Business Partnerships: INTRUST Bank
Arena SMG Partnership & Synergy

Ron Holt
Assistant County Manager
Sedgwick County Government
If men could combine thus earnestly, and patiently, and harmoniously to some really worthy end, what might they not accomplish? … If they could put their hands and heads and hearts all together, such a cooperation and harmony would be the very end and success for which government now exists in vain.

-----Henry David Thoreau (1817 – 1862)
American essayist, naturalist, and philosopher
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• Strategic alliances and partnerships
• The power of “partnering”
• A partnership creates synergy
• Limited capacity to create synergy – Why?
  - Who is involved in the partnership?
  - How are they involved?
  - How well the leadership and management of the partnership supports the partners’ interactions?
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The Power of Partnerships – the Business Perspective

“The Power of We, Succeeding Through Partnerships” by Jonathan M. Tisch, Chairman & CEO of Loews Hotels
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• INTRUST Bank Arena SMG Management Agreement
  - What
  - When & How Long
  - Why
  - How
  - Results
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• INTRUST Bank Arena SMG Management Agreement –

What?
- General Scope
- Manager of the Facility
- Independent Contractor
- Services
- Confidentiality/Nondisclosure
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- INTRUST Bank Arena SMG Management Agreement –

When & How Long?
- Dated August 1, 2007
- Management Term
- Renewal Term
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• INTRUST Bank Arena SMG Management Agreement – Why?
  - High quality management services
  - Best opportunity for financial success
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• INTRUST Bank Arena SMG Management Agreement –

How?
- Define the issue or opportunity
- Identify key stakeholders
- Understand the current situation (all perspectives)
- Create a preferred future
- Agree on measurable outcomes (develop a plan)
- Monitor progress (course correction)
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- INTRUST Bank Arena SMG Management Agreement –

Results
- World renown arena management company
- SMG’s Compensation
- Preservation of O & M Reserve Fund
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• Summary
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The End!