | Lexington, KY | June 1 - 2 |
| So What?! | Fort Worth, TX | June 1 - 2 |
| American Family Insurance Championship | Madison, WI | June 3 - 9 |
| Governor's Ball Music Festival | New York, NY | June 7 - 9 |
| Bonnaroo Music Festival | Manchester, TN | June 13 - 16 |
| Country Jam | Grand Junction, CO | June 20 - 22 |
| John Deere Classic | Moline, IL | July 1 - 7 |
| Red, Hot, and Blue | The Woodlands, TX | July 4 |
| Red, White, and Boom | Sugarland, TX | July 4 |
| Freedom Over Texas | Houston, TX | July 4 |
| American Century Championship | Stateline, NV | July 8 - 14 |
| Minnesota Yacht Club | St Paul, MN | July 19 - 20 |
| Faster Horses | Detroit, MI | July 19 - 21 |
| Fairwell Festival | Redmond, OR | July 19 - 21 |
| WE Fest | Detroit Lakes, MN | August 1 - 3 |
| Hinterland | St Charles, IA | August 2 - 4 |
| Watershed | George, WA | August 2 - 4 |
| Shaw Charity Classic | Calgary, Alberta, CAN | August 12 - 18 |
| BMW Championship | Castle Rock, CO | August 19 - 25 |
| Sea Hear Now Festival | Asbury Park, NJ | September 13 - 15 |
| Life is Beautiful Music Festival | Las Vegas, NV | TBD |
| Iron Blossom | Richmond, VA | September 21 - 22 |
| Pilgrimage Music Festival | Franklin, TN | September 28 - 29 |
| Huntsville | Huntsville, AL | September 28 - 29 |
| Oceans Calling Music Festival | Ocean City, MD | September 27 - 29 |
| Sanderson Farms | Jackson, MS | September 30 - October 6 |
| Constellation Furyk & Friends | Jacksonville, FL | September 30 - October 6 |
| Mempho Fest | Memphis, TN | October 4 - 6 |
| Austin City Limits | Austin, TX | October 4 - 6 |
| Riverfront Revival | Charleston, SC | October 11 - 12 |
| Bayou City Arts Festival | Houston, TX | TBD |
| Austin City Limits | Austin, TX | October 11 - 13 |
| Freaky Deaky | Austin, TX | October 26 - 27 |
| The Annika Driven | Belleair, FL | November 11 - 17 |
| Lighting of the Doves | The Woodlands, TX | November 18 |
| Lights All Night Music Festival | Dallas, TX | December 30 - 31 |

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Spectrum Head Quarters:
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Mailing Address:
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www.spectrumconcessions.com

Golf Catering & Concessions | Cirque Du Soleil | Spectrum Catering

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Stadium Division | Ice Rink Management

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Theatre Division

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