

# **Pollstar July 12, 2007**

## **Georgia On Their Minds**

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Former Clear Channel Entertainment execs Patrick Leahy and Dave Lucas are reuniting in Georgia to assist the Atlanta Symphony Orchestra in the run-up to the expected May 2008 opening of the 12,000-seat Verizon Wireless Amphitheatre at Encore Park in the north Atlanta suburb of Alpharetta.

Leahy's 409 Management & Consulting has signed a consulting and recruiting agreement with ASO and the venue, in addition to its project development consulting efforts since November.

The company will consult on all aspects of venue development, leading efforts to recommend and confirm the facility program, design review, infrastructure, sales and operations of the new venue.

Lucas' Live-360 recently made a deal, orchestrated by Leahy, to handle the booking and related marketing elements for the venue as well as assisting the ASO in naming rights negotiations with Verizon Wireless.

Ground was recently broken on the newest Atlanta-area shed, which will be the home of symphony performances as well as other concerts and community events.

"We are thrilled to have the opportunity to work with the ASO to help make the venue a success," Lucas told *Pollstar*. "This is going to be an amphitheatre everyone is going to want to play."

The Venue Management Recruiting Group division of 409 Management will also assist with the hiring and placement of key personnel at the shed, including hiring a GM; sales, marketing and promotions directors; operations and production management staff; box office manager and related positions.