ESTA and NAMM furthered their relationship at this year’s NAMM Show in Anaheim, CA, both by increasing the number of members exhibiting and, once again, curating four tracks of training and education. These sessions were, as last year, free with registration to the show at the ESTA@NAMM discounted rate of $25!

This year’s offerings were curated by Alan Rowe for the Lighting and Electrical track, Bill Sapsis for the Rigging track, Michael Lay and Milton Davis for the Lighting Networking track, and Eddie Raymond for the Safety track.

The training sessions took place from January 24 – January 27 at the Wyndham Gardens and the Marriott.

The classes were taught by industry experts from a wide spectrum of backgrounds:

- The Lighting and Electrical Track sessions were taught by Richard Cadena, Lighting & Sound America; Nick Comis, Universal Studios; Alan Rowe, IATSE Local 728; Jerry Gorell, Theatre Safety Programs; Mitch Hefter, Signify; Steve Terry, ETC; and lighting designers Daunté Kenner, Principal, DK Production Design; Susan Rose, freelance lighting designer; and Steve Shelley, United Scenic Artists, IATSE Local 829.

- The Lighting Networking Track sessions instructors were Scott Blair, Mega Pixel VR; Milton Davis, Doug Fleenor Design; John Huntington, New York City College of Technology; Paul Kleissler, City Theatrical; and Kevin Loewen, Pathway Connectivity.

- The Rigging Track sessions trainers were Eric Rouse, Chicago Flyhouse; Bill Sapsis and Paul Sapsis, Sapsis Rigging; and Elmer Veith, Reliable Design Services.

- The Safety Track sessions were taught by Kent Jorgensen, IATSE Local 80; Eddie Raymond, IATSE Local 16; Richard Cadena, LSA; and Alan Rowe, IATSE; Steven A. Adelman, Adelman Law Group PLLC; Mark Herrera, International Association of Venue Managers; Richard Nix and Karl Ruling, ESTA; Susan McGuirl; and Shawn London, VUE Audiotechnik.

In all, 33 different sessions were held over the four days at NAMM. More than 88 hours of instruction were offered at no additional charge for anyone registered for the show. There is no other event where so much quality education is offered to the general attendee for the cost of registration—$25—with the ESTA@NAMM discount. This is truly a case of the associations, ESTA and NAMM, giving back to the industry.

There were many excellent offerings that you can review at http://estalink.us/estaatnamm2019. While all of the trainings were valuable, it would take way too much column space to describe them fairly, so here’s a sampling of a few.


This session gave attendees some tools to augment their situational awareness and to mitigate risk through guest service interjection. Attendees learned to increase their observational capabilities of anonymous behavior and identify behavior patterns not conducive to the venue environment. They also heard about the current threat level facing venues and how to establish increased mental preparation, response, and mitigation to possible threats.


This was a 30 minutes lecture followed by 90 minutes of interactive workshop. In Steve’s words, “It should have been easy
"Emergency Preparedness: Exceptional Focus, Performance, and Control in Extreme Situations" presenter Mark Herrera

"The Elephant in the Room: How to Create and Maintain a Risk Assessment Program" presenter Eddie Raymond

"General Safety in Entertainment Event Planning" presenter Kent Jorgensen

"Decoding the National Electrical Code" panelists Steve Terry and Mitch Hefter

"Truss and Ground Support Systems" presenter Elmer Veith

"Advanced Ethernet Networking" panelists Scott Blair, Kevin Lowen, and John Huntington

"The Shocking Truth about Power Distribution" presenter Richard Cadena